

# THE NAIS DEMOGRAPHIC CENTER

## 2009 Metropolitan Area Reports

### CBSA<sup>1</sup>: Chicago-Naperville-Joliet, IL-IN-WI<sup>2</sup>

*Metropolitan Area Reports summarize key demographic changes for a specific geographic region, suggest strategic considerations for schools given these changes, and offer resources that can assist schools in dealing with an ever-changing marketplace. For specific demographic reports for your geographic region, please visit the NAIS Demographic Center at [www.nais.org/go/demographics](http://www.nais.org/go/demographics).*

### Key Findings

#### School Age Population

1. During 2000-2009, the metropolitan area of Chicago-Naperville-Joliet reported a decrease in the number of households with children of school age from 1,223,522 to 1,199,364 (1.97 percent). Furthermore, their numbers are expected to grow by 4.26 percent during the next five years, totaling 1,250,414 in 2014.
2. The school age population group is also expected to increase through 2014. After recording a growth rate of 5.19 percent during the period 2000-2009, the school population age 0 to 17 years is projected to rise slightly by 1.06 percent from 2,574,288 in 2009 to 2,601,631 in 2014.
3. By gender, the female school population is expected to increase slightly (0.25 percent) by the year 2014, from 1,235,937 to 1,239,039, while the male school population is predicted to grow slightly by 1.20 percent, from 1,333,216 in 2009 to 1,349,269 in 2014.

#### Number of Children

4. By age and gender, the only declines are projected in the number of girls age five to nine years, from 339,008 in 2009 to 324,326 in 2014 (4.33 percent), and boys in the same age group, from 370,438 in 2009 to 361,289 in 2014 (2.47 percent). In contrast, the largest growth rate is expected for boys younger than five years of age, from 388,740 in 2009 to 410,626 in 2014 (5.63 percent), followed by girls in the same age group from 360,883 in 2009 to 377,522 in 2014 (4.61 percent).
5. In absolute numbers, the largest group in 2009 was children younger than five years old, at 749,623, followed by children between five and nine years old, at 709,446. While the first group recorded the highest percent increases during 2000-2009, at

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<sup>1</sup> CBSAs are Core Based Statistical Areas, a new census geographic area stemming from the results of the Census 2000. CBSAs combine both Metropolitan Areas (formerly MSAs) and new Micropolitan Areas.

<sup>2</sup> This CBSA includes the following counties: Cook, IL 17031; DeKalb, IL 17037; DuPage, IL 17043; Grundy, IL 17063; Kane, IL 17089; Kendall, IL 17093; Lake, IL 17097; McHenry, IL 17111; Will, IL 17197; Jasper, IN 18073; Lake, IN 18089; Newton, IN 18111; Porter, IN 18127; and Kenosha, WI 55059.

11.01 percent, it is predicted to continue growing at a rate of 5.14 percent, reaching 788,148 by 2014.

6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to increase by 0.26 percent each between 2009 and 2014, while nursery or preschool is expected to grow by 6.78 percent (from 213,638 in 2009 to 228,127 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 6.25 percent and 7.28 percent, respectively, during the period 2009-2014.

### **Enrollment in Private Schools**

7. The population enrolled in private schools grew by more than 17 percent during 2000-2009; however, this growth rate is expected to increase by 2.58 percent in 2014 (from 388,703 in 2009 to 398,727 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 12.85 percent (in spite of the fall of public preprimary by 6.48 percent during the same period), it is projected to continue growing at a rate of 2.94 percent, between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 10.69 percent (from 58,832 in 2009 to 65,121 in 2014); while the female preprimary enrollment is expected grow by 9.62 percent (from 54,617 in 2009 to 59,872 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are slight declines of 0.10 percent and 1.04 percent, respectively.

