



## The NAIS Demographic Center 2012 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 – 2012. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

### Key Findings

#### School Age Population

- During 2010-2012, the number of households with children *Age 0 to 17 Years* grew from 333,506 to 342,879 (2.81 percent) in the CBSA of **Denver-Aurora-Broomfield, CO**. This number is expected to increase by 6.87 percent during the next five years, totaling 366,433 in 2017.
- The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 3.02 percent, the population of children *Age 0 to 17 Years* is projected to increase by 8.14 percent from 653,646 in 2012 to 706,876 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 9.95 percent from 321,875 in 2012 to 353,900 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 6.39 percent from 331,771 in 2012 to 352,976 in 2017.

#### Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 20.09 percent from 96,039 in 2012 to 115,332 in 2017, and increase by 15.39 percent for boys in the same age group from 98,044 in 2012 to 113,134 in 2017. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Age 0 to 4 Years	90,947	83,693	-7.98	87,316	82,821	-5.15
Age 5 to 9 Years	98,044	113,134	15.39	96,039	115,332	20.09
Age 10 to 13 Years	71,284	77,116	8.18	69,177	75,775	9.54
Age 14 to 17 Years	71,496	79,033	10.54	69,343	79,972	15.33

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 20.82 percent and 20.02 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to increase by 13.22 percent from 46,798 in 2012 to 52,984 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 14.97 percent and increase 11.54 percent, respectively, during the period 2012-2017. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Nursery or Preschool	46,798	52,984	13.22	23,876	26,631	11.54	22,922	26,353	14.97
Kindergarten	38,563	46,592	20.82	19,481	23,072	18.43	19,082	23,520	23.26
Grades 1 to 4	151,781	182,162	20.02	76,674	90,205	17.65	75,107	91,957	22.43
Grades 5 to 8	139,738	160,889	15.14	70,917	81,150	14.43	68,821	79,739	15.86
Grades 9 to 12	143,620	162,639	13.24	72,908	80,839	10.88	70,712	81,800	15.68

#### Enrollment in Private Schools

- The population enrolled in private schools increased by 2.48 percent during the years 2010-2012; and is expected to increase by 9.68 percent in 2017 from 61,122 in 2012 to 67,039 in 2017. While total public school enrollment increased 6.02 percent during the years 2010-2012, it will increase by 17.16 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools increased by 2.12 percent and female preprimary enrollment by 3.42 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to increase by 8.20 percent from 10,916 in 2012 to 11,811 in 2017; while female preprimary enrollment is expected to increase by 11.51 percent from 10,481 in 2012 to 11,687 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 7.81 percent and 11.45 percent, respectively.

#### Population by Race and Ethnicity

- The African American population increased by 7.36 percent between 2010-2012; the population of Hispanics increased by 1.98 percent; the Asian population increased by 11.02 percent; the American Indian and Alaska Native population increased by 3.00 percent. The Other Race population increased by 6.14 percent; and the population of Two or More Races increased by 5.84 percent; and the White population increased by 1.99 percent during the years 2010-2012.
- While the White population represents 77.10 percent of the total population, it is expected to increase from 2,022,325 in 2012 to 2,094,309 in 2017 (3.56 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 582,460 in 2012 to 633,690 in 2017 (8.80 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 2017 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 8,527 in 2012 to 10,499 in 2017 (23.13 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		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Aged 0-4	11,931	10,913	-8.53	8,463	9,200	8.71	8,527	10,499	23.13	5,093	7,781	52.78	3,859	5,987	55.14
Aged 5-9	12,990	14,974	15.27	9,214	12,622	36.99	9,284	14,405	55.16	5,545	10,676	92.53	4,201	8,214	95.52
Aged 10-13	9,401	10,021	6.60	6,668	8,447	26.68	6,719	9,640	43.47	4,013	7,145	78.05	3,041	5,497	80.76

