



# The NAIS Demographic Center 2011 Local Area Reports

## CBSA : Denver-Aurora-Broomfield, 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 – 2011. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).*

## Key Findings

### School Age Population

1. During 2010-2011, the number of households with children *Age 0 to 17 Years* shrank from 339,776 to 339,633 (-0.04 percent) in the CBSA of **Denver-Aurora-Broomfield, CO**. This number is expected to increase by 0.60 percent during the next five years, totaling 341,672 in 2016.
2. The *School Age Population* group is expected to increase in 2016. Compared to the 2010-2011 increase of 1.24 percent, the population of children *Age 0 to 17 Years* is projected to increase by 5.61 percent from 642,341 in 2011 to 678,376 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 6.12 percent from 314,246 in 2011 to 333,476 in 2016, while the *Male Population Age 0 to 17 Years* group will increase by 5.12 percent from 328,095 in 2011 to 344,900 in 2016.

### Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 7.66 percent from 85,418 in 2011 to 91,958 in 2016, and increase by 12.51 percent for boys in the same age group from 88,159 in 2011 to 99,188 in 2016. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Age 0 to 4 Years	98,304	104,099	5.89	93,832	100,440	7.04
Age 5 to 9 Years	88,159	99,188	12.51	85,418	91,958	7.66
Age 10 to 13 Years	69,623	68,888	-1.06	66,766	70,282	5.27
Age 14 to 17 Years	72,009	72,725	0.99	68,230	70,796	3.76

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 8.11 percent and 15.17 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 6.92 percent from 44,872 in 2011 to 47,979 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 7.51 percent and increase 6.36 percent, respectively, during the period 2011-2016. The numbers for all groups

are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Nursery or Preschool	44,872	47,979	6.92	22,958	24,419	6.36	21,914	23,560	7.51
Kindergarten	34,753	37,573	8.11	17,651	19,497	10.46	17,102	18,076	5.70
Grades 1 to 4	138,048	158,987	15.17	70,114	82,500	17.67	67,934	76,487	12.59
Grades 5 to 8	131,535	134,080	1.93	67,145	66,368	-1.16	64,390	67,712	5.16
Grades 9 to 12	136,761	142,037	3.86	70,223	71,973	2.49	66,538	70,064	5.30

## Enrollment in Private Schools

6. The population enrolled in private schools increased by 0.39 percent during the years 2010-2011; and is expected to increase by 2.34 percent in 2016 from 61,176 in 2011 to 62,605 in 2016. While total public school enrollment increased 1.36 percent during the years 2010-2011, it will increase by 7.83 percent between 2011 and 2016.
7. During 2010-2011, male preprimary enrollment in private schools increased by 1.27 percent and female preprimary enrollment by 1.45 percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to increase by 10.16 percent from 10,957 in 2011 to 12,070 in 2016; while female preprimary enrollment is expected to increase by 11.36 percent from 10,458 in 2011 to 11,646 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -2.52 percent and -1.85 percent, respectively.

## Population by Race and Ethnicity

8. The African American population increased by 1.69 percent between 2010-2011; the population of Hispanics increased by 501.18 percent; the Asian population decreased by -0.12 percent; the American Indian and Alaska Native population increased by 0.89 percent. The Other Race population decreased by -2.24 percent; and the population or Two or More Races decreased by -55.44 percent; and the White population increased by 1.86 percent during the years 2010-2011.
9. While the White population represents 78.30 percent of the total population, it is expected to increase from 2,019,671 in 2011 to 2,214,446 in 2016 (9.64 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 584,669 in 2011 to 679,710 in 2016 (16.26 percent).

## Numbers of Affluent Families

10. The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2016 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 9,432 in 2011 to 12,247 in 2016 (29.85 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		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Aged 0-4	12,820	13,052	1.81	9,376	10,745	14.60	9,432	12,247	29.85	6,455	10,313	59.77	4,014	6,210	54.71
Aged 5-9	11,582	12,197	5.31	8,470	10,041	18.55	8,521	11,445	34.32	5,832	9,637	65.24	3,626	5,804	60.07
Aged 10-13	9,100	8,881	-2.41	6,655	7,311	9.86	6,696	8,333	24.45	4,582	7,017	53.14	2,849	4,226	48.33
Aged 14-17	9,357	9,158	-2.13	6,843	7,540	10.19	6,885	8,593	24.81	4,712	7,236	53.57	2,930	4,358	48.74

11. The number of African American, Asian, American Indian and Alaska Native, Other Race, and Two or More Races households with incomes of at least \$100,000 per year will shift between 2011 and 2016, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 22.98 percent, from 1,771 in 2011 to 2,178 in 2016.