### **Population by Race and Ethnicity**

9. By race and ethnicity, the principal changes in the Chicago-Naperville-Joliet area are the declining growth rates of the white population, while Hispanics, Asians, and 'Other'<sup>3</sup> population, have increased during the years 2000-2009 at 25.04 percent, 29.04 percent, and 27.21 percent, respectively.
10. While the white population still represents more than 63 percent of the total population, it is expected to grow at a slower pace, from 6,274,120 in 2009 to 6,304,786 in 2014 (0.49 percent). On the contrary, minority groups are predicted to continue increasing between 2009 and 2014, especially the 'Other' population, which is forecasted to grow from 1,185,974 in 2009 to 1,373,788 in 2014 (15.84 percent).

### **Numbers of Affluent Families**

11. The number of families with school age children and incomes of at least \$100,000 per year is predicted to increase throughout 2014. In particular, families with children younger than five years old and incomes between \$125,000 and \$149,999 per year are expected to increase from 27,929 in 2009 to 41,125 in 2014 (47.25 percent), followed

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<sup>3</sup> "Other race" includes all other responses not included in the "white," "black or African American," "American Indian and Alaska Native," "Asian," and "Native Hawaiian and Other Pacific Islander" race categories. Respondents providing write-in entries such as multiracial, mixed, interracial, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) are included here.

- by families with children in the same age group with incomes over \$350,000 per year, who are expected to increase from 11,235 in 2009 to 16,000 in 2014 (42.41 percent).
12. The number of African American households with incomes of at least \$100,000 per year is projected to continue growing through 2014. In particular, households with annual incomes between \$125,000 and \$149,999 per year are projected to record an increase of 35.35 percent, from 19,567 in 2009 to 26,484 in 2014. A similar trend is expected for Asian households with incomes of at least \$100,000 per year. The highest growth rate is projected for Asian households with annual incomes over \$200,000 per year at 95.89 percent, from 8,612 in 2009 to 16,870 in 2014.
  13. Although their numbers are not that large, 'Other households' with annual incomes of at least \$100,000 per year are also predicted to more than double their numbers by 2014, especially those households with incomes between \$125,000 and \$149,999 per year, who are expected to increase from 6,281 in 2009 to 14,875 in 2014 (136.83 percent).
  14. Likewise, Hispanic households with annual incomes of at least \$100,000 per year are forecasted to expand. For example, Hispanic families with annual incomes between \$125,000 and \$149,999 per year are projected to soar from 15,235 in 2009 to 25,769 in 2014 (69.14 percent).
  15. In general, the number of households with homes valued over \$500,000 reported record growth numbers during the period 2000-2009. In particular, the number of households with homes valued between \$750,000 and \$999,999 increased by 443.20 percent during this period. A positive trend is projected to continue through 2014. For instance, the number of owner households with homes valued between \$500,000 and \$749,999 is expected to increase from 88,522 in 2009 to 125,760 in 2014 (42.07 percent).

### **Population with Higher Education**

16. The number of people older than 25 years of age who hold college degrees in the Chicago-Naperville-Joliet area increased by 15.62 percent, from 1,057,415 in 2000 to 1,222,611 in 2009. This number is expected to grow by 2014 (6.76 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 618,113 in 2000 to 684,709 in 2009 (10.77 percent), and it is forecasted that their numbers will grow by 4.65 percent by the year 2014.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the Chicago-Naperville-Joliet metropolitan area need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying their enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

### General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?
- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?
- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?
- If we have feeder schools, are we watching their enrollment changes to understand how our school could be impacted?

### Responding to School Age Population

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- If our school is in high demand, what tuition policy should it follow?
- What are the demographic changes in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? What would it take to attract this population?
- What percentage of all children would we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How will this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why are they enrolling their children in our school?
- Can we work with the local businesses and the chamber of commerce to attract new families to the area?

### Responding to Racial/Ethnic Changes

- Given the demographic changes, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?

- What are the key characteristics that parents of color are looking for in a school? Does the school highlight these characteristics in its messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in our school? Do we know where these families are located?

