

THE NAIS DEMOGRAPHIC CENTER

2009 Metropolitan Area Reports

CBSA¹: Houston-Sugar Land-Baytown, TX²

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 Houston-Sugar Land-Baytown reported an increase in the number of households with children of school age from 701,099 to 813,616 (16.05 percent). Furthermore, their numbers are expected to grow by 13.07 percent during the next five years, totaling 919,981 in 2014.
2. The school age population group is also expected to increase through 2014. After recording a growth rate of 23.70 percent during the period 2000-2009, the school population age 0 to 17 years is projected to rise by 9.11 percent from 1,692,180 in 2009 to 1,846,379 in 2014.
3. By gender, the female school population is expected to increase by the year 2014, from 812,862 to 878,779 (8.11 percent), while the male school population is predicted to grow by 9.03 percent, from 879,318 in 2009 to 958,697 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 250,136 in 2009 to 282,356 in 2014 (12.88 percent), followed by girls in the same age group from 230,466 in 2009 to 255,564 in 2014 (10.89 percent).
5. In absolute numbers, the largest group in 2009 was children between five and nine years old, at 496,027, followed by children younger than five years old, at 480,602. While both groups recorded the highest percent increases during 2000-2009, at 27.50 percent and 26.63 percent, respectively, they are predicted to continue growing at lower, but still significant rates, reaching 533,620 (7.58 percent) and 537,920 (11.93 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 11.40 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 following counties: Austin, TX 48015; Brazoria, TX 48039; Chambers, TX 48071; Fort Bend, TX 48157; Galveston, TX 48167; Harris, TX 48201; Liberty, TX 48291; Montgomery, TX 48339; San Jacinto, TX 48407; and Waller, TX 48473.

while nursery or preschool is expected to grow by 15.95 percent (from 122,427 in 2009 to 141,957 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 14.88 percent and 16.94 percent, respectively, during the period 2009-2014.

Enrollment in Private Schools

7. The population enrolled in private schools grew by 43 percent during 2000-2009; however, this growth rate is expected to increase by 13.51 percent in 2014 (from 172,532 in 2009 to 195,838 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 32.60 percent, it is projected to continue growing at a lower rate of 11.21 percent, between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 21.22 percent (from 37,466 in 2009 to 45,417 in 2014); while the female preprimary enrollment is expected grow by 19.08 percent (from 34,520 in 2009 to 41,108 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are 8.96 percent and 8.46 percent, respectively.

Population by Race and Ethnicity

9. By race and ethnicity, the principal changes in the Houston-Sugar Land-Baytown are the declining growth rates of the white population, while Hispanics, Asians, and 'Other'³ population, have increased during the years 2000-2009 at 41.71 percent, 52.82 percent, and 46.15 percent, respectively.
10. While the white population still represents 56 percent of the total population, it is expected to grow from 3,423,067 in 2009 to 3,606,330 in 2014 (5.35 percent). On the contrary, minority groups are predicted to continue increasing between 2009 and 2014, especially the 'Other' population, which is forecasted to grow from 1,067,064 in 2009 to 1,317,355 in 2014 (23.46 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 over \$350,000 per year are expected to increase from 7,337 in 2009 to 10,804 in 2014 (47.25 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 19,007 in 2009 to 27,725 in 2014 (45.87 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 46.14 percent, from 12,594 in 2009 to 18,405 in 2014. A similar trend is

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.

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 80.91 percent, from 5,637 in 2009 to 10,198 in 2014.

13. Although their numbers are not that large, 'Other households' with annual incomes of at least \$100,000 per year are also predicted to more than double their numbers by 2014, especially those households with incomes between \$125,000 and \$149,999 per year, who are expected to increase from 6,231 in 2009 to 12,934 in 2014 (107.58 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 14,846 in 2009 to 24,750 in 2014 (66.71 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 612.70 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 21,962 in 2009 to 33,521 in 2014 (52.63 percent).

Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in the Houston-Sugar Land-Baytown area increased by 36.59 percent, from 508,876 in 2000 to 695,068 in 2009. This number is expected to grow by 2014 (15.77 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 250,775 in 2000 to 327,277 in 2009 (30.51 percent), and it is forecasted that their numbers will grow by 13.18 percent by the year 2014.

