

THE NAIS DEMOGRAPHIC CENTER

2009 Metropolitan Area Reports

CBSA¹: Tampa-St. Petersburg-Clearwater, FL²

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 Tampa-St. Petersburg-Clearwater reported an increase in the number of households with children of school age from 285,183 to 304,279 (6.70 percent). Furthermore, their numbers are expected to grow by 9.84 percent during the next five years, totaling 334,214 in 2014.
2. The school age population group is also expected to increase through 2014. After recording a growth rate of 16.25 percent during the period 2000-2009, the school population age 0 to 17 years is projected to rise by 5.91 percent from 610,206 in 2009 to 646,252 in 2014.
3. By gender, the female school population is expected to increase by 5.54 percent in 2014, from 293,424 to 309,676, while the male school population is predicted to grow by 6.25 percent, from 316,782 in 2009 to 336,576 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 86,754 in 2009 to 94,767 in 2014 (9.24 percent), followed by girls in the same age group from 80,627 in 2009 to 87,615 in 2014 (8.67 percent).
5. In absolute numbers, the largest group in 2009 was children between five and nine years old, at 175,464, followed by children younger than five years old, at 167,381. While both groups recorded the highest percent increases during 2000-2009, at 16.85 percent and 21.43 percent, respectively, they are predicted to continue growing at lower, but still significant rates, reaching 184,191 and 182,382, respectively, by 2014.
6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to increase by 7.89 percent each between 2009 and 2014, while nursery or preschool is expected to grow by 11.46 percent (from 50,686 in 2009

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: Hernando, FL 12053; Hillsborough, FL 12057; Pasco, FL 12101; and Pinellas, FL 12103.

to 56,496 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 11.16 percent and 11.74 percent, respectively, during the period 2009-2014.

Enrollment in Private Schools

7. The population enrolled in private schools grew by more than 30 percent during the years 2000-2009; however, this growth rate is expected to increase by 8.20 percent in 2014 (from 92,754 in 2009 to 100,361 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 24.53 percent, it is projected to continue growing at a lower rate of 7.98 percent, between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 14.40 percent (from 16,730 in 2009 to 19,139 in 2014); while the female preprimary enrollment is expected grow by 13.80 percent (from 15,549 in 2009 to 17,695 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are 5.42 percent and 4.65 percent, respectively.

Population by Race and Ethnicity

9. By race and ethnicity, the principal changes in the Tampa-St. Petersburg-Clearwater area are the growing number of minorities. The numbers of Hispanics, Asians, and 'Other'³ population have increased during the years 2000-2009 at 47.40 percent, 45.36 percent, and 54.62 percent, respectively.
10. While the white population still represents over 78 percent of the total population, it is expected to increase from 2,224,912 in 2009 to 2,332,104 in 2014 (4.82 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 366,507 in 2009 to 442,427 in 2014 (20.71 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 4,323 in 2009 to 6,494 in 2014 (50.22 percent), followed by families in the same income level and with children between 14 and 17 years old, who are expected to increase from 3,450 in 2009 to 5,006 in 2014 (45.10 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 64.35 percent, from 1,739 in 2009 to 2,858 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

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.

\$100,000 and \$124,999 per year at 93.28 percent, from 1,340 in 2009 to 2,590 in 2014.

13. Although their numbers are not that large, ‘Other households’ with annual incomes of at least \$100,000 per year are also predicted to more than double their numbers by 2014, especially those households with incomes between \$100,000 and \$124,999 per year, who are expected to increase from 1,526 in 2009 to 4,161 in 2014 (172.67 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 2,920 in 2009 to 5,046 in 2014 (72.81 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 790.61 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 12,310 in 2009 to 17,343 in 2014 (40.89 percent).

Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in the Tampa-St. Petersburg-Clearwater area increased by 25.13 percent, from 242,621 in 2000 to 303,589 in 2009. This number is expected to grow by 2014 (10.60 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 124,257 in 2000 to 151,063 in 2009 (21.57 percent), and it is forecasted that their numbers will grow by 9.04 percent by the year 2014.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Tampa-St. Petersburg-Clearwater 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: Tampa-St. Petersburg-Clearwater, FL

