



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Denver-Aurora, CO

Local 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.

The data presented in this report are obtained from the NAIS Detailed Trend Report & Analysis – 2010. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

1. During 2000-2010, the number of households with children *Age 0 to 17 Years* grew from 296,980 to 319,132 (7.46 percent) in the CBSA of **Denver-Aurora, CO**. This number is expected to increase by 12.68 percent during the next five years, totaling 359,611 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 21.85 percent, the population of children *Age 0 to 17 Years* is projected to increase by 9.49 percent from 686,521 in 2010 to 751,695 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 9.45 percent from 332,161 in 2010 to 363,534 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 9.54 percent from 354,360 in 2010 to 388,161 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 10.15 percent from 96,587 in 2010 to 106,390 in 2015, and increase by 10.44 percent for boys in the same age group from 102,761 in 2010 to 113,493 in 2015. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Age 0 to 4 Years	105,787	120,445	13.86	99,489	113,266	13.85
Age 5 to 9 Years	102,761	113,493	10.44	96,587	106,390	10.15
Age 10 to 13 Years	72,522	76,151	5.00	67,867	71,230	4.96
Age 14 to 17 Years	73,290	78,072	6.52	68,218	72,648	6.49

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 12.84 percent and 12.84 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 15.18 percent from 50,461 in 2010 to 58,122 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 15.18 percent and increase 15.19 percent, respectively, during the period 2010-2015. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Nursery or Preschool	50,461	58,122	15.18	26,005	29,954	15.19	24,456	28,168	15.18
Kindergarten	38,773	43,752	12.84	19,987	22,583	12.99	18,786	21,169	12.68
Grades 1 to 4	155,092	175,007	12.84	79,948	90,330	12.99	75,144	84,677	12.69
Grades 5 to 8	136,528	146,627	7.40	70,528	75,762	7.42	66,001	70,865	7.37
Grades 9 to 12	137,615	149,949	8.96	71,274	77,673	8.98	66,342	72,277	8.95

Enrollment in Private Schools

- The population enrolled in private schools increased by 24.64 percent during the years 2000-2010; and is expected to increase by 11.80 percent in 2015 from 72,465 in 2010 to 81,017 in 2015. While total public school enrollment increased 14.61 percent during the years 2000-2010, it will increase by 10.41 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 51.59 percent and female preprimary enrollment by 49.77 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 19.15 percent from 14,968 in 2010 to 17,835 in 2015; while female preprimary enrollment is expected to increase by 19.14 percent from 14,077 in 2010 to 16,772 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 6.96 percent and 6.81 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 24.35 percent between 2000-2010; the population of Hispanics increased by 49.81 percent; the Asian population increased by [11](#) 46.61 percent. The Other population increased by 37.61 percent; and the White population increased by 14.02 percent during the years 2000-2010.
- While the White population represents 76.90 percent of the total population, it is expected to increase from 1,982,881 in 2010 to 2,104,570 in 2015 (6.14 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 600,497 in 2010 to 717,164 in 2015 (19.43 percent).

Numbers of Affluent Families

- The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2015 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to increase from 6,342 in 2010 to 9,307 in 2015 (46.75 percent).

	INCOME \$100,000 TO \$124,999			INCOME \$125,000 TO \$149,999			INCOME \$150,000 TO \$199,999			INCOME \$200,000 TO \$349,999			INCOME \$350,000 AND OVER		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Aged 0-4	12,990	18,749	44.33	8,355	12,890	54.28	6,342	9,307	46.75	4,292	6,502	51.49	3,221	4,916	52.62
Aged 5-9	12,614	17,640	39.84	8,113	12,128	49.49	6,159	8,757	42.18	4,168	6,117	46.76	3,128	4,625	47.86
Aged 10-13	8,884	11,823	33.08	5,714	8,129	42.26	4,337	5,869	35.32	2,935	4,100	39.69	2,203	3,100	40.72
Aged 14-17	8,954	12,091	35.03	5,759	8,313	44.35	4,372	6,002	37.28	2,959	4,193	41.70	2,221	3,170	42.73

