![NAIS logo] National Association of Independent Schools

# The NAIS Demographic Center
## 2013 Local Area Reports

### CBSA : Denver-Aurora-Lakewood, 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 – 2013. For specific demographic reports for your geographic region, please visit the NAIS Demographic Center .*

## Key Findings

### School Age Population

1. During 2010-2013, the number of households with children *Age 0 to 17 Years* grew from 333,506 to 341,418 (2.37 percent) in the CBSA of **Denver-Aurora-Lakewood, CO**. This number is expected to increase by 0.27 percent during the next five years, totaling 342,336 in 2018.

2. The *School Age Population* group is expected to increase in 2018. Compared to the 2010-2013 increase of 3.46 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.84 percent from 656,423 in 2013 to 675,071 in 2018.

3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 2.65 percent from 320,231 in 2013 to 328,728 in 2018, while the *Male Population Age 0 to 17 Years* group will increase by 3.02 percent from 336,192 in 2013 to 346,343 in 2018.

### Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 4.89 percent from 93,820 in 2013 to 98,407 in 2018, and increase by 2.44 percent for boys in the same age group from 96,865 in 2013 to 99,228 in 2018. The numbers for all groups are shown in the table below.

|  | MALE SCHOOL AGE POPULATION BY AGE | | | FEMALE SCHOOL AGE POPULATION BY AGE | | |
|---|---|---|---|---|---|---|
|  | 2013 | 2018 | % Growth (2013-2018) | 2013 | 2018 | % Growth (2013-2018) |
| Age 0 to 4 Years | 95,603 | 96,639 | 1.08 | 90,315 | 91,221 | 1.00 |
| Age 5 to 9 Years | 96,865 | 99,228 | 2.44 | 93,820 | 98,407 | 4.89 |
| Age 10 to 13 Years | 73,103 | 78,585 | 7.50 | 68,980 | 71,530 | 3.70 |
| Age 14 to 17 Years | 70,621 | 71,891 | 1.80 | 67,116 | 67,570 | 0.68 |

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 4.05 percent and 10.60 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 6.69 percent from 46,964 in 2013 to 50,108 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 6.65 percent and increase 6.74 percent, respectively, during the period 2013-2018. The numbers for all groups are shown in the table below.

|  | POPULATION IN SCHOOL | | | MALE POPULATION IN SCHOOL | | | FEMALE POPULATION IN SCHOOL | | |
|---|---|---|---|---|---|---|---|---|---|
|  | 2013 | 2018 | % Growth (2013-2018) | 2013 | 2018 | % Growth (2013-2018) | 2013 | 2018 | % Growth (2013-2018) |
| Nursery or Preschool | 46,964 | 50,108 | 6.69 | 24,150 | 25,777 | 6.74 | 22,814 | 24,331 | 6.65 |
| Kindergarten | 35,690 | 37,137 | 4.05 | 18,130 | 18,646 | 2.85 | 17,560 | 18,491 | 5.30 |
| Grades 1 to 4 | 148,017 | 163,712 | 10.60 | 75,190 | 82,196 | 9.32 | 72,827 | 81,516 | 11.93 |
| Grades 5 to 8 | 133,738 | 137,427 | 2.76 | 68,810 | 71,943 | 4.55 | 64,928 | 65,484 | 0.86 |
| Grades 9 to 12 | 140,176 | 146,593 | 4.58 | 71,871 | 75,568 | 5.14 | 68,305 | 71,025 | 3.98 |

### Enrollment in Private Schools

6. The population enrolled in private schools increased by 0.01 percent during the years 2010-2013; and is expected to increase by 0.17 percent in 2018 from 57,892 in 2013 to 57,992 in 2018. While total public school enrollment increased 5.06 percent during the years 2010-2013, it will increase by 6.78 percent between 2013 and 2018.

7. During 2010-2013, male preprimary enrollment in private schools increased by 2.88 percent and female preprimary enrollment by 2.50 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to increase by 4.84 percent from 11,013 in 2013 to 11,546 in 2018; while female preprimary enrollment is expected to increase by 4.75 percent from 10,404 in 2013 to 10,898 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -2.42 percent and -2.67 percent, respectively.

### Population by Race and Ethnicity

8. The African American population increased by 9.50 percent between 2010-2013; the population of Hispanics increased by 8.69 percent; the Asian population increased by 8.09 percent; the American Indian and Alaska Native population increased by 8.99 percent. The Other Race population decreased by -7.59 percent; and the population of Two or More Races increased by 19.79 percent; and the White population increased by 4.49 percent during the years 2010-2013.