	<u>BLACK HOUSEHOLDS</u>			<u>ASIAN HOUSEHOLDS</u>			<u>AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS</u>			<u>OTHER RACE HOUSEHOLDS</u>			<u>TWO OR MORE RACES HOUSEHOLDS</u>		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	3,885	4,564	17.48	2,781	4,310	54.98	735	1,235	68.03	3,575	3,824	6.97	2,512	3,898	9.03
Income \$125,000 to \$149,999	2,020	2,766	36.93	1,796	2,660	48.11	497	676	36.02	1,771	2,178	22.98	1,457	2,410	65.41
Income \$150,000 to \$199,999	1,292	1,884	45.82	2,361	2,470	4.62	299	553	84.95	1,115	1,571	40.90	1,495	2,085	39.46
Income \$200,000 and Over	1,272	1,776	39.62	927	3,175	242.50	153	423	176.47	566	1,076	90.11	1,047	2,266	116.43

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 2,249 in 2011 to 3,896 in 2016 (73.23 percent).

	<u>HISPANIC HOUSEHOLDS</u>		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	10,475	13,656	30.37
Income \$125,000 to \$149,999	5,477	7,416	35.40
Income \$150,000 to \$199,999	3,863	5,904	52.83
Income \$200,000 and Over	2,249	3,896	73.23

13. The number of *Households by Home Value* also shifted between 2010 and 2011. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 1.11 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 52,570 in 2011 to 57,180 in 2016 (8.77 percent).

	<u>HOUSEHOLDS BY HOME VALUE</u>				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	348,271	346,445	334,704	-0.52	-3.39
\$250,000-\$299,999	89,660	90,656	98,980	1.11	9.18
\$300,000-\$399,999	111,968	111,832	111,982	-0.12	0.13
\$400,000-\$499,999	52,123	52,570	57,180	0.86	8.77
\$500,000-\$749,999	49,177	50,479	61,060	2.65	20.96
\$750,000-\$999,999	14,043	14,157	15,213	0.81	7.46
More than \$1,000,000	12,496	12,712	14,660	1.73	15.32

## Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Denver-Aurora-Broomfield, CO** increased 1.91 percent, from 416,199 in 2010 to 424,134 in 2011. This number is expected to increase by 10.61 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 222,034 in 2010 to 225,523 in 2011 (1.57 percent), and it is forecasted this population will increase an additional 7.96

percent by the year 2016.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Denver-Aurora-Broomfield, 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)? <sup>[1]</sup>
- 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](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://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<sup>[2]</sup> annual survey ([www.nais.org/go/statsonline](http://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](http://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](http://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](http://www.nais.org/go/advocacy)).
  - ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at

[www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).

- ❖ *Communications Handbook* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).
- ❖ *NAIS Parent Guide* (information about admission and financial aid designed for parents [www.nais.org/go/parents](http://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/sustainableschools/](http://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.

- ❖ [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 2011)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2011)

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[1]

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>.

[2]

