

# THE NAIS DEMOGRAPHIC CENTER

## 2009 Metropolitan Area Reports

### CBSA<sup>1</sup>: Dallas-Fort Worth-Arlington, TX<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 Dallas-Fort Worth-Arlington reported an increase in the number of households with children of school age from 754,976 to 882,285 (16.86 percent). Furthermore, their numbers are expected to grow by 13.58 percent during the next five years, totaling 1,002,118 in 2014.
2. The school age population group is also expected to increase through 2014. After recording a growth rate of 25.62 percent during the period 2000-2009, the school population age 0 to 17 years is projected to rise by 10.03 percent from 1,822,384 in 2009 to 2,005,167 in 2014.
3. By gender, the female school population is expected to increase (9.57 percent) by the year 2014, from 874,173 to 957,854, while the male school population is predicted to grow by 10.37 percent, from 943,336 in 2009 to 1,041,154 in 2014.

#### Number of Children

4. By age and gender, the largest growth rate is expected for boys younger than five years of age, from 281,730 in 2009 to 321,641 in 2014 (14.17 percent), followed by girls in the same age group from 260,940 in 2009 to 293,392 in 2014 (12.44 percent).
5. In absolute numbers, the largest group in 2009 was children younger than five years old, at 542,670, followed by children between five and nine years old, at 530,040. While both groups recorded the highest percent increases during 2000-2009, at 30.64 percent and 28.86 percent, respectively, they are predicted to continue growing at lower, but still significant rates, reaching 615,033 (13.33 percent) and 578,302 (9.11 percent), respectively, by 2014.
6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to increase by 11.90 percent each between 2009 and 2014,

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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: Collin, TX 48085; Dallas, TX 48113; Delta, TX 48119; Denton, TX 48121; Ellis, TX 48139; Hunt, TX 48231; Johnson, TX 48251; Kaufman, TX 48257; Parker, TX 48367; Rockwall, TX 48397; Tarrant, TX 48439; and Wise, TX 48497.

while nursery or preschool is expected to grow by 17.28 percent (from 141,843 in 2009 to 166,354 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 16.35 percent and 18.14 percent, respectively, during the period 2009-2014.

### **Enrollment in Private Schools**

7. The population enrolled in private schools grew by more than 44 percent during 2000-2009; however, this growth rate is expected to increase by 14.07 percent in 2014 (from 210,585 in 2009 to 240,205 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 33.25 percent, it is projected to continue growing at a rate of 11.55 percent, between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 22.40 percent (from 46,136 in 2009 to 56,472 in 2014); while the female preprimary enrollment is expected grow by 20.55 percent (from 42,732 in 2009 to 51,512 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are 8.42 percent and 8.82 percent, respectively.

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

9. By race and ethnicity, the principal changes in the Dallas-Fort Worth-Arlington 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 38.68 percent, 56.70 percent, and 44.18 percent, respectively.
10. While the white population still represents 64 percent of the total population, it is expected to grow from 4,236,734 in 2009 to 4,530,009 in 2014 (6.92 percent). Likewise, minority groups are predicted to continue increasing between 2009 and 2014, especially the 'Other' population, which is forecasted to grow from 968,157 in 2009 to 1,195,217 in 2014 (23.45 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 over \$350,000 per year are expected to increase from 7,932 in 2009 to 12,647 in 2014 (59.44 percent), followed by families with children in the same age group with incomes between \$125,000 and \$149,999 per year, who are expected to increase from 19,792 in 2009 to 30,713 in 2014 (55.18 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 58.03 percent, from 10,411 in 2009 to 16,452 in 2014. A similar trend is

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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.

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 148.61 percent, from 3,672 in 2009 to 9,129 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 4,756 in 2009 to 12,299 in 2014 (158.60 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 10,556 in 2009 to 19,071 in 2014 (80.67 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 595.43 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 28,900 in 2009 to 46,634 in 2014 (44.29 percent).

