THE NAIS DEMOGRAPHIC CENTER
2009 Metropolitan Area Reports

CBSA[1]: Miami-Fort Lauderdale-Pompano Beach, FL[2]

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 Miami-Fort Lauderdale-Pompano Beach reported a small increase in the number of households with children of school age from 636,199 to 644,482 (1.30 percent). Furthermore, their numbers are expected to grow by 5.18 percent during the next five years, totaling 677,888 in 2014.
2. The school age population group is also expected to increase through 2014. After recording a growth rate of 8.51 percent during the period 2000-2009, the school population age 0 to 17 years is projected to rise slightly by 1.37 percent from 1,283,235 in 2009 to 1,300,772 in 2014.
3. By gender, the female school population is expected to grow slightly by 0.68 percent, from 616,943 to 621,138, while the male school population is predicted to grow by 1.56 percent, from 662,789 in 2009 to 673,161 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 168,962 in 2009 to 162,486 in 2014 (3.83 percent), and boys in the same age group, from 184,137 in 2009 to 179,824 in 2014 (2.51 percent). In contrast, the largest growth rate is expected for boys younger than five years of age, from 184,227 in 2009 to 194,781 in 2014 (5.73 percent), followed by girls in the same age group from 170,212 in 2009 to 177,520 in 2014 (4.29 percent).
5. In absolute numbers, the largest group in 2009 was children younger than five years old, at 354,439, followed by children between five and nine years old, at 353,099. While the first group recorded the highest percent increase during 2000-2009, at 13.71 percent, it is predicted to continue growing at significant rates, reaching 372,301 by 2014 (5.04 percent).

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6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to increase slightly by 0.40 percent each between 2009 and 2014, while nursery or preschool is expected to grow by 7.73 percent (from 109,496 in 2009 to 117,961 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 6.97 percent and 8.44 percent, respectively, during the period 2009-2014.

Enrollment in Private Schools

7. The population enrolled in private schools grew by more than 24 percent during the years 2000-2009; however, this growth rate is expected to increase by 4.60 by 2014 (from 211,906 in 2009 to 221,644 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 16.46 percent (in spite of the fall of public preprimary by 4.49 percent during the same period), it is projected to continue growing at a lower rate of 3.41 percent, between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 11.06 percent (from 37,486 in 2009 to 41,633 in 2014); while the female preprimary enrollment is expected grow by 9.55 percent (from 34,635 in 2009 to 37,944 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are 1.96 percent and 1.28 percent, respectively.

Population by Race and Ethnicity

9. By race and ethnicity, the principal changes in the Miami-Fort Lauderdale-Pompano Beach area is the declining growth rates of the white population, while Hispanics, Asians, and 'Other[3] population,' have increased during the years 2000-2009 at 24.95 percent, 41.79 percent, and 42.84 percent, respectively.
10. While the white population still represents over 69 percent of the total population, it is expected to decrease, from 3,782,812 in 2009 to 3,767,291 in 2014 (0.41 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 2,129,262 in 2009 to 2,325,472 in 2014 (9.21 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 11,272 in 2009 to 15,589 in 2014 (38.30 percent), followed by families in the same income level and with children between 14 and 17 years old, who are expected to increase from 9,054 in 2009 to 12,115 in 2014 (33.81 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

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[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.

annual incomes between $125,000 and $149,999 per year are projected to record an increase of 40.14 percent, from 8,326 in 2009 to 11,668 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 between $125,000 and $149,999 per year at 66.23 percent, from 2,040 in 2009 to 3,391 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 3,368 in 2009 to 7,409 in 2014 (119.98 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 28,950 in 2009 to 44,449 in 2014 (53.54 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 497.68 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 34,636 in 2009 to 45,217 in 2014 (30.55 percent).

Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in the Miami-Fort Lauderdale-Pompano Beach area increased by 20.51 percent, from 504,627 in 2000 to 608,151 in 2009. This number is expected to grow slightly by 2014 (6.82 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 319,222 in 2000 to 374,372 in 2009 (17.28 percent), and it is forecasted that their numbers will grow by 5.56 percent by the year 2014.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Miami-Fort Lauderdale-Pompano Beach 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,

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[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 StatsOnline[5] 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).