9. While the White population represents 77.93 percent of the total population, it is expected to increase from 2,071,941 in 2013 to 2,163,131 in 2018 (4.40 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 620,775 in 2013 to 716,214 in 2018 (15.37 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 2018 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 9,299 in 2013 to 12,054 in 2018 (29.63 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 | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 2013 | 2018 | % Growth (2013-2018) | 2013 | 2018 | % Growth (2013-2018) | 2013 | 2018 | % Growth (2013-2018) | 2013 | 2018 | % Growth (2013-2018) | 2013 | 2018 | % Growth (2013-2018) |
| Aged 0-4 | 12,388 | 12,325 | -0.51 | 8,680 | 11,065 | 27.48 | 9,299 | 12,054 | 29.63 | 5,434 | 9,684 | 78.21 | 4,160 | 7,365 | 77.04 |
| Aged 5-9 | 12,705 | 12,966 | 2.05 | 8,903 | 11,640 | 30.74 | 9,538 | 12,682 | 32.96 | 5,573 | 10,188 | 82.81 | 4,267 | 7,749 | 81.60 |
| Aged 10-13 | 9,467 | 9,849 | 4.04 | 6,634 | 8,842 | 33.28 | 7,107 | 9,632 | 35.53 | 4,152 | 7,739 | 86.39 | 3,179 | 5,885 | 85.12 |

| Aged 14-17 | 9,178 | 9,150 | -0.31 | 6,431 | 8,214 | 27.73 | 6,889 | 8,949 | 29.90 | 4,025 | 7,189 | 78.61 | 3,082 | 5,468 | 77.42 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

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 2013 and 2018, as shown in the table below. In particular, *the Other Race Households with Income $125,000 and $149,999* are projected to increase by 24.90 percent, from 2,321 in 2013 to 2,899 in 2018.

|  | BLACK HOUSEHOLDS | | | ASIAN HOUSEHOLDS | | | AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS | | | OTHER RACE HOUSEHOLDS | | | TWO OR MORE RACES HOUSEHOLDS | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 2013 | 2018 | %Growth (2013-2018) | 2013 | 2018 | %Growth (2013-2018) | 2013 | 2018 | %Growth (2013-2018) | 2013 | 2018 | %Growth (2013-2018) | 2013 | 2018 | %Growth (2013-2018) |
| Income $100,000 to $124,999 | 4,109 | 5,626 | 36.92 | 2,535 | 5,355 | 111.24 | 933 | 1,527 | 63.67 | 4,111 | 4,423 | 7.59 | 3,423 | 5,888 | 43.23 |
| Income $125,000 to $149,999 | 2,715 | 3,261 | 20.11 | 1,973 | 2,609 | 32.24 | 212 | 822 | 287.74 | 2,321 | 2,899 | 24.90 | 2,781 | 4,649 | 67.17 |
| Income $150,000 to $199,999 | 2,307 | 2,724 | 18.08 | 2,390 | 2,481 | 3.81 | 708 | 858 | 21.19 | 1,738 | 2,296 | 32.11 | 2,431 | 3,374 | 38.79 |
| Income $200,000 and Over | 1,623 | 2,297 | 41.53 | 1,031 | 2,755 | 167.22 | 183 | 732 | 300.00 | 1,168 | 1,865 | 59.67 | 3,136 | 5,168 | 64.80 |

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 5,098 in 2013 to 5,538 in 2018 (8.63 percent).

| HISPANIC HOUSEHOLDS | | | |
|---|---|---|---|
|  | 2013 | 2018 | %Growth (2013-2018) |
| Income $100,000 to $124,999 | 13,309 | 14,370 | 7.97 |
| Income $125,000 to $149,999 | 9,185 | 9,369 | 2.00 |
| Income $150,000 to $199,999 | 6,327 | 6,959 | 9.99 |
| Income $200,000 and Over | 5,098 | 5,538 | 8.63 |

13. The number of *Households by Home Value* also shifted between 2010 and 2013. In particular, the number of households with homes valued between $250,000 and $299,999 increased by 6.33 percent during this period. The number of households with homes valued between $400,000 and $499,999 is expected to increased from 54,332 in 2013 to 57,469 in 2018 (5.77 percent).

| HOUSEHOLDS BY HOME VALUE | | | | | |
|---|---|---|---|---|---|
|  | 2010 | 2013 | 2018 | %Growth (2010-2013) | %Growth (2013-2018) |
| Less than $250,000 | 328,657 | 328,394 | 315,429 | -0.08 | -3.95 |
| $250,000-$299,999 | 87,540 | 93,085 | 100,314 | 6.33 | 7.77 |
| $300,000-$399,999 | 105,883 | 108,713 | 108,950 | 2.67 | 0.22 |
| $400,000-$499,999 | 51,455 | 54,332 | 57,469 | 5.59 | 5.77 |
| $500,000-$749,999 | 47,424 | 47,709 | 46,019 | 0.60 | -3.54 |
| $750,000-$999,999 | 13,705 | 14,251 | 14,687 | 3.98 | 3.06 |
| More than $1,000,000 | 11,866 | 11,735 | 10,953 | -1.10 | -6.66 |

**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-Lakewood, CO** increased 8.32 percent, from 427,276 in 2010 to 462,828 in 2013. This number is expected to increase by 11.60 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 227,983 in 2010 to 242,654 in 2013 (6.44 percent), and it is forecasted this population will increase an additional 8.75 percent by the year 2018.

