THE NAIS DEMOGRAPHIC CENTER
2009 Metropolitan Area Reports

CBSA[1]: Seattle-Tacoma-Bellevue, WA[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 Seattle-Tacoma-Bellevue reported an increase in the number of households with children of school age from 401,620 to 421,869 (5.04 percent). Furthermore, their numbers are expected to grow by 8.36 percent during the next five years, totaling 457,118 in 2014.
2. The school age population group is also expected to increase through 2014. After recording a growth rate of 12.88 percent during the period 2000-2009, the school population age 0 to 17 years is projected to rise by 5.24 percent from 843,641 in 2009 to 887,866 in 2014.
3. By gender, the female school population is expected to increase by the year 2014, from 406,023 to 425,980 (4.92 percent), while the male school population is predicted to grow by 5.55 percent, from 437,618 in 2009 to 461,886 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 121,746 in 2009 to 132,404 in 2014 (8.75 percent), followed by girls in the same age group from 112,455 in 2009 to 121,218 in 2014 (7.79 percent).
5. In absolute numbers, the largest group in 2009 was children between five and nine years old, at 241,829, followed by children younger than five years old, at 234,201. While both groups recorded the highest percent increases during 2000-2009, at 13.75 percent and 17.90 percent, respectively, they are predicted to continue growing at lower, but still significant rates, reaching 253,394 (4.78 percent) and 253,622 (8.29 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 7.13 percent each between 2009 and 2014, while nursery or preschool is expected to grow by 9.77 percent (from 63,317 in 2009

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to 69,502 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 9.26 percent and 10.24 percent, respectively, during the period 2009-2014.

Enrollment in Private Schools

7. The population enrolled in private schools grew by 23 percent during 2000-2009; however, this growth rate is expected to increase by 5.92 percent in 2014 (from 107,138 in 2009 to 113,485 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 20.39 percent (in spite of the fall of public preprimary by 1.27 percent during the same period), it is projected to continue growing at a rate of 6.82 percent, between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 12.31 percent (from 21,043 in 2009 to 23,634 in 2014); while the female preprimary enrollment is expected grow by 11.32 percent (from 19,437 in 2009 to 21,638 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are 2.57 percent and 2.08 percent, respectively.

Population by Race and Ethnicity

9. By race and ethnicity, the principal changes in the Seattle-Tacoma-Bellevue are the declining growth rates of the white population, while Hispanics, Asians, and 'Other[3] population,' have increased during the years 2000-2009 at 46.48 percent, 31.55 percent, and 44.54 percent, respectively.
10. While the white population still represents more than 70 percent of the total population, it is expected to grow at a slower pace, from 2,491,423 in 2009 to 2,532,756 in 2014 (1.66 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 335,814 in 2009 to 426,512 in 2014 (27.01 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 9,415 in 2009 to 14,065 in 2014 (49.39 percent), followed by families in the same income level and with children between five and nine years old, who are expected to increase from 9,721 in 2009 to 14,052 in 2014 (44.55 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 increase of 56.44 percent, from 4,635 in 2009 to 7,251 in 2014. A similar trend is

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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.

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 $149,000 per year at 109.02 percent, from 5,575 in 2009 to 11,653 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 2,074 in 2009 to 5,635 in 2014 (171.70 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 $149,000 per year are projected to soar from 1,834 in 2009 to 3,203 in 2014 (74.65 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 439.88 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 46,544 in 2009 to 66,461 in 2014 (42.79 percent).

Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in the Seattle-Tacoma-Bellevue area increased by 15.12 percent, from 444,160 in 2000 to 511,296 in 2009. This number is expected to grow by 2014 (7.51 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 215,536 in 2000 to 237,850 in 2009 (10.35 percent), and it is forecasted that their numbers will grow by 5.41 percent by the year 2014.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Seattle-Tacoma-Bellevue 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: Seattle-Tacoma-Bellevue, WA

CBSA Code: 42660

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

State Name: Washington

Dominant Profile: SUB_BUS

Description	2000	2009	2014	% Growth (2000-2009)	% Growth Forecast (2009-2014)
Total Population and Households					
Population	3,043,878	3,365,936	3,571,389	10.58	6.10
Households	1,196,568	1,352,438	1,437,429	13.03	6.28
Households with School Age Population					
Households with Children Age 0 to 17 Years	401,620	421,869	457,118	5.04	8.36
Percent of Households with Children Age 0 to 17 Years	33.56	31.19	31.80	-7.06	1.96
School Age Population					
Population Age 0 to 17 Years	747,354	843,641	887,866	12.88	5.24
Population Age 0 to 4 Years	198,643	234,201	253,622	17.90	8.29
Population Age 5 to 9 Years	212,588	241,829	253,394	13.75	4.78
Population Age 10 to 13 Years	170,221	184,134	190,061	8.17	3.22
Population Age 14 to 17 Years	165,902	183,477	190,789	10.59	3.99
School Age Population by Gender					
Male Population Age 0 to 17 Years	383,350	437,618	461,886	14.16	5.55
Female Population Age 0 to 17 Years	364,004	406,023	425,980	11.54	4.92
Male School Age Population by Age					
Male Population Age 0 to 4 Years	101,831	121,746	132,404	19.56	8.75
Male Population Age 5 to 9 Years	109,342	126,260	132,925	15.47	5.28
Male Population Age 10 to 13 Years	87,137	94,776	97,890	8.77	3.29
Male Population Age 14 to 17 Years	85,040	94,836	98,667	11.52	4.04
Female School Age Population by Age					
Female Population Age 0 to 4 Years	96,812	112,455	121,218	16.16	7.79
Female Population Age 5 to 9 Years	103,246	115,569	120,469	11.94	4.24

Female Population Age 10 to 13 Years	83,084	89,358	92,170	7.55	3.15
Female Population Age 14 to 17 Years	80,862	88,641	92,123	9.62	3.93
Population in School					
Nursery or Preschool	52,929	63,317	69,502	19.63	9.77
Kindergarten	42,635	52,797	56,560	23.83	7.13
Grades 1 to 4	170,540	211,190	226,240	23.84	7.13
Grades 5 to 8	170,691	201,005	212,117	17.76	5.53
Grades 9 to 12	166,360	200,289	212,930	20.39	6.31
Population in School by Gender					
Male Enrolled in School	309,429	377,729	404,001	22.07	6.96
Female Enrolled in School	293,726	350,869	373,347	19.45	6.41
Male Population in School by Grade					
Male Nursery or Preschool	27,133	32,914	36,284	21.31	10.24
Male Kindergarten	21,929	27,566	29,670	25.71	7.63
Male Grades 1 to 4	87,715	110,263	118,680	25.71	7.63
Male Grades 5 to 8	87,377	103,460	109,250	18.41	5.60
Male Grades 9 to 12	85,275	103,526	110,117	21.40	6.37
Female Population in School by Grade					
Female Nursery or Preschool	25,796	30,403	33,218	17.86	9.26
Female Kindergarten	20,706	25,232	26,890	21.86	6.57
Female Grades 1 to 4	82,825	100,927	107,559	21.86	6.57
Female Grades 5 to 8	83,313	97,545	102,866	17.08	5.45
Female Grades 9 to 12	81,085	96,763	102,813	19.34	6.25
Population in School					
Education, Total Enrollment (Pop 3+)	603,155	728,598	777,348	20.80	6.69
Education, Not Enrolled in School (Pop 3+)	2,127,481	2,299,453	2,434,902	8.08	5.89
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	86,937	107,138	113,485	23.24	5.92
Education, Enrolled Private Preprimary (Pop 3+)	29,798	40,480	45,272	35.85	11.84
Education, Enrolled Private Elementary or High School (Pop 3+)	57,139	66,658	68,213	16.66	2.33
Education, Enrolled Public Schools (Pop 3+)	516,218	621,460	663,863	20.39	6.82
Education, Enrolled Public Preprimary (Pop 3+)	23,131	22,837	24,230	-1.27	6.10

