



New Programming Feasibility Study



Class of 2016-2017 Project

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Preschool students working on project at KSC

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Introduction to King Street Center



From its first days operating out of a van parked next to the King Street Laundromat with a budget of \$90, King Street Center's mission was to provide community-based support for children and their families through educational and recreational programs.

Over the years, the organization has grown and adapted to the changing needs of the community. In 2009 the Center dropped "Youth" from its name to become simply King Street Center, which more accurately reflects its

mission to provide integrated, long-term services to both children and families in the Burlington area.

Today, the mission of King Street Center is to promote personal and social wellness through educational, recreational, and social programs for low-income children, youth, and families.

From its Burlington location, the Center provides critical childcare and youth development programs including:

- A 5-Star Head Start Toddler & Preschool Program
- An Afterschool Excellence program for children in grades K through 5
- Teen Futures, an innovative program for middle and high school students
- An evening drop-in program for teens
- Mentoring programs for children of all ages
- Plays host to Burlington's Kids on the Ball Tennis program
- Host Vermont Refugee Resettlement English language and Citizenship classes.¹

With a solid foundation, an excellent reputation in the community, and a generous and reliable donor base, King Street Center is in a great position to expand its offerings to respond to the unmet needs of Burlington's South End and beyond.

¹ **Mission and History** <http://bit.ly/kschistory>

Introduction to Our Team & Project

Our Leadership Champlain (LC) team originally consisted of 5 members, two fewer than other groups, when we were assigned this project. One team member dropped out of the program and consequently from our team. We were lucky enough to have a new team member join us for the last several weeks of the project which has been incredibly helpful. It is with this context that we have strived to provide as in-depth and exhaustive a study as possible for the benefit of our partner KSC.

Even before our initial meeting the King Street Center (KSC) staff, the majority of the team already knew of the work of KSC generally and also the stellar reputation it enjoyed in the greater Burlington community.

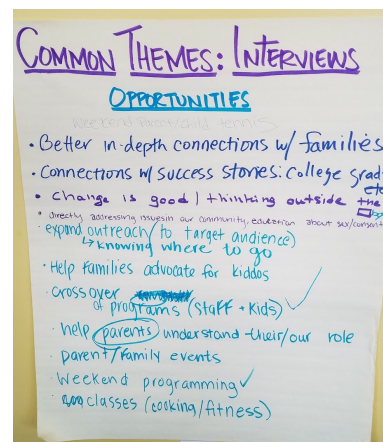
In 2015, King Street Center opened a brand-new facility, thanks to a successful \$5.1 million capital campaign. The space features over 20,000 square feet of bright, light space, to better serve the children and youth currently enrolled in their programs.

During our initial meetings in February 2017 we quickly realized that if KSC were to expand its programming to respond to unmet need in the community there were three major options/desired outcomes that should be explored.

- The first possibility was expand programming by creating new weekend opportunities during the school year (weekends thus far have not included regular activities) for area youth.
- The second was the possibility of initiating some programming focused on seniors with the aim of having more of the beautiful, new space utilized consistently throughout the day.
- The third is creating more programs that actively involve family members in the new programming.

As KSC staff shared during our initial communications there was a desire to explore the following questions:

- Might we be able to serve members of our community through impactful weekend programs?
- How might we better integrate the diversity of the outside community inside the walls of King Street Center if we had weekend offerings?
- What partners might want to work with us? How could volunteers help?