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 - 2011

CBSA Name: Denver-Aurora-Broomfield, CO

CBSA Code: 19740

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

State Name: Colorado

Dominant Profile: APT20

Description	2010	2011	2016 (2010-2011)	% Growth	% Growth Forecast
<b>Total Population and Households</b>					
Population	2,543,482	2,579,414	2,751,931	1.41	6.69
Households	1,004,696	1,011,758	1,068,261	0.70	5.58
<b>Households with School Age Population</b>					
Households with Children Age 0 to 17 Years	339,776	339,633	341,672	-0.04	0.60
Percent of Households with Children Age 0 to 17 Years	33.82	33.57	31.98	-0.74	-4.74
<b>School Age Population</b>					
Population Age 0 to 17 Years	634,459	642,341	678,376	1.24	5.61
Population Age 0 to 4 Years	189,321	192,136	204,539	1.49	6.46
Population Age 5 to 9 Years	170,630	173,577	191,146	1.73	10.12
Population Age 10 to 13 Years	135,354	136,389	139,170	0.76	2.04
Population Age 14 to 17 Years	139,154	140,239	143,521	0.78	2.34
<b>School Age Population by Gender</b>					
Male Population Age 0 to 17 Years	324,419	328,095	344,900	1.13	5.12
Female Population Age 0 to 17 Years	310,040	314,246	333,476	1.36	6.12
<b>Male School Age Population by Age</b>					
Male Population Age 0 to 4 Years	96,952	98,304	104,099	1.39	5.89
Male Population Age 5 to 9 Years	86,472	88,159	99,188	1.95	12.51
Male Population Age 10 to 13 Years	69,412	69,623	68,888	0.30	-1.06
Male Population Age 14 to 17 Years	71,583	72,009	72,725	0.60	0.99
<b>Female School Age Population by Age</b>					
Female Population Age 0 to 4 Years	92,369	93,832	100,440	1.58	7.04
Female Population Age 5 to 9 Years	84,158	85,418	91,958	1.50	7.66
Female Population Age 10 to 13 Years	65,942	66,766	70,282	1.25	5.27
Female Population Age 14 to 17 Years	67,571	68,230	70,796	0.98	3.76
<b>Population in School</b>					
Nursery or Preschool	44,432	44,872	47,979	0.99	6.92
Kindergarten	34,356	34,753	37,573	1.16	8.11
Grades 1 to 4	134,739	138,048	158,987	2.46	15.17
Grades 5 to 8	130,785	131,535	134,080	0.57	1.93
Grades 9 to 12	135,727	136,761	142,037	0.76	3.86
<b>Population in School by Gender</b>					
Male Enrolled in School	245,337	248,091	264,758	1.12	6.72
Female Enrolled in School	234,702	237,878	255,898	1.35	7.58
<b>Male Population in School by Grade</b>					
Male Nursery or Preschool	22,754	22,958	24,419	0.90	6.36
Male Kindergarten	17,411	17,651	19,497	1.38	10.46
Male Grades 1 to 4	68,283	70,114	82,500	2.68	17.67
Male Grades 5 to 8	67,069	67,145	66,368	0.11	-1.16
Male Grades 9 to 12	69,820	70,223	71,973	0.58	2.49

**Female Population in School by Grade**

Female Nursery or Preschool	21,678	21,914	23,560	1.09	7.51
Female Kindergarten	16,945	17,102	18,076	0.93	5.70
Female Grades 1 to 4	66,456	67,934	76,487	2.22	12.59
Female Grades 5 to 8	63,716	64,390	67,712	1.06	5.16
Female Grades 9 to 12	65,907	66,538	70,064	0.96	5.30

**Population in School**

Education, Total Enrollment (Pop 3+)	480,039	485,969	520,656	1.24	7.14
Education, Not Enrolled in School (Pop 3+)	1,788,362	1,815,851	1,943,326	1.54	7.02

**Population in Public vs Private School**

Education, Enrolled Private Schools (Pop 3+)	60,941	61,176	62,605	0.39	2.34
Education, Enrolled Private Preprimary (Pop 3+)	21,129	21,415	23,716	1.35	10.74
Education, Enrolled Private Elementary or High School (Pop 3+)	39,812	39,761	38,889	-0.13	-2.19
Education, Enrolled Public Schools (Pop 3+)	419,098	424,793	458,051	1.36	7.83
Education, Enrolled Public Preprimary (Pop 3+)	23,303	23,457	24,263	0.66	3.44
Education, Enrolled Public Elementary or High School (Pop 3+)	395,795	401,336	433,788	1.40	8.09

**Population in Public vs Private School by Gender****Male Population in Public vs Private School**

Male Education, Enrolled Private Schools (Pop 3+)	31,153	31,245	31,846	0.30	1.92
Male Education, Enrolled Private Preprimary (Pop 3+)	10,820	10,957	12,070	1.27	10.16
Male Education, Enrolled Private Elementary or High School (Pop 3+)	20,333	20,288	19,776	-0.22	-2.52
Male Education, Enrolled Public Schools (Pop 3+)	214,184	216,846	232,911	1.24	7.41
Male Education, Enrolled Public Preprimary (Pop 3+)	11,934	12,001	12,349	0.56	2.90
Male Education, Enrolled Public Elementary or High School (Pop 3+)	202,250	204,845	220,563	1.28	7.67

