

THE NAIS DEMOGRAPHIC CENTER

2009 Metropolitan Area Reports

CBSA¹: Washington-Arlington-Alexandria, DC-VA-MD-WV²

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.

Key Findings

School Age Population

1. During 2000-2009, the metropolitan area of Washington-Arlington-Alexandria reported an increase in the number of households with children of school age from 652,123 to 683,995 (4.89 percent). Furthermore, their numbers are expected to grow by 6.48 percent during the next five years, totaling 728,285 in 2014.
2. The school age population group is also expected to increase through 2014. After recording a growth rate of 11.88 percent during the period 2000-2009, the school population age 0 to 17 years is projected to rise slightly by 3.22 percent from 1,357,120 in 2009 to 1,400,789 in 2014.
3. By gender, the female school population is expected to grow by 2.55 percent, from 655,082 in 2009 to 671,798 in 2014, while the male school population is predicted to grow by 3.54 percent, from 702,038 in 2009 to 726,860 in 2014.

Number of Children

4. By age and gender, the only fall in population is projected to be in the number of girls age five to nine years, from 185,217 in 2009 to 183,626 in 2014 (0.86 percent decline). All other populations are expected to show growth rates ranging from 1.00 percent (males, ages five to nine) to 7.75 percent (males, ages zero to four)
5. In absolute numbers, the largest group in 2009 was younger than five years old at 397,311, followed by children between five and nine years old at 385,213. In the next five years, the latter group is predicted to increase slightly by 0.11 percent, while

¹ 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.

² This CBSA includes the following counties: District of Columbia, DC 11001; Calvert, MD 24009; Charles, MD 24017; Frederick, MD 24021; Montgomery, MD 24031; Prince George's, MD 24033; Arlington, VA 51013; Clarke, VA 51043; Fairfax, VA 51059; Fauquier, VA 51061; Loudoun, VA 51107; Prince William, VA 51153; Spotsylvania, VA 51177; Stafford, VA 51179; Warren, VA 51187; Alexandria City, VA 51510; Fairfax City, VA 51600; Falls Church City, VA 51610; Fredericksburg City, VA 51630; Manassas City, VA 51683; Manassas Park City, VA 51685; and Jefferson, WV 54037.

the group of children younger than five years old is expected to grow at 7.28 percent, becoming the largest group at 426,240 by 2014.

6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to see a small change between 2009 and 2014 (3.58 percent), while nursery or preschool is expected to grow by 9.96 percent (from 87,402 in 2009 to 90,529 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 9.44 percent and 10.45 percent, respectively, during the period 2009-2014.

Enrollment in Private Schools

7. The population enrolled in private schools grew by more than 26 percent during the years 2000 to 2009; however, this growth rate is expected to diminish substantially to 5.46 percent by the year 2014. Such a lower rate is expected mainly due to the anticipated growth of 1.70 percent in the elementary and high school population from 147,067 to 149,564 during 2009-2014, compared to 19.12 percent increase during 2000-2009. Likewise, while total public school enrollment grew during 2000-2009 by 21.15 percent (in spite of the fall of public preprimary by 0.02 percent during the same period), it is projected to continue growing at a lower rate of 5.30 percent, between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 12.69 percent (from 42,469 in 2009 to 47,859 in 2014); while the female preprimary enrollment is expected grow by 11.67 percent (from 39,571 in 2009 to 44,187 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are 5.79 percent and 1.19 percent, respectively.

Population by Race and Ethnicity

9. By race and ethnicity, the principal changes in the Washington-Arlington-Alexandria area are the declining growth rates of the white population, while Hispanics, Asians, and 'Other'³ population, have increased during the years 2000-2009 at 39.56 percent, 33.89 percent, and 38.48 percent, respectively.
10. While the white population still represents 56.64 percent of the total population, it is expected to grow at a slower pace, from 3,050,805 in 2009 to 3,072,707 in 2014 (0.72 percent). On the contrary, minority groups are predicted to continue increasing between 2009 and 2014, especially the Hispanic population, which is forecasted to grow from 599,666 in 2009 to 695,722 in 2014 (16.02 percent).

Numbers of Affluent Families

11. The number of families with school age children and income of at least \$100,000 a year is predicted to increase throughout 2014. In particular, families with children younger than five years old and incomes over \$350,000 are expected to increase from

³ "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.