08/19/2013

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Denver-Aurora-Lakewood, 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)?[1]

- 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 [2] 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*, 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* (Indpendent School Advocacy Initiative).
   - √ *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, 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*

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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/Series/Pages/NAIS-2006-Non-Tuition-Revenue-Study.aspx..

[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 - 2013

**CBSA Name: Denver-Aurora-Lakewood, CO**

**CBSA Code: 19740**

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

**State Name: Colorado**

**Dominant Profile: Apartments (20 or more units)**

| Description | 2010 | 2013 | 2018 | % Growth (2010-2013) | % Growth Forecast (2013-2018) |
|---|---|---|---|---|---|
| **Total Population and Households** | | | | | |
| Population | 2,543,482 | 2,658,807 | 2,792,462 | 4.53 | 5.03 |
| Households | 1,004,696 | 1,049,440 | 1,092,883 | 4.45 | 4.14 |
| **Households with School Age Population** | | | | | |
| Households with Children Age 0 to 17 Years | 333,506 | 341,418 | 342,336 | 2.37 | 0.27 |
| Percent of Households with Children Age 0 to 17 Years | 33.19 | 32.53 | 31.32 | -1.99 | -3.72 |
| | | | | | |
| **School Age Population** | | | | | |
| Population Age 0 to 17 Years | 634,459 | 656,423 | 675,071 | 3.46 | 2.84 |
| Population Age 0 to 4 Years | 180,814 | 185,918 | 187,860 | 2.82 | 1.04 |
| Population Age 5 to 9 Years | 182,490 | 190,685 | 197,635 | 4.49 | 3.64 |
| Population Age 10 to 13 Years | 136,018 | 142,083 | 150,115 | 4.46 | 5.65 |
| Population Age 14 to 17 Years | 135,137 | 137,737 | 139,461 | 1.92 | 1.25 |
| | | | | | |
| **School Age Population by Gender** | | | | | |
| Male Population Age 0 to 17 Years | 324,236 | 336,192 | 346,343 | 3.69 | 3.02 |
| Female Population Age 0 to 17 Years | 310,223 | 320,231 | 328,728 | 3.23 | 2.65 |
| **Male School Age Population by Age** | | | | | |
| Male Population Age 0 to 4 Years | 92,817 | 95,603 | 96,639 | 3.00 | 1.08 |
| Male Population Age 5 to 9 Years | 92,910 | 96,865 | 99,228 | 4.26 | 2.44 |
| Male Population Age 10 to 13 Years | 69,414 | 73,103 | 78,585 | 5.31 | 7.50 |
| Male Population Age 14 to 17 Years | 69,095 | 70,621 | 71,891 | 2.21 | 1.80 |
| **Female School Age Population by Age** | | | | | |
| Female Population Age 0 to 4 Years | 87,997 | 90,315 | 91,221 | 2.63 | 1.00 |
| Female Population Age 5 to 9 Years | 89,580 | 93,820 | 98,407 | 4.73 | 4.89 |
| Female Population Age 10 to 13 Years | 66,604 | 68,980 | 71,530 | 3.57 | 3.70 |
| Female Population Age 14 to 17 Years | 66,042 | 67,116 | 67,570 | 1.63 | 0.68 |
| | | | | | |
| **Population in School** | | | | | |
| Nursery or Preschool | 45,072 | 46,964 | 50,108 | 4.20 | 6.69 |
| Kindergarten | 34,780 | 35,690 | 37,137 | 2.62 | 4.05 |
| Grades 1 to 4 | 138,281 | 148,017 | 163,712 | 7.04 | 10.60 |
| Grades 5 to 8 | 130,029 | 133,738 | 137,427 | 2.85 | 2.76 |
| Grades 9 to 12 | 134,905 | 140,176 | 146,593 | 3.91 | 4.58 |
| | | | | | |
| **Population in School by Gender** | | | | | |
| Male Enrolled in School | 246,580 | 258,151 | 274,129 | 4.69 | 6.19 |
| Female Enrolled in School | 236,487 | 246,434 | 260,848 | 4.21 | 5.85 |
| **Male Population in School by Grade** | | | | | |
| Male Nursery or Preschool | 23,137 | 24,150 | 25,777 | 4.38 | 6.74 |
| Male Kindergarten | 17,707 | 18,130 | 18,646 | 2.39 | 2.85 |
| Male Grades 1 to 4 | 70,402 | 75,190 | 82,196 | 6.80 | 9.32 |
| Male Grades 5 to 8 | 66,357 | 68,810 | 71,943 | 3.70 | 4.55 |
| Male Grades 9 to 12 | 68,977 | 71,871 | 75,568 | 4.20 | 5.14 |
| **Female Population in School by Grade** | | | | | |
| Female Nursery or Preschool | 21,935 | 22,814 | 24,331 | 4.01 | 6.65 |
| Female Kindergarten | 17,073 | 17,560 | 18,491 | 2.85 | 5.30 |
| Female Grades 1 to 4 | 67,879 | 72,827 | 81,516 | 7.29 | 11.93 |
| Female Grades 5 to 8 | 63,672 | 64,928 | 65,484 | 1.97 | 0.86 |
| Female Grades 9 to 12 | 65,928 | 68,305 | 71,025 | 3.61 | 3.98 |
| | | | | | |
| **Population in School** | | | | | |
| Education, Total Enrollment (Pop 3+) | 483,067 | 504,585 | 534,977 | 4.45 | 6.02 |
| Education, Not Enrolled in School (Pop 3+) | 1,779,476 | 1,854,427 | 1,928,326 | 4.21 | 3.99 |
| | | | | | |
| **Population in Public vs Private School** | | | | | |
| Education, Enrolled Private Schools (Pop 3+) | 57,884 | 57,892 | 57,992 | 0.01 | 0.17 |
| Education, Enrolled Private Preprimary (Pop 3+) | 20,855 | 21,417 | 22,444 | 2.69 | 4.80 |
| Education, Enrolled Private Elementary or High School (Pop 3+) | 37,029 | 36,475 | 35,548 | -1.50 | -2.54 |
| Education, Enrolled Public Schools (Pop 3+) | 425,183 | 446,693 | 476,985 | 5.06 | 6.78 |