### **Population with Higher Education**

16. The number of people older than 25 years of age who hold college degrees in the Dallas-Fort Worth-Arlington area increased by 37.37 percent, from 628,289 in 2000 to 863,111 in 2009. This number is expected to grow by 2014 (16.17 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 283,092 in 2000 to 372,323 in 2009 (31.52 percent), and it is forecasted that their numbers will grow by 13.82 percent by the year 2014.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the Dallas-Fort Worth-Arlington 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: Dallas-Fort Worth-Arlington, TX

CBSA Code: 19100

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

State Name: Texas

Dominant Profile: APT20

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Report

Print  
Friendly  
Report

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Description	2000	2009	2014	% Growth (2000- 2009)	% Growth Forecast (2009- 2014)
Total Population and Households					
Population	5,161,544	6,370,169	7,077,036	23.42	11.10
Households	1,881,056	2,334,482	2,597,285	24.10	11.26
Households with School Age Population					
Households with Children Age 0 to 17 Years	754,976	882,285	1,002,118	16.86	13.58
Percent of Households with Children Age 0 to 17 Years	40.14	37.79	38.58	-5.85	2.09
School Age Population					
Population Age 0 to 17 Years	1,450,711	1,822,384	2,005,167	25.62	10.03
Population Age 0 to 4 Years	415,400	542,670	615,033	30.64	13.33
Population Age 5 to 9 Years	411,344	530,040	578,302	28.86	9.11
Population Age 10 to 13 Years	316,769	367,354	393,576	15.97	7.14
Population Age 14 to 17 Years	307,198	377,445	412,097	22.87	9.18
School Age Population by Gender					
Male Population Age 0 to 17 Years	743,075	943,336	1,041,154	26.95	10.37
Female Population Age 0 to 17 Years	707,636	874,173	957,854	23.53	9.57
Male School Age Population by Age					
Male Population Age 0 to 4 Years	212,554	281,730	321,641	32.55	14.17
Male Population Age 5 to 9 Years	210,009	275,840	302,413	31.35	9.63
Male Population Age 10 to 13 Years	161,951	189,005	202,811	16.71	7.30
Male Population Age 14 to 17 Years	158,561	196,761	214,289	24.09	8.91
Female School Age Population by Age					
Female Population Age 0 to 4 Years	202,846	260,940	293,392	28.64	12.44
Female Population Age 5 to 9 Years	201,335	254,200	275,889	26.26	8.53

<b>Female Population Age 10 to 13 Years</b>	154,818	178,349	190,765	15.20	6.96
<b>Female Population Age 14 to 17 Years</b>	148,637	180,684	197,808	21.56	9.48
<b>Population in School</b>					
<b>Nursery or Preschool</b>	103,112	141,843	166,354	37.56	17.28
<b>Kindergarten</b>	82,215	115,660	129,425	40.68	11.90
<b>Grades 1 to 4</b>	328,861	462,639	517,699	40.68	11.90
<b>Grades 5 to 8</b>	316,562	400,800	440,414	26.61	9.88
<b>Grades 9 to 12</b>	306,998	411,811	461,139	34.14	11.98
<b>Population in School by Gender</b>					
<b>Male Enrolled in School</b>	582,936	795,482	892,137	36.46	12.15
<b>Female Enrolled in School</b>	554,812	737,271	822,893	32.89	11.61
<b>Male Population in School by Grade</b>					
<b>Male Nursery or Preschool</b>	52,761	73,639	86,997	39.57	18.14
<b>Male Kindergarten</b>	41,974	60,191	67,680	43.40	12.44
<b>Male Grades 1 to 4</b>	167,898	240,764	270,722	43.40	12.44
<b>Male Grades 5 to 8</b>	161,846	206,213	226,947	27.41	10.05
<b>Male Grades 9 to 12</b>	158,457	214,676	239,790	35.48	11.70
<b>Female Population in School by Grade</b>					
<b>Female Nursery or Preschool</b>	50,351	68,204	79,357	35.46	16.35
<b>Female Kindergarten</b>	40,241	55,469	61,744	37.84	11.31
<b>Female Grades 1 to 4</b>	160,963	221,875	246,977	37.84	11.31
<b>Female Grades 5 to 8</b>	154,717	194,587	213,467	25.77	9.70
<b>Female Grades 9 to 12</b>	148,540	197,135	221,349	32.72	12.28
<b>Population in School</b>					
<b>Education, Total Enrollment (Pop 3+)</b>	1,137,748	1,532,753	1,715,030	34.72	11.89
<b>Education, Not Enrolled in School (Pop 3+)</b>	3,502,100	4,201,775	4,653,410	19.98	10.75
<b>Population in Public vs Private School</b>					
<b>Education, Enrolled Private Schools (Pop 3+)</b>	145,515	210,585	240,205	44.72	14.07
<b>Education, Enrolled Private Preprimary (Pop 3+)</b>	54,252	88,868	107,984	63.81	21.51
<b>Education, Enrolled Private Elementary or High School (Pop 3+)</b>	91,263	121,717	132,221	33.37	8.63
<b>Education, Enrolled Public Schools (Pop 3+)</b>	992,233	1,322,168	1,474,825	33.25	11.55
<b>Education, Enrolled Public Preprimary (Pop 3+)</b>	48,860	52,975	58,370	8.42	10.18

