

THE NAIS DEMOGRAPHIC CENTER

2009 Metropolitan Area Reports

CBSA¹: Honolulu, HI²

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 Honolulu reported an increase in the number of households with children of school age from 107,250 to 109,621 (2.21 percent). Furthermore, their numbers are expected to grow by 4.90 percent during the next five years, totaling 114,990 in 2014.
2. The school age population group is also expected to remain almost the same through 2014. After recording a growth rate of 0.71 percent during the period 2000-2009, the school population age 0 to 17 years is projected to rise slightly by 0.52 percent from 210,248 in 2009 to 211,233 in 2014.
3. By gender, the female school population is expected to decrease slightly (0.32 percent) by the year 2014, from 100,500 to 100,175, while the male school population is predicted to grow by 1.28 percent, from 109,748 in 2009 to 111,158 in 2014.

Number of Children

4. By age and gender, the only declines are projected in the number of girls age five to nine years, from 28,953 in 2009 to 28,477 in 2014 (1.64 percent). In contrast, the largest growth rate is expected for boys younger than five years of age, from 32,002 in 2009 to 33,813 in 2014 (5.66 percent), followed by girls in the same age group from 28,581 in 2009 to 29,403 in 2014 (2.88 percent).
5. In absolute numbers, the largest group in 2009 was children younger than five years old, at 60,583, followed by children between five and nine years old, at 60,114. While the first group recorded the highest percent increase during 2000-2009, at 6.57 percent, it is predicted to continue growing at a lower rate of 4.35 percent, reaching 63,216 by 2014.
6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to increase by 2.86 percent each between 2009 and 2014,

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 county of Honolulu, HI 15003.

while nursery or preschool is expected to grow by 7.32 (from 14,978 in 2009 to 16,074 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 5.80 percent and 8.67 percent, respectively, during the period 2009-2014.

Enrollment in Private Schools

7. The population enrolled in private schools grew by more than 15 percent during 2000-2009; however, this growth rate is expected to increase slightly by 1.69 percent in 2014 (from 41,551 in 2009 to 42,254 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 13.50 percent (in spite of the fall of public preprimary by 5.61 percent during the same period), it is projected to continue growing at a lower rate of 3.29 percent, between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 10.71 percent (from 5,265 in 2009 to 5,829 in 2014); while the female preprimary enrollment is expected grow by 7.76 percent (from 4,703 in 2009 to 5,068 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are declines of 0.20 percent and 1.28 percent, respectively.

Population by Race and Ethnicity

9. By race and ethnicity, the principal changes in the Honolulu area are the declining growth rates of the white population, while Hispanics, and 'Other'³ population,' have increased during the years 2000-2009 at 37.62 percent, and 16.90 percent, respectively.
10. While the Asian population represents 55 percent of the total population, it is expected to increase slightly from 507,930 in 2009 to 510,604 in 2014 (0.53 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 80,820 in 2009 to 94,309 in 2014 (16.69 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, who are expected to increase from 764 in 2009 to 1,190 in 2014 (55.76 percent), followed by families with children in the same age group with incomes between \$125,000 and \$149,999 per year are expected to increase from 2,701 in 2009 to 4,110 in 2014 (52.17 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 \$100,000 and \$124,999 per year are projected to record an

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.

increase of 40.29 percent, from 623 in 2009 to 874 in 2014. A similar trend is expected for Asian households with incomes of at least \$100,000 per year. The highest growth rate is projected for Asian households with annual incomes over \$200,000 per year at 64.78 percent, from 7,643 in 2009 to 12,594 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 almost double their numbers by 2014, especially those households with incomes between \$125,000 and \$149,999 per year, who are expected to increase from 2,690 in 2009 to 5,150 in 2014 (91.45 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 \$100,000 and \$124,999 per year are projected to soar from 1,703 in 2009 to 2,730 in 2014 (60.31 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 405.20 percent during this period. A positive trend is projected to continue through 2014. For instance, the number of owner households with homes valued between \$500,000 and \$749,999 is expected to increase from 17,567 in 2009 to 23,930 in 2014 (36.22 percent).

Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in the Honolulu area increased by 15.22 percent, from 109,274 in 2000 to 125,879 in 2009. This number is expected to grow by 2014 (5.45 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 51,956 in 2000 to 56,541 in 2009 (8.82 percent), and it is forecasted that their numbers will grow by 2.37 percent by the year 2014.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Honolulu 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, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent

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>.

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).
 - ✓ *Communications Handbook* (free to download 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.

- ✓ 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: Honolulu, HI

CBSA Code: 26180

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

State Name: Hawaii

Dominant Profile: ASIAN_LANG

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Description	2000	2009	2014	% Growth (2000- 2009)	% Growth Forecast (2009- 2014)
Total Population and Households					
Population	876,156	907,409	927,318	3.57	2.19
Households	286,450	311,900	318,901	8.88	2.24
Households with School Age Population					
Households with Children Age 0 to 17 Years	107,250	109,621	114,990	2.21	4.90
Percent of Households with Children Age 0 to 17 Years	37.44	35.15	36.06	-6.12	2.59
School Age Population					
Population Age 0 to 17 Years	208,758	210,248	211,333	0.71	0.52
Population Age 0 to 4 Years	56,849	60,583	63,216	6.57	4.35
Population Age 5 to 9 Years	60,425	60,114	59,661	-0.51	-0.75
Population Age 10 to 13 Years	46,059	45,702	45,522	-0.78	-0.39
Population Age 14 to 17 Years	45,425	43,849	42,934	-3.47	-2.09
School Age Population by Gender					
Male Population Age 0 to 17 Years	107,379	109,748	111,158	2.21	1.28
Female Population Age 0 to 17 Years	101,379	100,500	100,175	-0.87	-0.32
Male School Age Population by Age					
Male Population Age 0 to 4 Years	29,225	32,002	33,813	9.50	5.66
Male Population Age 5 to 9 Years	30,930	31,161	31,184	0.75	0.07
Male Population Age 10 to 13 Years	23,744	23,720	23,699	-0.10	-0.09
Male Population Age 14 to 17 Years	23,480	22,865	22,462	-2.62	-1.76
Female School Age Population by Age					
Female Population Age 0 to 4 Years	27,624	28,581	29,403	3.46	2.88
Female Population Age 5 to 9 Years	29,495	28,953	28,477	-1.84	-1.64

Female Population Age 10 to 13 Years	22,315	21,982	21,823	-1.49	-0.72
Female Population Age 14 to 17 Years	21,945	20,984	20,472	-4.38	-2.44
Population in School					
Nursery or Preschool	12,964	14,978	16,074	15.54	7.32
Kindergarten	12,359	14,209	14,616	14.97	2.86
Grades 1 to 4	49,438	56,837	58,464	14.97	2.86
Grades 5 to 8	47,105	54,014	55,761	14.67	3.23
Grades 9 to 12	46,456	51,823	52,590	11.55	1.48
Population in School by Gender					
Male Enrolled in School	86,593	99,797	103,339	15.25	3.55
Female Enrolled in School	81,729	92,065	94,167	12.65	2.28
Male Population in School by Grade					
Male Nursery or Preschool	6,665	7,912	8,598	18.71	8.67
Male Kindergarten	6,326	7,366	7,640	16.44	3.72
Male Grades 1 to 4	25,306	29,463	30,558	16.43	3.72
Male Grades 5 to 8	24,283	28,034	29,030	15.45	3.55
Male Grades 9 to 12	24,013	27,023	27,514	12.53	1.82
Female Population in School by Grade					
Female Nursery or Preschool	6,299	7,066	7,476	12.18	5.80
Female Kindergarten	6,033	6,844	6,976	13.44	1.93
Female Grades 1 to 4	24,132	27,375	27,906	13.44	1.94
Female Grades 5 to 8	22,822	25,980	26,732	13.84	2.89
Female Grades 9 to 12	22,443	24,800	25,076	10.50	1.11
Population in School					
Education, Total Enrollment (Pop 3+)	168,322	191,862	197,506	13.99	2.94
Education, Not Enrolled in School (Pop 3+)	608,118	616,588	628,636	1.39	1.95
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	35,891	41,551	42,254	15.77	1.69
Education, Enrolled Private Preprimary (Pop 3+)	7,656	9,968	10,897	30.20	9.32
Education, Enrolled Private Elementary or High School (Pop 3+)	28,235	31,583	31,357	11.86	-0.72
Education, Enrolled Public Schools (Pop 3+)	132,431	150,311	155,252	13.50	3.29
Education, Enrolled Public Preprimary (Pop 3+)	5,308	5,010	5,177	-5.61	3.33