**Female Population in Public vs Private School**

Female Education, Enrolled Private Schools (Pop 3+)	29,788	29,931	30,759	0.48	2.77
Female Education, Enrolled Private Preprimary (Pop 3+)	10,309	10,458	11,646	1.45	11.36
Female Education, Enrolled Private Elementary or High School (Pop 3+)	19,479	19,473	19,113	-0.03	-1.85
Female Education, Enrolled Public Schools (Pop 3+)	204,914	207,947	225,140	1.48	8.27
Female Education, Enrolled Public Preprimary (Pop 3+)	11,369	11,456	11,914	0.77	4.00
Female Education, Enrolled Public Elementary or High School (Pop 3+)	193,545	196,491	213,225	1.52	8.52

**Population by Race**

White Population, Alone	1,982,826	2,019,671	2,214,446	1.86	9.64
Black Population, Alone	143,128	145,547	154,765	1.69	6.33
Asian Population, Alone	97,075	96,956	93,658	-0.12	-3.40
American Indian and Alaska Native Population, Alone	25,169	25,394	26,637	0.89	4.89
Other Race Population, Alone	204,268	199,683	165,172	-2.24	-17.28
Two or More Races Population	91,016	92,163	97,253	1.26	5.52

**Population by Ethnicity**

Hispanic Population	571,131	584,669	679,710	2.37	16.26
White Non-Hispanic Population	1,671,216	1,682,912	1,750,753	0.70	4.03

**Population by Race As Percent of Total Population**

Percent of White Population, Alone	77.96	78.30	80.47	0.44	2.77
Percent of Black Population, Alone	5.63	5.64	5.62	0.18	-0.35
Percent of Asian Population, Alone	3.82	3.76	3.40	-1.57	-9.57
Percent of American Indian and Alaska Native Population, Alone	0.99	0.98	0.97	-1.01	-1.02
Percent of Other Race Population, Alone	8.03	7.74	6.00	-3.61	-22.48
Percent of Two or More Races Population, Alone	3.58	3.57	3.53	-0.28	-1.12

**Population by Ethnicity As Percent of Total Population**

Percent of Hispanic Population	22.45	22.67	24.70	0.98	8.95
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Percent of White Non-Hispanic Population 65.71 65.24 63.62

**Educational Attainment**

Education Attainment, Bachelor's Degree (Pop 25+)	416,199	424,134	469,133	1.91	10.61
Education Attainment, Master's Degree (Pop 25+)	159,415	162,813	182,044	2.13	11.81
Education Attainment, Professional Degree (Pop 25+)	42,861	42,710	40,068	-0.35	-6.19
Education Attainment, Doctorate Degree (Pop 25+)	19,758	20,000	21,358	1.22	6.79

**Household Income**

Household Income, Median (\$)	68,210	68,273	80,658	0.09	18.14
Household Income, Average (\$)	84,147	84,193	102,438	0.05	21.67

**Households by Income**

Households with Income Less than \$25,000	166,866	168,125	148,364	0.75	-11.75
Households with Income \$25,000 to \$49,999	204,906	205,910	182,889	0.49	-11.18
Households with Income \$50,000 to \$74,999	179,268	180,378	170,208	0.62	-5.64
Households with Income \$75,000 to \$99,999	139,021	140,168	144,340	0.83	2.98
Households with Income \$100,000 to \$124,999	101,419	102,162	116,233	0.73	13.77
Households with Income \$125,000 to \$149,999	70,848	71,366	88,221	0.73	23.62
Households with Income \$150,000 to \$199,999	68,675	69,150	95,835	0.69	38.59
Households with Income \$200,000 and Over	73,693	74,499	122,171	1.09	63.99

