

# THE NAIS DEMOGRAPHIC CENTER

## 2009 Metropolitan Area Reports

### CBSA<sup>1</sup>: Denver-Aurora, CO<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 Denver-Aurora reported an increase in the number of households with children of school age from 296,980 to 323,112 (8.80 percent). Furthermore, their numbers are expected to grow by 10.51 percent during the next five years, totaling 357,080 in 2014.
2. The school age population group is also expected to increase through 2014. After recording a growth rate of 19.83 percent during the period 2000-2009, the school population age 0 to 17 years is projected to rise by 7.72 percent from 675,143 in 2009 to 727,273 in 2014.
3. By gender, the female school population is expected to grow by 7.42 percent, from 324,522 to 348,587, while the male school population is predicted to grow by 8.00 percent, from 350,621 in 2009 to 378,686 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 102,028 in 2009 to 113,498 in 2014 (11.24 percent), followed by girls in the same age group from 94,474 in 2009 to 104,335 in 2014 (10.44 percent).
5. In absolute numbers, the largest group in 2009 was children younger than five years old, at 196,502, followed by children between five and nine years old, at 195,772. While both groups recorded the highest percent increases during 2000-2009, at 25.50 percent and 22.87 percent, respectively, they are predicted to continue growing at significant rates, reaching 217,833 (10.86 percent) and 211,044 (7.80 percent), respectively, by 2014.
6. Given the previous findings, the kindergarten population and the population in grades one to four are expected increase by 9.85 percent each between 2009 and 2014, while

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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: Adams, CO 08001; Arapahoe, CO 08005; Broomfield, CO 08014; Clear Creek, CO 08019; Denver, CO 08031; Douglas, CO 08035; Elbert, CO 08039; Gilpin, CO 08047; Jefferson, CO 08059; and, Park, CO 08093.

nursery or preschool is expected to grow by 13.14 percent (from 52,390 in 2009 to 59,276 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 12.72 percent and 13.54 percent, respectively, during the period 2009-2014.

### **Enrollment in Private Schools**

7. The population enrolled in private schools grew by more than 32 percent during the years 2000-2009; however, this growth rate is expected to increase by 9.54 percent by 2014 (from 77,282 in 2009 to 84,653 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 25.73 percent, it is projected to continue growing at a rate of 8.79 percent during 2009-2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 17.12 percent (from 15,102 in 2009 to 17,687 in 2014); while the female preprimary enrollment is expected grow by 16.27 percent (from 13,984 in 2009 to 16,259 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are 5.45 percent and 4.96 percent, respectively.

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

9. By race and ethnicity, the principal changes in the Denver-Aurora 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 38.63 percent, 48.16 percent, and 43.53 percent, respectively.
10. While the white population still represents nearly 73 percent of the total population, it is expected to grow at a slower pace, from 1,920,171 in 2009 to 1,995,331 in 2014 (3.91 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 555,694 in 2009 to 652,726 in 2014 (17.46 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 8,079 in 2009 to 11,808 in 2014 (46.16 percent), followed by families with children in the same age group and incomes over \$350,000 per year, who are expected to increase from 3,110 in 2009 to 4,532 in 2014 (45.72 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 53.01 percent, from 2,196 in 2009 to 3,360 in 2014. A similar trend is expected for Asian households with incomes of at least \$100,000 per year. The

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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.

highest growth rate is projected for Asian households with annual incomes between \$125,000 and \$149,999 per year at 101.60 percent, from 1,001 in 2009 to 2,018 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 \$100,000 and \$124,999 per year, who are expected to increase, from 5,034 in 2009 to 11,506 in 2014 (128.57 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 are projected to soar from 4,813 in 2009 to 8,092 in 2014 (68.13 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 501.96 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 24,331 in 2009 to 38,646 in 2014 (58.83 percent).

### **Population with Higher Education**

16. The number of people older than 25 years of age who hold college degrees in the Denver-Aurora area increased by 24.31 percent, from 406,000 in 2000 to 452,384 in 2009. This number is expected to grow slightly by 2014 (11.31 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 159,233 in 2000 to 189,105 in 2009 (18.76 percent), and it is forecasted that their numbers will grow by 9.08 percent by the year 2014.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the Denver-Aurora 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: Denver-Aurora, CO