<b>Education, Enrolled Public Elementary or High School (Pop 3+)</b>	943,373	1,269,193	1,416,455	34.54	11.60
<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>	74,526	109,304	125,212	46.67	14.55
<b>Male Education, Enrolled Private Preprimary (Pop 3+)</b>	27,760	46,136	56,472	66.20	22.40
<b>Male Education, Enrolled Private Elementary or High School (Pop 3+)</b>	46,766	63,168	68,740	35.07	8.82
<b>Male Education, Enrolled Public Schools (Pop 3+)</b>	508,410	686,178	766,924	34.97	11.77
<b>Male Education, Enrolled Public Preprimary (Pop 3+)</b>	25,001	27,502	30,525	10.00	10.99
<b>Male Education, Enrolled Public Elementary or High School (Pop 3+)</b>	483,410	658,676	736,399	36.26	11.80
<b>Female Population in Public vs Private School</b>					
<b>Female Education, Enrolled Private Schools (Pop 3+)</b>	70,989	101,281	114,993	42.67	13.54
<b>Female Education, Enrolled Private Preprimary (Pop 3+)</b>	26,492	42,732	51,512	61.30	20.55
<b>Female Education, Enrolled Private Elementary or High School (Pop 3+)</b>	44,497	58,549	63,481	31.58	8.42
<b>Female Education, Enrolled Public Schools (Pop 3+)</b>	483,823	635,990	707,901	31.45	11.31
<b>Female Education, Enrolled Public Preprimary (Pop 3+)</b>	23,859	25,473	27,845	6.76	9.31
<b>Female Education, Enrolled Public Elementary or High School (Pop 3+)</b>	459,963	610,517	680,056	32.73	11.39
<b>Population by Race</b>					
<b>White Population, Alone</b>	3,574,254	4,236,734	4,530,009	18.53	6.92
<b>Black Population, Alone</b>	716,198	852,489	973,185	19.03	14.16
<b>Asian Population, Alone</b>	199,612	312,789	378,625	56.70	21.05
<b>Other Population</b>	671,480	968,157	1,195,217	44.18	23.45
<b>Population by Ethnicity</b>					
<b>Hispanic Population</b>	1,117,717	1,550,012	1,799,395	38.68	16.09
<b>White Non-Hispanic Population</b>	3,043,394	3,457,806	3,697,917	13.62	6.94
<b>Population by Race As Percent of Total Population</b>					
<b>Percent of White Population, Alone</b>	69.25	66.51	64.01	-3.96	-3.76
<b>Percent of Black Population, Alone</b>	13.88	13.38	13.75	-3.60	2.77
<b>Percent of Asian Population, Alone</b>	3.87	4.91	5.35	26.87	8.96
<b>Percent of Other Population</b>	13.01	15.20	16.89	16.83	11.12