Education, Enrolled Public Elementary or High School (Pop 3+)	493,087	598,623	639,633	21.40	6.85
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	44,591	55,592	59,070	24.67	6.26
Male Education, Enrolled Private Preprimary (Pop 3+)	15,275	21,043	23,634	37.76	12.31
Male Education, Enrolled Private Elementary or High School (Pop 3+)	29,315	34,549	35,436	17.85	2.57
Male Education, Enrolled Public Schools (Pop 3+)	264,839	322,137	344,931	21.64	7.08
Male Education, Enrolled Public Preprimary (Pop 3+)	11,858	11,871	12,649	0.11	6.55
Male Education, Enrolled Public Elementary or High School (Pop 3+)	252,981	310,266	332,282	22.64	7.10
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	42,346	51,546	54,415	21.73	5.57
Female Education, Enrolled Private Preprimary (Pop 3+)	14,523	19,437	21,638	33.84	11.32
Female Education, Enrolled Private Elementary or High School (Pop 3+)	27,824	32,109	32,777	15.40	2.08
Female Education, Enrolled Public Schools (Pop 3+)	251,379	299,323	318,932	19.07	6.55
Female Education, Enrolled Public Preprimary (Pop 3+)	11,273	10,966	11,581	-2.72	5.61
Female Education, Enrolled Public Elementary or High School (Pop 3+)	240,106	288,357	307,351	20.10	6.59
Population by Race					
White Population, Alone	2,383,824	2,491,423	2,532,756	4.51	1.66
Black Population, Alone	152,718	176,947	204,410	15.87	15.52
Asian Population, Alone	274,998	361,752	407,711	31.55	12.70
Other Population	232,338	335,814	426,512	44.54	27.01
Population by Ethnicity					
Hispanic Population	162,453	237,955	285,962	46.48	20.17
White Non-Hispanic Population	2,313,259	2,354,890	2,378,330	1.80	1.00
Population by Race As Percent of Total Population					
Percent of White Population, Alone	78.32	74.02	70.92	-5.49	-4.19
Percent of Black Population, Alone	5.02	5.26	5.72	4.78	8.75
Percent of Asian Population, Alone	9.03	10.75	11.42	19.05	6.23
Percent of Other Population	7.63	9.98	11.94	30.80	19.64

Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	5.34	7.07	8.01	32.40	13.30
Percent of White Non-Hispanic Population	76.00	69.96	66.59	-7.95	-4.82
Educational Attainment					
Education Attainment, College (Pop 25+)	444,160	511,296	549,684	15.12	7.51
Education Attainment, Graduate Degree (Pop 25+)	215,536	237,850	250,724	10.35	5.41
Household Income					
Household Income, Median ($)	52,135	63,965	75,915	22.69	18.68
Household Income, Average ($)	66,012	81,227	98,641	23.05	21.44
Households by Income					
Households with Income Less than $25,000	242,895	220,041	185,714	-9.41	-15.60
Households with Income $25,000 to $49,999	332,500	303,386	261,186	-8.76	-13.91
Households with Income $50,000 to $74,999	268,009	273,517	262,422	2.06	-4.06
Households with Income $75,000 to $99,999	161,866	213,186	256,489	31.71	20.31
Households with Income $100,000 to $124,999	83,329	140,469	190,342	68.57	35.50
Households with Income $125,000 to $149,999	40,064	80,107	116,962	99.95	46.01
Households with Income $150,000 to $199,999	33,054	57,755	76,360	74.73	32.21
Households with Income $200,000 and Over	34,851	63,977	87,954	83.57	37.48
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income $100,000 to $124,999	9,640	16,201	22,147	68.06	36.70
Families with one or more children aged 5-9 and Income $100,000 to $124,999	10,317	16,728	22,128	62.14	32.28
Families with one or more children aged 10-13 and Income $100,000 to $124,999	8,261	12,737	16,597	54.18	30.31
Families with one or more children aged 14-17 and Income $100,000 to $124,999	8,051	12,692	16,661	57.65	31.27
Families with one or more children aged 0-4 and Income $125,000 to $149,999	4,583	9,415	14,065	105.43	49.39
Families with one or more children aged 5-9 and Income $125,000 to $149,999	4,905	9,721	14,052	98.19	44.55
Families with one or more children aged 10-13 and Income $125,000 to $149,999	3,927	7,402	10,540	88.49	42.39
Families with one or more children aged 14-17 and Income $125,000 to $149,999	3,828	7,376	10,581	92.69	43.45
Families with one or more children aged 0-4 and Income $150,000 to $199,999	3,825	6,726	9,148	75.84	36.01
Families with one or more children aged 5-9 and					