CBSA Code: 19740

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

State Name: Colorado

Dominant Profile: APT20

Edit  
Report

Print  
Friendly  
Report

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Definitions

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Questions

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Description	2000	2009	2014	% Growth (2000- 2009)	% Growth Forecast (2009- 2014)
Total Population and Households					
Population	2,178,803	2,527,926	2,738,768	16.02	8.34
Households	851,880	987,174	1,067,905	15.88	8.18
Households with School Age Population					
Households with Children Age 0 to 17 Years	296,980	323,112	357,080	8.80	10.51
Percent of Households with Children Age 0 to 17 Years	34.86	32.73	33.44	-6.11	2.17
School Age Population					
Population Age 0 to 17 Years	563,420	675,143	727,273	19.83	7.72
Population Age 0 to 4 Years	156,571	196,502	217,833	25.50	10.86
Population Age 5 to 9 Years	159,330	195,772	211,044	22.87	7.80
Population Age 10 to 13 Years	125,326	140,754	147,487	12.31	4.78
Population Age 14 to 17 Years	122,193	142,115	150,909	16.30	6.19
School Age Population by Gender					
Male Population Age 0 to 17 Years	289,067	350,621	378,686	21.29	8.00
Female Population Age 0 to 17 Years	274,353	324,522	348,587	18.29	7.42
Male School Age Population by Age					
Male Population Age 0 to 4 Years	80,215	102,028	113,498	27.19	11.24
Male Population Age 5 to 9 Years	81,246	101,692	110,135	25.17	8.30
Male Population Age 10 to 13 Years	64,535	72,930	76,443	13.01	4.82
Male Population Age 14 to 17 Years	63,071	73,971	78,610	17.28	6.27
Female School Age Population by Age					
Female Population Age 0 to 4 Years	76,356	94,474	104,335	23.73	10.44
Female Population Age 5 to 9 Years	78,084	94,080	100,909	20.49	7.26



<b>Female Population Age 10 to 13 Years</b>	60,791	67,825	71,044	11.57	4.75
<b>Female Population Age 14 to 17 Years</b>	59,122	68,143	72,299	15.26	6.10
<b>Population in School</b>					
<b>Nursery or Preschool</b>	41,596	52,390	59,276	25.95	13.14
<b>Kindergarten</b>	31,775	42,060	46,203	32.37	9.85
<b>Grades 1 to 4</b>	127,099	168,239	184,813	32.37	9.85
<b>Grades 5 to 8</b>	124,968	151,199	161,445	20.99	6.78
<b>Grades 9 to 12</b>	121,843	152,660	165,190	25.29	8.21
<b>Population in School by Gender</b>					
<b>Male Enrolled in School</b>	229,565	294,241	321,169	28.17	9.15
<b>Female Enrolled in School</b>	217,716	272,306	295,758	25.07	8.61
<b>Male Population in School by Grade</b>					
<b>Male Nursery or Preschool</b>	21,311	27,202	30,885	27.64	13.54
<b>Male Kindergarten</b>	16,203	21,848	24,112	34.84	10.36
<b>Male Grades 1 to 4</b>	64,811	87,390	96,446	34.84	10.36
<b>Male Grades 5 to 8</b>	64,351	78,341	83,677	21.74	6.81
<b>Male Grades 9 to 12</b>	62,890	79,460	86,049	26.35	8.29
<b>Female Population in School by Grade</b>					
<b>Female Nursery or Preschool</b>	20,285	25,188	28,391	24.17	12.72
<b>Female Kindergarten</b>	15,572	20,212	22,092	29.80	9.30
<b>Female Grades 1 to 4</b>	62,288	80,849	88,367	29.80	9.30
<b>Female Grades 5 to 8</b>	60,617	72,858	77,767	20.19	6.74
<b>Female Grades 9 to 12</b>	58,953	73,200	79,141	24.17	8.12
<b>Population in School</b>					
<b>Education, Total Enrollment (Pop 3+)</b>	447,281	566,547	616,927	26.66	8.89
<b>Education, Not Enrolled in School (Pop 3+)</b>	1,513,757	1,710,944	1,848,284	13.03	8.03
<b>Population in Public vs Private School</b>					
<b>Education, Enrolled Private Schools (Pop 3+)</b>	58,141	77,282	84,653	32.92	9.54
<b>Education, Enrolled Private Preprimary (Pop 3+)</b>	19,273	29,086	33,946	50.92	16.71
<b>Education, Enrolled Private Elementary or High School (Pop 3+)</b>	38,868	48,196	50,707	24.00	5.21
<b>Education, Enrolled Public Schools (Pop 3+)</b>	389,140	489,265	532,274	25.73	8.79
<b>Education, Enrolled Public Preprimary (Pop 3+)</b>	22,323	23,304	25,330	4.39	8.69