<b>Population by Ethnicity As Percent of Total Population</b>					
<b>Percent of Hispanic Population</b>	21.65	24.33	25.43	12.38	4.52
<b>Percent of White Non-Hispanic Population</b>	58.96	54.28	52.25	-7.94	-3.74
<b>Educational Attainment</b>					
<b>Education Attainment, College (Pop 25+)</b>	628,289	863,111	1,002,686	37.37	16.17
<b>Education Attainment, Graduate Degree (Pop 25+)</b>	283,092	372,323	423,766	31.52	13.82
<b>Household Income</b>					
<b>Household Income, Median (\$)</b>	48,181	62,730	74,867	30.20	19.35
<b>Household Income, Average (\$)</b>	64,178	82,450	102,684	28.47	24.54
<b>Households by Income</b>					
<b>Households with Income Less than \$25,000</b>	426,839	389,196	333,048	-8.82	-14.43
<b>Households with Income \$25,000 to \$49,999</b>	551,883	546,331	495,475	-1.01	-9.31
<b>Households with Income \$50,000 to \$74,999</b>	384,906	455,054	472,634	18.22	3.86
<b>Households with Income \$75,000 to \$99,999</b>	221,653	343,301	429,310	54.88	25.05
<b>Households with Income \$100,000 to \$124,999</b>	121,554	225,909	312,770	85.85	38.45
<b>Households with Income \$125,000 to \$149,999</b>	60,352	138,566	209,893	129.60	51.48
<b>Households with Income \$150,000 to \$199,999</b>	55,027	106,948	150,211	94.36	40.45
<b>Households with Income \$200,000 and Over</b>	58,842	129,177	193,944	119.53	50.14
<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>	17,143	31,527	44,640	83.91	41.59
<b>Families with one or more children aged 5-9 and Income \$100,000 to \$124,999</b>	16,976	30,793	41,974	81.39	36.31
<b>Families with one or more children aged 10-13 and Income \$100,000 to \$124,999</b>	13,073	21,342	28,566	63.25	33.85
<b>Families with one or more children aged 14-17 and Income \$100,000 to \$124,999</b>	12,678	21,928	29,911	72.96	36.41
<b>Families with one or more children aged 0-4 and Income \$125,000 to \$149,999</b>	8,670	19,792	30,713	128.28	55.18
<b>Families with one or more children aged 5-9 and Income \$125,000 to \$149,999</b>	8,585	19,332	28,879	125.18	49.38
<b>Families with one or more children aged 10-13 and Income \$125,000 to \$149,999</b>	6,611	13,398	19,654	102.66	46.69
<b>Families with one or more children aged 14-17 and Income \$125,000 to \$149,999</b>	6,411	13,766	20,579	114.72	49.49
<b>Families with one or more children aged 0-4 and Income \$150,000 to \$199,999</b>	7,835	15,358	22,529	96.02	46.69
<b>Families with one or more children aged 5-9 and</b>					