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[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: Miami-Fort Lauderdale-Pompano Beach, FL

CBSA Code: 33100

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

State Name: Florida

Dominant Profile: APT20

Description	2000	2009	2014	% Growth (2000-2009)	% Growth Forecast (2009-2014)
Total Population and Households					
Population	5,007,564	5,434,305	5,612,457	8.52	3.28
Households	1,905,394	2,091,292	2,158,621	9.76	3.22
Households with School Age Population					
Households with Children Age 0 to 17 Years	636,199	644,482	677,888	1.30	5.18
Percent of Households with Children Age 0 to 17 Years	33.39	30.82	31.40	-7.70	1.88
School Age Population					
Population Age 0 to 17 Years	1,182,600	1,283,235	1,300,772	8.51	1.37
Population Age 0 to 4 Years	311,706	354,439	372,301	13.71	5.04
Population Age 5 to 9 Years	336,660	353,099	342,310	4.88	-3.06
Population Age 10 to 13 Years	272,033	287,516	290,356	5.69	0.99
Population Age 14 to 17 Years	262,201	284,678	289,332	8.57	1.63
School Age Population by Gender					
Male Population Age 0 to 17 Years	605,699	662,789	673,161	9.43	1.56
Female Population Age 0 to 17 Years	576,901	616,943	621,138	6.94	0.68
Male School Age Population by Age					
Male Population Age 0 to 4 Years	159,886	184,227	194,781	15.22	5.73
Male Population Age 5 to 9 Years	172,648	184,137	179,824	6.65	-2.34
Male Population Age 10 to 13 Years	139,106	147,630	149,466	6.13	1.24
Male Population Age 14 to 17 Years	134,059	146,795	149,090	9.50	1.56
Female School Age Population by Age					
Female Population Age 0 to 4 Years	151,820	170,212	177,520	12.11	4.29
Female Population Age 5 to 9 Years	164,012	168,962	162,486	3.02	-3.83

Female Population Age 10 to 13 Years	132,927	139,886	140,890	5.24	0.72
Female Population Age 14 to 17 Years	128,142	137,883	140,242	7.60	1.71
Population in School					
Nursery or Preschool	91,872	109,496	117,961	19.18	7.73
Kindergarten	70,745	82,169	82,501	16.15	0.40
Grades 1 to 4	282,981	328,677	330,006	16.15	0.40
Grades 5 to 8	285,823	334,538	349,899	17.04	4.59
Grades 9 to 12	275,493	331,236	348,665	20.23	5.26
Population in School by Gender					
Male Enrolled in School	515,537	613,741	638,196	19.05	3.98
Female Enrolled in School	491,377	572,375	590,837	16.48	3.23
Male Population in School by Grade					
Male Nursery or Preschool	47,125	56,913	61,715	20.77	8.44
Male Kindergarten	36,280	42,850	43,340	18.11	1.14
Male Grades 1 to 4	145,120	171,401	173,360	18.11	1.14
Male Grades 5 to 8	146,157	171,774	180,117	17.53	4.86
Male Grades 9 to 12	140,855	170,803	179,663	21.26	5.19
Female Population in School by Grade					
Female Nursery or Preschool	44,747	52,583	56,246	17.51	6.97
Female Kindergarten	34,465	39,319	39,161	14.08	-0.40
Female Grades 1 to 4	137,861	157,276	156,646	14.08	-0.40
Female Grades 5 to 8	139,666	162,764	169,782	16.54	4.31
Female Grades 9 to 12	134,638	160,433	169,002	19.16	5.34
Population in School					
Education, Total Enrollment (Pop 3+)	1,006,914	1,186,116	1,229,033	17.80	3.62
Education, Not Enrolled in School (Pop 3+)	3,513,348	3,733,785	3,851,375	6.27	3.15
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	170,364	211,906	221,644	24.38	4.60
Education, Enrolled Private Preprimary (Pop 3+)	52,742	72,121	79,577	36.74	10.34
Education, Enrolled Private Elementary or High School (Pop 3+)	117,622	139,785	142,067	18.84	1.63
Education, Enrolled Public Schools (Pop 3+)	836,550	974,210	1,007,389	16.46	3.41
Education, Enrolled Public Preprimary (Pop 3+)	39,130	37,375	38,384	-4.49	2.70