Strategic Considerations for Schools

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

General Considerations

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

Responding to School Age Population

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

Responding to Racial/Ethnic Changes

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

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

Responding to Household Income Changes

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

Financial Considerations

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

NAIS Resources that Can Help

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

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

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

2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline⁵ annual survey (www.nais.org/go/statsonline) that collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
 - ✓ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
 - ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
 - ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, *Marketing Independent Schools to Generation X and Minority Parents* (free to download at www.nais.org/go/advocacy), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the *NAIS Public Opinion Poll* (free to download at www.nais.org/go/advocacy) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you in communicating with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
 - ✓ *Values Added: The Lifelong Returns of an Independent School Education* (free to download at www.nais.org/go/advocacy).
 - ✓ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at www.nais.org/go/advocacy).

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

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

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

ADMISSION AND MARKETING

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



EASI NAIS Detailed Trend Report & Analysis - 2009

CBSA Name: Houston-Sugar Land-Baytown, TX

CBSA Code: 26420

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

State Name: Texas

Dominant Profile: ASIAN_LANG

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Description	2000	2009	2014	% Growth (2000-2009)	% Growth Forecast (2009-2014)
Total Population and Households					
Population	4,715,407	5,791,609	6,412,844	22.82	10.73
Households	1,656,799	2,044,860	2,267,786	23.42	10.90
Households with School Age Population					
Households with Children Age 0 to 17 Years	701,099	813,616	919,981	16.05	13.07
Percent of Households with Children Age 0 to 17 Years	42.32	39.79	40.57	-5.98	1.96
School Age Population					
Population Age 0 to 17 Years	1,367,993	1,692,180	1,846,379	23.70	9.11
Population Age 0 to 4 Years	379,530	480,602	537,920	26.63	11.93
Population Age 5 to 9 Years	389,048	496,027	533,620	27.50	7.58
Population Age 10 to 13 Years	301,935	350,355	370,102	16.04	5.64
Population Age 14 to 17 Years	297,480	365,196	395,834	22.76	8.39
School Age Population by Gender					
Male Population Age 0 to 17 Years	700,837	879,318	958,697	25.47	9.03
Female Population Age 0 to 17 Years	667,156	812,862	878,779	21.84	8.11
Male School Age Population by Age					
Male Population Age 0 to 4 Years	194,235	250,136	282,356	28.78	12.88
Male Population Age 5 to 9 Years	198,846	258,591	279,960	30.05	8.26
Male Population Age 10 to 13 Years	154,675	180,798	191,474	16.89	5.90
Male Population Age 14 to 17 Years	153,081	189,793	204,907	23.98	7.96
Female School Age Population by Age					
Female Population Age 0 to 4 Years	185,295	230,466	255,564	24.38	10.89
Female Population Age 5 to 9 Years	190,202	237,436	253,660	24.83	6.83

Female Population Age 10 to 13 Years	147,260	169,558	178,627	15.14	5.35
Female Population Age 14 to 17 Years	144,399	175,402	190,928	21.47	8.85
Population in School					
Nursery or Preschool	91,941	122,427	141,957	33.16	15.95
Kindergarten	79,497	110,666	123,284	39.21	11.40
Grades 1 to 4	317,987	442,663	493,138	39.21	11.40
Grades 5 to 8	308,482	390,829	427,531	26.69	9.39
Grades 9 to 12	303,930	407,384	457,256	34.04	12.24
Population in School by Gender					
Male Enrolled in School	564,641	765,585	855,803	35.59	11.78
Female Enrolled in School	537,197	708,383	787,363	31.87	11.15
Male Population in School by Grade					
Male Nursery or Preschool	47,053	63,719	74,514	35.42	16.94
Male Kindergarten	40,632	57,693	64,680	41.99	12.11
Male Grades 1 to 4	162,526	230,771	258,721	41.99	12.11
Male Grades 5 to 8	158,029	201,684	221,186	27.62	9.67
Male Grades 9 to 12	156,400	211,719	236,702	35.37	11.80
Female Population in School by Grade					
Female Nursery or Preschool	44,888	58,708	67,443	30.79	14.88
Female Kindergarten	38,865	52,973	58,604	36.30	10.63
Female Grades 1 to 4	155,461	211,892	234,416	36.30	10.63
Female Grades 5 to 8	150,453	189,145	206,345	25.72	9.09
Female Grades 9 to 12	147,530	195,665	220,554	32.63	12.72
Population in School					
Education, Total Enrollment (Pop 3+)	1,101,838	1,473,968	1,643,166	33.77	11.48
Education, Not Enrolled in School (Pop 3+)	3,135,599	3,747,144	4,139,521	19.50	10.47
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	120,371	172,532	195,838	43.33	13.51
Education, Enrolled Private Preprimary (Pop 3+)	45,300	71,986	86,525	58.91	20.20
Education, Enrolled Private Elementary or High School (Pop 3+)	75,071	100,546	109,313	33.93	8.72
Education, Enrolled Public Schools (Pop 3+)	981,467	1,301,436	1,447,328	32.60	11.21
Education, Enrolled Public Preprimary (Pop 3+)	46,641	50,441	55,432	8.15	9.89