CBSA Code: 45300

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

State Name: Florida

Dominant Profile: APT20

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Description	2000	2009	2014	% Growth (2000-2009)	% Growth Forecast (2009-2014)
Total Population and Households					
Population	2,395,997	2,756,020	2,964,187	15.03	7.55
Households	1,009,316	1,173,259	1,260,003	16.24	7.39
Households with School Age Population					
Households with Children Age 0 to 17 Years	285,183	304,279	334,214	6.70	9.84
Percent of Households with Children Age 0 to 17 Years	28.26	25.93	26.52	-8.24	2.28
School Age Population					
Population Age 0 to 17 Years	524,911	610,206	646,252	16.25	5.91
Population Age 0 to 4 Years	137,837	167,381	182,382	21.43	8.96
Population Age 5 to 9 Years	150,158	175,464	184,191	16.85	4.97
Population Age 10 to 13 Years	120,671	133,790	139,082	10.87	3.96
Population Age 14 to 17 Years	116,245	133,571	140,597	14.90	5.26
School Age Population by Gender					
Male Population Age 0 to 17 Years	269,397	316,782	336,576	17.59	6.25
Female Population Age 0 to 17 Years	255,514	293,424	309,676	14.84	5.54
Male School Age Population by Age					
Male Population Age 0 to 4 Years	70,703	86,754	94,767	22.70	9.24
Male Population Age 5 to 9 Years	76,968	91,642	96,809	19.07	5.64
Male Population Age 10 to 13 Years	61,794	68,888	71,689	11.48	4.07
Male Population Age 14 to 17 Years	59,932	69,498	73,311	15.96	5.49
Female School Age Population by Age					
Female Population Age 0 to 4 Years	67,134	80,627	87,615	20.10	8.67
Female Population Age 5 to 9 Years	73,190	83,822	87,382	14.53	4.25

Female Population Age 10 to 13 Years	58,878	64,902	67,393	10.23	3.84
Female Population Age 14 to 17 Years	56,312	64,073	67,286	13.78	5.01
Population in School					
Nursery or Preschool	40,792	50,686	56,496	24.25	11.46
Kindergarten	30,233	38,777	41,838	28.26	7.89
Grades 1 to 4	120,933	155,110	167,353	28.26	7.89
Grades 5 to 8	121,481	147,838	157,959	21.70	6.85
Grades 9 to 12	117,025	147,595	159,681	26.12	8.19
Population in School by Gender					
Male Enrolled in School	220,952	280,451	303,985	26.93	8.39
Female Enrolled in School	209,512	259,556	279,342	23.89	7.62
Male Population in School by Grade					
Male Nursery or Preschool	20,924	26,271	29,356	25.55	11.74
Male Kindergarten	15,497	20,253	21,990	30.69	8.58
Male Grades 1 to 4	61,988	81,011	87,959	30.69	8.58
Male Grades 5 to 8	62,208	76,121	81,419	22.37	6.96
Male Grades 9 to 12	60,335	76,795	83,262	27.28	8.42
Female Population in School by Grade					
Female Nursery or Preschool	19,868	24,415	27,140	22.89	11.16
Female Kindergarten	14,736	18,525	19,848	25.71	7.14
Female Grades 1 to 4	58,945	74,099	79,394	25.71	7.15
Female Grades 5 to 8	59,273	71,717	76,540	20.99	6.73
Female Grades 9 to 12	56,690	70,800	76,419	24.89	7.94
Population in School					
Education, Total Enrollment (Pop 3+)	430,464	540,007	583,327	25.45	8.02
Education, Not Enrolled in School (Pop 3+)	1,765,248	1,990,396	2,137,678	12.75	7.40
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	71,321	92,754	100,361	30.05	8.20
Education, Enrolled Private Preprimary (Pop 3+)	22,639	32,279	36,834	42.58	14.11
Education, Enrolled Private Elementary or High School (Pop 3+)	48,682	60,475	63,527	24.22	5.05
Education, Enrolled Public Schools (Pop 3+)	359,143	447,253	482,966	24.53	7.98
Education, Enrolled Public Preprimary (Pop 3+)	18,153	18,407	19,662	1.40	6.82

Education, Enrolled Public Elementary or High School (Pop 3+)	340,990	428,846	463,304	25.76	8.04
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	36,602	48,144	52,255	31.53	8.54
Male Education, Enrolled Private Preprimary (Pop 3+)	11,613	16,730	19,139	44.06	14.40
Male Education, Enrolled Private Elementary or High School (Pop 3+)	24,990	31,414	33,116	25.71	5.42
Male Education, Enrolled Public Schools (Pop 3+)	184,350	232,307	251,730	26.01	8.36
Male Education, Enrolled Public Preprimary (Pop 3+)	9,312	9,540	10,217	2.45	7.10
Male Education, Enrolled Public Elementary or High School (Pop 3+)	175,038	222,767	241,514	27.27	8.42
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	34,719	44,610	48,106	28.49	7.84
Female Education, Enrolled Private Preprimary (Pop 3+)	11,026	15,549	17,695	41.02	13.80
Female Education, Enrolled Private Elementary or High School (Pop 3+)	23,692	29,061	30,411	22.66	4.65
Female Education, Enrolled Public Schools (Pop 3+)	174,793	214,946	231,236	22.97	7.58
Female Education, Enrolled Public Preprimary (Pop 3+)	8,841	8,867	9,445	0.29	6.52
Female Education, Enrolled Public Elementary or High School (Pop 3+)	165,952	206,079	221,790	24.18	7.62
Population by Race					
White Population, Alone	1,986,503	2,224,912	2,332,104	12.00	4.82
Black Population, Alone	244,457	280,216	314,163	14.63	12.11
Asian Population, Alone	46,373	67,410	80,089	45.36	18.81
Other Population	118,664	183,482	237,831	54.62	29.62
Population by Ethnicity					
Hispanic Population	248,642	366,507	442,427	47.40	20.71
White Non-Hispanic Population	1,821,955	1,967,269	2,039,559	7.98	3.67
Population by Race As Percent of Total Population					
Percent of White Population, Alone	82.91	80.73	78.68	-2.63	-2.54
Percent of Black Population, Alone	10.20	10.17	10.60	-0.29	4.23
Percent of Asian Population, Alone	1.94	2.45	2.70	26.29	10.20
Percent of Other Population	4.95	6.66	8.02	34.55	20.42

Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	10.38	13.30	14.93	28.13	12.26
Percent of White Non-Hispanic Population	76.04	71.38	68.81	-6.13	-3.60
Educational Attainment					
Education Attainment, College (Pop 25+)	242,621	303,589	335,774	25.13	10.60
Education Attainment, Graduate Degree (Pop 25+)	124,257	151,063	164,717	21.57	9.04
Household Income					
Household Income, Median (\$)	37,954	48,395	58,144	27.51	20.14
Household Income, Average (\$)	50,863	66,065	79,497	29.89	20.33
Households by Income					
Households with Income Less than \$25,000	317,089	272,542	228,462	-14.05	-16.17
Households with Income \$25,000 to \$49,999	332,178	334,675	320,999	0.75	-4.09
Households with Income \$50,000 to \$74,999	182,813	224,112	247,234	22.59	10.32
Households with Income \$75,000 to \$99,999	82,831	147,872	195,852	78.52	32.45
Households with Income \$100,000 to \$124,999	40,096	79,458	109,339	98.17	37.61
Households with Income \$125,000 to \$149,999	18,318	44,712	65,157	144.09	45.73
Households with Income \$150,000 to \$199,999	16,560	30,357	39,782	83.32	31.05
Households with Income \$200,000 and Over	19,431	39,531	53,178	103.44	34.52
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	3,942	7,623	10,724	93.38	40.68
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	4,294	7,991	10,831	86.10	35.54
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	3,451	6,093	8,178	76.56	34.22
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	3,324	6,083	8,267	83.00	35.90
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	1,770	4,323	6,494	144.24	50.22
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	1,928	4,532	6,559	135.06	44.73
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	1,549	3,455	4,952	123.05	43.33
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	1,493	3,450	5,006	131.08	45.10
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	1,610	2,864	3,893	77.89	35.93
Families with one or more children aged 5-9 and					

Income \$150,000 to \$199,999	1,754	3,003	3,932	71.21	30.94
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	1,409	2,290	2,969	62.53	29.65
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	1,358	2,286	3,001	68.34	31.28
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,035	2,046	2,849	97.68	39.25
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,128	2,144	2,877	90.07	34.19
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	906	1,635	2,173	80.46	32.91
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	873	1,632	2,196	86.94	34.56
Families with one or more children aged 0-4 and Income \$350,000 and over	787	1,669	2,315	112.07	38.71
Families with one or more children aged 5-9 and Income \$350,000 and over	857	1,750	2,338	104.20	33.60
Families with one or more children aged 10-13 and Income \$350,000 and over	689	1,334	1,765	93.61	32.31
Families with one or more children aged 14-17 and Income \$350,000 and over	664	1,332	1,784	100.60	33.93
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	672,667	709,092	729,774	5.42	2.92
Housing, Owner Households Valued \$250,000-\$299,999	15,375	48,283	55,680	214.04	15.32
Housing, Owner Households Valued \$300,000-\$399,999	12,924	22,394	34,153	73.27	52.51
Housing, Owner Households Valued \$400,000-\$499,999	5,437	31,323	38,423	476.11	22.67
Housing, Owner Households Valued \$500,000-\$749,999	4,918	12,310	17,343	150.31	40.89
Housing, Owner Households Valued \$750,000-\$999,999	1,810	16,120	20,287	790.61	25.85
Housing, Owner Households Valued More than \$1,000,000	1,810	7,628	10,523	321.44	37.95
Households by Length of Residence					
Length of Residence Less than 2 Years	64,836	248,196	351,023	282.81	41.43
Length of Residence 3 to 5 Years	97,254	372,294	526,534	282.81	41.43
Length of Residence 6 to 10 Years	297,188	334,812	354,363	12.66	5.84
Length of Residence More than 10 Years	550,039	217,956	28,083	-60.37	-87.12
Households by Race and Income					
White Households by Income					
White Households with Income Less than \$25,000	261,929	211,767	170,351	-19.15	-19.56
White Households with Income \$25,000 to \$49,999	286,393	274,419	255,740	-4.18	-6.81
White Households with Income \$50,000 to \$74,999	162,534	193,086	206,243	18.80	6.81