Aged 14-17	9,426	10,421	10,56	6,686	8,785	31,39	6,737	10,025	48,81	4,024	7,430	84,64	3,049	5,717	87,50
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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 2012 and 2017, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 67.88 percent, from 2,036 in 2012 to 3,418 in 2017.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	4,104	5,075	23.66	2,164	4,943	128.42	712	1,233	73.17	4,105	5,344	30.18	2,776	3,325	-19.00
Income \$125,000 to \$149,999	2,176	2,893	32.95	1,880	2,353	25.16	528	676	28.03	2,036	3,418	67.88	2,058	3,100	50.63
Income \$150,000 to \$199,999	1,662	2,218	33.45	2,032	3,158	55.41	314	554	76.43	1,543	2,502	62.15	1,672	2,850	70.45
Income \$200,000 and Over	1,251	1,683	34.53	481	2,460	411.43	147	438	197.96	772	1,803	133.55	1,837	3,162	72.13

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 decrease from 3,835 in 2012 to 3,317 in 2017 (-13.51 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	11,442	11,256	-1.54
Income \$125,000 to \$149,999	7,179	6,662	-7.20
Income \$150,000 to \$199,999	5,610	5,228	-6.81
Income \$200,000 and Over	3,835	3,317	-13.51

13. The number of *Households by Home Value* also shifted between 2010 and 2012. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 2.32 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 53,518 in 2012 to 57,210 in 2017 (6.90 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	324,327	322,105	311,288	-0.69	-3.36
\$250,000-\$299,999	87,619	89,650	94,197	2.32	5.07
\$300,000-\$399,999	106,162	106,069	104,110	-0.09	-1.85
\$400,000-\$499,999	51,974	53,518	57,210	2.97	6.90
\$500,000-\$749,999	50,615	53,583	61,725	5.86	15.20
\$750,000-\$999,999	13,181	13,086	12,607	-0.72	-3.66
More than \$1,000,000	12,652	13,312	15,173	5.22	13.98

#### 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 4.66 percent, from 425,729 in 2010 to 445,584 in 2012. This number is expected to increase by 10.56 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 229,312 in 2010 to 241,899 in 2012 (5.49 percent), and it is forecasted this population will increase an additional 14.08 percent by the year 2017.

## 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](#), 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](#) 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](#).
  - ✓ [Admission and Marketing Tools](#) (brochures, ad templates, video clips, etc).
  - ✓ [Communications Handbook](#) (Independent School Advocacy Initiative).
  - ✓ [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, 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, Financially Sustainable Schools – Leadership Series: No. 12](#)
  - ✓ [Enrollment and Marketing Considerations in a Tight Financial Market](#)

<sup>[1]</sup> 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/Series/Pages/NAIS-2006-Non-Tuition-Revenue-Study.aspx>.