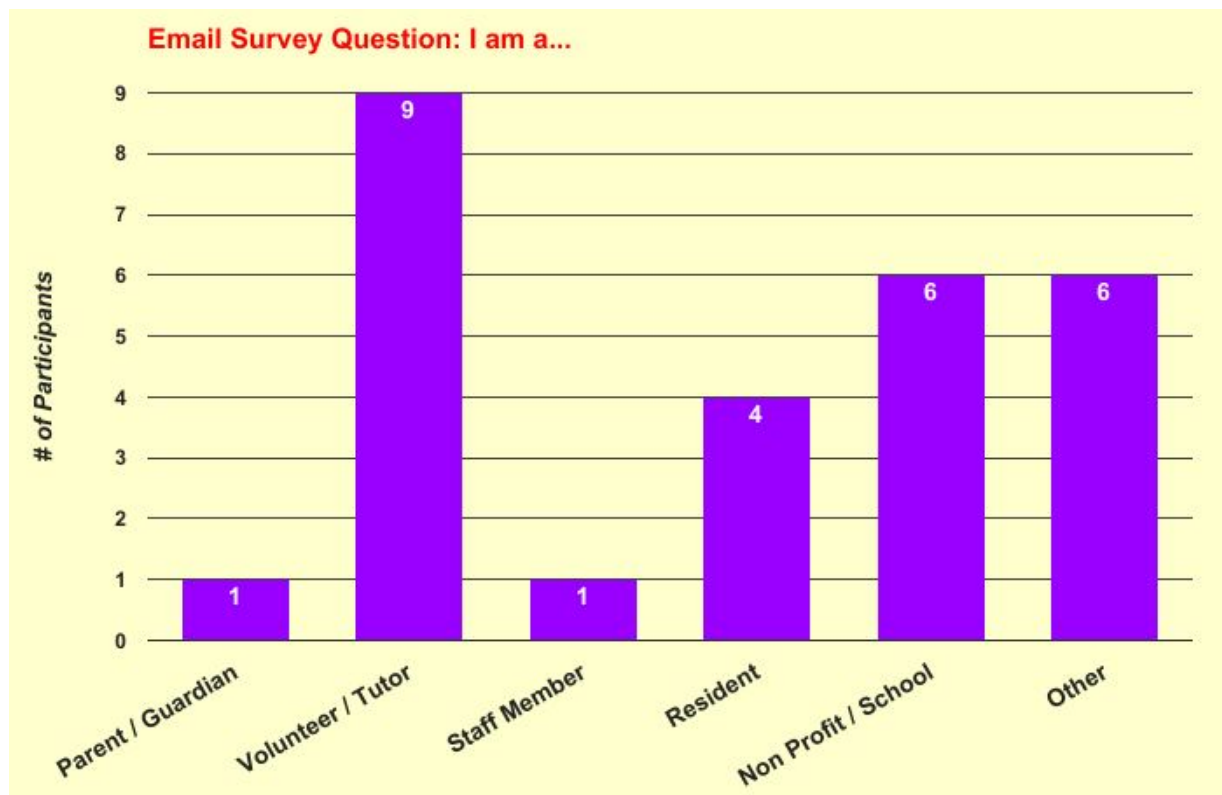
Given KSC's desire of "being slow to grow" – our initial focus was on the feasibility of creating a small pilot program that could be scaled if the expected demand materialized. To this end and with the assistance of KSC staff we decided that the best course of action would be to ask the community (families, community stakeholders, school officials, neighboring families, and partnering organizations) for their feedback and ideas. Our team philosophy could be summed up as "nothing about us, without us". Given the strong community culture of care and engagement that KSC helped foster in the community, we were confident in trusting the collective genius of the people involved to discover KSC's best next steps.