Income $150,000 to $199,999	4,093	6,945	9,140	69.68	31.61
Families with one or more children aged 10-13 and Income $150,000 to $199,999	3,278	5,288	6,856	61.32	29.65
Families with one or more children aged 14-17 and Income $150,000 to $199,999	3,194	5,269	6,882	64.97	30.61
Families with one or more children aged 0-4 and Income $200,000 to $349,999	2,266	4,255	5,978	87.78	40.49
Families with one or more children aged 5-9 and Income $200,000 to $349,999	2,425	4,393	5,972	81.15	35.94
Families with one or more children aged 10-13 and Income $200,000 to $349,999	1,942	3,345	4,479	72.25	33.90
Families with one or more children aged 14-17 and Income $200,000 to $349,999	1,893	3,333	4,497	76.07	34.92
Families with one or more children aged 0-4 and Income $350,000 and over	1,725	3,242	4,588	87.94	41.52
Families with one or more children aged 5-9 and Income $350,000 and over	1,846	3,347	4,583	81.31	36.93
Families with one or more children aged 10-13 and Income $350,000 and over	1,478	2,549	3,438	72.46	34.88
Families with one or more children aged 14-17 and Income $350,000 and over	1,441	2,540	3,451	76.27	35.87
Households by Home Value					
Housing, Owner Households Valued Less than $250,000	507,342	370,925	324,838	-26.89	-12.42
Housing, Owner Households Valued $250,000-$299,999	81,391	159,500	156,539	95.97	-1.86
Housing, Owner Households Valued $300,000-$399,999	76,483	83,922	111,008	9.73	32.28
Housing, Owner Households Valued $400,000-$499,999	35,413	125,786	145,550	255.20	15.71
Housing, Owner Households Valued $500,000-$749,999	27,834	46,544	66,461	67.22	42.79
Housing, Owner Households Valued $750,000-$999,999	8,476	45,760	62,845	439.88	37.34
Housing, Owner Households Valued More than $1,000,000	7,583	16,716	24,657	120.44	47.51
Households by Length of Residence					
Length of Residence Less than 2 Years	82,072	283,326	397,205	245.22	40.19
Length of Residence 3 to 5 Years	123,108	424,989	595,808	245.22	40.19
Length of Residence 6 to 10 Years	367,309	389,661	401,320	6.09	2.99
Length of Residence More than 10 Years	624,080	254,461	43,096	-59.23	-83.06
Households by Race and Income					
White Households by Income					
White Households with Income Less than $25,000	184,492	145,845	115,294	-20.95	-20.95
White Households with Income $25,000 to $49,999	271,897	223,436	183,003	-17.82	-18.10
White Households with Income $50,000 to $74,999	223,939	211,242	194,066	-5.67	-8.13