| | | | | | |
|---|--:|--:|--:|--:|--:|
| **Education, Enrolled Public Preprimary (Pop 3+)** | 24,217 | 25,547 | 27,664 | 5.49 | 8.29 |
| **Education, Enrolled Public Elementary or High School (Pop 3+)** | 400,966 | 421,146 | 449,321 | 5.03 | 6.69 |

### Population in Public vs Private School by Gender

#### Male Population in Public vs Private School

| | | | | | |
|---|--:|--:|--:|--:|--:|
| **Male Education, Enrolled Private Schools (Pop 3+)** | 29,593 | 29,657 | 29,739 | 0.22 | 0.28 |
| **Male Education, Enrolled Private Preprimary (Pop 3+)** | 10,705 | 11,013 | 11,546 | 2.88 | 4.84 |
| **Male Education, Enrolled Private Elementary or High School (Pop 3+)** | 18,888 | 18,644 | 18,193 | -1.29 | -2.42 |
| **Male Education, Enrolled Public Schools (Pop 3+)** | 216,987 | 228,494 | 244,390 | 5.30 | 6.96 |
| **Male Education, Enrolled Public Preprimary (Pop 3+)** | 12,431 | 13,137 | 14,231 | 5.68 | 8.33 |
| **Male Education, Enrolled Public Elementary or High School (Pop 3+)** | 204,556 | 215,357 | 230,159 | 5.28 | 6.87 |

#### Female Population in Public vs Private School

| | | | | | |
|---|--:|--:|--:|--:|--:|
| **Female Education, Enrolled Private Schools (Pop 3+)** | 28,291 | 28,235 | 28,253 | -0.20 | 0.06 |
| **Female Education, Enrolled Private Preprimary (Pop 3+)** | 10,150 | 10,404 | 10,898 | 2.50 | 4.75 |
| **Female Education, Enrolled Private Elementary or High School (Pop 3+)** | 18,141 | 17,831 | 17,355 | -1.71 | -2.67 |
| **Female Education, Enrolled Public Schools (Pop 3+)** | 208,196 | 218,199 | 232,595 | 4.80 | 6.60 |
| **Female Education, Enrolled Public Preprimary (Pop 3+)** | 11,786 | 12,410 | 13,433 | 5.29 | 8.24 |
| **Female Education, Enrolled Public Elementary or High School (Pop 3+)** | 196,410 | 205,789 | 219,162 | 4.78 | 6.50 |

### Population by Race

| | | | | | |
|---|--:|--:|--:|--:|--:|
| **White Population, Alone** | 1,982,826 | 2,071,941 | 2,163,131 | 4.49 | 4.40 |
| **Black Population, Alone** | 143,128 | 156,723 | 177,701 | 9.50 | 13.39 |
| **Asian Population, Alone** | 97,075 | 104,924 | 117,320 | 8.09 | 11.81 |
| **American Indian and Alaska Native Population, Alone** | 25,169 | 27,432 | 32,231 | 8.99 | 17.49 |
| **Other Race Population, Alone** | 204,268 | 188,760 | 156,927 | -7.59 | -16.86 |
| **Two or More Races Population** | 91,016 | 109,027 | 145,152 | 19.79 | 33.13 |

### Population by Ethnicity

| | | | | | |
|---|--:|--:|--:|--:|--:|
| **Hispanic Population** | 571,131 | 620,775 | 716,214 | 8.69 | 15.37 |
| **White Non-Hispanic Population** | 1,673,709 | 1,700,860 | 1,706,224 | 1.62 | 0.32 |