<sup>[2]</sup> 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 - 2012

CBSA Name: Denver-Aurora-Broomfield, CO

CBSA Code: 19740

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

State Name: Colorado

Dominant Profile: APT20

Description	2010	2012	2017 (2010-2012)	% Growth	% Growth Forecast
<b>Total Population and Households</b>					
Population	2,543,482	2,622,835	2,813,303	3.12	7.26
Households	1,004,696	1,034,728	1,111,011	2.99	7.37
<b>Households with School Age Population</b>					
Households with Children Age 0 to 17 Years	333,506	342,879	366,433	2.81	6.87
Percent of Households with Children Age 0 to 17 Years	33.19	33.14	32.98	-0.15	-0.48
<b>School Age Population</b>					
Population Age 0 to 17 Years	634,459	653,646	706,876	3.02	8.14
Population Age 0 to 4 Years	180,814	178,263	166,514	-1.41	-6.59
Population Age 5 to 9 Years	182,490	194,083	228,466	6.35	17.72
Population Age 10 to 13 Years	136,018	140,461	152,891	3.27	8.85
Population Age 14 to 17 Years	135,137	140,839	159,005	4.22	12.90
<b>School Age Population by Gender</b>					
Male Population Age 0 to 17 Years	324,236	331,771	352,976	2.32	6.39
Female Population Age 0 to 17 Years	310,223	321,875	353,900	3.76	9.95
<b>Male School Age Population by Age</b>					
Male Population Age 0 to 4 Years	92,817	90,947	83,693	-2.01	-7.98
Male Population Age 5 to 9 Years	92,910	98,044	113,134	5.53	15.39
Male Population Age 10 to 13 Years	69,414	71,284	77,116	2.69	8.18
Male Population Age 14 to 17 Years	69,095	71,496	79,033	3.47	10.54
<b>Female School Age Population by Age</b>					
Female Population Age 0 to 4 Years	87,997	87,316	82,821	-0.77	-5.15
Female Population Age 5 to 9 Years	89,580	96,039	115,332	7.21	20.09
Female Population Age 10 to 13 Years	66,604	69,177	75,775	3.86	9.54
Female Population Age 14 to 17 Years	66,042	69,343	79,972	5.00	15.33
<b>Population in School</b>					
Nursery or Preschool	45,038	46,798	52,984	3.91	13.22
Kindergarten	36,306	38,563	46,592	6.22	20.82
Grades 1 to 4	141,589	151,781	182,162	7.20	20.02
Grades 5 to 8	132,868	139,738	160,889	5.17	15.14
Grades 9 to 12	137,150	143,620	162,639	4.72	13.24
<b>Population in School by Gender</b>					
Male Enrolled in School	251,621	263,856	301,897	4.86	14.42
Female Enrolled in School	241,330	256,644	303,369	6.35	18.21
<b>Male Population in School by Grade</b>					
Male Nursery or Preschool	23,119	23,876	26,631	3.27	11.54
Male Kindergarten	18,484	19,481	23,072	5.39	18.43
Male Grades 1 to 4	72,086	76,674	90,205	6.36	17.65
Male Grades 5 to 8	67,806	70,917	81,150	4.59	14.43
Male Grades 9 to 12	70,124	72,908	80,839	3.97	10.88
<b>Female Population in School by Grade</b>					
Female Nursery or Preschool	21,919	22,922	26,353	4.58	14.97
Female Kindergarten	17,822	19,082	23,520	7.07	23.26
Female Grades 1 to 4	69,503	75,107	91,957	8.06	22.43
Female Grades 5 to 8	65,062	68,821	79,739	5.78	15.86
Female Grades 9 to 12	67,026	70,712	81,800	5.50	15.68
<b>Population in School</b>					
Education, Total Enrollment (Pop 3+)	492,951	520,500	605,266	5.59	16.29
Education, Not Enrolled in School (Pop 3+)	1,773,263	1,814,841	1,889,529	2.34	4.12
<b>Population in Public vs Private School</b>					
Education, Enrolled Private Schools (Pop 3+)	59,643	61,122	67,039	2.48	9.68
Education, Enrolled Private Preprimary (Pop 3+)	20,823	21,397	23,498	2.76	9.82
Education, Enrolled Private Elementary or High School (Pop 3+)	38,820	39,725	43,541	2.33	9.61
Education, Enrolled Public Schools (Pop 3+)	433,308	459,378	538,227	6.02	17.16
Education, Enrolled Public Preprimary (Pop 3+)	24,215	25,401	29,486	4.90	16.08
Education, Enrolled Public Elementary or High School (Pop 3+)	409,093	433,977	508,741	6.08	17.23
<b>Population in Public vs Private School by Gender</b>					
<b>Male Population in Public vs Private School</b>					
Male Education, Enrolled Private Schools (Pop 3+)	30,492	31,040	33,504	1.80	7.94
Male Education, Enrolled Private Preprimary (Pop 3+)	10,689	10,916	11,811	2.12	8.20
Male Education, Enrolled Private Elementary or High School (Pop 3+)	19,802	20,123	21,694	1.62	7.81
Male Education, Enrolled Public Schools (Pop 3+)	221,129	232,816	268,392	5.29	15.28
Male Education, Enrolled Public Preprimary (Pop 3+)	12,430	12,959	14,820	4.26	14.36
Male Education, Enrolled Public Elementary or High School (Pop 3+)	208,699	219,857	253,572	5.35	15.33
<b>Female Population in Public vs Private School</b>					
Female Education, Enrolled Private Schools (Pop 3+)	29,151	30,082	33,535	3.19	11.48
Female Education, Enrolled Private Preprimary (Pop 3+)	10,134	10,481	11,687	3.42	11.51
Female Education, Enrolled Private Elementary or High School (Pop 3+)	19,018	19,602	21,847	3.07	11.45
Female Education, Enrolled Public Schools (Pop 3+)	212,179	226,562	269,835	6.78	19.10
Female Education, Enrolled Public Preprimary (Pop 3+)	11,785	12,442	14,666	5.57	17.87
Female Education, Enrolled Public Elementary or High School (Pop 3+)	200,394	214,120	255,169	6.85	19.17
<b>Population by Race</b>					
White Population, Alone	1,982,826	2,022,325	2,094,309	1.99	3.56
Black Population, Alone	143,128	153,669	181,644	7.36	18.20
Asian Population, Alone	97,075	107,773	142,786	11.02	32.49