Education, Enrolled Public Elementary or High School (Pop 3+)	934,826	1,250,995	1,391,896	33.82	11.26
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	61,659	89,680	102,308	45.45	14.08
Male Education, Enrolled Private Preprimary (Pop 3+)	23,184	37,466	45,417	61.60	21.22
Male Education, Enrolled Private Elementary or High School (Pop 3+)	38,475	52,214	56,891	35.71	8.96
Male Education, Enrolled Public Schools (Pop 3+)	502,982	675,904	753,495	34.38	11.48
Male Education, Enrolled Public Preprimary (Pop 3+)	23,870	26,253	29,096	9.98	10.83
Male Education, Enrolled Public Elementary or High School (Pop 3+)	479,112	649,652	724,398	35.60	11.51
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	58,712	82,852	93,530	41.12	12.89
Female Education, Enrolled Private Preprimary (Pop 3+)	22,116	34,520	41,108	56.09	19.08
Female Education, Enrolled Private Elementary or High School (Pop 3+)	36,596	48,332	52,422	32.07	8.46
Female Education, Enrolled Public Schools (Pop 3+)	478,485	625,532	693,833	30.73	10.92
Female Education, Enrolled Public Preprimary (Pop 3+)	22,771	24,188	26,336	6.22	8.88
Female Education, Enrolled Public Elementary or High School (Pop 3+)	455,714	601,343	667,498	31.96	11.00
Population by Race					
White Population, Alone	2,959,579	3,423,067	3,606,330	15.66	5.35
Black Population, Alone	794,811	948,616	1,069,941	19.35	12.79
Asian Population, Alone	230,901	352,862	419,218	52.82	18.81
Other Population	730,116	1,067,064	1,317,355	46.15	23.46
Population by Ethnicity					
Hispanic Population	1,353,477	1,918,068	2,257,233	41.71	17.68
White Non-Hispanic Population	2,274,829	2,510,971	2,646,823	10.38	5.41
Population by Race As Percent of Total Population					
Percent of White Population, Alone	62.76	59.10	56.24	-5.83	-4.84
Percent of Black Population, Alone	16.86	16.38	16.68	-2.85	1.83
Percent of Asian Population, Alone	4.90	6.09	6.54	24.29	7.39
Percent of Other Population	15.48	18.42	20.54	18.99	11.51

Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	28.70	33.12	35.20	15.40	6.28
Percent of White Non-Hispanic Population	48.24	43.36	41.27	-10.12	-4.82
Educational Attainment					
Education Attainment, College (Pop 25+)	508,876	695,068	804,665	36.59	15.77
Education Attainment, Graduate Degree (Pop 25+)	250,775	327,277	370,428	30.51	13.18
Household Income					
Household Income, Median (\$)	45,330	62,598	73,959	38.09	18.15
Household Income, Average (\$)	61,059	84,582	104,345	38.53	23.37
Households by Income					
Households with Income Less than \$25,000	435,280	377,526	327,791	-13.27	-13.17
Households with Income \$25,000 to \$49,999	475,633	460,582	436,207	-3.16	-5.29
Households with Income \$50,000 to \$74,999	313,642	365,765	385,971	16.62	5.52
Households with Income \$75,000 to \$99,999	183,212	288,181	358,908	57.29	24.54
Households with Income \$100,000 to \$124,999	104,345	198,258	265,206	90.00	33.77
Households with Income \$125,000 to \$149,999	51,474	136,058	193,045	164.32	41.88
Households with Income \$150,000 to \$199,999	46,597	99,173	134,560	112.83	35.68
Households with Income \$200,000 and Over	46,616	119,317	166,098	155.96	39.21
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	14,809	27,204	37,248	83.70	36.92
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	15,180	28,077	36,950	84.96	31.60
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	11,781	19,832	25,627	68.34	29.22
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	11,607	20,672	27,409	78.10	32.59
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	7,405	19,007	27,725	156.68	45.87
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	7,591	19,617	27,503	158.42	40.20
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	5,891	13,856	19,075	135.21	37.67
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	5,804	14,443	20,402	148.85	41.26
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	6,721	14,068	19,875	109.31	41.28
Families with one or more children aged 5-9 and					

Income \$150,000 to \$199,999	6,890	14,519	19,717	110.73	35.80
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	5,347	10,255	13,675	91.79	33.35
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	5,268	10,690	14,626	102.92	36.82
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	3,779	9,577	13,568	153.43	41.67
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	3,874	9,885	13,459	155.16	36.16
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	3,006	6,982	9,335	132.27	33.70
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	2,962	7,278	9,984	145.71	37.18
Families with one or more children aged 0-4 and Income \$350,000 and over	2,853	7,337	10,804	157.17	47.25
Families with one or more children aged 5-9 and Income \$350,000 and over	2,924	7,572	10,718	158.96	41.55
Families with one or more children aged 10-13 and Income \$350,000 and over	2,270	5,348	7,434	135.59	39.01
Families with one or more children aged 14-17 and Income \$350,000 and over	2,236	5,575	7,951	149.33	42.62
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	935,178	1,062,958	1,128,921	13.66	6.21
Housing, Owner Households Valued \$250,000-\$299,999	24,517	79,477	98,125	224.17	23.46
Housing, Owner Households Valued \$300,000-\$399,999	22,826	38,059	60,143	66.74	58.03
Housing, Owner Households Valued \$400,000-\$499,999	10,385	56,285	72,668	441.98	29.11
Housing, Owner Households Valued \$500,000-\$749,999	9,987	21,962	33,521	119.91	52.63
Housing, Owner Households Valued \$750,000-\$999,999	3,662	26,099	36,376	612.70	39.38
Housing, Owner Households Valued More than \$1,000,000	3,792	12,596	18,453	232.17	46.50
Households by Length of Residence					
Length of Residence Less than 2 Years	119,739	444,664	630,722	271.36	41.84
Length of Residence 3 to 5 Years	179,608	666,996	946,083	271.36	41.84
Length of Residence 6 to 10 Years	513,582	591,485	636,393	15.17	7.59
Length of Residence More than 10 Years	843,870	341,714	54,587	-59.51	-84.03
Households by Race and Income					
White Households by Income					
White Households with Income Less than \$25,000	237,462	172,021	137,076	-27.56	-20.31
White Households with Income \$25,000 to \$49,999	300,433	243,809	208,215	-18.85	-14.60
White Households with Income \$50,000 to \$74,999	223,469	227,101	218,402	1.63	-3.83