**Families by Age of Children and Income**

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	12,768	12,820	13,052	0.41	1.81
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	11,508	11,582	12,197	0.64	5.31
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	9,129	9,100	8,881	-0.32	-2.41
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	9,385	9,357	9,158	-0.30	-2.13
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	9,332	9,376	10,745	0.47	14.60
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	8,411	8,470	10,041	0.70	18.55
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	6,672	6,655	7,311	-0.25	9.86
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	6,859	6,843	7,540	-0.23	10.19
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	9,395	9,432	12,247	0.39	29.85
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	8,468	8,521	11,445	0.63	34.32
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	6,717	6,696	8,333	-0.31	24.45
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	6,906	6,885	8,593	-0.30	24.81
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	6,403	6,455	10,313	0.81	59.77
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	5,771	5,832	9,637	1.06	65.24
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	4,578	4,582	7,017	0.09	53.14
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	4,706	4,712	7,236	0.13	53.57
Families with one or more children aged 0-4 and Income \$350,000 and over	3,968	4,014	6,210	1.16	54.71
Families with one or more children aged 5-9 and Income \$350,000 and over	3,577	3,626	5,804	1.37	60.07
Families with one or more children aged 10-13 and Income \$350,000 and over	2,837	2,849	4,226	0.42	48.33
Families with one or more children aged 14-17 and Income \$350,000 and over	2,917	2,930	4,358	0.45	48.74

**Households by Home Value**

Housing, Owner Households Valued Less than \$250,000	348,271	346,445	334,704	-0.52	-3.39
Housing, Owner Households Valued \$250,000-\$299,999	89,660	90,656	98,980	1.11	9.18
Housing, Owner Households Valued \$300,000-\$399,999	111,968	111,832	111,982	-0.12	0.13
Housing, Owner Households Valued \$400,000-\$499,999	52,123	52,570	57,180	0.86	8.77
Housing, Owner Households Valued \$500,000-\$749,999	49,177	50,479	61,060	2.65	20.96
Housing, Owner Households Valued \$750,000-\$999,999	14,043	14,157	15,213	0.81	7.46
Housing, Owner Households Valued More than \$1,000,000	12,496	12,712	14,660	1.73	15.32

**Households by Length of Residence**

Length of Residence Less than 2 Years	113,980	119,769	163,055	5.08	36.14
Length of Residence 3 to 5 Years	170,971	179,653	244,583	5.08	36.14
Length of Residence 6 to 10 Years	440,774	436,286	407,304	-1.02	-6.64

Length of Residence More than 10 Years 278,971 276,050 253,319

**Households by Race and Income****White Households by Income**

White Households with Income Less than \$25,000	118,907	120,214	107,401	1.10	-10.66
White Households with Income \$25,000 to \$49,999	155,594	157,142	140,890	0.99	-10.34
White Households with Income \$50,000 to \$74,999	144,571	146,040	138,345	1.02	-5.27
White Households with Income \$75,000 to \$99,999	115,439	116,489	120,404	0.91	3.36
White Households with Income \$100,000 to \$124,999	87,940	88,674	98,402	0.83	10.97
White Households with Income \$125,000 to \$149,999	63,375	63,825	77,531	0.71	21.47
White Households with Income \$150,000 to \$199,999	62,144	62,588	87,272	0.71	39.44
White Households with Income \$200,000 and Over	70,012	70,534	113,455	0.75	60.85

**Black Households by Income**

Black Households with Income Less than \$25,000	18,373	18,587	18,518	1.16	-0.37
Black Households with Income \$25,000 to \$49,999	14,370	14,521	15,135	1.05	4.23
Black Households with Income \$50,000 to \$74,999	8,951	9,085	9,851	1.50	8.43
Black Households with Income \$75,000 to \$99,999	6,141	6,228	7,319	1.42	17.52
Black Households with Income \$100,000 to \$124,999	3,842	3,885	4,564	1.12	17.48
Black Households with Income \$125,000 to \$149,999	2,015	2,020	2,766	0.25	36.93
Black Households with Income \$150,000 to \$199,999	1,276	1,292	1,884	1.25	45.82
Black Households with Income \$200,000 and Over	1,239	1,272	1,776	2.66	39.62

**Asian Households by Income**

Asian Households with Income Less than \$25,000	6,618	6,479	5,267	-2.10	-18.71
Asian Households with Income \$25,000 to \$49,999	7,569	7,330	5,843	-3.16	-20.29
Asian Households with Income \$50,000 to \$74,999	6,448	6,367	5,564	-1.26	-12.61
Asian Households with Income \$75,000 to \$99,999	4,669	4,766	5,300	2.08	11.20
Asian Households with Income \$100,000 to \$124,999	2,631	2,781	4,310	5.70	54.98
Asian Households with Income \$125,000 to \$149,999	1,639	1,796	2,660	9.58	48.11
Asian Households with Income \$150,000 to \$199,999	2,345	2,361	2,470	0.68	4.62
Asian Households with Income \$200,000 and Over	633	927	3,175	46.45	242.50