### **Responding to Household Income Changes**

- Can we adjust pricing to attract more middle-class families? Can we increase financial aid or structure it to increase enrollment?
- Are middle-class families aware of all the options offered to pursue an education in our school (need-based financial aid, merit awards, tuition payment plans, and tuition loan programs)?
- Are our students' grandparents nearby? What percentage of students have their tuitions paid for by their grandparents? How can we involve grandparents in the life of the school?

### **Financial Considerations**

- What financial planning do we need to do to help us weather the downturn?
- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?
- Are there any building maintenance or improvements that are needed? Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on income as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)?<sup>4</sup>
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?
- What types of causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

## **NAIS Resources that Can Help**

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following websites: [www.trendletter.com](http://www.trendletter.com) and/or [www.hermangroup.com](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://www.nais.org) or buy in bulk to share) identifies what demographic, social,

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<sup>4</sup> The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue different from tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between operating expenses and affordability. <http://www.nais.org/resources/seriesdoc.cfm?ItemNumber=148270>.

economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.

2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline<sup>5</sup> annual survey ([www.nais.org/go/statsonline](http://www.nais.org/go/statsonline)) that collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
  - ✓ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
  - ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
  - ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, *Marketing Independent Schools to Generation X and Minority Parents* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the *NAIS Public Opinion Poll* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you in communicating with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
  - ✓ *Values Added: The Lifelong Returns of an Independent School Education* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).
  - ✓ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).

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<sup>5</sup> StatsOnline is available to five key administrators at each participating school who are responsible for providing the statistical data each year. The five administrators include: head, business manager, director of admission, director of development, and director of financial aid.



- ✓ *Communications Handbook* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy))
- ✓ Parent Admission Brochure (view a sample as a pdf or purchase copies from the online bookstore at <http://transact.nais.org/Purchase/SearchCatalog.aspx>).

5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative ([www.nais.org/sustainableschools/](http://www.nais.org/sustainableschools/)), we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.

**ADMISSION AND MARKETING**

- ✓ [Parents Views on Independent Schools under the Current Economic Situation.](#)
- ✓ [Demography and the Economy](#)
- ✓ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
- ✓ [Admission Trends, Families, and the School Search](#)
- ✓ [Enrollment Dilemmas, Part I and Part II](#)
- ✓ [Sticky Messages](#)
- ✓ [\*Net Tuition Revenue Management: The Why, When, and How\*, NAIS Leadership Series \(Article 2009\)](#)
- ✓ [\*Enrollment and Marketing Considerations in a Tight Financial Market\*, NAIS Leadership Series \(Article 2009\)](#)