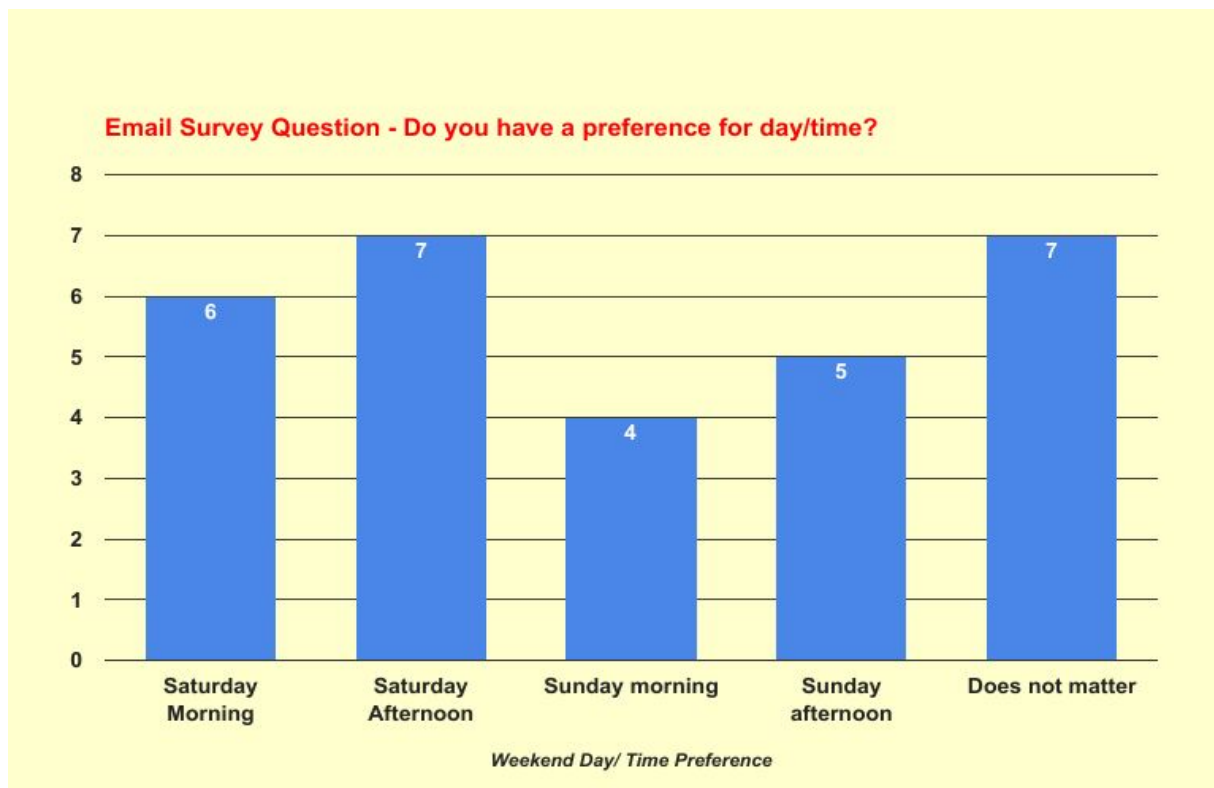
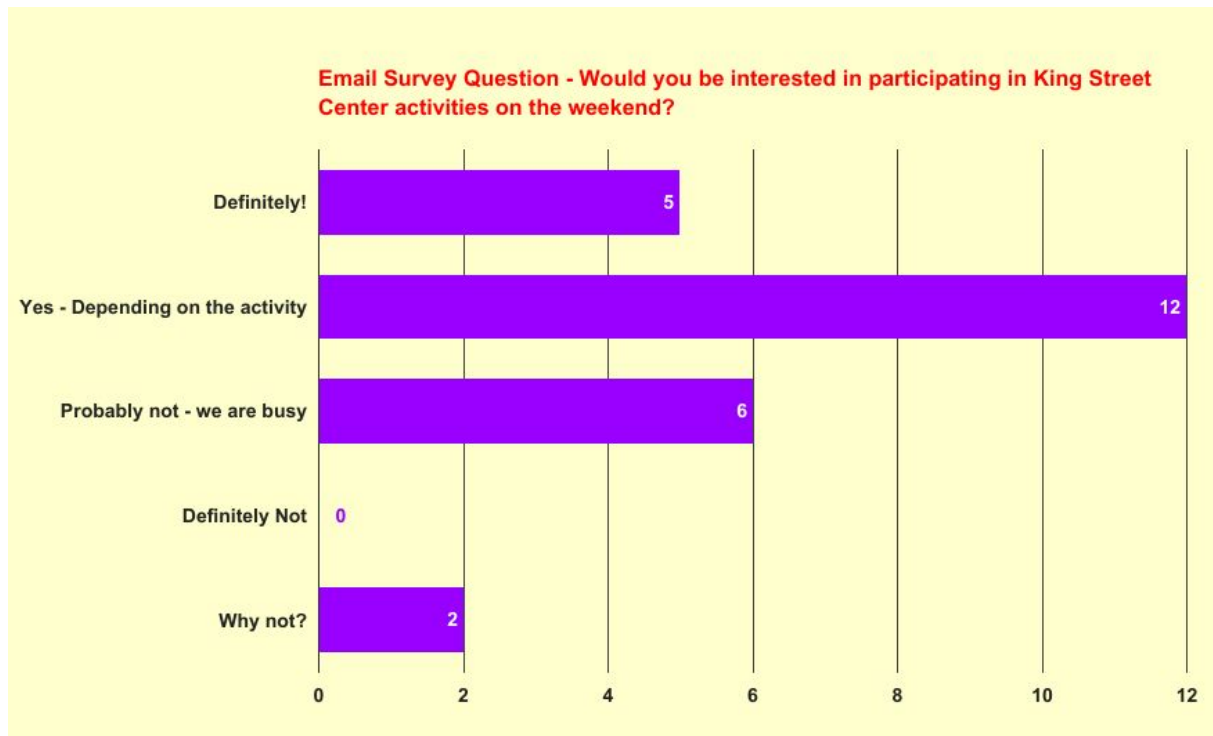
Assessing Weekend Program Demand

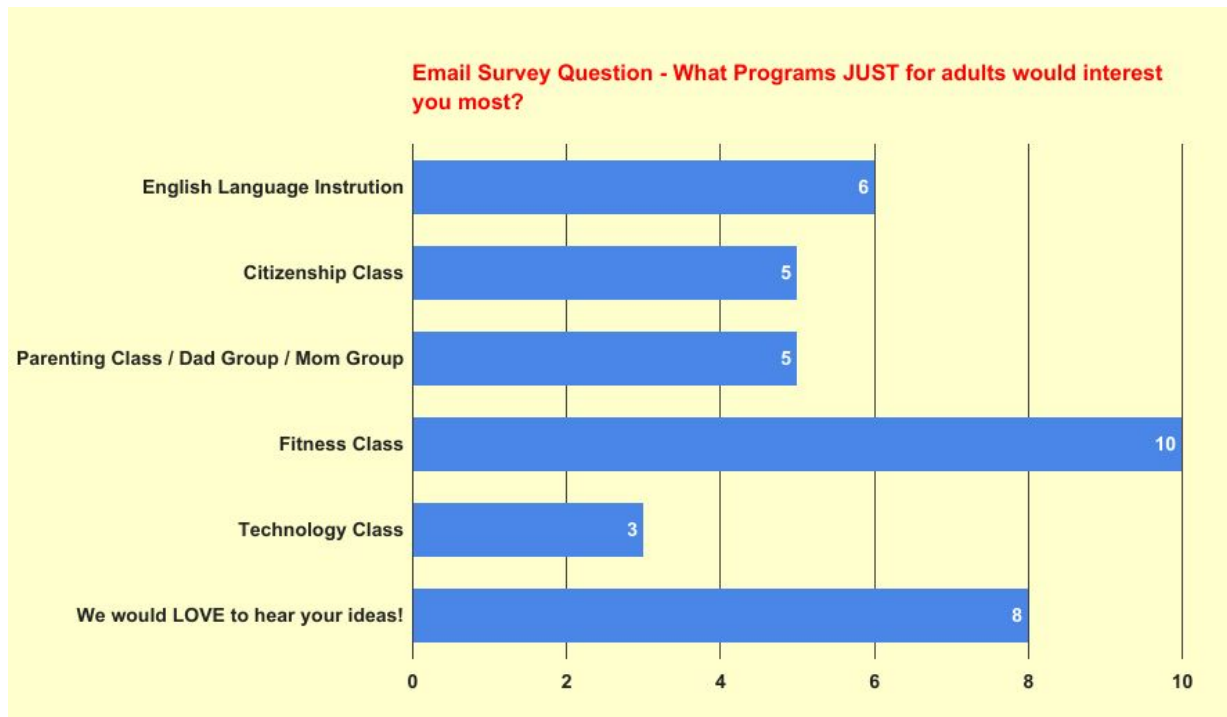
Our team, in collaboration with KSC staff, created a survey instrument designed to measure the demand for weekend activities of current participants and their families. We also wanted to get a sense of what programmatic interest there was within the existing KSC community.