10,665 in 2009 to 14,676 in 2014 (37.61 percent), followed by families with children younger than five years old and incomes between \$200,000 and \$349,999, who are expected to grow from 14,523 in 2009 to 19,571 in 2014 (34.76 percent). In absolute numbers, the largest group is expected to be families with children younger than five years old and income between \$100,000 and \$124,999 at 36,012 by 2014.

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 over \$200,000 are projected to record an increase of 32.88 percent, from 17,909 in 2009 to 23,798 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 at 73.83 percent, from 10,140 in 2009 to 17,626 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 their numbers, from 5,944 in 2009 to 11,188 in 2014 (88.22 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 over \$200,000 are projected to rise from 6,165 in 2009 to 8,940 in 2014 (45.01 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 415.03 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 61,665 in 2009 to 90,319 in 2014 (46.47 percent).

Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in the Washington-Arlington-Alexandria area increased by 20.64 percent, from 738,490 in 2000 to 890,897 in 2009. This number is expected to grow slightly by 8.22 percent in 2014. A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 605,732 in 2000 to 690,665 in 2009 (14.02 percent), and it is forecasted that their numbers will grow by 5.45 percent by the year 2014.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Washington-Arlington-Alexandria 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)?⁴
- 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 and/or www.hermangroup.com. Also, the *NAIS Opinion Leaders' Survey* (free to browse at www.nais.org or buy in bulk to share) identifies what demographic, social,

⁴ 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 StatsOnline⁵ annual survey (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), 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) 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).
 - ✓ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at www.nais.org/go/advocacy).

⁵ 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)
- ✓ 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/), 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: Washington-Arlington-Alexandria, DC-VA-MD-WV

CBSA Code: 47900

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

State Name: District of Columbia

Dominant Profile: AB_AV_EDU

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Description	2000	2009	2014	% Growth (2000- 2009)	% Growth Forecast (2009- 2014)
Total Population and Households					
Population	4,796,183	5,386,767	5,666,252	12.31	5.19
Households	1,800,263	2,059,593	2,162,019	14.41	4.97
Households with School Age Population					
Households with Children Age 0 to 17 Years	652,123	683,995	728,285	4.89	6.48
Percent of Households with Children Age 0 to 17 Years	36.22	33.21	33.69	-8.31	1.45
School Age Population					
Population Age 0 to 17 Years	1,213,021	1,357,120	1,400,789	11.88	3.22
Population Age 0 to 4 Years	335,003	397,311	426,240	18.60	7.28
Population Age 5 to 9 Years	352,618	385,213	385,619	9.24	0.11
Population Age 10 to 13 Years	269,048	291,176	296,086	8.22	1.69
Population Age 14 to 17 Years	256,352	283,420	290,713	10.56	2.57
School Age Population by Gender					
Male Population Age 0 to 17 Years	620,246	702,038	726,860	13.19	3.54
Female Population Age 0 to 17 Years	592,775	655,082	671,798	10.51	2.55
Male School Age Population by Age					
Male Population Age 0 to 4 Years	171,152	205,674	221,624	20.17	7.75
Male Population Age 5 to 9 Years	179,896	199,996	201,993	11.17	1.00
Male Population Age 10 to 13 Years	137,589	149,648	152,360	8.76	1.81
Male Population Age 14 to 17 Years	131,609	146,720	150,883	11.48	2.84
Female School Age Population by Age					
Female Population Age 0 to 4 Years	163,851	191,637	204,616	16.96	6.77
Female Population Age 5 to 9 Years	172,722	185,217	183,626	7.23	-0.86