## EASI NAIS Detailed Trend Report & Analysis - 2009

CBSA Name: Chicago-Naperville-Joliet, IL-IN-WI

CBSA Code: 16980

CBSA Type (1=Metro, 2=Micro): 1

State Name: Illinois

Dominant Profile: SUB\_BUS

Edit  
Report

Print  
Friendly  
Report

Save  
Report

Help

Definitions

Frequently  
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Questions

NAIS  
Demographic  
Center

Contact  
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Description	2000	2009	2014	% Growth (2000- 2009)	% Growth Forecast (2009- 2014)
Total Population and Households					
Population	9,098,316	9,600,608	9,892,778	5.52	3.04
Households	3,280,055	3,499,501	3,601,547	6.69	2.92
Households with School Age Population					
Households with Children Age 0 to 17 Years	1,223,522	1,199,364	1,250,414	-1.97	4.26
Percent of Households with Children Age 0 to 17 Years	37.30	34.27	34.72	-8.12	1.31
School Age Population					
Population Age 0 to 17 Years	2,447,345	2,574,288	2,601,631	5.19	1.06
Population Age 0 to 4 Years	675,294	749,623	788,148	11.01	5.14
Population Age 5 to 9 Years	708,867	709,446	685,615	0.08	-3.36
Population Age 10 to 13 Years	537,377	557,509	558,290	3.75	0.14
Population Age 14 to 17 Years	525,807	552,575	556,255	5.09	0.67
School Age Population by Gender					
Male Population Age 0 to 17 Years	1,253,104	1,333,216	1,349,269	6.39	1.20
Female Population Age 0 to 17 Years	1,194,241	1,235,937	1,239,039	3.49	0.25
Male School Age Population by Age					
Male Population Age 0 to 4 Years	344,975	388,740	410,626	12.69	5.63
Male Population Age 5 to 9 Years	362,994	370,438	361,289	2.05	-2.47
Male Population Age 10 to 13 Years	274,653	286,880	287,638	4.45	0.26
Male Population Age 14 to 17 Years	270,482	287,158	289,716	6.17	0.89
Female School Age Population by Age					
Female Population Age 0 to 4 Years	330,319	360,883	377,522	9.25	4.61
Female Population Age 5 to 9 Years	345,873	339,008	324,326	-1.98	-4.33



<b>Female Population Age 10 to 13 Years</b>	262,724	270,629	270,652	3.01	0.01
<b>Female Population Age 14 to 17 Years</b>	255,325	265,417	266,539	3.95	0.42
<b>Population in School</b>					
<b>Nursery or Preschool</b>	192,515	213,638	228,127	10.97	6.78
<b>Kindergarten</b>	142,374	158,057	158,464	11.02	0.26
<b>Grades 1 to 4</b>	569,498	632,230	633,855	11.02	0.26
<b>Grades 5 to 8</b>	539,655	621,037	645,177	15.08	3.89
<b>Grades 9 to 12</b>	528,036	615,541	642,827	16.57	4.43
<b>Population in School by Gender</b>					
<b>Male Enrolled in School</b>	1,010,326	1,162,887	1,203,581	15.10	3.50
<b>Female Enrolled in School</b>	961,753	1,077,616	1,104,869	12.05	2.53
<b>Male Population in School by Grade</b>					
<b>Male Nursery or Preschool</b>	98,347	110,789	118,854	12.65	7.28
<b>Male Kindergarten</b>	72,907	82,530	83,503	13.20	1.18
<b>Male Grades 1 to 4</b>	291,626	330,119	334,014	13.20	1.18
<b>Male Grades 5 to 8</b>	275,817	319,570	332,403	15.86	4.02
<b>Male Grades 9 to 12</b>	271,629	319,880	334,806	17.76	4.67
<b>Female Population in School by Grade</b>					
<b>Female Nursery or Preschool</b>	94,168	102,849	109,273	9.22	6.25
<b>Female Kindergarten</b>	69,468	75,528	74,960	8.72	-0.75
<b>Female Grades 1 to 4</b>	277,872	302,110	299,841	8.72	-0.75
<b>Female Grades 5 to 8</b>	263,838	301,467	312,774	14.26	3.75
<b>Female Grades 9 to 12</b>	256,408	295,661	308,021	15.31	4.18
<b>Population in School</b>					
<b>Education, Total Enrollment (Pop 3+)</b>	1,972,079	2,240,503	2,308,450	13.61	3.03
<b>Education, Not Enrolled in School (Pop 3+)</b>	6,143,711	6,349,131	6,541,632	3.34	3.03
<b>Population in Public vs Private School</b>					
<b>Education, Enrolled Private Schools (Pop 3+)</b>	331,171	388,703	398,727	17.37	2.58
<b>Education, Enrolled Private Preprimary (Pop 3+)</b>	85,389	113,449	124,993	32.86	10.18
<b>Education, Enrolled Private Elementary or High School (Pop 3+)</b>	245,782	275,254	273,734	11.99	-0.55
<b>Education, Enrolled Public Schools (Pop 3+)</b>	1,640,908	1,851,800	1,909,723	12.85	3.13
<b>Education, Enrolled Public Preprimary (Pop 3+)</b>	107,126	100,189	103,134	-6.48	2.94