<b>Income \$150,000 to \$199,999</b>	7,758	15,001	21,184	93.36	41.22
<b>Families with one or more children aged 10-13 and Income \$150,000 to \$199,999</b>	5,974	10,396	14,417	74.02	38.68
<b>Families with one or more children aged 14-17 and Income \$150,000 to \$199,999</b>	5,794	10,682	15,096	84.36	41.32
<b>Families with one or more children aged 0-4 and Income \$200,000 to \$349,999</b>	4,753	10,616	16,239	123.35	52.97
<b>Families with one or more children aged 5-9 and Income \$200,000 to \$349,999</b>	4,706	10,369	15,269	120.34	47.26
<b>Families with one or more children aged 10-13 and Income \$200,000 to \$349,999</b>	3,624	7,186	10,392	98.29	44.61
<b>Families with one or more children aged 14-17 and Income \$200,000 to \$349,999</b>	3,515	7,384	10,881	110.07	47.36
<b>Families with one or more children aged 0-4 and Income \$350,000 and over</b>	3,640	7,932	12,647	117.91	59.44
<b>Families with one or more children aged 5-9 and Income \$350,000 and over</b>	3,604	7,747	11,892	114.96	53.50
<b>Families with one or more children aged 10-13 and Income \$350,000 and over</b>	2,776	5,369	8,093	93.41	50.74
<b>Families with one or more children aged 14-17 and Income \$350,000 and over</b>	2,692	5,517	8,474	104.94	53.60
<b>Households by Home Value</b>					
<b>Housing, Owner Households Valued Less than \$250,000</b>	1,031,214	1,138,839	1,189,253	10.44	4.43
<b>Housing, Owner Households Valued \$250,000-\$299,999</b>	35,155	113,270	138,037	222.20	21.87
<b>Housing, Owner Households Valued \$300,000-\$399,999</b>	32,100	54,074	86,594	68.45	60.14
<b>Housing, Owner Households Valued \$400,000-\$499,999</b>	14,106	78,125	104,069	453.84	33.21
<b>Housing, Owner Households Valued \$500,000-\$749,999</b>	12,264	28,900	46,634	135.65	61.36
<b>Housing, Owner Households Valued \$750,000-\$999,999</b>	4,751	33,040	47,675	595.43	44.29
<b>Housing, Owner Households Valued More than \$1,000,000</b>	5,223	16,788	24,930	221.42	48.50
<b>Households by Length of Residence</b>					
<b>Length of Residence Less than 2 Years</b>	149,167	513,837	723,348	244.47	40.77
<b>Length of Residence 3 to 5 Years</b>	223,750	770,755	1,085,022	244.47	40.77
<b>Length of Residence 6 to 10 Years</b>	607,549	684,713	729,938	12.70	6.60
<b>Length of Residence More than 10 Years</b>	900,591	365,177	58,977	-59.45	-83.85
<b>Households by Race and Income</b>					
<b>White Households by Income</b>					
<b>White Households with Income Less than \$25,000</b>	263,923	211,761	169,690	-19.76	-19.87
<b>White Households with Income \$25,000 to \$49,999</b>	387,501	339,086	284,021	-12.49	-16.24
<b>White Households with Income \$50,000 to \$74,999</b>	293,850	319,029	309,641	8.57	-2.94