White Households with Income \$75,000 to \$99,999	75,159	131,308	167,848	74.71	27.83
White Households with Income \$100,000 to \$124,999	37,148	72,159	95,684	94.25	32.60
White Households with Income \$125,000 to \$149,999	17,042	41,349	59,121	142.63	42.98
White Households with Income \$150,000 to \$199,999	15,725	28,290	36,814	79.90	30.13
White Households with Income \$200,000 and Over	18,018	36,781	48,694	104.13	32.39
Black Households by Income					
Black Households with Income Less than \$25,000	38,657	35,125	34,248	-9.14	-2.50
Black Households with Income \$25,000 to \$49,999	27,251	30,685	33,855	12.60	10.33
Black Households with Income \$50,000 to \$74,999	12,286	16,689	20,045	35.84	20.11
Black Households with Income \$75,000 to \$99,999	4,521	9,836	14,240	117.56	44.77
Black Households with Income \$100,000 to \$124,999	1,543	4,433	6,904	187.30	55.74
Black Households with Income \$125,000 to \$149,999	621	1,739	2,858	180.03	64.35
Black Households with Income \$150,000 to \$199,999	347	1,023	1,285	194.81	25.61
Black Households with Income \$200,000 and Over	775	1,356	1,874	74.97	38.20
Asian Households by Income					
Asian Households with Income Less than \$25,000	3,226	3,891	3,065	20.61	-21.23
Asian Households with Income \$25,000 to \$49,999	5,293	6,798	6,256	28.43	-7.97
Asian Households with Income \$50,000 to \$74,999	2,904	4,650	5,376	60.12	15.61
Asian Households with Income \$75,000 to \$99,999	1,166	2,578	5,222	121.10	102.56
Asian Households with Income \$100,000 to \$124,999	708	1,340	2,590	89.27	93.28
Asian Households with Income \$125,000 to \$149,999	286	825	1,533	188.46	85.82
Asian Households with Income \$150,000 to \$199,999	276	564	697	104.35	23.58
Asian Households with Income \$200,000 and Over	391	865	1,554	121.23	79.65
Other Households by Income					
Other Households with Income Less than \$25,000	13,277	21,759	20,798	63.88	-4.42
Other Households with Income \$25,000 to \$49,999	13,241	22,773	25,148	71.99	10.43
Other Households with Income \$50,000 to \$74,999	5,089	9,687	15,570	90.35	60.73
Other Households with Income \$75,000 to \$99,999	1,985	4,150	8,542	109.07	105.83
Other Households with Income \$100,000 to \$124,999	697	1,526	4,161	118.94	172.67
Other Households with Income \$125,000 to \$149,999	369	799	1,645	116.53	105.88
Other Households with Income \$150,000 to \$199,999	212	480	986	126.42	105.42
Other Households with Income \$200,000 and Over	247	529	1,056	114.17	99.62
Households by Ethnicity and Income					

Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	27,513	35,239	36,533	28.08	3.67
Hispanic Households with Income \$25,000 to \$49,999	27,710	39,123	44,403	41.19	13.50
Hispanic Households with Income \$50,000 to \$74,999	13,209	23,289	31,344	76.31	34.59
Hispanic Households with Income \$75,000 to \$99,999	5,258	12,658	20,434	140.74	61.43
Hispanic Households with Income \$100,000 to \$124,999	2,252	5,889	10,109	161.50	71.66
Hispanic Households with Income \$125,000 to \$149,999	904	2,920	5,046	223.01	72.81
Hispanic Households with Income \$150,000 to \$199,999	627	1,658	2,566	164.43	54.76
Hispanic Households with Income \$200,000 and Over	841	1,881	2,900	123.66	54.17
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	242,440	192,761	151,318	-20.49	-21.50
White Non-Hispanic Households with Income \$25,000 to \$49,999	268,929	250,946	229,241	-6.69	-8.65
White Non-Hispanic Households with Income \$50,000 to \$74,999	153,098	174,160	183,737	13.76	5.50
White Non-Hispanic Households with Income \$75,000 to \$99,999	70,968	115,926	147,782	63.35	27.48
White Non-Hispanic Households with Income \$100,000 to \$124,999	35,167	63,469	84,060	80.48	32.44
White Non-Hispanic Households with Income \$125,000 to \$149,999	16,205	36,134	52,300	122.98	44.74
White Non-Hispanic Households with Income \$150,000 to \$199,999	15,051	25,302	32,792	68.11	29.60
White Non-Hispanic Households with Income \$200,000 and Over	17,161	33,049	44,009	92.58	33.16

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.