<b>Education, Enrolled Public Elementary or High School (Pop 3+)</b>	1,533,782	1,751,611	1,806,589	14.20	3.14
<b>Population in Public vs Private School by Gender</b>					
<b>Male Population in Public vs Private School</b>					
<b>Male Education, Enrolled Private Schools (Pop 3+)</b>	169,578	201,710	207,852	18.95	3.04
<b>Male Education, Enrolled Private Preprimary (Pop 3+)</b>	43,621	58,832	65,121	34.87	10.69
<b>Male Education, Enrolled Private Elementary or High School (Pop 3+)</b>	125,957	142,878	142,731	13.43	-0.10
<b>Male Education, Enrolled Public Schools (Pop 3+)</b>	840,748	961,177	995,728	14.32	3.59
<b>Male Education, Enrolled Public Preprimary (Pop 3+)</b>	54,725	51,956	53,733	-5.06	3.42
<b>Male Education, Enrolled Public Elementary or High School (Pop 3+)</b>	786,022	909,221	941,995	15.67	3.60
<b>Female Population in Public vs Private School</b>					
<b>Female Education, Enrolled Private Schools (Pop 3+)</b>	161,593	186,993	190,875	15.72	2.08
<b>Female Education, Enrolled Private Preprimary (Pop 3+)</b>	41,768	54,617	59,872	30.76	9.62
<b>Female Education, Enrolled Private Elementary or High School (Pop 3+)</b>	119,825	132,376	131,003	10.47	-1.04
<b>Female Education, Enrolled Public Schools (Pop 3+)</b>	800,160	890,623	913,995	11.31	2.62
<b>Female Education, Enrolled Public Preprimary (Pop 3+)</b>	52,401	48,233	49,401	-7.95	2.42
<b>Female Education, Enrolled Public Elementary or High School (Pop 3+)</b>	747,760	842,390	864,594	12.66	2.64
<b>Population by Race</b>					
<b>White Population, Alone</b>	6,082,324	6,274,120	6,304,786	3.15	0.49
<b>Black Population, Alone</b>	1,691,682	1,634,233	1,651,012	-3.40	1.03
<b>Asian Population, Alone</b>	392,030	506,281	563,192	29.14	11.24
<b>Other Population</b>	932,280	1,185,974	1,373,788	27.21	15.84
<b>Population by Ethnicity</b>					
<b>Hispanic Population</b>	1,494,703	1,868,916	2,045,919	25.04	9.47
<b>White Non-Hispanic Population</b>	5,397,499	5,395,354	5,402,670	-0.04	0.14
<b>Population by Race As Percent of Total Population</b>					
<b>Percent of White Population, Alone</b>	66.85	65.35	63.73	-2.24	-2.48
<b>Percent of Black Population, Alone</b>	18.59	17.02	16.69	-8.45	-1.94
<b>Percent of Asian Population, Alone</b>	4.31	5.27	5.69	22.27	7.97
<b>Percent of Other Population</b>	10.25	12.35	13.89	20.49	12.47