11. The number of African American, Asian, and Other households with incomes of at least \$100,000 per year will shift between 2010 and 2015, as shown in the table below. In particular, *Other Households with Income \$125,000 and \$149,999* are projected to increase by 95.59 percent, from 2,790 in 2010 to 5,457 in 2015.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			OTHER HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	4,244	6,717	58.27	2,911	5,592	92.10	5,593	13,316	138.08
Income \$125,000 to \$149,999	2,297	3,692	60.73	1,589	2,787	75.39	2,790	5,457	95.59
Income \$150,000 to \$199,999	1,377	2,005	45.61	1,241	1,907	53.67	1,854	3,042	64.08
Income \$200,000 and Over	1,175	1,804	53.53	1,072	2,102	96.08	1,514	3,263	115.52

12. The number of Hispanic households with annual incomes of at least \$100,000 per year is also forecasted to change as shown in the table below. For example, *Hispanic Households with Income \$200,000 and Over* are projected to increase from 2,703 in 2010 to 4,579 in 2015 (69.40 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	12,126	21,264	75.36
Income \$125,000 to \$149,999	5,460	9,432	72.75
Income \$150,000 to \$199,999	3,322	5,202	56.59
Income \$200,000 and Over	2,703	4,579	69.40

13. The number of *Households by Home Value* also shifted between 2000 and 2010. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 124.17 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 60,886 in 2010 to 83,136 in 2015 (36.54 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	447,896	336,290	332,462	-24.92	-1.14
\$250,000-\$299,999	47,554	106,604	130,964	124.17	22.85
\$300,000-\$399,999	39,790	92,507	101,779	132.49	10.02
\$400,000-\$499,999	16,000	60,886	83,136	280.54	36.54
\$500,000-\$749,999	12,789	53,350	58,303	317.16	9.28
\$750,000-\$999,999	3,885	21,768	32,512	460.31	49.36
More than \$1,000,000	3,285	9,898	12,493	201.31	26.22

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Denver-Aurora, CO** increased 29.25 percent, from 326,924 in 2000 to 422,564 in 2010. This number is expected to increase by 13.27 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 159,233 in 2000 to 202,015 in 2010 (26.87 percent), and it is forecasted this population will increase an additional 10.69 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Denver-Aurora, CO** need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying 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, regular public 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 changes in enrollment to understand how our school could be impacted?

Responding to School-Age Population Changes

- 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 shifts 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 these populations?
- 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 would 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 they are enrolling their children in our school?

- Can we work with local businesses and the chamber of commerce to attract new families to the area?

Responding to Racial/Ethnic Changes

- Given the shifts in demographics, 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 our school offer these attributes? Do we highlight these characteristics in 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

- 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 ensure the school is financially stable during economic downturns?
- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?
- Are building improvements 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 tuition as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)? ^[2]

- 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 causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

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 website: www.hermangroup.com. Also, the *NAIS Opinion Leaders' Survey* (free to browse at www.nais.org or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent 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 ^[3] annual survey (www.nais.org/go/statsonline). StatsOnline 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

communicate with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:

- ❖ *Values Added: The Lifelong Returns of an Independent School Education* (free to download at www.nais.org/go/advocacy).
- ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at www.nais.org/go/advocacy).
- ❖ *Communications Handbook* (free to download at www.nais.org/go/advocacy).
- ❖ *NAIS Parent Guide* (information about admission and financial aid designed for parents www.nais.org/go/parents).

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/sustainable-schools/), we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.

- ❖ [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 2010)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2010)

[1]

"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.

[2]

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

[3]

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.