Education, Enrolled Public Elementary or High School (Pop 3+)	797,420	936,835	969,005	17.48	3.43
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	87,264	109,783	115,345	25.81	5.07
Male Education, Enrolled Private Preprimary (Pop 3+)	27,053	37,486	41,633	38.57	11.06
Male Education, Enrolled Private Elementary or High School (Pop 3+)	60,211	72,297	73,712	20.07	1.96
Male Education, Enrolled Public Schools (Pop 3+)	428,273	503,958	522,851	17.67	3.75
Male Education, Enrolled Public Preprimary (Pop 3+)	20,071	19,426	20,082	-3.21	3.38
Male Education, Enrolled Public Elementary or High School (Pop 3+)	408,201	484,532	502,770	18.70	3.76
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	83,100	102,123	106,299	22.89	4.09
Female Education, Enrolled Private Preprimary (Pop 3+)	25,689	34,635	37,944	34.82	9.55
Female Education, Enrolled Private Elementary or High School (Pop 3+)	57,411	67,488	68,355	17.55	1.28
Female Education, Enrolled Public Schools (Pop 3+)	408,277	470,252	484,538	15.18	3.04
Female Education, Enrolled Public Preprimary (Pop 3+)	19,059	17,949	18,302	-5.82	1.97
Female Education, Enrolled Public Elementary or High School (Pop 3+)	389,219	452,303	466,235	16.21	3.08
Population by Race					
White Population, Alone	3,610,052	3,782,812	3,767,291	4.79	-0.41
Black Population, Alone	946,573	1,008,276	1,066,595	6.52	5.78
Asian Population, Alone	87,868	124,592	142,261	41.79	14.18
Other Population	363,071	518,625	636,310	42.84	22.69
Population by Ethnicity					
Hispanic Population	1,704,064	2,129,262	2,325,472	24.95	9.21
White Non-Hispanic Population	2,205,930	2,130,689	2,078,330	-3.41	-2.46
Population by Race As Percent of Total Population					
Percent of White Population, Alone	72.09	69.61	67.12	-3.44	-3.58
Percent of Black Population, Alone	18.90	18.55	19.00	-1.85	2.43
Percent of Asian Population, Alone	1.75	2.29	2.53	30.86	10.48
Percent of Other Population	7.25	9.54	11.34	31.59	18.87

Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	34.03	39.18	41.43	15.13	5.74
Percent of White Non-Hispanic Population	44.05	39.21	37.03	-10.99	-5.56
Educational Attainment					
Education Attainment, College (Pop 25+)	504,627	608,151	649,604	20.51	6.82
Education Attainment, Graduate Degree (Pop 25+)	319,222	374,372	395,175	17.28	5.56
Household Income					
Household Income, Median ($)	40,813	54,214	64,378	32.84	18.75
Household Income, Average ($)	58,005	78,060	95,174	34.57	21.92
Households by Income					
Households with Income Less than $25,000	586,200	472,649	393,909	-19.37	-16.66
Households with Income $25,000 to $49,999	554,469	509,611	465,042	-8.09	-8.75
Households with Income $50,000 to $74,999	343,683	376,056	383,156	9.42	1.89
Households with Income $75,000 to $99,999	177,026	274,883	332,004	55.28	20.78
Households with Income $100,000 to $124,999	94,740	165,416	209,214	74.60	26.48
Households with Income $125,000 to $149,999	46,312	103,894	139,123	124.33	33.91
Households with Income $150,000 to $199,999	44,259	75,828	92,993	71.33	22.64
Households with Income $200,000 and Over	58,705	112,955	143,180	92.41	26.76
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income $100,000 to $124,999	10,270	17,691	23,126	72.26	30.72
Families with one or more children aged 5-9 and Income $100,000 to $124,999	11,092	17,625	21,263	58.90	20.64
Families with one or more children aged 10-13 and Income $100,000 to $124,999	8,963	14,351	18,036	60.11	25.68
Families with one or more children aged 14-17 and Income $100,000 to $124,999	8,639	14,209	17,972	64.48	26.48
Families with one or more children aged 0-4 and Income $125,000 to $149,999	5,074	11,272	15,589	122.15	38.30
Families with one or more children aged 5-9 and Income $125,000 to $149,999	5,480	11,230	14,333	104.93	27.63
Families with one or more children aged 10-13 and Income $125,000 to $149,999	4,428	9,144	12,158	106.50	32.96
Families with one or more children aged 14-17 and Income $125,000 to $149,999	4,268	9,054	12,115	112.14	33.81
Families with one or more children aged 0-4 and Income $150,000 to $199,999	4,861	8,217	10,593	69.04	28.92
Families with one or more children aged 5-9 and					