Education, Enrolled Public Elementary or High School (Pop 3+)	127,123	145,301	150,075	14.30	3.29
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	18,462	21,672	22,203	17.39	2.45
Male Education, Enrolled Private Preprimary (Pop 3+)	3,936	5,265	5,829	33.77	10.71
Male Education, Enrolled Private Elementary or High School (Pop 3+)	14,526	16,406	16,374	12.94	-0.20
Male Education, Enrolled Public Schools (Pop 3+)	68,131	78,125	81,137	14.67	3.86
Male Education, Enrolled Public Preprimary (Pop 3+)	2,729	2,646	2,769	-3.04	4.65
Male Education, Enrolled Public Elementary or High School (Pop 3+)	65,402	75,479	78,367	15.41	3.83
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	17,429	19,879	20,051	14.06	0.87
Female Education, Enrolled Private Preprimary (Pop 3+)	3,720	4,703	5,068	26.42	7.76
Female Education, Enrolled Private Elementary or High School (Pop 3+)	13,709	15,177	14,983	10.71	-1.28
Female Education, Enrolled Public Schools (Pop 3+)	64,300	72,186	74,115	12.26	2.67
Female Education, Enrolled Public Preprimary (Pop 3+)	2,579	2,364	2,408	-8.34	1.86
Female Education, Enrolled Public Elementary or High School (Pop 3+)	61,721	69,822	71,708	13.13	2.70
Population by Race					
White Population, Alone	186,484	157,432	142,530	-15.58	-9.47
Black Population, Alone	20,619	22,280	24,640	8.06	10.59
Asian Population, Alone	481,051	507,930	510,604	5.59	0.53
Other Population	188,002	219,767	249,544	16.90	13.55
Population by Ethnicity					
Hispanic Population	58,729	80,820	94,309	37.62	16.69
White Non-Hispanic Population	175,633	148,902	134,362	-15.22	-9.76
Population by Race As Percent of Total Population					
Percent of White Population, Alone	21.28	17.35	15.37	-18.47	-11.41
Percent of Black Population, Alone	2.35	2.46	2.66	4.68	8.13
Percent of Asian Population, Alone	54.90	55.98	55.06	1.97	-1.64
Percent of Other Population	21.46	24.22	26.91	12.86	11.11

Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	6.70	8.91	10.17	32.99	14.14
Percent of White Non-Hispanic Population	20.05	16.41	14.49	-18.15	-11.70
Educational Attainment					
Education Attainment, College (Pop 25+)	109,254	125,879	132,736	15.22	5.45
Education Attainment, Graduate Degree (Pop 25+)	51,956	56,541	57,881	8.82	2.37
Household Income					
Household Income, Median (\$)	52,691	64,507	80,170	22.43	24.28
Household Income, Average (\$)	65,367	80,372	103,146	22.96	28.34
Households by Income					
Households with Income Less than \$25,000	60,698	52,540	39,535	-13.44	-24.75
Households with Income \$25,000 to \$49,999	76,159	68,374	54,432	-10.22	-20.39
Households with Income \$50,000 to \$74,999	59,170	60,379	54,477	2.04	-9.77
Households with Income \$75,000 to \$99,999	38,350	47,391	53,223	23.57	12.31
Households with Income \$100,000 to \$124,999	23,202	32,496	43,773	40.06	34.70
Households with Income \$125,000 to \$149,999	12,086	20,906	30,499	72.98	45.89
Households with Income \$150,000 to \$199,999	9,511	15,771	22,621	65.82	43.43
Households with Income \$200,000 and Over	7,274	14,043	20,341	93.06	44.85
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	2,927	4,066	5,616	38.91	38.12
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	3,111	4,034	5,300	29.67	31.38
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	2,371	3,067	4,044	29.35	31.86
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	2,338	2,943	3,814	25.88	29.60
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	1,513	2,701	4,110	78.52	52.17
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	1,609	2,680	3,879	66.56	44.74
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	1,226	2,037	2,960	66.15	45.31
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	1,209	1,955	2,791	61.70	42.76
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	1,215	2,024	3,032	66.58	49.80
Families with one or more children aged 5-9 and Income					

\$150,000 to \$199,999	1,292	2,008	2,862	55.42	42.53
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	985	1,527	2,184	55.03	43.03
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	971	1,465	2,060	50.88	40.61
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	494	1,030	1,534	108.50	48.93
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	525	1,022	1,448	94.67	41.68
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	400	777	1,105	94.25	42.21
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	395	745	1,042	88.61	39.87
Families with one or more children aged 0-4 and Income \$350,000 and over	368	764	1,190	107.61	55.76
Families with one or more children aged 5-9 and Income \$350,000 and over	391	758	1,123	93.86	48.15
Families with one or more children aged 10-13 and Income \$350,000 and over	298	577	857	93.62	48.53
Families with one or more children aged 14-17 and Income \$350,000 and over	294	553	808	88.10	46.11
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	66,518	35,930	31,720	-45.98	-11.72
Housing, Owner Households Valued \$250,000-\$299,999	23,652	30,582	23,750	29.30	-22.34
Housing, Owner Households Valued \$300,000-\$399,999	33,973	24,175	24,468	-28.84	1.21
Housing, Owner Households Valued \$400,000-\$499,999	15,399	48,261	48,844	213.40	1.21
Housing, Owner Households Valued \$500,000-\$749,999	11,932	17,567	23,930	47.23	36.22
Housing, Owner Households Valued \$750,000-\$999,999	2,981	15,060	19,937	405.20	32.38
Housing, Owner Households Valued More than \$1,000,000	1,860	4,013	5,957	115.75	48.44
Households by Length of Residence					
Length of Residence Less than 2 Years	16,503	61,782	85,506	274.37	38.40
Length of Residence 3 to 5 Years	24,754	92,673	128,259	274.38	38.40
Length of Residence 6 to 10 Years	73,425	83,006	86,320	13.05	3.99
Length of Residence More than 10 Years	171,768	74,440	18,817	-56.66	-74.72
Households by Race and Income					
White Households by Income					
White Households with Income Less than \$25,000	15,536	8,857	5,888	-42.99	-33.52
White Households with Income \$25,000 to \$49,999	21,874	14,311	11,071	-34.58	-22.64
White Households with Income \$50,000 to \$74,999	15,873	12,698	10,881	-20.00	-14.31