EASI NAIS Detailed Trend Report & Analysis - 2010

CBSA Name: Denver-Aurora, CO

CBSA Code: 19740

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

State Name: Colorado

Dominant Profile: APT20

Description	2000	2010	2015	% Growth (2000-2010)	% Growth Forecast (2010-2015)
Total Population and Households					
Population	2,178,803	2,578,383	2,838,390	18.34	10.08
Households	851,880	1,001,550	1,107,899	17.57	10.62
Households with School Age Population					
Households with Children Age 0 to 17 Years	296,980	319,132	359,611	7.46	12.68
Percent of Households with Children Age 0 to 17 Years	34.86	31.86	32.46	-8.61	1.88
School Age Population					
Population Age 0 to 17 Years	563,420	686,521	751,695	21.85	9.49
Population Age 0 to 4 Years	156,571	205,276	233,711	31.11	13.85
Population Age 5 to 9 Years	159,330	199,348	219,883	25.12	10.30
Population Age 10 to 13 Years	125,326	140,390	147,381	12.02	4.98
Population Age 14 to 17 Years	122,193	141,507	150,720	15.81	6.51
School Age Population by Gender					
Male Population Age 0 to 17 Years	289,067	354,360	388,161	22.59	9.54
Female Population Age 0 to 17 Years	274,353	332,161	363,534	21.07	9.45
Male School Age Population by Age					
Male Population Age 0 to 4 Years	80,215	105,787	120,445	31.88	13.86
Male Population Age 5 to 9 Years	81,246	102,761	113,493	26.48	10.44
Male Population Age 10 to 13 Years	64,535	72,522	76,151	12.38	5.00
Male Population Age 14 to 17 Years	63,071	73,290	78,072	16.20	6.52
Female School Age Population by Age					
Female Population Age 0 to 4 Years	76,356	99,489	113,266	30.30	13.85
Female Population Age 5 to 9 Years	78,084	96,587	106,390	23.70	10.15
Female Population Age 10 to 13 Years	60,791	67,867	71,230	11.64	4.96
Female Population Age 14 to 17 Years	59,122	68,218	72,648	15.39	6.49
Population in School					
Nursery or Preschool	41,596	50,461	58,122	21.31	15.18
Kindergarten	31,775	38,773	43,752	22.02	12.84
Grades 1 to 4	127,099	155,092	175,007	22.02	12.84
Grades 5 to 8	124,968	136,528	146,627	9.25	7.40
Grades 9 to 12	121,843	137,615	149,949	12.94	8.96
Population in School by Gender					
Male Enrolled in School	229,565	267,741	296,301	16.63	10.67
Female Enrolled in School	217,716	250,729	277,156	15.16	10.54
Male Population in School by Grade					

Male Nursery or Preschool	21,311	26,005	29,954	22.03	15.19
Male Kindergarten	16,203	19,987	22,583	23.35	12.99
Male Grades 1 to 4	64,811	79,948	90,330	23.36	12.99
Male Grades 5 to 8	64,351	70,528	75,762	9.60	7.42
Male Grades 9 to 12	62,890	71,274	77,673	13.33	8.98
Female Population in School by Grade					
Female Nursery or Preschool	20,285	24,456	28,168	20.56	15.18
Female Kindergarten	15,572	18,786	21,169	20.64	12.68
Female Grades 1 to 4	62,288	75,144	84,677	20.64	12.69
Female Grades 5 to 8	60,617	66,001	70,865	8.88	7.37
Female Grades 9 to 12	58,953	66,342	72,277	12.53	8.95
Population in School					
Education, Total Enrollment (Pop 3+)	447,281	518,470	573,457	15.92	10.61
Education, Not Enrolled in School (Pop 3+)	1,513,757	1,774,838	1,947,289	17.25	9.72
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	58,141	72,465	81,017	24.64	11.80
Education, Enrolled Private Preprimary (Pop 3+)	19,273	29,045	34,607	50.70	19.15
Education, Enrolled Private Elementary or High School (Pop 3+)	38,868	43,420	46,410	11.71	6.89
Education, Enrolled Public Schools (Pop 3+)	389,140	446,005	492,440	14.61	10.41
Education, Enrolled Public Preprimary (Pop 3+)	22,323	21,416	23,515	-4.06	9.80
Education, Enrolled Public Elementary or High School (Pop 3+)	366,817	424,589	468,925	15.75	10.44
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	29,827	37,395	41,822	25.37	11.84
Male Education, Enrolled Private Preprimary (Pop 3+)	9,874	14,968	17,835	51.59	19.15
Male Education, Enrolled Private Elementary or High School (Pop 3+)	19,953	22,427	23,987	12.40	6.96
Male Education, Enrolled Public Schools (Pop 3+)	199,739	230,346	254,479	15.32	10.48
Male Education, Enrolled Public Preprimary (Pop 3+)	11,437	11,037	12,119	-3.50	9.80
Male Education, Enrolled Public Elementary or High School (Pop 3+)	188,302	219,309	242,360	16.47	10.51
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	28,314	35,070	39,195	23.86	11.76
Female Education, Enrolled Private Preprimary (Pop 3+)	9,399	14,077	16,772	49.77	19.14
Female Education, Enrolled Private Elementary or High School (Pop 3+)	18,915	20,993	22,423	10.99	6.81
Female Education, Enrolled Public Schools (Pop 3+)	189,401	215,659	237,961	13.86	10.34
Female Education, Enrolled Public Preprimary (Pop 3+)	10,886	10,379	11,396	-4.66	9.80
Female Education, Enrolled Public Elementary or High School (Pop 3+)	178,515	205,280	226,565	14.99	10.37
Population by Race					
White Population, Alone	1,739,132	1,982,881	2,104,570	14.02	6.14
Black Population, Alone	116,726	145,150	177,235	24.35	22.10
Asian Population, Alone	66,133	96,955	114,876	46.61	18.48
Other Population	256,812	353,397	441,709	37.61	24.99
Population by Ethnicity					
Hispanic Population	400,850	600,497	717,164	49.81	19.43
White Non-Hispanic Population	1,547,396	1,633,593	1,712,210	5.57	4.81
Population by Race As Percent of Total Population					