American Indian and Alaska Native Population, Alone	25,169	25,923	29,111	3.00	12.30
Other Race Population, Alone	204,268	216,817	252,332	6.14	16.38
Two or More Races Population	91,016	96,328	113,121	5.84	17.43

**Population by Ethnicity**

Hispanic Population	571,131	582,460	633,690	1.98	8.80
White Non-Hispanic Population	1,673,709	1,694,713	1,718,164	1.25	1.38

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

Percent of White Population, Alone	77.96	77.10	74.44	-1.10	-3.45
Percent of Black Population, Alone	5.63	5.86	6.46	4.09	10.24
Percent of Asian Population, Alone	3.82	4.11	5.08	7.59	23.60
Percent of American Indian and Alaska Native Population, Alone	0.99	0.99	1.03	0.00	4.04
Percent of Other Race Population, Alone	8.03	8.27	8.97	2.99	8.46
Percent of Two or More Races Population, Alone	3.58	3.67	4.02	2.51	9.54

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

Percent of Hispanic Population	22.45	22.21	22.52	-1.07	1.40
Percent of White Non-Hispanic Population	65.80	64.61	61.07	-1.81	-5.48

**Educational Attainment**

Education Attainment, Bachelor's Degree (Pop 25+)	425,729	445,584	492,646	4.66	10.56
Education Attainment, Master's Degree (Pop 25+)	167,762	178,426	207,171	6.36	16.11
Education Attainment, Professional Degree (Pop 25+)	41,590	42,766	45,713	2.83	6.89
Education Attainment, Doctorate Degree (Pop 25+)	19,960	20,707	23,065	3.74	11.39

**Household Income**

Household Income, Median (\$)	65,914	66,475	81,072	0.85	21.96
Household Income, Average (\$)	85,527	86,292	108,519	0.89	25.76

**Households by Income**

Households with Income Less than \$25,000	176,222	180,255	157,552	2.29	-12.59
Households with Income \$25,000 to \$49,999	211,473	215,510	188,869	1.91	-12.36
Households with Income \$50,000 to \$74,999	180,112	184,516	173,158	2.45	-6.16
Households with Income \$75,000 to \$99,999	136,776	140,600	147,910	2.80	5.20
Households with Income \$100,000 to \$124,999	99,941	103,351	119,440	3.41	15.57
Households with Income \$125,000 to \$149,999	67,674	70,394	93,594	4.02	32.96
Households with Income \$150,000 to \$199,999	65,791	69,087	101,564	5.01	47.01
Households with Income \$200,000 and Over	66,707	71,015	128,924	6.46	81.54

**Families by Age of Children and Income**

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	12,055	11,931	10,913	-1.03	-8.53
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	12,167	12,990	14,974	6.76	15.27
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	9,068	9,401	10,021	3.67	6.60
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	9,010	9,426	10,421	4.62	10.56
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	8,491	8,463	9,200	-0.33	8.71
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	8,570	9,214	12,622	7.51	36.99
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	6,388	6,668	8,447	4.38	26.68
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	6,346	6,686	8,785	5.36	31.39
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	8,504	8,527	10,499	0.27	23.13
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	8,583	9,284	14,405	8.17	55.16
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	6,397	6,719	9,640	5.03	43.47
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	6,356	6,737	10,025	5.99	48.81
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	5,010	5,093	7,781	1.66	52.78
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	5,056	5,545	10,676	9.67	92.53
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	3,769	4,013	7,145	6.47	78.05
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	3,744	4,024	7,430	7.48	84.64
Families with one or more children aged 0-4 and Income \$350,000 and over	3,772	3,859	5,987	2.31	55.14
Families with one or more children aged 5-9 and Income \$350,000 and over	3,807	4,201	8,214	10.35	95.52
Families with one or more children aged 10-13 and Income \$350,000 and over	2,838	3,041	5,497	7.15	80.76
Families with one or more children aged 14-17 and Income \$350,000 and over	2,819	3,049	5,717	8.16	87.50