The first survey was distributed via email and was sent to all email addresses in the KSC database. The results are represented by the next several graphs.

Email Survey Results



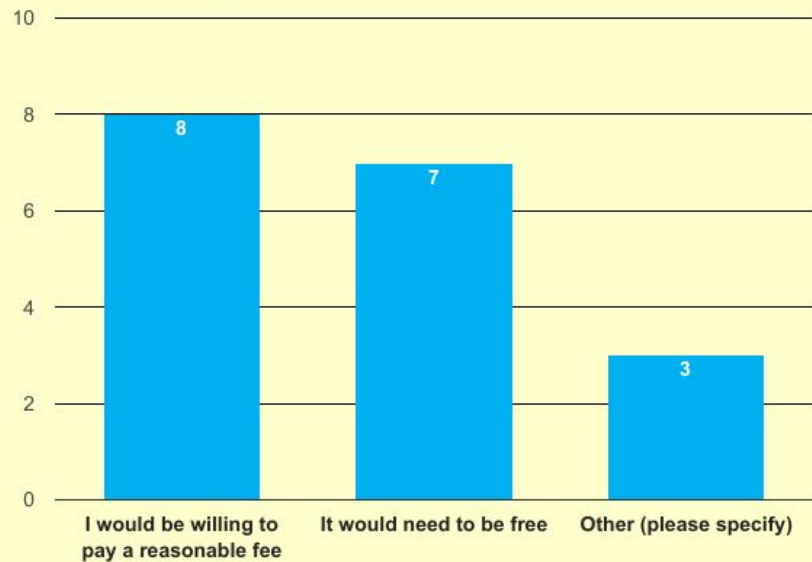


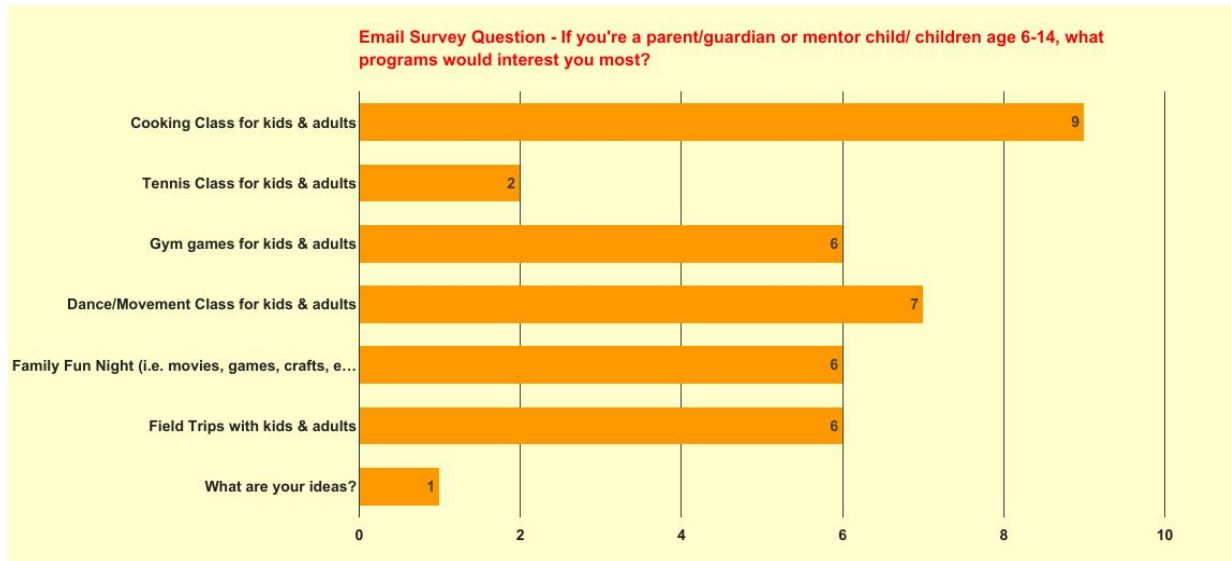


Email Survey Question - If you're a parent/ guardian or mentor of a middle and/or high school youth, what programs would interest you most?