<b>Education, Enrolled Public Elementary or High School (Pop 3+)</b>	366,817	465,961	506,944	27.03	8.80
<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>	29,827	40,134	44,082	34.56	9.84
<b>Male Education, Enrolled Private Preprimary (Pop 3+)</b>	9,874	15,102	17,687	52.95	17.12
<b>Male Education, Enrolled Private Elementary or High School (Pop 3+)</b>	19,953	25,032	26,395	25.45	5.45
<b>Male Education, Enrolled Public Schools (Pop 3+)</b>	199,739	254,107	277,086	27.22	9.04
<b>Male Education, Enrolled Public Preprimary (Pop 3+)</b>	11,437	12,100	13,198	5.80	9.07
<b>Male Education, Enrolled Public Elementary or High School (Pop 3+)</b>	188,302	242,007	263,889	28.52	9.04
<b>Female Population in Public vs Private School</b>					
<b>Female Education, Enrolled Private Schools (Pop 3+)</b>	28,314	37,148	40,571	31.20	9.21
<b>Female Education, Enrolled Private Preprimary (Pop 3+)</b>	9,399	13,984	16,259	48.78	16.27
<b>Female Education, Enrolled Private Elementary or High School (Pop 3+)</b>	18,915	23,164	24,312	22.46	4.96
<b>Female Education, Enrolled Public Schools (Pop 3+)</b>	189,401	235,158	255,188	24.16	8.52
<b>Female Education, Enrolled Public Preprimary (Pop 3+)</b>	10,886	11,204	12,132	2.92	8.28
<b>Female Education, Enrolled Public Elementary or High School (Pop 3+)</b>	178,515	223,954	243,055	25.45	8.53
<b>Population by Race</b>					
<b>White Population, Alone</b>	1,739,132	1,920,171	1,995,331	10.41	3.91
<b>Black Population, Alone</b>	116,726	141,181	165,695	20.95	17.36
<b>Asian Population, Alone</b>	66,133	97,981	116,759	48.16	19.16
<b>Other Population</b>	256,812	368,593	460,983	43.53	25.07
<b>Population by Ethnicity</b>					
<b>Hispanic Population</b>	400,850	555,694	652,726	38.63	17.46
<b>White Non-Hispanic Population</b>	1,547,396	1,618,158	1,662,359	4.57	2.73
<b>Population by Race As Percent of Total Population</b>					
<b>Percent of White Population, Alone</b>	79.82	75.96	72.86	-4.84	-4.08
<b>Percent of Black Population, Alone</b>	5.36	5.58	6.05	4.10	8.42
<b>Percent of Asian Population, Alone</b>	3.04	3.88	4.26	27.63	9.79
<b>Percent of Other Population</b>	11.79	14.58	16.83	23.66	15.43

<b>Population by Ethnicity As Percent of Total Population</b>					
<b>Percent of Hispanic Population</b>	18.40	21.98	23.83	19.46	8.42
<b>Percent of White Non-Hispanic Population</b>	71.02	64.01	60.70	-9.87	-5.17
<b>Educational Attainment</b>					
<b>Education Attainment, College (Pop 25+)</b>	326,924	406,400	452,384	24.31	11.31
<b>Education Attainment, Graduate Degree (Pop 25+)</b>	159,233	189,105	206,269	18.76	9.08
<b>Household Income</b>					
<b>Household Income, Median (\$)</b>	52,035	66,451	78,231	27.70	17.73
<b>Household Income, Average (\$)</b>	66,376	85,730	105,106	29.16	22.60
<b>Households by Income</b>					
<b>Households with Income Less than \$25,000</b>	166,122	143,006	121,270	-13.92	-15.20
<b>Households with Income \$25,000 to \$49,999</b>	244,467	219,860	192,008	-10.07	-12.67
<b>Households with Income \$50,000 to \$74,999</b>	188,557	198,655	196,428	5.36	-1.12
<b>Households with Income \$75,000 to \$99,999</b>	112,152	155,915	187,592	39.02	20.32
<b>Households with Income \$100,000 to \$124,999</b>	59,647	102,895	137,824	72.51	33.95
<b>Households with Income \$125,000 to \$149,999</b>	29,825	63,483	89,992	112.85	41.76
<b>Households with Income \$150,000 to \$199,999</b>	25,370	47,832	64,664	88.54	35.19
<b>Households with Income \$200,000 and Over</b>	25,740	55,528	78,127	115.73	40.70
<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>	7,540	12,756	17,352	69.18	36.03
<b>Families with one or more children aged 5-9 and Income \$100,000 to \$124,999</b>	7,673	12,709	16,811	65.63	32.28
<b>Families with one or more children aged 10-13 and Income \$100,000 to \$124,999</b>	6,036	9,137	11,748	51.38	28.58
<b>Families with one or more children aged 14-17 and Income \$100,000 to \$124,999</b>	5,885	9,226	12,021	56.77	30.29
<b>Families with one or more children aged 0-4 and Income \$125,000 to \$149,999</b>	3,767	8,079	11,808	114.47	46.16
<b>Families with one or more children aged 5-9 and Income \$125,000 to \$149,999</b>	3,833	8,049	11,440	109.99	42.13
<b>Families with one or more children aged 10-13 and Income \$125,000 to \$149,999</b>	3,015	5,787	7,995	91.94	38.15
<b>Families with one or more children aged 14-17 and Income \$125,000 to \$149,999</b>	2,940	5,843	8,181	98.74	40.01
<b>Families with one or more children aged 0-4 and Income \$150,000 to \$199,999</b>	3,207	6,093	8,594	89.99	41.05
<b>Families with one or more children aged 5-9 and</b>					