### Population by Race As Percent of Total Population

| | | | | | |
|---|--:|--:|--:|--:|--:|
| **Percent of White Population, Alone** | 77.96 | 77.93 | 77.46 | -0.04 | -0.60 |
| **Percent of Black Population, Alone** | 5.63 | 5.89 | 6.36 | 4.62 | 7.98 |
| **Percent of Asian Population, Alone** | 3.82 | 3.95 | 4.20 | 3.40 | 6.33 |
| **Percent of American Indian and Alaska Native Population, Alone** | 0.99 | 1.03 | 1.15 | 4.04 | 11.65 |
| **Percent of Other Race Population, Alone** | 8.03 | 7.10 | 5.62 | -11.58 | -20.85 |
| **Percent of Two or More Races Population, Alone** | 3.58 | 4.10 | 5.20 | 14.53 | 26.83 |

### Population by Ethnicity As Percent of Total Population

| | | | | | |
|---|--:|--:|--:|--:|--:|
| **Percent of Hispanic Population** | 22.45 | 23.35 | 25.65 | 4.01 | 9.85 |
| **Percent of White Non-Hispanic Population** | 65.80 | 63.97 | 61.10 | -2.78 | -4.49 |

### Educational Attainment

| | | | | | |
|---|--:|--:|--:|--:|--:|
| **Education Attainment, Bachelor's Degree (Pop 25+)** | 427,276 | 462,828 | 516,502 | 8.32 | 11.60 |
| **Education Attainment, Master's Degree (Pop 25+)** | 165,367 | 176,807 | 193,795 | 6.92 | 9.61 |
| **Education Attainment, Professional Degree (Pop 25+)** | 41,672 | 43,225 | 44,797 | 3.73 | 3.64 |
| **Education Attainment, Doctorate Degree (Pop 25+)** | 20,944 | 22,622 | 25,306 | 8.01 | 11.86 |

### Household Income

| | | | | | |
|---|--:|--:|--:|--:|--:|
| **Household Income, Median ($)** | 65,294 | 67,481 | 86,539 | 3.35 | 28.24 |
| **Household Income, Average ($)** | 86,997 | 88,712 | 114,829 | 1.97 | 29.44 |

### Households by Income

| | | | | | |
|---|--:|--:|--:|--:|--:|
| **Households with Income Less than $25,000** | 177,489 | 177,986 | 139,832 | 0.28 | -21.44 |
| **Households with Income $25,000 to $49,999** | 213,411 | 215,942 | 173,364 | 1.19 | -19.72 |
| **Households with Income $50,000 to $74,999** | 182,176 | 187,047 | 164,662 | 2.67 | -11.97 |
| **Households with Income $75,000 to $99,999** | 137,686 | 143,969 | 148,596 | 4.56 | 3.21 |
| **Households with Income $100,000 to $124,999** | 98,799 | 105,764 | 125,073 | 7.05 | 18.26 |
| **Households with Income $125,000 to $149,999** | 65,226 | 71,120 | 99,373 | 9.04 | 39.73 |
| **Households with Income $150,000 to $199,999** | 65,704 | 73,331 | 102,585 | 11.61 | 39.89 |
| **Households with Income $200,000 and Over** | 64,205 | 74,281 | 139,398 | 15.69 | 87.66 |

### Families by Age of Children and Income

| | | | | | |
|---|--:|--:|--:|--:|--:|
| **Families with one or more children aged 0-4 and Income $100,000 to $124,999** | 11,963 | 12,388 | 12,325 | 3.55 | -0.51 |
| **Families with one or more children aged 5-9 and Income $100,000 to $124,999** | 12,073 | 12,705 | 12,966 | 5.23 | 2.05 |
| **Families with one or more children aged 10-13 and Income $100,000 to $124,999** | 8,999 | 9,467 | 9,849 | 5.20 | 4.04 |
| **Families with one or more children aged 14-17 and Income $100,000 to $124,999** | 8,941 | 9,178 | 9,150 | 2.65 | -0.31 |
| **Families with one or more children aged 0-4 and Income $125,000 to $149,999** | 8,167 | 8,680 | 11,065 | 6.28 | 27.48 |
| **Families with one or more children aged 5-9 and Income $125,000 to $149,999** | 8,242 | 8,903 | 11,640 | 8.02 | 30.74 |
| **Families with one or more children aged 10-13 and Income $125,000 to $149,999** | 6,143 | 6,634 | 8,842 | 7.99 | 33.28 |
| **Families with one or more children aged 14-17 and Income $125,000 to $149,999** | 6,104 | 6,431 | 8,214 | 5.36 | 27.73 |
| **Families with one or more children aged 0-4 and Income $150,000 to $199,999** | 8,528 | 9,299 | 12,054 | 9.04 | 29.63 |
| **Families with one or more children aged 5-9 and Income $150,000 to $199,999** | 8,608 | 9,538 | 12,682 | 10.80 | 32.96 |