Percent of White Population, Alone	79.82	76.90	74.15	-3.66	-3.58
Percent of Black Population, Alone	5.36	5.63	6.24	5.04	10.83
Percent of Asian Population, Alone	3.04	3.76	4.05	23.68	7.71
Percent of Other Population	11.79	13.71	15.56	16.28	13.49

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	18.40	23.29	25.27	26.58	8.50
Percent of White Non-Hispanic Population	71.02	63.36	60.32	-10.79	-4.80

Educational Attainment

Education Attainment, College (Pop 25+)	326,924	422,564	478,622	29.25	13.27
Education Attainment, Graduate Degree (Pop 25+)	159,233	202,015	223,617	26.87	10.69

Household Income

Household Income, Median (\$)	52,035	67,727	81,155	30.16	19.83
Household Income, Average (\$)	66,376	87,614	109,874	32.00	25.41

Households by Income

Households with Income Less than \$25,000	166,122	140,745	118,507	-15.28	-15.80
Households with Income \$25,000 to \$49,999	244,467	218,545	189,774	-10.60	-13.16
Households with Income \$50,000 to \$74,999	188,557	199,536	196,874	5.82	-1.33
Households with Income \$75,000 to \$99,999	112,152	159,056	198,188	41.82	24.60
Households with Income \$100,000 to \$124,999	59,647	107,137	150,156	79.62	40.15
Households with Income \$125,000 to \$149,999	29,825	67,084	98,820	124.93	47.31
Households with Income \$150,000 to \$199,999	25,370	50,612	70,357	99.50	39.01
Households with Income \$200,000 and Over	25,740	58,835	85,223	128.57	44.85

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	7,540	12,990	18,749	72.28	44.33
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	7,673	12,614	17,640	64.39	39.84
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	6,036	8,884	11,823	47.18	33.08
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	5,885	8,954	12,091	52.15	35.03
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	3,767	8,355	12,890	121.79	54.28
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	3,833	8,113	12,128	111.66	49.49
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	3,015	5,714	8,129	89.52	42.26
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	2,940	5,759	8,313	95.88	44.35
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	3,207	6,342	9,307	97.75	46.75
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	3,264	6,159	8,757	88.69	42.18
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	2,567	4,337	5,869	68.95	35.32
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	2,503	4,372	6,002	74.67	37.28
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,913	4,292	6,502	124.36	51.49
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,947	4,168	6,117	114.07	46.76
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	1,532	2,935	4,100	91.58	39.69
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,493	2,959	4,193	98.19	41.70
Families with one or more children aged 0-4 and Income \$350,000 and over	1,435	3,221	4,916	124.46	52.62
Families with one or more children aged 5-9 and Income \$350,000 and over	1,461	3,128	4,625	114.10	47.86
Families with one or more children aged 10-13 and Income \$350,000 and over	1,149	2,203	3,100	91.73	40.72
Families with one or more children aged 14-17 and Income \$350,000 and over	1,120	2,221	3,170	98.30	42.73

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	447,896	336,290	332,462	-24.92	-1.14
Housing, Owner Households Valued \$250,000-\$299,999	47,554	106,604	130,964	124.17	22.85

Housing, Owner Households Valued \$300,000-\$399,999	39,790	92,507	101,779	132.49	10.02
Housing, Owner Households Valued \$400,000-\$499,999	16,000	60,886	83,136	280.54	36.54
Housing, Owner Households Valued \$500,000-\$749,999	12,789	53,350	58,303	317.16	9.28
Housing, Owner Households Valued \$750,000-\$999,999	3,885	21,768	32,512	460.31	49.36
Housing, Owner Households Valued More than \$1,000,000	3,285	9,898	12,493	201.31	26.22