**Households by Home Value**

Housing, Owner Households Valued Less than \$250,000	324,327	322,105	311,288	-0.69	-3.36
Housing, Owner Households Valued \$250,000-\$299,999	87,619	89,650	94,197	2.32	5.07
Housing, Owner Households Valued \$300,000-\$399,999	106,162	106,069	104,110	-0.09	-1.85
Housing, Owner Households Valued \$400,000-\$499,999	51,974	53,518	57,210	2.97	6.90
Housing, Owner Households Valued \$500,000-\$749,999	50,615	53,583	61,725	5.86	15.20
Housing, Owner Households Valued \$750,000-\$999,999	13,181	13,086	12,607	-0.72	-3.66
Housing, Owner Households Valued More than \$1,000,000	12,652	13,312	15,173	5.22	13.98

**Households by Length of Residence**

Length of Residence Less than 2 Years	152,884	170,345	221,457	11.42	30.00
Length of Residence 3 to 5 Years	229,326	255,517	332,186	11.42	30.01
Length of Residence 6 to 10 Years	374,848	368,365	344,113	-1.73	-6.58
Length of Residence More than 10 Years	247,638	240,501	213,254	-2.88	-11.33

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

White Households with Income Less than \$25,000	128,616	130,413	105,084	1.40	-19.42
White Households with Income \$25,000 to \$49,999	165,780	168,010	138,765	1.35	-17.41
White Households with Income \$50,000 to \$74,999	149,173	151,795	136,058	1.76	-10.37
White Households with Income \$75,000 to \$99,999	115,558	118,201	121,075	2.29	2.43
White Households with Income \$100,000 to \$124,999	87,259	89,490	99,520	2.56	11.21
White Households with Income \$125,000 to \$149,999	59,752	61,716	81,154	3.29	31.50
White Households with Income \$150,000 to \$199,999	59,524	61,864	90,282	3.93	45.94
White Households with Income \$200,000 and Over	63,170	66,527	119,378	5.31	79.44

**Black Households by Income**

Black Households with Income Less than \$25,000	19,200	20,147	24,395	4.93	21.09
Black Households with Income \$25,000 to \$49,999	14,508	15,511	19,052	6.91	22.83
Black Households with Income \$50,000 to \$74,999	8,560	9,418	11,606	10.02	23.23
Black Households with Income \$75,000 to \$99,999	6,006	6,565	7,856	9.31	19.66
Black Households with Income \$100,000 to \$124,999	3,580	4,104	5,075	14.64	23.66
Black Households with Income \$125,000 to \$149,999	1,748	2,176	2,893	24.49	32.95
Black Households with Income \$150,000 to \$199,999	1,420	1,662	2,218	17.04	33.45