<b>Population by Ethnicity As Percent of Total Population</b>					
<b>Percent of Hispanic Population</b>	16.43	19.47	20.68	18.50	6.21
<b>Percent of White Non-Hispanic Population</b>	59.32	56.20	54.61	-5.26	-2.83
<b>Educational Attainment</b>					
<b>Education Attainment, College (Pop 25+)</b>	1,057,415	1,222,611	1,305,250	15.62	6.76
<b>Education Attainment, Graduate Degree (Pop 25+)</b>	618,113	684,709	716,528	10.77	4.65
<b>Household Income</b>					
<b>Household Income, Median (\$)</b>	51,645	64,219	76,570	24.35	19.23
<b>Household Income, Average (\$)</b>	67,442	84,475	104,334	25.26	23.51
<b>Households by Income</b>					
<b>Households with Income Less than \$25,000</b>	729,228	607,745	502,491	-16.66	-17.32
<b>Households with Income \$25,000 to \$49,999</b>	865,114	753,995	629,956	-12.84	-16.45
<b>Households with Income \$50,000 to \$74,999</b>	694,328	682,219	630,601	-1.74	-7.57
<b>Households with Income \$75,000 to \$99,999</b>	421,511	524,519	600,826	24.44	14.55
<b>Households with Income \$100,000 to \$124,999</b>	235,783	347,241	444,439	47.27	27.99
<b>Households with Income \$125,000 to \$149,999</b>	115,241	216,609	307,232	87.96	41.84
<b>Households with Income \$150,000 to \$199,999</b>	104,239	165,076	211,219	58.36	27.95
<b>Households with Income \$200,000 and Over</b>	114,611	202,097	274,783	76.33	35.97
<b>Families by Age of Children and Income</b>					
<b>Families with one or more children aged 0-4 and Income \$100,000 to \$124,999</b>	30,470	44,020	57,705	44.47	31.09
<b>Families with one or more children aged 5-9 and Income \$100,000 to \$124,999</b>	31,985	41,661	50,198	30.25	20.49
<b>Families with one or more children aged 10-13 and Income \$100,000 to \$124,999</b>	24,247	32,739	40,876	35.02	24.85
<b>Families with one or more children aged 14-17 and Income \$100,000 to \$124,999</b>	23,725	32,449	40,727	36.77	25.51
<b>Families with one or more children aged 0-4 and Income \$125,000 to \$149,999</b>	14,776	27,929	41,125	89.02	47.25
<b>Families with one or more children aged 5-9 and Income \$125,000 to \$149,999</b>	15,511	26,432	35,775	70.41	35.35
<b>Families with one or more children aged 10-13 and Income \$125,000 to \$149,999</b>	11,758	20,771	29,131	76.65	40.25
<b>Families with one or more children aged 14-17 and Income \$125,000 to \$149,999</b>	11,505	20,588	29,025	78.95	40.98
<b>Families with one or more children aged 0-4 and Income \$150,000 to \$199,999</b>	13,350	20,896	28,111	56.52	34.53
<b>Families with one or more children aged 5-9 and</b>					