Households by Length of Residence

Length of Residence Less than 2 Years	61,818	264,087	307,921	327.20	16.60
Length of Residence 3 to 5 Years	92,727	396,130	461,882	327.20	16.60
Length of Residence 6 to 10 Years	273,456	283,281	312,935	3.59	10.47
Length of Residence More than 10 Years	423,878	58,052	25,161	-86.30	-56.66

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	126,530	97,729	77,454	-22.76	-20.75
White Households with Income \$25,000 to \$49,999	198,093	161,399	132,133	-18.52	-18.13
White Households with Income \$50,000 to \$74,999	160,907	158,030	147,904	-1.79	-6.41
White Households with Income \$75,000 to \$99,999	99,807	133,727	155,382	33.99	16.19
White Households with Income \$100,000 to \$124,999	54,468	94,389	124,531	73.29	31.93
White Households with Income \$125,000 to \$149,999	27,269	60,408	86,884	121.53	43.83
White Households with Income \$150,000 to \$199,999	23,646	46,140	63,403	95.13	37.41
White Households with Income \$200,000 and Over	24,348	55,074	78,054	126.20	41.73

Black Households by Income

Black Households with Income Less than \$25,000	14,706	12,646	13,452	-14.01	6.37
Black Households with Income \$25,000 to \$49,999	15,129	15,499	17,324	2.45	11.77
Black Households with Income \$50,000 to \$74,999	8,228	11,105	13,644	34.97	22.86
Black Households with Income \$75,000 to \$99,999	3,759	7,798	11,696	107.45	49.99
Black Households with Income \$100,000 to \$124,999	1,651	4,244	6,717	157.06	58.27
Black Households with Income \$125,000 to \$149,999	730	2,297	3,692	214.66	60.73
Black Households with Income \$150,000 to \$199,999	503	1,377	2,005	173.76	45.61
Black Households with Income \$200,000 and Over	363	1,175	1,804	223.69	53.53

Asian Households by Income

Asian Households with Income Less than \$25,000	4,090	4,759	4,109	16.36	-13.66
Asian Households with Income \$25,000 to \$49,999	6,151	7,517	6,780	22.21	-9.80
Asian Households with Income \$50,000 to \$74,999	5,043	6,923	6,462	37.28	-6.66
Asian Households with Income \$75,000 to \$99,999	2,584	4,939	8,431	91.14	70.70
Asian Households with Income \$100,000 to \$124,999	1,241	2,911	5,592	134.57	92.10
Asian Households with Income \$125,000 to \$149,999	717	1,589	2,787	121.62	75.39
Asian Households with Income \$150,000 to \$199,999	472	1,241	1,907	162.92	53.67
Asian Households with Income \$200,000 and Over	404	1,072	2,102	165.35	96.08

Other Households by Income

Other Households with Income Less than \$25,000	20,796	25,611	23,492	23.15	-8.27
Other Households with Income \$25,000 to \$49,999	25,094	34,130	33,537	36.01	-1.74
Other Households with Income \$50,000 to \$74,999	14,379	23,478	28,864	63.28	22.94
Other Households with Income \$75,000 to \$99,999	6,002	12,592	22,679	109.80	80.11
Other Households with Income \$100,000 to \$124,999	2,287	5,593	13,316	144.56	138.08
Other Households with Income \$125,000 to \$149,999	1,109	2,790	5,457	151.58	95.59
Other Households with Income \$150,000 to \$199,999	749	1,854	3,042	147.53	64.08
Other Households with Income \$200,000 and Over	625	1,514	3,263	142.24	115.52

Households by Ethnicity and Income**Hispanic Households by Income**

Hispanic Households with Income Less than \$25,000	31,709	39,046	39,870	23.14	2.11
Hispanic Households with Income \$25,000 to \$49,999	39,235	53,638	58,588	36.71	9.23
Hispanic Households with Income \$50,000 to \$74,999	22,537	38,751	49,153	71.94	26.84
Hispanic Households with Income \$75,000 to \$99,999	9,976	23,950	37,585	140.08	56.93
Hispanic Households with Income \$100,000 to \$124,999	3,847	12,126	21,264	215.21	75.36
Hispanic Households with Income \$125,000 to \$149,999	1,587	5,460	9,432	244.05	72.75
Hispanic Households with Income \$150,000 to \$199,999	1,047	3,322	5,202	217.29	56.59
Hispanic Households with Income \$200,000 and Over	926	2,703	4,579	191.90	69.40