Female Population Age 10 to 13 Years	131,459	141,528	143,726	7.66	1.55
Female Population Age 14 to 17 Years	124,743	136,700	139,830	9.59	2.29
Population in School					
Nursery or Preschool	94,190	118,035	129,795	25.32	9.96
Kindergarten	71,851	87,402	90,529	21.64	3.58
Grades 1 to 4	287,402	349,606	362,115	21.64	3.58
Grades 5 to 8	274,110	330,327	347,549	20.51	5.21
Grades 9 to 12	261,176	321,528	341,241	23.11	6.13
Population in School by Gender					
Male Enrolled in School	505,666	624,206	660,538	23.44	5.82
Female Enrolled in School	483,063	582,691	610,691	20.62	4.81
Male Population in School by Grade					
Male Nursery or Preschool	48,121	61,103	67,487	26.98	10.45
Male Kindergarten	36,656	45,377	47,420	23.79	4.50
Male Grades 1 to 4	146,625	181,509	189,681	23.79	4.50
Male Grades 5 to 8	140,178	169,769	178,842	21.11	5.34
Male Grades 9 to 12	134,086	166,448	177,108	24.14	6.40
Female Population in School by Grade					
Female Nursery or Preschool	46,069	56,932	62,308	23.58	9.44
Female Kindergarten	35,194	42,024	43,108	19.41	2.58
Female Grades 1 to 4	140,778	168,097	172,434	19.41	2.58
Female Grades 5 to 8	133,933	160,557	168,707	19.88	5.08
Female Grades 9 to 12	127,090	155,080	164,133	22.02	5.84
Population in School					
Education, Total Enrollment (Pop 3+)	988,729	1,206,897	1,271,229	22.07	5.33
Education, Not Enrolled in School (Pop 3+)	3,259,377	3,583,396	3,767,111	9.94	5.13
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	181,648	229,107	241,610	26.13	5.46
Education, Enrolled Private Preprimary (Pop 3+)	58,186	82,040	92,046	41.00	12.20
Education, Enrolled Private Elementary or High School (Pop 3+)	123,462	147,067	149,564	19.12	1.70
Education, Enrolled Public Schools (Pop 3+)	807,081	977,790	1,029,619	21.15	5.30
Education, Enrolled Public Preprimary (Pop 3+)	36,004	35,995	37,749	-0.02	4.87

Education, Enrolled Public Elementary or High School (Pop 3+)	771,077	941,795	991,870	22.14	5.32
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	92,876	118,525	125,568	27.62	5.94
Male Education, Enrolled Private Preprimary (Pop 3+)	29,727	42,469	47,859	42.86	12.69
Male Education, Enrolled Private Elementary or High School (Pop 3+)	63,149	76,056	77,708	20.44	2.17
Male Education, Enrolled Public Schools (Pop 3+)	412,789	505,681	534,970	22.50	5.79
Male Education, Enrolled Public Preprimary (Pop 3+)	18,394	18,633	19,628	1.30	5.34
Male Education, Enrolled Public Elementary or High School (Pop 3+)	394,395	487,048	515,343	23.49	5.81
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	88,772	110,582	116,042	24.57	4.94
Female Education, Enrolled Private Preprimary (Pop 3+)	28,459	39,571	44,187	39.05	11.67
Female Education, Enrolled Private Elementary or High School (Pop 3+)	60,313	71,011	71,856	17.74	1.19
Female Education, Enrolled Public Schools (Pop 3+)	394,292	472,109	494,649	19.74	4.77
Female Education, Enrolled Public Preprimary (Pop 3+)	17,610	17,362	18,121	-1.41	4.37
Female Education, Enrolled Public Elementary or High School (Pop 3+)	376,682	454,747	476,527	20.72	4.79
Population by Race					
White Population, Alone	2,847,435	3,050,805	3,072,707	7.14	0.72
Black Population, Alone	1,269,131	1,410,049	1,521,660	11.10	7.92
Asian Population, Alone	332,141	444,715	493,842	33.89	11.05
Other Population	347,476	481,198	578,043	38.48	20.13
Population by Ethnicity					
Hispanic Population	429,688	599,666	695,722	39.56	16.02
White Non-Hispanic Population	2,653,239	2,764,449	2,775,994	4.19	0.42
Population by Race As Percent of Total Population					
Percent of White Population, Alone	59.37	56.64	54.23	-4.60	-4.25
Percent of Black Population, Alone	26.46	26.18	26.85	-1.06	2.56
Percent of Asian Population, Alone	6.93	8.26	8.72	19.19	5.57
Percent of Other Population	7.24	8.93	10.20	23.34	14.22

Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	8.96	11.13	12.28	24.22	10.33
Percent of White Non-Hispanic Population	55.32	51.32	48.99	-7.23	-4.54
Educational Attainment					
Education Attainment, College (Pop 25+)	738,490	890,897	964,095	20.64	8.22
Education Attainment, Graduate Degree (Pop 25+)	605,732	690,665	728,297	14.02	5.45
Household Income					
Household Income, Median (\$)	64,055	82,171	93,606	28.28	13.92
Household Income, Average (\$)	80,677	107,800	132,951	33.62	23.33
Households by Income					
Households with Income Less than \$25,000	272,668	231,375	199,956	-15.14	-13.58
Households with Income \$25,000 to \$49,999	413,313	341,625	284,656	-17.34	-16.68
Households with Income \$50,000 to \$74,999	380,903	362,666	331,816	-4.79	-8.51
Households with Income \$75,000 to \$99,999	272,969	328,180	355,501	20.23	8.33
Households with Income \$100,000 to \$124,999	174,712	256,099	308,564	46.58	20.49
Households with Income \$125,000 to \$149,999	102,645	183,108	233,219	78.39	27.37
Households with Income \$150,000 to \$199,999	97,894	162,727	195,447	66.23	20.11
Households with Income \$200,000 and Over	85,159	193,813	252,860	127.59	30.47
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	21,516	29,546	36,012	37.32	21.88
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	22,647	28,646	32,580	26.49	13.73
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	17,280	21,653	25,015	25.31	15.53
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	16,464	21,076	24,561	28.01	16.54
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	13,044	22,396	29,253	71.70	30.62
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	13,730	21,714	26,465	58.15	21.88
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	10,476	16,413	20,320	56.67	23.80
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	9,982	15,976	19,951	60.05	24.88
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	12,649	20,684	25,985	63.52	25.63
Families with one or more children aged 5-9 and					

Income \$150,000 to \$199,999	13,314	20,054	23,509	50.62	17.23
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	10,159	15,159	18,051	49.22	19.08
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	9,679	14,755	17,723	52.44	20.12
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	6,405	14,523	19,571	126.74	34.76
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	6,742	14,081	17,706	108.85	25.74
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	5,144	10,644	13,595	106.92	27.72
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	4,901	10,360	13,348	111.39	28.84
Families with one or more children aged 0-4 and Income \$350,000 and over	4,590	10,665	14,676	132.35	37.61
Families with one or more children aged 5-9 and Income \$350,000 and over	4,832	10,340	13,278	113.99	28.41
Families with one or more children aged 10-13 and Income \$350,000 and over	3,687	7,816	10,195	111.99	30.44
Families with one or more children aged 14-17 and Income \$350,000 and over	3,513	7,608	10,010	116.57	31.57
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	836,502	675,532	608,295	-19.24	-9.95
Housing, Owner Households Valued \$250,000-\$299,999	102,154	217,384	212,966	112.80	-2.03
Housing, Owner Households Valued \$300,000-\$399,999	104,033	113,028	150,913	8.65	33.52
Housing, Owner Households Valued \$400,000-\$499,999	46,981	172,185	199,711	266.50	15.99
Housing, Owner Households Valued \$500,000-\$749,999	37,585	61,665	90,319	64.07	46.47
Housing, Owner Households Valued \$750,000-\$999,999	12,219	62,931	84,658	415.03	34.53
Housing, Owner Households Valued More than \$1,000,000	8,880	21,599	32,016	143.23	48.23
Households by Length of Residence					
Length of Residence Less than 2 Years	109,615	427,505	596,129	290.01	39.44
Length of Residence 3 to 5 Years	164,423	641,257	894,194	290.00	39.44
Length of Residence 6 to 10 Years	525,260	582,452	602,100	10.89	3.37
Length of Residence More than 10 Years	1,000,965	408,379	69,596	-59.20	-82.96
Households by Race and Income					
White Households by Income					
White Households with Income Less than \$25,000	122,640	90,614	70,289	-26.11	-22.43
White Households with Income \$25,000 to \$49,999	224,299	157,258	116,190	-29.89	-26.12
White Households with Income \$50,000 to \$74,999	242,127	196,769	161,565	-18.73	-17.89