<b>Income \$150,000 to \$199,999</b>	14,014	19,776	24,454	41.12	23.65
<b>Families with one or more children aged 10-13 and Income \$150,000 to \$199,999</b>	10,624	15,541	19,912	46.28	28.13
<b>Families with one or more children aged 14-17 and Income \$150,000 to \$199,999</b>	10,395	15,403	19,840	48.18	28.81
<b>Families with one or more children aged 0-4 and Income \$200,000 to \$349,999</b>	8,422	14,860	20,661	76.44	39.04
<b>Families with one or more children aged 5-9 and Income \$200,000 to \$349,999</b>	8,841	14,063	17,973	59.07	27.80
<b>Families with one or more children aged 10-13 and Income \$200,000 to \$349,999</b>	6,702	11,051	14,635	64.89	32.43
<b>Families with one or more children aged 14-17 and Income \$200,000 to \$349,999</b>	6,558	10,954	14,582	67.03	33.12
<b>Families with one or more children aged 0-4 and Income \$350,000 and over</b>	6,414	11,235	16,000	75.16	42.41
<b>Families with one or more children aged 5-9 and Income \$350,000 and over</b>	6,733	10,633	13,918	57.92	30.89
<b>Families with one or more children aged 10-13 and Income \$350,000 and over</b>	5,104	8,356	11,334	63.71	35.64
<b>Families with one or more children aged 14-17 and Income \$350,000 and over</b>	4,994	8,282	11,292	65.84	36.34
<b>Households by Home Value</b>					
<b>Housing, Owner Households Valued Less than \$250,000</b>	1,719,310	1,384,612	1,248,970	-19.47	-9.80
<b>Housing, Owner Households Valued \$250,000-\$299,999</b>	145,955	344,611	349,801	136.11	1.51
<b>Housing, Owner Households Valued \$300,000-\$399,999</b>	132,601	161,084	231,382	21.48	43.64
<b>Housing, Owner Households Valued \$400,000-\$499,999</b>	61,527	235,930	276,711	283.46	17.29
<b>Housing, Owner Households Valued \$500,000-\$749,999</b>	49,833	88,522	125,760	77.64	42.07
<b>Housing, Owner Households Valued \$750,000-\$999,999</b>	16,989	92,284	122,974	443.20	33.26
<b>Housing, Owner Households Valued More than \$1,000,000</b>	16,367	38,566	53,492	135.63	38.70
<b>Households by Length of Residence</b>					
<b>Length of Residence Less than 2 Years</b>	173,065	689,791	978,460	298.57	41.85
<b>Length of Residence 3 to 5 Years</b>	259,597	1,034,687	1,467,690	298.57	41.85
<b>Length of Residence 6 to 10 Years</b>	904,986	962,652	988,953	6.37	2.73
<b>Length of Residence More than 10 Years</b>	1,942,408	812,371	166,445	-58.18	-79.51
<b>Households by Race and Income</b>					
<b>White Households by Income</b>					
<b>White Households with Income Less than \$25,000</b>	421,567	318,525	244,470	-24.44	-23.25
<b>White Households with Income \$25,000 to \$49,999</b>	592,451	474,349	377,221	-19.93	-20.48
<b>White Households with Income \$50,000 to \$74,999</b>	517,783	473,344	414,441	-8.58	-12.44

<b>White Households with Income \$75,000 to \$99,999</b>	335,484	397,443	427,028	18.47	7.44
<b>White Households with Income \$100,000 to \$124,999</b>	194,603	279,360	339,861	43.55	21.66
<b>White Households with Income \$125,000 to \$149,999</b>	97,406	180,751	246,606	85.56	36.43
<b>White Households with Income \$150,000 to \$199,999</b>	90,629	140,520	177,263	55.05	26.15
<b>White Households with Income \$200,000 and Over</b>	102,025	178,913	235,782	75.36	31.79
<b>Black Households by Income</b>					
<b>Black Households with Income Less than \$25,000</b>	222,350	179,945	164,406	-19.07	-8.64
<b>Black Households with Income \$25,000 to \$49,999</b>	165,164	140,527	131,910	-14.92	-6.13
<b>Black Households with Income \$50,000 to \$74,999</b>	96,910	98,500	101,937	1.64	3.49
<b>Black Households with Income \$75,000 to \$99,999</b>	46,378	65,185	76,872	40.55	17.93
<b>Black Households with Income \$100,000 to \$124,999</b>	21,849	35,881	45,271	64.22	26.17
<b>Black Households with Income \$125,000 to \$149,999</b>	8,747	19,567	26,484	123.70	35.35
<b>Black Households with Income \$150,000 to \$199,999</b>	6,188	11,527	14,017	86.28	21.60
<b>Black Households with Income \$200,000 and Over</b>	5,923	11,084	14,592	87.13	31.65
<b>Asian Households by Income</b>					
<b>Asian Households with Income Less than \$25,000</b>	22,226	25,750	21,966	15.86	-14.70
<b>Asian Households with Income \$25,000 to \$49,999</b>	29,984	33,452	24,609	11.57	-26.43
<b>Asian Households with Income \$50,000 to \$74,999</b>	28,340	35,771	30,791	26.22	-13.92
<b>Asian Households with Income \$75,000 to \$99,999</b>	17,201	25,834	35,987	50.19	39.30
<b>Asian Households with Income \$100,000 to \$124,999</b>	10,820	16,957	26,614	56.72	56.95
<b>Asian Households with Income \$125,000 to \$149,999</b>	5,598	10,010	19,267	78.81	92.48
<b>Asian Households with Income \$150,000 to \$199,999</b>	4,919	8,748	12,497	77.84	42.86
<b>Asian Households with Income \$200,000 and Over</b>	4,726	8,612	16,870	82.23	95.89
<b>Other Households by Income</b>					
<b>Other Households with Income Less than \$25,000</b>	63,085	83,525	71,649	32.40	-14.22
<b>Other Households with Income \$25,000 to \$49,999</b>	77,515	105,667	96,216	36.32	-8.94
<b>Other Households with Income \$50,000 to \$74,999</b>	51,295	74,604	83,432	45.44	11.83
<b>Other Households with Income \$75,000 to \$99,999</b>	22,448	36,057	60,939	60.62	69.01
<b>Other Households with Income \$100,000 to \$124,999</b>	8,511	15,043	32,693	76.75	117.33
<b>Other Households with Income \$125,000 to \$149,999</b>	3,490	6,281	14,875	79.97	136.83
<b>Other Households with Income \$150,000 to \$199,999</b>	2,503	4,281	7,442	71.03	73.84
<b>Other Households with Income \$200,000 and Over</b>	1,937	3,488	7,539	80.07	116.14
<b>Households by Ethnicity and Income</b>					

Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	95,639	107,885	100,707	12.80	-6.65
Hispanic Households with Income \$25,000 to \$49,999	122,563	144,828	142,472	18.17	-1.63
Hispanic Households with Income \$50,000 to \$74,999	80,576	111,276	126,024	38.10	13.25
Hispanic Households with Income \$75,000 to \$99,999	36,877	67,300	95,461	82.50	41.84
Hispanic Households with Income \$100,000 to \$124,999	14,660	33,027	53,434	125.29	61.79
Hispanic Households with Income \$125,000 to \$149,999	5,933	15,235	25,769	156.78	69.14
Hispanic Households with Income \$150,000 to \$199,999	3,917	8,889	12,696	126.93	42.83
Hispanic Households with Income \$200,000 and Over	3,288	7,230	11,383	119.89	57.44
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	376,104	277,981	208,308	-26.09	-25.06
White Non-Hispanic Households with Income \$25,000 to \$49,999	537,925	420,656	324,328	-21.80	-22.90
White Non-Hispanic Households with Income \$50,000 to \$74,999	482,548	426,971	363,924	-11.52	-14.77
White Non-Hispanic Households with Income \$75,000 to \$99,999	317,329	356,432	376,671	12.32	5.68
White Non-Hispanic Households with Income \$100,000 to \$124,999	186,474	249,878	302,627	34.00	21.11
White Non-Hispanic Households with Income \$125,000 to \$149,999	93,605	161,287	223,052	72.31	38.30
White Non-Hispanic Households with Income \$150,000 to \$199,999	87,915	127,844	162,591	45.42	27.18
White Non-Hispanic Households with Income \$200,000 and Over	99,341	164,031	219,350	65.12	33.72

**Footnotes:**

In the year 2000, the US Census changed the way it collected race data allowing respondents to report as many race categories as were necessary to identify themselves. Also, note that the federal government considers race and Hispanic origin to be two separate and distinct concepts. Peoples of Hispanic origin can be of any race.

The Median Household Income is the midpoint income in a ranking from low to high. Average Household Income is the sum of all incomes divided by the number of households.

Education Total Enrollment refers to the total population age 3 and above enrolled in school in this geography. Education Not Enrolled in School refers to the total population age 3 and above not enrolled in school in this geography.

Easy Analytic Software, Inc. (EASI) is the source of all updated estimates. All other data are derived from the US Census and other official government sources.

All estimates are as of 1/1/2009 unless otherwise stated.