<b>Income \$150,000 to \$199,999</b>	3,264	6,070	8,327	85.97	37.18
<b>Families with one or more children aged 10-13 and Income \$150,000 to \$199,999</b>	2,567	4,364	5,819	70.00	33.34
<b>Families with one or more children aged 14-17 and Income \$150,000 to \$199,999</b>	2,503	4,406	5,954	76.03	35.13
<b>Families with one or more children aged 0-4 and Income \$200,000 to \$349,999</b>	1,913	4,145	5,992	116.68	44.56
<b>Families with one or more children aged 5-9 and Income \$200,000 to \$349,999</b>	1,947	4,130	5,805	112.12	40.56
<b>Families with one or more children aged 10-13 and Income \$200,000 to \$349,999</b>	1,532	2,969	4,057	93.80	36.65
<b>Families with one or more children aged 14-17 and Income \$200,000 to \$349,999</b>	1,493	2,998	4,151	100.80	38.46
<b>Families with one or more children aged 0-4 and Income \$350,000 and over</b>	1,435	3,110	4,532	116.72	45.72
<b>Families with one or more children aged 5-9 and Income \$350,000 and over</b>	1,461	3,099	4,391	112.11	41.69
<b>Families with one or more children aged 10-13 and Income \$350,000 and over</b>	1,149	2,228	3,069	93.91	37.75
<b>Families with one or more children aged 14-17 and Income \$350,000 and over</b>	1,120	2,249	3,140	100.80	39.62
<b>Households by Home Value</b>					
<b>Housing, Owner Households Valued Less than \$250,000</b>	447,896	370,136	330,005	-17.36	-10.84
<b>Housing, Owner Households Valued \$250,000-\$299,999</b>	47,554	121,144	132,107	154.75	9.05
<b>Housing, Owner Households Valued \$300,000-\$399,999</b>	39,790	53,959	84,002	35.61	55.68
<b>Housing, Owner Households Valued \$400,000-\$499,999</b>	16,000	71,084	91,265	344.28	28.39
<b>Housing, Owner Households Valued \$500,000-\$749,999</b>	12,789	24,331	38,646	90.25	58.83
<b>Housing, Owner Households Valued \$750,000-\$999,999</b>	3,885	23,386	34,295	501.96	46.65
<b>Housing, Owner Households Valued More than \$1,000,000</b>	3,285	8,286	13,052	152.24	57.52
<b>Households by Length of Residence</b>					
<b>Length of Residence Less than 2 Years</b>	61,818	210,552	296,549	240.60	40.84
<b>Length of Residence 3 to 5 Years</b>	92,727	315,828	444,824	240.60	40.84
<b>Length of Residence 6 to 10 Years</b>	273,456	289,445	299,587	5.85	3.50
<b>Length of Residence More than 10 Years</b>	423,878	171,350	26,946	-59.58	-84.27
<b>Households by Race and Income</b>					
<b>White Households by Income</b>					
<b>White Households with Income Less than \$25,000</b>	126,530	94,582	75,028	-25.25	-20.67
<b>White Households with Income \$25,000 to \$49,999</b>	198,093	158,437	129,627	-20.02	-18.18
<b>White Households with Income \$50,000 to \$74,999</b>	160,907	156,246	145,262	-2.90	-7.03