White Households with Income $75,000 to $99,999	139,783	175,810	197,007	25.77	12.06
White Households with Income $100,000 to $124,999	72,485	120,696	154,172	66.51	27.74
White Households with Income $125,000 to $149,999	35,451	70,303	96,396	98.31	37.12
White Households with Income $150,000 to $199,999	29,706	51,368	66,256	72.92	28.98
White Households with Income $200,000 and Over	31,760	58,047	76,500	82.77	31.79
Black Households by Income					
Black Households with Income Less than $25,000	18,880	18,692	19,560	-1.00	4.64
Black Households with Income $25,000 to $49,999	18,205	19,200	20,745	5.47	8.05
Black Households with Income $50,000 to $74,999	11,293	13,892	16,708	23.01	20.27
Black Households with Income $75,000 to $99,999	5,044	9,022	12,751	78.87	41.33
Black Households with Income $100,000 to $124,999	2,086	4,635	7,251	122.20	56.44
Black Households with Income $125,000 to $149,999	781	2,155	3,278	175.93	52.11
Black Households with Income $150,000 to $199,999	615	1,154	1,314	87.64	13.86
Black Households with Income $200,000 and Over	479	1,066	1,597	122.55	49.81
Asian Households by Income					
Asian Households with Income Less than $25,000	21,748	27,074	23,777	24.49	-12.18
Asian Households with Income $25,000 to $49,999	22,355	27,876	23,453	24.70	-15.87
Asian Households with Income $50,000 to $74,999	19,211	25,447	24,706	32.46	-2.91
Asian Households with Income $75,000 to $99,999	10,896	17,113	26,258	57.06	53.44
Asian Households with Income $100,000 to $124,999	6,132	10,194	17,830	66.24	74.91
Asian Households with Income $125,000 to $149,999	2,800	5,575	11,653	99.11	109.02
Asian Households with Income $150,000 to $199,999	1,947	3,796	6,154	94.97	62.12
Asian Households with Income $200,000 and Over	1,965	3,622	6,984	84.33	92.82
Other Households by Income					
Other Households with Income Less than $25,000	17,775	28,430	27,083	59.94	-4.74
Other Households with Income $25,000 to $49,999	20,043	32,874	33,985	64.02	3.38
Other Households with Income $50,000 to $74,999	13,566	22,936	26,942	69.07	17.47
Other Households with Income $75,000 to $99,999	6,143	11,241	20,473	82.99	82.13
Other Households with Income $100,000 to $124,999	2,626	4,944	11,089	88.27	124.29
Other Households with Income $125,000 to $149,999	1,032	2,074	5,635	100.97	171.70
Other Households with Income $150,000 to $199,999	786	1,437	2,636	82.82	83.44
Other Households with Income $200,000 and Over	647	1,242	2,873	91.96	131.32
Households by Ethnicity and Income					

Hispanic Households by Income					
Hispanic Households with Income Less than $25,000	11,537	14,729	15,288	27.67	3.80
Hispanic Households with Income $25,000 to $49,999	14,713	19,723	21,579	34.05	9.41
Hispanic Households with Income $50,000 to $74,999	10,245	15,047	18,123	46.87	20.44
Hispanic Households with Income $75,000 to $99,999	4,356	9,452	14,493	116.99	53.33
Hispanic Households with Income $100,000 to $124,999	1,682	4,318	7,537	156.72	74.55
Hispanic Households with Income $125,000 to $149,999	636	1,834	3,203	188.36	74.65
Hispanic Households with Income $150,000 to $199,999	416	1,016	1,470	144.23	44.69
Hispanic Households with Income $200,000 and Over	442	1,024	1,600	131.67	56.25
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than $25,000	179,327	139,308	108,139	-22.32	-22.37
White Non-Hispanic Households with Income $25,000 to $49,999	266,080	214,453	172,080	-19.40	-19.76
White Non-Hispanic Households with Income $50,000 to $74,999	219,781	202,621	183,142	-7.81	-9.61
White Non-Hispanic Households with Income $75,000 to $99,999	137,270	166,147	184,915	21.04	11.30
White Non-Hispanic Households with Income $100,000 to $124,999	71,344	112,513	144,581	57.70	28.50
White Non-Hispanic Households with Income $125,000 to $149,999	34,914	65,023	90,673	86.24	39.45
White Non-Hispanic Households with Income $150,000 to $199,999	29,319	48,014	62,713	63.76	30.61
White Non-Hispanic Households with Income $200,000 and Over	31,263	54,376	72,785	73.93	33.86

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.