| | | | | | |
|---|---|---|---|---|---|
| Families with one or more children aged 10-13 and Income $150,000 to $199,999 | 6,416 | 7,107 | 9,632 | 10.77 | 35.53 |
| Families with one or more children aged 14-17 and Income $150,000 to $199,999 | 6,374 | 6,889 | 8,949 | 8.08 | 29.90 |
| Families with one or more children aged 0-4 and Income $200,000 to $349,999 | 4,776 | 5,434 | 9,684 | 13.78 | 78.21 |
| Families with one or more children aged 5-9 and Income $200,000 to $349,999 | 4,820 | 5,573 | 10,188 | 15.62 | 82.81 |
| Families with one or more children aged 10-13 and Income $200,000 to $349,999 | 3,592 | 4,152 | 7,739 | 15.59 | 86.39 |
| Families with one or more children aged 14-17 and Income $200,000 to $349,999 | 3,569 | 4,025 | 7,189 | 12.78 | 78.61 |
| Families with one or more children aged 0-4 and Income $350,000 and over | 3,671 | 4,160 | 7,365 | 13.32 | 77.04 |
| Families with one or more children aged 5-9 and Income $350,000 and over | 3,705 | 4,267 | 7,749 | 15.17 | 81.60 |
| Families with one or more children aged 10-13 and Income $350,000 and over | 2,762 | 3,179 | 5,885 | 15.10 | 85.12 |
| Families with one or more children aged 14-17 and Income $350,000 and over | 2,744 | 3,082 | 5,468 | 12.32 | 77.42 |

### Households by Home Value

| | | | | | |
|---|---|---|---|---|---|
| Housing, Owner Households Valued Less than $250,000 | 328,657 | 328,394 | 315,429 | -0.08 | -3.95 |
| Housing, Owner Households Valued $250,000-$299,999 | 87,540 | 93,085 | 100,314 | 6.33 | 7.77 |
| Housing, Owner Households Valued $300,000-$399,999 | 105,883 | 108,713 | 108,950 | 2.67 | 0.22 |
| Housing, Owner Households Valued $400,000-$499,999 | 51,455 | 54,332 | 57,469 | 5.59 | 5.77 |
| Housing, Owner Households Valued $500,000-$749,999 | 47,424 | 47,709 | 46,019 | 0.60 | -3.54 |
| Housing, Owner Households Valued $750,000-$999,999 | 13,705 | 14,251 | 14,687 | 3.98 | 3.06 |
| Housing, Owner Households Valued More than $1,000,000 | 11,866 | 11,735 | 10,953 | -1.10 | -6.66 |

### Households by Length of Residence

| | | | | | |
|---|---|---|---|---|---|
| Length of Residence Less than 2 Years | 164,355 | 190,901 | 233,854 | 16.15 | 22.50 |
| Length of Residence 3 to 5 Years | 246,533 | 286,352 | 350,781 | 16.15 | 22.50 |
| Length of Residence 6 to 10 Years | 354,759 | 345,014 | 314,553 | -2.75 | -8.83 |
| Length of Residence More than 10 Years | 239,049 | 227,172 | 193,695 | -4.97 | -14.74 |

### Households by Race and Income

#### White Households by Income

| | | | | | |
|---|---|---|---|---|---|
| White Households with Income Less than $25,000 | 129,712 | 133,300 | 101,505 | 2.77 | -23.85 |
| White Households with Income $25,000 to $49,999 | 168,422 | 172,968 | 135,522 | 2.70 | -21.65 |
| White Households with Income $50,000 to $74,999 | 151,012 | 155,743 | 133,972 | 3.13 | -13.98 |
| White Households with Income $75,000 to $99,999 | 116,233 | 121,159 | 123,017 | 4.24 | 1.53 |
| White Households with Income $100,000 to $124,999 | 86,410 | 90,653 | 102,254 | 4.91 | 12.80 |
| White Households with Income $125,000 to $149,999 | 57,170 | 61,118 | 85,133 | 6.91 | 39.29 |
| White Households with Income $150,000 to $199,999 | 59,434 | 63,757 | 90,852 | 7.27 | 42.50 |
| White Households with Income $200,000 and Over | 60,439 | 67,140 | 126,581 | 11.09 | 88.53 |

#### Black Households by Income

| | | | | | |
|---|---|---|---|---|---|
| Black Households with Income Less than $25,000 | 19,462 | 19,098 | 19,696 | -1.87 | 3.13 |
| Black Households with Income $25,000 to $49,999 | 13,890 | 14,529 | 15,404 | 4.60 | 6.02 |
| Black Households with Income $50,000 to $74,999 | 8,882 | 9,519 | 10,757 | 7.17 | 13.01 |
| Black Households with Income $75,000 to $99,999 | 6,162 | 7,010 | 7,562 | 13.76 | 7.87 |
| Black Households with Income $100,000 to $124,999 | 3,291 | 4,109 | 5,626 | 24.86 | 36.92 |
| Black Households with Income $125,000 to $149,999 | 1,892 | 2,715 | 3,261 | 43.50 | 20.11 |
| Black Households with Income $150,000 to $199,999 | 1,449 | 2,307 | 2,724 | 59.21 | 18.08 |
| Black Households with Income $200,000 and Over | 997 | 1,623 | 2,297 | 62.79 | 41.53 |