White Households with Income \$75,000 to \$99,999	9,825	10,379	10,353	5.64	-0.25
White Households with Income \$100,000 to \$124,999	6,361	7,308	7,529	14.89	3.02
White Households with Income \$125,000 to \$149,999	3,166	5,587	6,194	76.47	10.86
White Households with Income \$150,000 to \$199,999	3,024	3,967	4,332	31.18	9.20
White Households with Income \$200,000 and Over	2,917	5,026	5,322	72.30	5.89
Black Households by Income					
Black Households with Income Less than \$25,000	1,478	1,089	985	-26.32	-9.55
Black Households with Income \$25,000 to \$49,999	2,963	2,521	2,558	-14.92	1.47
Black Households with Income \$50,000 to \$74,999	1,729	2,086	2,384	20.65	14.29
Black Households with Income \$75,000 to \$99,999	610	1,378	1,927	125.90	39.84
Black Households with Income \$100,000 to \$124,999	208	623	874	199.52	40.29
Black Households with Income \$125,000 to \$149,999	57	238	308	317.54	29.41
Black Households with Income \$150,000 to \$199,999	27	80	97	196.30	21.25
Black Households with Income \$200,000 and Over	19	53	61	178.95	15.09
Asian Households by Income					
Asian Households with Income Less than \$25,000	32,362	29,128	21,396	-9.99	-26.54
Asian Households with Income \$25,000 to \$49,999	39,575	36,659	27,131	-7.37	-25.99
Asian Households with Income \$50,000 to \$74,999	32,672	33,747	29,181	3.29	-13.53
Asian Households with Income \$75,000 to \$99,999	22,379	27,330	30,437	22.12	11.37
Asian Households with Income \$100,000 to \$124,999	13,727	19,513	27,332	42.15	40.07
Asian Households with Income \$125,000 to \$149,999	7,533	12,391	18,847	64.49	52.10
Asian Households with Income \$150,000 to \$199,999	5,500	9,928	15,408	80.51	55.20
Asian Households with Income \$200,000 and Over	3,685	7,643	12,594	107.41	64.78
Other Households by Income					
Other Households with Income Less than \$25,000	11,322	13,466	11,266	18.94	-16.34
Other Households with Income \$25,000 to \$49,999	11,747	14,883	13,672	26.70	-8.14
Other Households with Income \$50,000 to \$74,999	8,896	11,848	12,031	33.18	1.54
Other Households with Income \$75,000 to \$99,999	5,536	8,304	10,506	50.00	26.52
Other Households with Income \$100,000 to \$124,999	2,906	5,052	8,038	73.85	59.11
Other Households with Income \$125,000 to \$149,999	1,330	2,690	5,150	102.26	91.45
Other Households with Income \$150,000 to \$199,999	960	1,796	2,784	87.08	55.01
Other Households with Income \$200,000 and Over	653	1,321	2,364	102.30	78.96
Households by Ethnicity and Income					

Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	4,153	4,747	4,725	14.30	-0.46
Hispanic Households with Income \$25,000 to \$49,999	4,342	5,718	6,364	31.69	11.30
Hispanic Households with Income \$50,000 to \$74,999	2,846	4,141	4,906	45.50	18.47
Hispanic Households with Income \$75,000 to \$99,999	1,424	3,013	4,398	111.59	45.97
Hispanic Households with Income \$100,000 to \$124,999	581	1,703	2,730	193.12	60.31
Hispanic Households with Income \$125,000 to \$149,999	194	811	1,270	318.04	56.60
Hispanic Households with Income \$150,000 to \$199,999	210	363	400	72.86	10.19
Hispanic Households with Income \$200,000 and Over	174	478	656	174.71	37.24
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	14,513	8,646	5,777	-40.43	-33.18
White Non-Hispanic Households with Income \$25,000 to \$49,999	20,788	13,846	10,712	-33.39	-22.63
White Non-Hispanic Households with Income \$50,000 to \$74,999	15,248	12,289	10,511	-19.41	-14.47
White Non-Hispanic Households with Income \$75,000 to \$99,999	9,492	10,091	10,118	6.31	0.27
White Non-Hispanic Households with Income \$100,000 to \$124,999	6,163	7,104	7,382	15.27	3.91
White Non-Hispanic Households with Income \$125,000 to \$149,999	3,092	5,448	6,087	76.20	11.73
White Non-Hispanic Households with Income \$150,000 to \$199,999	2,937	3,898	4,270	32.72	9.54
White Non-Hispanic Households with Income \$200,000 and Over	2,833	4,908	5,254	73.24	7.05

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.