Email Survey Question - If I or my family participate in weekend activities at King Street Center...



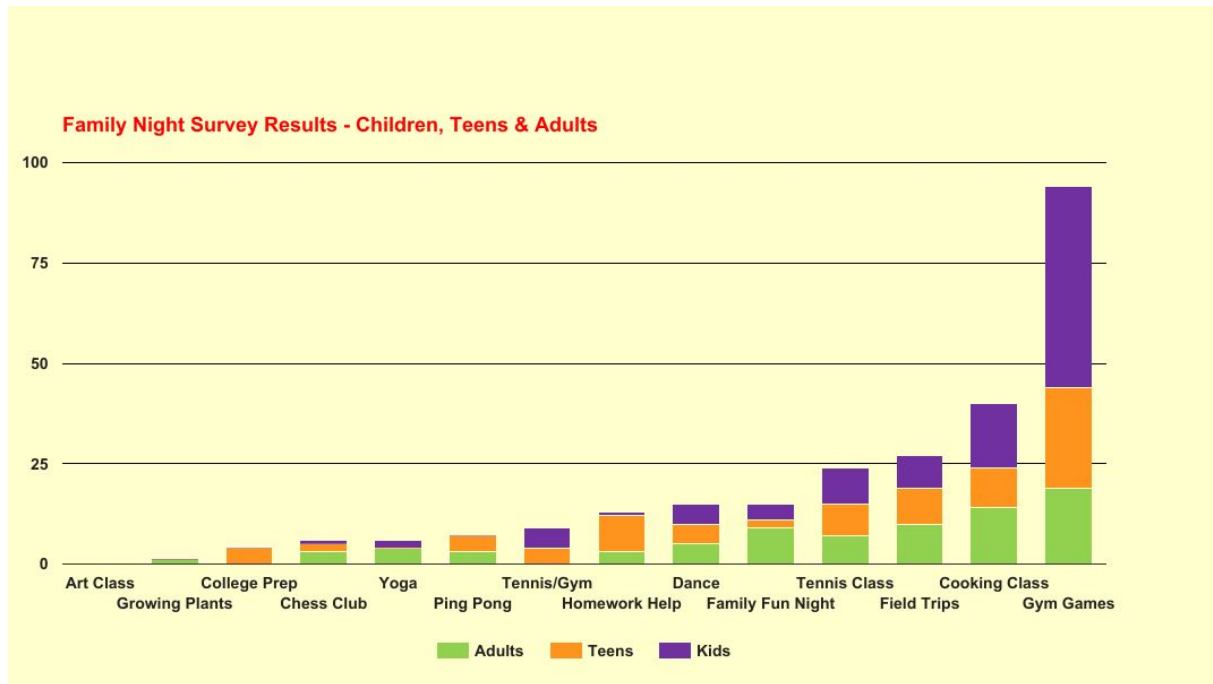


Family Night Survey Results

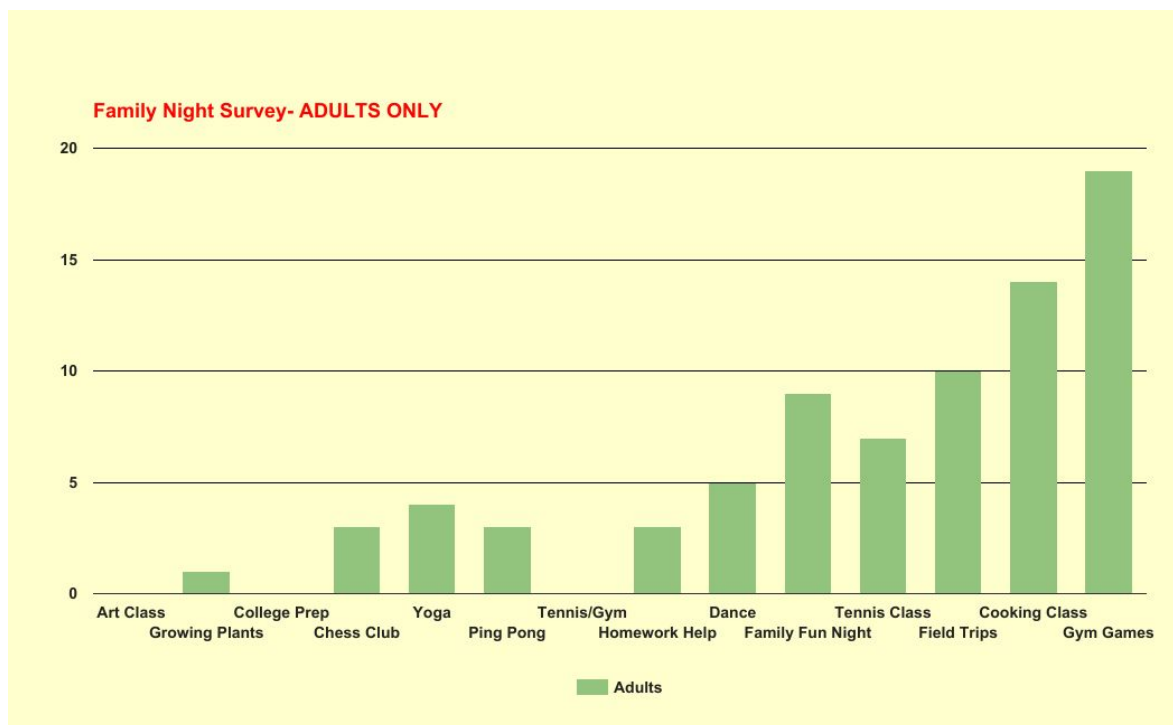
The second survey method used was a modified dot survey which is a system developed as a rapid market assessment. Although the implementation did not follow the normal structure (one of the most important of which is limiting questions to four). This dot survey was done during a KSC family dinner night. Each survey question was put up on the gymnasium wall during dinner and participants were encouraged to answer the survey questions. The results of each survey are listed below and will be discussed in the suggestion section.