Black Households with Income \$200,000 and Over	1,003	1,251	1,683	24.73	34.53
<b>Asian Households by Income</b>					
Asian Households with Income Less than \$25,000	7,409	7,964	8,395	7.49	5.41
Asian Households with Income \$25,000 to \$49,999	8,342	8,747	9,584	4.85	9.57
Asian Households with Income \$50,000 to \$74,999	6,038	6,650	8,020	10.14	20.60
Asian Households with Income \$75,000 to \$99,999	4,087	4,599	6,452	12.53	40.29
Asian Households with Income \$100,000 to \$124,999	1,756	2,164	4,943	23.23	128.42
Asian Households with Income \$125,000 to \$149,999	1,746	1,880	2,353	7.67	25.16
Asian Households with Income \$150,000 to \$199,999	1,717	2,032	3,158	18.35	55.41
Asian Households with Income \$200,000 and Over	225	481	2,460	113.78	411.43
<b>American Indian and Alaska Native Households</b>					
American Indian and Alaska Native Households with Income Less than \$25,000	2,006	2,002	1,484	-0.20	-25.87
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	1,925	1,904	1,304	-1.09	-31.51
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,645	1,645	1,352	0.00	-17.81
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,437	1,403	1,196	-2.37	-14.75
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	706	712	1,233	0.85	73.17
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	527	528	676	0.19	28.03
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	315	314	554	-0.32	76.43
American Indian and Alaska Native Households with Income \$200,000 and Over	148	147	438	-0.68	197.96
<b>Other Race Households by Income</b>					
Other Race Households with Income Less than \$25,000	14,532	15,244	13,528	4.90	-11.26
Other Race Households with Income \$25,000 to \$49,999	16,220	16,703	15,461	2.98	-7.44
Other Race Households with Income \$50,000 to \$74,999	10,801	11,056	11,663	2.36	5.49
Other Race Households with Income \$75,000 to \$99,999	6,567	6,652	7,767	1.29	16.76
Other Race Households with Income \$100,000 to \$124,999	4,064	4,105	5,344	1.01	30.18
Other Race Households with Income \$125,000 to \$149,999	2,106	2,036	3,418	-3.32	67.88
Other Race Households with Income \$150,000 to \$199,999	1,567	1,543	2,502	-1.53	62.15
Other Race Households with Income \$200,000 and Over	776	772	1,803	-0.52	133.55
<b>Two or More Races Households by Income</b>					
Two or More Races Households with Income Less than \$25,000	4,459	4,485	4,666	0.58	4.04
Two or More Races Households with Income \$25,000 to \$49,999	4,698	4,635	4,703	-1.34	1.47
Two or More Races Households with Income \$50,000 to \$74,999	3,895	3,952	4,459	1.46	12.83
Two or More Races Households with Income \$75,000 to \$99,999	3,121	3,180	3,564	1.89	12.08
Two or More Races Households with Income \$100,000 to \$124,999	2,576	2,776	3,325	7.76	19.78
Two or More Races Households with Income \$125,000 to \$149,999	1,795	2,058	3,100	14.65	50.63
Two or More Races Households with Income \$150,000 to \$199,999	1,248	1,672	2,850	33.97	70.45
Two or More Races Households with Income \$200,000 and Over	1,385	1,837	3,162	32.64	72.13
<b>Households by Ethnicity and Income</b>					
<b>Hispanic Households by Income</b>					
Hispanic Households with Income Less than \$25,000	46,706	40,437	43,124	-13.42	6.64
Hispanic Households with Income \$25,000 to \$49,999	46,582	43,510	46,599	-6.59	7.10
Hispanic Households with Income \$50,000 to \$74,999	29,672	29,653	31,227	-0.06	5.31
Hispanic Households with Income \$75,000 to \$99,999	16,410	19,231	18,979	17.19	-1.31
Hispanic Households with Income \$100,000 to \$124,999	9,585	11,442	11,266	19.37	-1.54
Hispanic Households with Income \$125,000 to \$149,999	4,950	7,179	6,662	45.03	-7.20
Hispanic Households with Income \$150,000 to \$199,999	3,958	5,610	5,228	41.74	-6.81
Hispanic Households with Income \$200,000 and Over	2,220	3,835	3,317	72.75	-13.51
<b>White Non-Hispanic Households by Income</b>					
White Non-Hispanic Households with Income Less than \$25,000	105,088	102,132	78,594	-2.81	-23.05
White Non-Hispanic Households with Income \$25,000 to \$49,999	144,089	139,916	107,768	-2.90	-22.98
White Non-Hispanic Households with Income \$50,000 to \$74,999	134,742	132,175	112,629	-1.91	-14.79
White Non-Hispanic Households with Income \$75,000 to \$99,999	106,519	105,988	103,831	-0.50	-2.04
White Non-Hispanic Households with Income \$100,000 to \$124,999	80,963	81,525	88,046	0.69	8.00
White Non-Hispanic Households with Income \$125,000 to \$149,999	54,961	56,748	73,692	3.25	29.86
White Non-Hispanic Households with Income \$150,000 to \$199,999	55,392	57,904	83,270	4.53	43.81
White Non-Hispanic Households with Income \$200,000 and Over	58,303	63,265	113,441	8.51	79.31

**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. Consumer Expenditure data are derived from the Bureau of Labor Statistics.

All estimates are as of 1/1/2012 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+)