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	110,536	79,099	59,994	-28.44	-24.15
White Non-Hispanic Households with Income \$25,000 to \$49,999	180,079	135,077	104,987	-24.99	-22.28
White Non-Hispanic Households with Income \$50,000 to \$74,999	150,212	135,406	121,636	-9.86	-10.17
White Non-Hispanic Households with Income \$75,000 to \$99,999	94,355	114,893	129,613	21.77	12.81
White Non-Hispanic Households with Income \$100,000 to \$124,999	52,058	81,603	106,260	56.75	30.22
White Non-Hispanic Households with Income \$125,000 to \$149,999	26,270	53,084	76,116	102.07	43.39
White Non-Hispanic Households with Income \$150,000 to \$199,999	22,919	41,394	56,711	80.61	37.00
White Non-Hispanic Households with Income \$200,000 and Over	23,673	50,259	71,614	112.31	42.49

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 1/1/2010 unless otherwise stated.

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EASI Dominant Profiles

A dominant profile is a variable which attempts to define what is most unique about a given area. Within its demographic system, EASI has identified 39 profiles. The profile appearing at the top of the report is the dominant one for that geographic region. In some reports the profile nickname is all that is reported. Below is a listing of nicknames and their full description:

Nickname	Full Name	Characteristic
AB_AV_EDU	Above Average Education	Education Attainment, Graduate Degree (Pop 25+)
APT20	Apartments (20 or more units)	Housing, Occupied Structure with 20-49 Units
ARMFORCE	In the Armed Forces	Employment, Armed Forces Male (Pop 16+)
ASIAN_LANG	Very Asian	Population, Speaks Asian or Pacific Island Language (Pop 5+)
BEL_EDU	Below Average Education	Education Attainment, < High School (Pop 25+)
BLUE_EMPL	Blue Collar Employment	Employment, Blue Collar (Pop 16+)
BORN_USA	Born in America	Population, Citizenship - Native
EXP_HOMES	Expensive Homes	Housing, Owner Households Valued More than \$1,000,000
FOR_SALE	House for Sale	Housing, Vacant Units For Sale
LAR_FAM	Large Families	Families, 5 Person
MANY_CARS	Lots of Cars	Households with 4+ Vehicles
MED_AGE	Median Age	Population, Median Age
MED_INC	Median Income	Household Income, Median (\$)
NEW_HOMES	New Homes	Housing, Built 1999 or Later
NO_CAR	No Cars	Households with No Vehicles
NO_LABFOR	Not in Labor Force	Employment, Not in the Labor Force Male (Pop 16+)
NO_MOVE	Long Time Residents	Housing, Year Moved in 1969 or Earlier
NO_TEENS	Few Teens	Population Aged 12 to 17 Years
OLD_HOMES	Old Homes	Housing, Built 1939 or Earlier
PRESCHL	Pre-School	Population Aged 0 to 5 Years
RECENT_MOV	Recent Movers	Housing, Year Moved in 1999 or Later
RENTAL	Available Renting Units	Housing, Vacant Units For Rent
RETIRED	Retired	Population Aged 65 to 74 Years
RICH_ASIAN	Very Rich Asians	Asian Household Income, High Income Average (\$)
RICH_BLK	Very Rich Blacks	Black Household Income, High Income Average (\$)
RICH_FAM	Very Rich Families	Family Income, High Income Average (\$)
RICH_HISP	Very Rich Hispanics	Hispanic Household Income, High Income Average (\$)
RICH_NFAM	Very Rich Non Families	Non-Family Income, High Income Average (\$)
RICH_OLD	Old and Rich Households	Household Head Aged 75+ and Income \$200K+
RICH_WHT	Very Rich Whites	White Household Income, High Income Average (\$)
RICH_YOUNG	Young and Rich Households	Household Head Aged <25 and Income \$200K+
SERV_EMPL	Service Employment	Occupation, Service (Pop 16+)
SPAN_LANG	Very Spanish	Population, Speaks Spanish (Pop 5+)
SUB_BUS	Subway or Bus to Work	Employment, Public Transportation to Work (Empl 16+)
TRAILER	Trailer Park City	Housing, Occupied Structure Trailer
UNATTACH	Unattached	Population, Males Never Married (Pop 15+)
UNEMPL	Unemployed	Employment, Unemployed Males (Pop 16+)
VERY_RICH	Very Rich Households	Household Income, High Income Average (\$)
WORK_HOME	Work at Home	Employment, Work at Home (Empl 16+)