**American Indian and Alaska Native Households**

American Indian and Alaska Native Households with Income Less than \$25,000	1,730	1,728	1,493	-0.12	-13.60
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	1,668	1,669	1,542	0.06	-7.61
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,516	1,521	1,592	0.33	4.67
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,446	1,458	864	0.83	-40.74
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	739	735	1,235	-0.54	68.03
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	498	497	676	-0.20	36.02
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	299	299	553	0.00	84.95
American Indian and Alaska Native Households with Income \$200,000 and Over	154	153	423	-0.65	176.47

**Other Race Households by Income**

Other Race Households with Income Less than \$25,000	15,870	15,560	10,060	-1.95	-35.35
Other Race Households with Income \$25,000 to \$49,999	18,886	18,299	12,546	-3.11	-31.44
Other Race Households with Income \$50,000 to \$74,999	12,557	12,040	9,257	-4.12	-23.11
Other Race Households with Income \$75,000 to \$99,999	7,000	6,757	5,866	-3.47	-13.19
Other Race Households with Income \$100,000 to \$124,999	3,745	3,575	3,824	-4.54	6.97
Other Race Households with Income \$125,000 to \$149,999	1,866	1,771	2,178	-5.09	22.98
Other Race Households with Income \$150,000 to \$199,999	1,147	1,115	1,571	-2.79	40.90
Other Race Households with Income \$200,000 and Over	589	566	1,076	-3.90	90.11

**Two or More Races Households by Income**

Two or More Races Households with Income Less than \$25,000	5,368	5,557	5,625	3.52	1.22
Two or More Races Households with Income \$25,000 to \$49,999	6,819	6,949	6,933	1.91	-0.23
Two or More Races Households with Income \$50,000 to \$74,999	5,225	5,325	5,599	1.91	5.15

Two or More Races Households with Income \$75,000 to \$99,999	4,326	4,470	4,587	3.33	2.62
Two or More Races Households with Income \$100,000 to \$124,999	2,522	2,512	3,898	-0.40	55.18
Two or More Races Households with Income \$125,000 to \$149,999	1,455	1,457	2,410	0.14	65.41
Two or More Races Households with Income \$150,000 to \$199,999	1,464	1,495	2,085	2.12	39.46
Two or More Races Households with Income \$200,000 and Over	1,066	1,047	2,266	-1.78	116.43

### Households by Ethnicity and Income

#### Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	47,915	47,532	45,126	-0.80	-5.06
Hispanic Households with Income \$25,000 to \$49,999	51,576	51,527	51,860	-0.10	0.65
Hispanic Households with Income \$50,000 to \$74,999	31,919	32,327	34,965	1.28	8.16
Hispanic Households with Income \$75,000 to \$99,999	18,041	18,628	22,319	3.25	19.81
Hispanic Households with Income \$100,000 to \$124,999	10,098	10,475	13,656	3.73	30.37
Hispanic Households with Income \$125,000 to \$149,999	5,116	5,477	7,416	7.06	35.40
Hispanic Households with Income \$150,000 to \$199,999	3,620	3,863	5,904	6.71	52.83
Hispanic Households with Income \$200,000 and Over	2,118	2,249	3,896	6.19	73.23

#### White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	95,413	95,881	81,711	0.49	-14.78
White Non-Hispanic Households with Income \$25,000 to \$49,999	131,097	132,167	113,445	0.82	-14.17
White Non-Hispanic Households with Income \$50,000 to \$74,999	127,798	127,817	114,173	0.01	-10.67
White Non-Hispanic Households with Income \$75,000 to \$99,999	103,900	104,275	98,909	0.36	-5.15
White Non-Hispanic Households with Income \$100,000 to \$124,999	80,689	81,492	86,662	1.00	6.34
White Non-Hispanic Households with Income \$125,000 to \$149,999	58,728	59,345	71,910	1.05	21.17
White Non-Hispanic Households with Income \$150,000 to \$199,999	58,309	58,792	83,630	0.83	42.25
White Non-Hispanic Households with Income \$200,000 and Over	66,546	66,963	108,336	0.63	61.78

#### Footnotes:

Beginning 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 1/1/2011 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:

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