<b>White Households with Income \$75,000 to \$99,999</b>	182,044	261,997	301,543	43.92	15.09
<b>White Households with Income \$100,000 to \$124,999</b>	103,429	183,640	238,190	77.55	29.70
<b>White Households with Income \$125,000 to \$149,999</b>	52,307	117,570	169,265	124.77	43.97
<b>White Households with Income \$150,000 to \$199,999</b>	49,144	92,549	127,050	88.32	37.28
<b>White Households with Income \$200,000 and Over</b>	53,678	117,240	170,183	118.41	45.16
<b>Black Households by Income</b>					
<b>Black Households with Income Less than \$25,000</b>	96,998	85,235	83,040	-12.13	-2.58
<b>Black Households with Income \$25,000 to \$49,999</b>	83,894	87,681	93,062	4.51	6.14
<b>Black Households with Income \$50,000 to \$74,999</b>	44,376	57,810	68,103	30.27	17.80
<b>Black Households with Income \$75,000 to \$99,999</b>	19,152	38,871	53,781	102.96	38.36
<b>Black Households with Income \$100,000 to \$124,999</b>	8,174	20,566	31,395	151.60	52.65
<b>Black Households with Income \$125,000 to \$149,999</b>	3,464	10,411	16,452	200.55	58.03
<b>Black Households with Income \$150,000 to \$199,999</b>	2,107	5,937	8,645	181.78	45.61
<b>Black Households with Income \$200,000 and Over</b>	2,271	5,119	7,667	125.41	49.78
<b>Asian Households by Income</b>					
<b>Asian Households with Income Less than \$25,000</b>	12,294	15,189	12,662	23.55	-16.64
<b>Asian Households with Income \$25,000 to \$49,999</b>	16,739	21,430	18,235	28.02	-14.91
<b>Asian Households with Income \$50,000 to \$74,999</b>	14,363	22,130	20,406	54.08	-7.79
<b>Asian Households with Income \$75,000 to \$99,999</b>	8,185	16,140	24,698	97.19	53.02
<b>Asian Households with Income \$100,000 to \$124,999</b>	4,736	10,181	17,863	114.97	75.45
<b>Asian Households with Income \$125,000 to \$149,999</b>	2,707	5,829	11,877	115.33	103.76
<b>Asian Households with Income \$150,000 to \$199,999</b>	2,212	5,028	8,868	127.31	76.37
<b>Asian Households with Income \$200,000 and Over</b>	1,401	3,672	9,129	162.10	148.61
<b>Other Households by Income</b>					
<b>Other Households with Income Less than \$25,000</b>	53,624	77,011	67,656	43.61	-12.15
<b>Other Households with Income \$25,000 to \$49,999</b>	63,749	98,134	100,157	53.94	2.06
<b>Other Households with Income \$50,000 to \$74,999</b>	32,317	56,085	74,484	73.55	32.81
<b>Other Households with Income \$75,000 to \$99,999</b>	12,272	26,293	49,288	114.25	87.46
<b>Other Households with Income \$100,000 to \$124,999</b>	5,215	11,522	25,322	120.94	119.77
<b>Other Households with Income \$125,000 to \$149,999</b>	1,874	4,756	12,299	153.79	158.60
<b>Other Households with Income \$150,000 to \$199,999</b>	1,564	3,434	5,648	119.57	64.47
<b>Other Households with Income \$200,000 and Over</b>	1,492	3,146	6,965	110.86	121.39
<b>Households by Ethnicity and Income</b>					

Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	87,636	102,220	98,120	16.64	-4.01
Hispanic Households with Income \$25,000 to \$49,999	104,101	140,162	152,628	34.64	8.89
Hispanic Households with Income \$50,000 to \$74,999	51,296	86,885	111,901	69.38	28.79
Hispanic Households with Income \$75,000 to \$99,999	20,323	49,254	76,244	142.36	54.80
Hispanic Households with Income \$100,000 to \$124,999	8,265	23,354	39,468	182.57	69.00
Hispanic Households with Income \$125,000 to \$149,999	2,983	10,556	19,071	253.87	80.67
Hispanic Households with Income \$150,000 to \$199,999	2,295	5,801	8,652	152.77	49.15
Hispanic Households with Income \$200,000 and Over	2,203	5,789	9,671	162.78	67.06
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	221,285	173,233	136,284	-21.71	-21.33
White Non-Hispanic Households with Income \$25,000 to \$49,999	339,933	283,690	228,462	-16.55	-19.47
White Non-Hispanic Households with Income \$50,000 to \$74,999	269,672	275,424	259,654	2.13	-5.73
White Non-Hispanic Households with Income \$75,000 to \$99,999	171,240	226,663	255,403	32.37	12.68
White Non-Hispanic Households with Income \$100,000 to \$124,999	98,651	160,151	206,460	62.34	28.92
White Non-Hispanic Households with Income \$125,000 to \$149,999	50,277	102,726	148,931	104.32	44.98
White Non-Hispanic Households with Income \$150,000 to \$199,999	47,442	82,889	114,185	74.72	37.76
White Non-Hispanic Households with Income \$200,000 and Over	51,983	105,437	154,646	102.83	46.67

**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.