Income $150,000 to $199,999	5,250	8,186	9,740	55.92	18.98
Families with one or more children aged 10-13 and Income $150,000 to $199,999	4,242	6,665	8,262	57.12	23.96
Families with one or more children aged 14-17 and Income $150,000 to $199,999	4,089	6,599	8,232	61.38	24.75
Families with one or more children aged 0-4 and Income $200,000 to $349,999	3,636	6,865	9,024	88.81	31.45
Families with one or more children aged 5-9 and Income $200,000 to $349,999	3,927	6,839	8,297	74.15	21.32
Families with one or more children aged 10-13 and Income $200,000 to $349,999	3,173	5,568	7,038	75.48	26.40
Families with one or more children aged 14-17 and Income $200,000 to $349,999	3,059	5,513	7,013	80.22	27.21
Families with one or more children aged 0-4 and Income $350,000 and over	2,750	5,480	7,248	99.27	32.26
Families with one or more children aged 5-9 and Income $350,000 and over	2,971	5,459	6,664	83.74	22.07
Families with one or more children aged 10-13 and Income $350,000 and over	2,400	4,445	5,652	85.21	27.15
Families with one or more children aged 14-17 and Income $350,000 and over	2,314	4,401	5,633	90.19	27.99
Households by Home Value					
Housing, Owner Households Valued Less than $250,000	1,119,097	1,060,024	1,019,153	-5.28	-3.86
Housing, Owner Households Valued $250,000-$299,999	41,222	107,894	121,657	161.74	12.76
Housing, Owner Households Valued $300,000-$399,999	40,112	50,580	73,738	26.10	45.78
Housing, Owner Households Valued $400,000-$499,999	19,914	79,905	91,642	301.25	14.69
Housing, Owner Households Valued $500,000-$749,999	19,745	34,636	45,217	75.42	30.55
Housing, Owner Households Valued $750,000-$999,999	8,176	48,866	59,234	497.68	21.22
Housing, Owner Households Valued More than $1,000,000	10,332	25,518	33,689	146.98	32.02
Households by Length of Residence					
Length of Residence Less than 2 Years	120,873	433,923	601,716	258.99	38.67
Length of Residence 3 to 5 Years	181,309	650,884	902,574	258.99	38.67
Length of Residence 6 to 10 Years	581,193	605,520	608,331	4.19	0.46
Length of Residence More than 10 Years	1,022,019	400,965	46,000	-60.77	-88.53
Households by Race and Income					
White Households by Income					
White Households with Income Less than $25,000	421,990	312,379	246,579	-25.97	-21.06
White Households with Income $25,000 to $49,999	417,288	354,702	308,033	-15.00	-13.16
White Households with Income $50,000 to $74,999	271,687	277,269	268,575	2.05	-3.14