White Households with Income \$75,000 to \$99,999	141,247	199,635	225,310	41.34	12.86
White Households with Income \$100,000 to \$124,999	84,807	148,670	183,572	75.30	23.48
White Households with Income \$125,000 to \$149,999	43,080	109,004	147,785	153.03	35.58
White Households with Income \$150,000 to \$199,999	40,353	82,601	108,512	104.70	31.37
White Households with Income \$200,000 and Over	41,216	103,985	140,850	152.29	35.45
Black Households by Income					
Black Households with Income Less than \$25,000	113,849	97,086	95,276	-14.72	-1.86
Black Households with Income \$25,000 to \$49,999	87,064	90,231	96,829	3.64	7.31
Black Households with Income \$50,000 to \$74,999	43,788	59,603	69,413	36.12	16.46
Black Households with Income \$75,000 to \$99,999	20,590	41,239	54,843	100.29	32.99
Black Households with Income \$100,000 to \$124,999	9,009	24,077	34,615	167.25	43.77
Black Households with Income \$125,000 to \$149,999	3,316	12,594	18,405	279.79	46.14
Black Households with Income \$150,000 to \$199,999	2,349	5,991	8,665	155.04	44.63
Black Households with Income \$200,000 and Over	2,033	5,731	7,812	181.90	36.31
Asian Households by Income					
Asian Households with Income Less than \$25,000	15,992	17,918	15,107	12.04	-15.69
Asian Households with Income \$25,000 to \$49,999	18,950	22,205	20,288	17.18	-8.63
Asian Households with Income \$50,000 to \$74,999	14,656	20,783	20,269	41.81	-2.47
Asian Households with Income \$75,000 to \$99,999	8,936	16,862	23,761	88.70	40.91
Asian Households with Income \$100,000 to \$124,999	5,595	11,601	18,814	107.35	62.18
Asian Households with Income \$125,000 to \$149,999	2,957	8,229	13,921	178.29	69.17
Asian Households with Income \$150,000 to \$199,999	2,409	6,389	11,161	165.21	74.69
Asian Households with Income \$200,000 and Over	1,779	5,637	10,198	216.86	80.91
Other Households by Income					
Other Households with Income Less than \$25,000	67,977	90,501	80,332	33.13	-11.24
Other Households with Income \$25,000 to \$49,999	69,186	104,337	110,875	50.81	6.27
Other Households with Income \$50,000 to \$74,999	31,729	58,278	77,887	83.67	33.65
Other Households with Income \$75,000 to \$99,999	12,439	30,445	54,994	144.75	80.63
Other Households with Income \$100,000 to \$124,999	4,934	13,910	28,205	181.92	102.77
Other Households with Income \$125,000 to \$149,999	2,121	6,231	12,934	193.78	107.58
Other Households with Income \$150,000 to \$199,999	1,486	4,192	6,222	182.10	48.43
Other Households with Income \$200,000 and Over	1,588	3,964	7,238	149.62	82.59
Households by Ethnicity and Income					

Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	125,161	138,014	134,783	10.27	-2.34
Hispanic Households with Income \$25,000 to \$49,999	126,553	172,090	194,211	35.98	12.85
Hispanic Households with Income \$50,000 to \$74,999	58,300	106,154	138,512	82.08	30.48
Hispanic Households with Income \$75,000 to \$99,999	22,683	65,087	100,755	186.94	54.80
Hispanic Households with Income \$100,000 to \$124,999	8,964	30,393	50,172	239.06	65.08
Hispanic Households with Income \$125,000 to \$149,999	3,845	14,846	24,750	286.11	66.71
Hispanic Households with Income \$150,000 to \$199,999	2,904	8,243	12,019	183.85	45.81
Hispanic Households with Income \$200,000 and Over	3,339	9,507	13,989	184.73	47.14
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	173,266	122,410	95,048	-29.35	-22.35
White Non-Hispanic Households with Income \$25,000 to \$49,999	238,033	178,179	143,020	-25.15	-19.73
White Non-Hispanic Households with Income \$50,000 to \$74,999	193,810	178,807	164,616	-7.74	-7.94
White Non-Hispanic Households with Income \$75,000 to \$99,999	128,540	161,251	176,249	25.45	9.30
White Non-Hispanic Households with Income \$100,000 to \$124,999	79,236	124,000	150,506	56.49	21.38
White Non-Hispanic Households with Income \$125,000 to \$149,999	40,585	92,723	125,125	128.47	34.94
White Non-Hispanic Households with Income \$150,000 to \$199,999	38,225	72,304	94,524	89.15	30.73
White Non-Hispanic Households with Income \$200,000 and Over	38,869	91,250	124,184	134.76	36.09

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.