#### Asian Households by Income

| | | | | | |
|---|---|---|---|---|---|
| Asian Households with Income Less than $25,000 | 7,643 | 7,510 | 6,153 | -1.74 | -18.07 |
| Asian Households with Income $25,000 to $49,999 | 7,753 | 7,778 | 7,048 | 0.32 | -9.39 |
| Asian Households with Income $50,000 to $74,999 | 6,168 | 6,267 | 5,920 | 1.61 | -5.54 |
| Asian Households with Income $75,000 to $99,999 | 3,987 | 4,720 | 6,460 | 18.38 | 36.86 |
| Asian Households with Income $100,000 to $124,999 | 1,910 | 2,535 | 5,355 | 32.72 | 111.24 |
| Asian Households with Income $125,000 to $149,999 | 1,922 | 1,973 | 2,609 | 2.65 | 32.24 |
| Asian Households with Income $150,000 to $199,999 | 1,583 | 2,390 | 2,481 | 50.98 | 3.81 |
| Asian Households with Income $200,000 and Over | 354 | 1,031 | 2,755 | 191.24 | 167.22 |

#### American Indian and Alaska Native Households

| | | | | | |
|---|---|---|---|---|---|
| American Indian and Alaska Native Households with Income Less than $25,000 | 1,887 | 1,784 | 1,185 | -5.46 | -33.58 |
| American Indian and Alaska Native Households with Income $25,000 to $49,999 | 1,939 | 1,811 | 1,548 | -6.60 | -14.52 |
| American Indian and Alaska Native Households with Income $50,000 to $74,999 | 1,719 | 1,680 | 1,165 | -2.27 | -30.65 |
| American Indian and Alaska Native Households with Income $75,000 to $99,999 | 1,452 | 1,454 | 1,272 | 0.14 | -12.52 |
| American Indian and Alaska Native Households with Income $100,000 to $124,999 | 759 | 933 | 1,527 | 22.92 | 63.67 |
| American Indian and Alaska Native Households with Income $125,000 to $149,999 | 513 | 212 | 822 | -58.67 | 287.74 |
| American Indian and Alaska Native Households with Income $150,000 to $199,999 | 307 | 708 | 858 | 130.62 | 21.19 |
| American Indian and Alaska Native Households with Income $200,000 and Over | 133 | 183 | 732 | 37.59 | 300.00 |

#### Other Race Households by Income

| | | | | | |
|---|---|---|---|---|---|
| Other Race Households with Income Less than $25,000 | 14,379 | 12,356 | 7,308 | -14.07 | -40.85 |
| Other Race Households with Income $25,000 to $49,999 | 16,543 | 14,422 | 9,437 | -12.82 | -34.57 |
| Other Race Households with Income $50,000 to $74,999 | 10,740 | 9,824 | 7,960 | -8.53 | -18.97 |
| Other Race Households with Income $75,000 to $99,999 | 6,588 | 6,265 | 6,357 | -4.90 | 1.47 |
| Other Race Households with Income $100,000 to $124,999 | 3,938 | 4,111 | 4,423 | 4.39 | 7.59 |
| Other Race Households with Income $125,000 to $149,999 | 2,044 | 2,321 | 2,899 | 13.55 | 24.90 |

| | | | | | |
|---|--:|--:|--:|--:|--:|
| Other Race Households with Income $150,000 to $199,999 | 1,544 | 1,738 | 2,296 | 12.56 | 32.11 |
| Other Race Households with Income $200,000 and Over | 857 | 1,168 | 1,865 | 36.29 | 59.67 |

### Two or More Races Households by Income

| | | | | | |
|---|--:|--:|--:|--:|--:|
| Two or More Races Households with Income Less than $25,000 | 4,406 | 3,938 | 3,985 | -10.62 | 1.19 |
| Two or More Races Households with Income $25,000 to $49,999 | 4,864 | 4,434 | 4,405 | -8.84 | -0.65 |
| Two or More Races Households with Income $50,000 to $74,999 | 3,655 | 4,014 | 4,888 | 9.82 | 21.77 |
| Two or More Races Households with Income $75,000 to $99,999 | 3,264 | 3,361 | 3,928 | 2.97 | 16.87 |
| Two or More Races Households with Income $100,000 to $124,999 | 2,491 | 3,423 | 5,888 | 37.41 | 72.01 |
| Two or More Races Households with Income $125,000 to $149,999 | 1,685 | 2,781 | 4,649 | 65.04 | 67.17 |
| Two or More Races Households with Income $150,000 to $199,999 | 1,387 | 2,431 | 3,374 | 75.27 | 38.79 |
| Two or More Races Households with Income $200,000 and Over | 1,425 | 3,136 | 5,168 | 120.07 | 64.80 |