White Households with Income \$75,000 to \$99,999	188,947	200,689	197,603	6.21	-1.54
White Households with Income \$100,000 to \$124,999	128,187	171,341	190,961	33.66	11.45
White Households with Income \$125,000 to \$149,999	79,185	130,109	157,170	64.31	20.80
White Households with Income \$150,000 to \$199,999	79,826	124,330	145,210	55.75	16.79
White Households with Income \$200,000 and Over	73,627	161,848	204,234	119.82	26.19
Black Households by Income					
Black Households with Income Less than \$25,000	116,367	98,618	93,626	-15.25	-5.06
Black Households with Income \$25,000 to \$49,999	138,350	120,624	114,366	-12.81	-5.19
Black Households with Income \$50,000 to \$74,999	96,747	106,664	112,097	10.25	5.09
Black Households with Income \$75,000 to \$99,999	56,979	83,985	98,618	47.40	17.42
Black Households with Income \$100,000 to \$124,999	30,839	56,327	71,379	82.65	26.72
Black Households with Income \$125,000 to \$149,999	14,784	35,550	46,524	140.46	30.87
Black Households with Income \$150,000 to \$199,999	10,335	23,321	30,404	125.65	30.37
Black Households with Income \$200,000 and Over	6,040	17,909	23,798	196.51	32.88
Asian Households by Income					
Asian Households with Income Less than \$25,000	16,132	18,210	14,977	12.88	-17.75
Asian Households with Income \$25,000 to \$49,999	22,868	25,308	21,087	10.67	-16.68
Asian Households with Income \$50,000 to \$74,999	21,549	26,565	22,295	23.28	-16.07
Asian Households with Income \$75,000 to \$99,999	15,763	22,616	28,842	43.48	27.53
Asian Households with Income \$100,000 to \$124,999	10,228	17,046	25,342	66.66	48.67
Asian Households with Income \$125,000 to \$149,999	6,143	11,505	18,337	87.29	59.38
Asian Households with Income \$150,000 to \$199,999	5,565	10,746	14,078	93.10	31.01
Asian Households with Income \$200,000 and Over	3,865	10,140	17,626	162.35	73.83
Other Households by Income					
Other Households with Income Less than \$25,000	17,529	23,933	21,064	36.53	-11.99
Other Households with Income \$25,000 to \$49,999	27,796	38,435	33,013	38.28	-14.11
Other Households with Income \$50,000 to \$74,999	20,480	32,668	35,859	59.51	9.77
Other Households with Income \$75,000 to \$99,999	11,280	20,890	30,438	85.20	45.71
Other Households with Income \$100,000 to \$124,999	5,458	11,385	20,882	108.59	83.42
Other Households with Income \$125,000 to \$149,999	2,533	5,944	11,188	134.66	88.22
Other Households with Income \$150,000 to \$199,999	2,168	4,330	5,755	99.72	32.91
Other Households with Income \$200,000 and Over	1,627	3,916	7,202	140.69	83.91
Households by Ethnicity and Income					

Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	19,370	21,400	21,250	10.48	-0.70
Hispanic Households with Income \$25,000 to \$49,999	34,232	38,261	38,069	11.77	-0.50
Hispanic Households with Income \$50,000 to \$74,999	25,184	36,579	42,466	45.25	16.09
Hispanic Households with Income \$75,000 to \$99,999	14,278	27,344	37,480	91.51	37.07
Hispanic Households with Income \$100,000 to \$124,999	7,029	16,769	25,409	138.57	51.52
Hispanic Households with Income \$125,000 to \$149,999	3,494	9,441	14,037	170.21	48.68
Hispanic Households with Income \$150,000 to \$199,999	2,741	6,485	8,250	136.59	27.22
Hispanic Households with Income \$200,000 and Over	2,048	6,165	8,940	201.03	45.01
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	113,151	82,896	63,627	-26.74	-23.24
White Non-Hispanic Households with Income \$25,000 to \$49,999	209,189	145,562	105,924	-30.42	-27.23
White Non-Hispanic Households with Income \$50,000 to \$74,999	231,008	183,157	148,137	-20.71	-19.12
White Non-Hispanic Households with Income \$75,000 to \$99,999	182,052	185,667	181,028	1.99	-2.50
White Non-Hispanic Households with Income \$100,000 to \$124,999	124,258	157,861	175,382	27.04	11.10
White Non-Hispanic Households with Income \$125,000 to \$149,999	76,809	119,414	145,083	55.47	21.50
White Non-Hispanic Households with Income \$150,000 to \$199,999	77,770	114,866	134,595	47.70	17.18
White Non-Hispanic Households with Income \$200,000 and Over	71,921	148,768	189,858	106.85	27.62

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.