White Households with Income $75,000 to $99,999	147,425	215,910	245,175	46.45	13.55
White Households with Income $100,000 to $124,999	82,581	136,199	162,794	64.93	19.53
White Households with Income $125,000 to $149,999	41,543	90,160	116,655	117.03	29.39
White Households with Income $150,000 to $199,999	40,481	67,886	82,194	67.70	21.08
White Households with Income $200,000 and Over	55,210	104,764	130,523	89.76	24.59
Black Households by Income					
Black Households with Income Less than $25,000	119,302	98,383	91,897	-17.53	-6.59
Black Households with Income $25,000 to $49,999	90,865	87,834	89,108	-3.34	1.45
Black Households with Income $50,000 to $74,999	47,111	57,321	64,394	21.67	12.34
Black Households with Income $75,000 to $99,999	19,471	36,868	47,238	89.35	28.13
Black Households with Income $100,000 to $124,999	7,252	18,625	25,731	156.83	38.15
Black Households with Income $125,000 to $149,999	2,834	8,326	11,668	193.79	40.14
Black Households with Income $150,000 to $199,999	2,147	4,368	5,514	103.45	26.24
Black Households with Income $200,000 and Over	2,069	4,577	5,978	121.22	30.61
Asian Households by Income					
Asian Households with Income Less than $25,000	5,897	6,771	5,286	14.82	-21.93
Asian Households with Income $25,000 to $49,999	9,707	11,273	10,271	16.13	-8.89
Asian Households with Income $50,000 to $74,999	6,045	8,923	8,933	47.61	0.11
Asian Households with Income $75,000 to $99,999	2,624	5,592	10,107	113.11	80.74
Asian Households with Income $100,000 to $124,999	1,740	3,065	5,041	76.15	64.47
Asian Households with Income $125,000 to $149,999	666	2,040	3,391	206.31	66.23
Asian Households with Income $150,000 to $199,999	714	1,395	1,868	95.38	33.91
Asian Households with Income $200,000 and Over	557	1,555	2,689	179.17	72.93
Other Households by Income					
Other Households with Income Less than $25,000	39,011	55,116	50,147	41.28	-9.02
Other Households with Income $25,000 to $49,999	36,609	55,802	57,630	52.43	3.28
Other Households with Income $50,000 to $74,999	18,840	32,543	41,254	72.73	26.77
Other Households with Income $75,000 to $99,999	7,506	16,513	29,484	120.00	78.55
Other Households with Income $100,000 to $124,999	3,167	7,527	15,648	137.67	107.89
Other Households with Income $125,000 to $149,999	1,269	3,368	7,409	165.41	119.98
Other Households with Income $150,000 to $199,999	917	2,179	3,417	137.62	56.82
Other Households with Income $200,000 and Over	869	2,059	3,990	136.94	93.78
Households by Ethnicity and Income					

Hispanic Households by Income					
Hispanic Households with Income Less than $25,000	200,702	204,845	188,753	2.06	-7.86
Hispanic Households with Income $25,000 to $49,999	172,982	206,335	209,328	19.28	1.45
Hispanic Households with Income $50,000 to $74,999	97,809	144,589	167,755	47.83	16.02
Hispanic Households with Income $75,000 to $99,999	44,946	97,781	135,378	117.55	38.45
Hispanic Households with Income $100,000 to $124,999	20,913	52,871	78,272	152.81	48.04
Hispanic Households with Income $125,000 to $149,999	9,436	28,950	44,449	206.80	53.54
Hispanic Households with Income $150,000 to $199,999	8,388	19,535	26,774	132.89	37.06
Hispanic Households with Income $200,000 and Over	9,685	24,140	35,531	149.25	47.19
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than $25,000	252,887	171,862	126,900	-32.04	-26.16
White Non-Hispanic Households with Income $25,000 to $49,999	275,038	212,088	174,273	-22.89	-17.83
White Non-Hispanic Households with Income $50,000 to $74,999	190,348	169,644	154,402	-10.88	-8.98
White Non-Hispanic Households with Income $75,000 to $99,999	108,285	133,579	144,105	23.36	7.88
White Non-Hispanic Households with Income $100,000 to $124,999	63,742	87,304	98,785	36.96	13.15
White Non-Hispanic Households with Income $125,000 to $149,999	32,717	60,449	75,682	84.76	25.20
White Non-Hispanic Households with Income $150,000 to $199,999	32,632	47,732	56,052	46.27	17.43
White Non-Hispanic Households with Income $200,000 and Over	45,715	77,229	93,550	68.94	21.13

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.