White Households with Income \$75,000 to \$99,999	99,807	131,251	146,916	31.50	11.94
White Households with Income \$100,000 to \$124,999	54,468	91,150	115,073	67.35	26.25
White Households with Income \$125,000 to \$149,999	27,269	57,378	78,988	110.41	37.66
White Households with Income \$150,000 to \$199,999	23,646	43,783	58,012	85.16	32.50
White Households with Income \$200,000 and Over	24,348	52,095	71,532	113.96	37.31
Black Households by Income					
Black Households with Income Less than \$25,000	14,706	13,385	13,828	-8.98	3.31
Black Households with Income \$25,000 to \$49,999	15,129	15,646	17,175	3.42	9.77
Black Households with Income \$50,000 to \$74,999	8,228	10,818	13,046	31.48	20.60
Black Households with Income \$75,000 to \$99,999	3,759	7,388	10,540	96.54	42.66
Black Households with Income \$100,000 to \$124,999	1,651	3,937	5,878	138.46	49.30
Black Households with Income \$125,000 to \$149,999	730	2,196	3,360	200.82	53.01
Black Households with Income \$150,000 to \$199,999	503	1,239	1,752	146.32	41.40
Black Households with Income \$200,000 and Over	363	1,076	1,575	196.42	46.38
Asian Households by Income					
Asian Households with Income Less than \$25,000	4,090	4,965	4,318	21.39	-13.03
Asian Households with Income \$25,000 to \$49,999	6,151	7,864	6,976	27.85	-11.29
Asian Households with Income \$50,000 to \$74,999	5,043	7,201	7,219	42.79	0.25
Asian Households with Income \$75,000 to \$99,999	2,584	4,969	8,210	92.30	65.22
Asian Households with Income \$100,000 to \$124,999	1,241	2,774	5,367	123.53	93.48
Asian Households with Income \$125,000 to \$149,999	717	1,451	2,637	102.37	81.74
Asian Households with Income \$150,000 to \$199,999	472	1,141	1,828	141.74	60.21
Asian Households with Income \$200,000 and Over	404	1,001	2,018	147.77	101.60
Other Households by Income					
Other Households with Income Less than \$25,000	20,796	30,074	28,096	44.61	-6.58
Other Households with Income \$25,000 to \$49,999	25,094	37,913	38,230	51.08	0.84
Other Households with Income \$50,000 to \$74,999	14,379	24,390	30,901	69.62	26.70
Other Households with Income \$75,000 to \$99,999	6,002	12,307	21,926	105.05	78.16
Other Households with Income \$100,000 to \$124,999	2,287	5,034	11,506	120.11	128.57
Other Households with Income \$125,000 to \$149,999	1,109	2,458	5,007	121.64	103.70
Other Households with Income \$150,000 to \$199,999	749	1,669	3,072	122.83	84.06
Other Households with Income \$200,000 and Over	625	1,356	3,002	116.96	121.39
Households by Ethnicity and Income					

Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	31,709	37,726	38,739	18.98	2.69
Hispanic Households with Income \$25,000 to \$49,999	39,235	50,534	54,800	28.80	8.44
Hispanic Households with Income \$50,000 to \$74,999	22,537	36,116	44,899	60.25	24.32
Hispanic Households with Income \$75,000 to \$99,999	9,976	21,987	32,997	120.40	50.08
Hispanic Households with Income \$100,000 to \$124,999	3,847	10,486	17,591	172.58	67.76
Hispanic Households with Income \$125,000 to \$149,999	1,587	4,813	8,092	203.28	68.13
Hispanic Households with Income \$150,000 to \$199,999	1,047	2,945	4,438	181.28	50.70
Hispanic Households with Income \$200,000 and Over	926	2,404	3,937	159.61	63.77
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	110,536	78,897	59,884	-28.62	-24.10
White Non-Hispanic Households with Income \$25,000 to \$49,999	180,079	136,428	106,416	-24.24	-22.00
White Non-Hispanic Households with Income \$50,000 to \$74,999	150,212	137,222	122,899	-8.65	-10.44
White Non-Hispanic Households with Income \$75,000 to \$99,999	94,355	114,785	125,208	21.65	9.08
White Non-Hispanic Households with Income \$100,000 to \$124,999	52,058	79,819	99,795	53.33	25.03
White Non-Hispanic Households with Income \$125,000 to \$149,999	26,270	50,645	69,802	92.79	37.83
White Non-Hispanic Households with Income \$150,000 to \$199,999	22,919	39,431	52,322	72.05	32.69
White Non-Hispanic Households with Income \$200,000 and Over	23,673	47,586	65,901	101.01	38.49

**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.