### Households by Ethnicity and Income

### Hispanic Households by Income

| | | | | | |
|---|--:|--:|--:|--:|--:|
| Hispanic Households with Income Less than $25,000 | 45,330 | 37,280 | 41,670 | -17.76 | 11.78 |
| Hispanic Households with Income $25,000 to $49,999 | 46,886 | 43,117 | 48,416 | -8.04 | 12.29 |
| Hispanic Households with Income $50,000 to $74,999 | 30,780 | 31,788 | 35,276 | 3.27 | 10.97 |
| Hispanic Households with Income $75,000 to $99,999 | 16,436 | 22,474 | 23,882 | 36.74 | 6.27 |
| Hispanic Households with Income $100,000 to $124,999 | 9,846 | 13,309 | 14,370 | 35.17 | 7.97 |
| Hispanic Households with Income $125,000 to $149,999 | 4,749 | 9,185 | 9,369 | 93.41 | 2.00 |
| Hispanic Households with Income $150,000 to $199,999 | 3,864 | 6,327 | 6,959 | 63.74 | 9.99 |
| Hispanic Households with Income $200,000 and Over | 2,192 | 5,098 | 5,538 | 132.57 | 8.63 |

### White Non-Hispanic Households by Income

| | | | | | |
|---|--:|--:|--:|--:|--:|
| White Non-Hispanic Households with Income Less than $25,000 | 106,884 | 103,794 | 77,208 | -2.89 | -25.61 |
| White Non-Hispanic Households with Income $25,000 to $49,999 | 146,702 | 142,479 | 105,978 | -2.88 | -25.62 |
| White Non-Hispanic Households with Income $50,000 to $74,999 | 136,596 | 133,862 | 110,735 | -2.00 | -17.28 |
| White Non-Hispanic Households with Income $75,000 to $99,999 | 106,918 | 106,610 | 103,452 | -0.29 | -2.96 |
| White Non-Hispanic Households with Income $100,000 to $124,999 | 80,047 | 80,927 | 87,829 | 1.10 | 8.53 |
| White Non-Hispanic Households with Income $125,000 to $149,999 | 52,429 | 54,520 | 74,415 | 3.99 | 36.49 |
| White Non-Hispanic Households with Income $150,000 to $199,999 | 55,385 | 57,918 | 79,310 | 4.57 | 36.93 |
| White Non-Hispanic Households with Income $200,000 and Over | 55,096 | 60,588 | 111,998 | 9.97 | 84.85 |

**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 1/1/2013 unless otherwise stated.

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08/19/2013

# 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:

| Name | Characteristic |
|---|---|
| Above Average Education | Education Attainment, Graduate Degree (Population Aged 25+) |
| Apartments (20 or more units) | Housing, Occupied Structure with 20-49 Units |
| In the Armed Forces | Employment, Armed Forces Male (Population Aged 16+) |
| Very Asian | Population, Speaks Asian or Pacific Island Language (Population Aged 5+) |
| Below Average Education | Education Attainment, < High School (Population Aged 25+) |
| Blue Collar Employment | Employment, Blue Collar (Population Aged 16+) |
| Born in America | Population, Citizenship - Native |
| Expensive Homes | Housing, Owner Households Valued More than $1,000,000 |
| House for Sale | Housing, Vacant Units For Sale |
| Large Families | Families, 5 Person |
| Lots of Cars | Households with 4+ Vehicles |
| Median Age | Population, Median Age |
| Median Income | Household Income, Median ($) |
| New Homes | Housing, Built 1999 or Later |
| No Cars | Households with No Vehicles |
| Not in Labor Force | Employment, Not in the Labor Force Male (Population Aged 16+) |
| Long Time Residents | Housing, Year Moved in 1969 or Earlier |
| Few Teens | Population Aged 12 to 17 Years |
| Old Homes | Housing, Built 1939 or Earlier |
| Pre-School | Population Aged 0 to 5 Years |
| Recent Movers | Housing, Year Moved in 1999 or Later |
| Available Renting Units | Housing, Vacant Units For Rent |
| Retired | Population Aged 65 to 74 Years |
| Very Rich Asians | Asian Household Income, High Income Average ($) |
| Very Rich Blacks | Black Household Income, High Income Average ($) |
| Very Rich Families | Family Income, High Income Average ($) |
| Very Rich Hispanics | Hispanic Household Income, High Income Average ($) |
| Very Rich Non Families | Non-Family Income, High Income Average ($) |
| Old and Rich Households | Household Head Aged 75+ and Income $200K+ |
| Very Rich Whites | White Household Income, High Income Average ($) |
| Young and Rich Households | Household Head Aged <25 and Income $200K+ |
| Service Employment | Occupation, Service (Population Aged 16+) |
| Very Spanish | Population, Speaks Spanish (Population Aged 5+) |
| Subway or Bus to Work | Employment, Public Transportation to Work (Employees Aged 16+) |
| Trailer Park City | Housing, Occupied Structure Trailer |
| Unattached | Population, Males Never Married (Population Aged 15+) |
| Unemployed | Employment, Unemployed Males (Population Aged 16+) |
| Very Rich Households | Household Income, High Income Average ($) |
| Work at Home | Employment, Work at Home (Employees Aged 16+) |