There are several limitations to this methodology. The small sample size, the unequal distribution of respondent “identities” and the confusing/ignored instructions for quick market research method used during the KSC family dinner all contribute to the limited use of this data. As the image below shows, KSC participants “stuff the ballot box” for a open gym option by ignoring the rules on how to use the dots. Despite this we believe it is still possible extract valuable information and produce useful interpretation of the results.

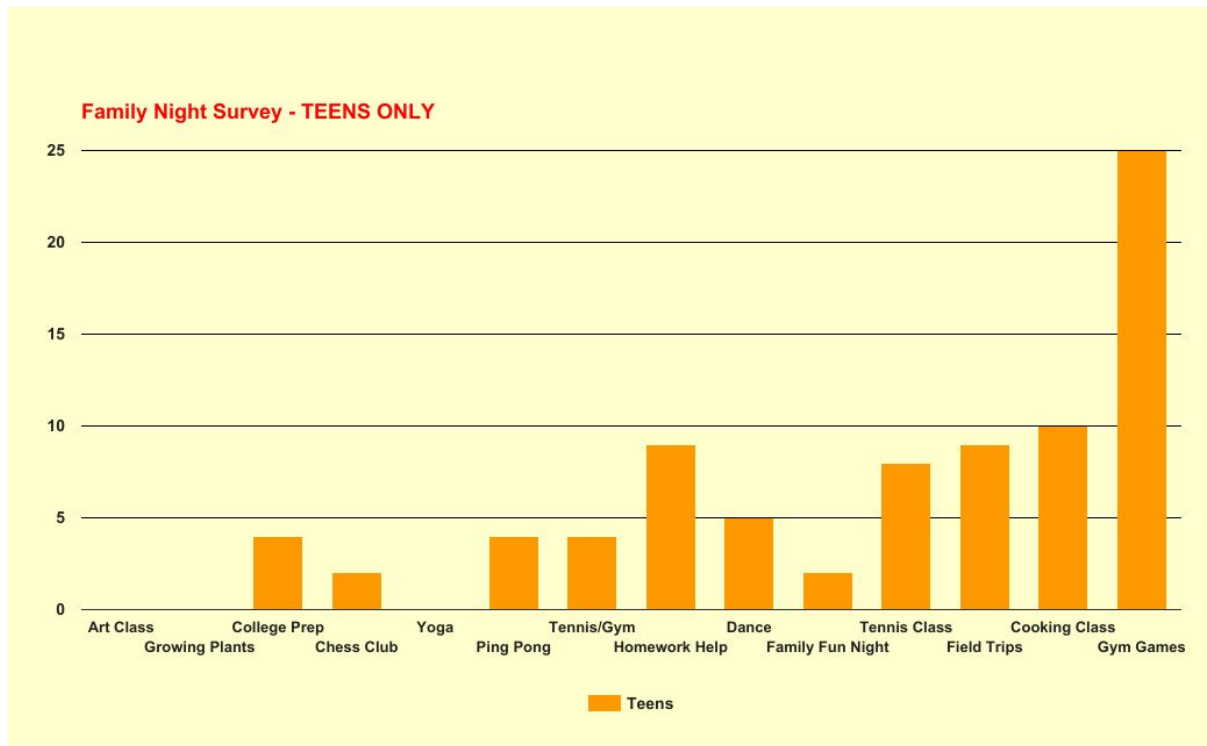
Family Night Survey Results



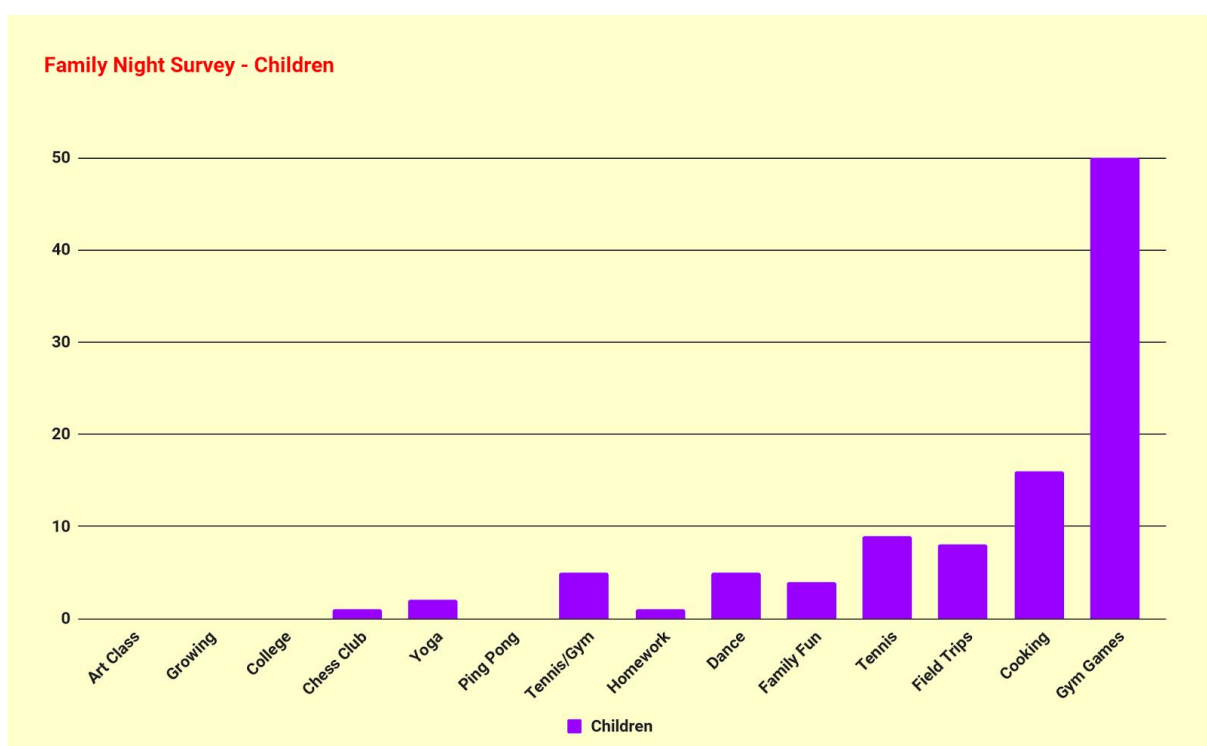
Family Night Survey Results - Adults Only



Family Night Survey Results - Teens Only



Family Night Survey Results - Children Only



Assessing Demand: Focus Group Feedback

Teen Focus Group



Our group had the privilege to meet nine teenagers who currently use King Street Center's afterschool program. The teenagers range from eleven to fourteen years of age and the majority of them attend Edmunds Middle School. The group was heavily New Americans and students of color. This is in sharp contrast to the Parent Focus Group. Given the demographic realities of Burlington, it might be important to recruit white students to a specific focus group centered on any obstacles, real or perceived, that may limit the number of white students who participate in activities at KSC. This is especially important since team members found that white parents we interacted with randomly during our day-to-day activities mentioned that, given the current political climate, they were very interested in finding ways to have their children involved in organizations/activities that could afford them the opportunity to develop relationships across difference. They specifically cited across racial differences but one can assume that other differences such as class, gender identity, religion, etc. would also be of interest.

The key takeaways from our teen focus group are listed below.

Interest

- The teens are very interested in weekend activities at KSC.

Current Attendance

- They all attend weekdays activities on a daily basis and enjoy activities provided.

Weekend Program Day/Time

- Saturday was the preferred weekend day. Five teens mentioned they would come every Saturday and three teens said they would come whenever they could, mentioning that sometimes family obligations might interrupt their attendance. One teen was unsure.
- Seven of the teens chose 10 A.M. as the earliest feasible start time. One teen preferred Saturday afternoons and one teen did not care.

Weekend Programs

- The teen's main reason for being interested in weekend activities is because they are bored and have nothing to do at home - relying on books, TV or playing basketball in local parks as their only options. They are usually alone at home, since parents work on weekends, and they prefer to do something that is fun, entertaining or active.
- The teens prefer activities like basketball, field trips, swimming (most widely suggested activity), video games, cooking, gymnastics and going on field trips to the movies, Jay Peak, North Beach, Ice-Skating, Pizza Putt, Get Air, or Shelburne Farms.
- The teens want fun activities that involve their friends.
- Four teens are not interested in tutoring, but four teens want extra help with their studies.
- The teens were vehement that they are not interested in doing activities with their parents. Many admitted that they were worried about the possibility of being embarrassed by parents - either being too strict or revealing personal information. This seems quite natural and our team did reflect on feeling similarly at this age.
- The teens prefer doing activities with friends and with familiar KSC staff and volunteers.
- The teens were also clear that although they could suggest activities they wanted to participate in, it was their parents who made the final decision on what they could or could not do as an activity.

Transportation

- Five teens use public transportation daily and depend on it to go places like KSC.
- GMATA bus service is not available on Sundays so these teens would likely not participate in Sunday activities.

Food

- All the teens thought food or a meal was important once our group suggested the idea.
- They would be interested in cooking their meal as an activity but again not with adults from their families.

Parent Focus Group

Our group met with three parents of children who attend the King Street Center. Two of the parents each have 2 children, and one parent has one child. The parent's children range from four to fifteen years of age. Each parent is a mother and they were all very willing to participate in our focus group. Through our interaction we surmised that they represent a cross-section of parents in terms of social class. The lack of men in this focus group is of concern. Engagement with boys and men is difficult generally and so this situation is not unique to KSC. However, a focus group specifically for men might reveal the obstacles to their participation not only for focus groups but KSC activities in general.

The lack of self-identified parents of color, given the participant demographics, was unfortunate. Although one of the parents was a New American, it might be useful to have a New American focus group in future to ensure that this central population is having their specific needs met by any new programming initiative. The same is true for a focus group for parents of color. However, given these limitations, we did receive invaluable information from our our parent focus group.

Interest

- Each parent expressed interest in weekend activities and programs. Two parents thought younger children would likely participate more than teens.
- Each parent suggested programming be geared towards fun activities and not school tutoring. The parents look forward to fun activities on weekends, not school homework.
- Two parents liked the idea of KSC being a South End community hub. One parent was hesitant about the idea as she was somewhat protective of KSC (this point is important and might reveal the reason behind the next focus point).
- The parents brought up the topic that there are other families in the community that do not realize KSC is open to them. They relayed that there is a sense among parents that only families with students attending KSC regularly (either the preschool, after-school program, etc.) could get involved or use the building.
- These community members likely would use King Street on weekends if they knew King Street was open to the public.

Current Attendance

- All 3 parents had attended the KSC Family Dinner earlier this year.

Weekend Program Day/Time

- All three parents chose 10 A.M. - 3 P.M. on Saturday as the most ideal time for their families.

Weekend Programs

- Weekend demand will depend on activity type. They suggested family activities, adult fitness classes, cooking classes, girls only activities, open gym, and family field trips.
- The parents were aware that their children would probably not be interested in spending time with them directly but could see parallel activities that culminated in a shared meal.
- One parent does not want King Street to be a daycare on weekends. Another parent recommended having familiar faces work weekends. The kids will show up if they are familiar with the people running the weekend programs. One parent was concerned about having too many older teens together and how that might be a recipe for negative behaviors/interactions. The concern was mostly about “new” teenagers who otherwise don’t have a connection/respect for KSC
- Parents suggested looking at the offerings at the Miller Center for the types of activities they would be interested in.
- None were interested in a drop-in scenario.
- They would be interested in adult-centered activity for themselves on the weekend if there was something offered in parallel to children. This proviso was less important to those with more independent teenagers.

Food

- The parents thought a food option (lunch) is important but not necessary.
- Loved the holiday event at the Windjammer.

Barriers to family involvement in KSC

- They all suggested King Street improve its scheduling and communication channels if it were to offer weekend programming.
- Communication about big events needs to improve too.

- Include a calendar of events on FB. The KSC website calendar is empty - should have more information and make sure to put information in as early as possible.
- Their perception is that events are usually advertised last minute.
- Include physical flyers, handbills to hand to parents, etc.
- Email is difficult because everyone gets so many that it is not a reliable way to communicate regularly - newsletter is OK.
- There might be a cultural piece to the disconnect - many cultures would interpret family involvement in “school” (how KSC is perceived) as intrusive and a subtle indication that they do not trust the teachers/volunteers/etc. One of our team members shared that their spouse is a new american and that it took years for them to accept that not only was parent/guardian/family participation acceptable but was appreciated.
- Social media usage other than FB was non-existent [Note: Students/Participants may be more interested in Instagram/Snapchat/Twitter and these may bring in new participants/students].
- Areas of success at KSC
 - All three parents mentioned that Thomas at the front desk does a great job communicating to parents about events. Good and timely communication should be a priority for new programming.
 - The FB page is a great resource that is updated in a timely fashion so it is checked regularly for information.

Partner & Mentor Focus Group



We met with four people who work for different organizations that partner with the King Street Center and or are King Street mentors. One mentor was present along with a member from the Burlington Housing Authority, Generator, and the Flynn Center for the Performing Arts. King Street Center's Executive Director, Vicky Smith joined the discussion as well. The key takeaways from our partner & mentor focus group are listed below.

- All participants expressed a keen interest in weekend programming.
- Everyone shared that parent/ child involvement should be a priority when selecting activities. Vicky mentioned that the partner's conception of parent involvement is not necessarily reflective of the parents whose children who go to King Street. In many countries it is not culturally appropriate to be involved in school events.
- One partner recommended intentional programming with registration rather than just a drop-in activity.
- The mentor in the group stressed the importance of field trips such as hiking, swimming, and just exploring what the area has to offer as an important way of expanding participant's horizons and experience.
- The group suggested paralleling activities with a meal (lunch).
- The group thought KSC bus is a great asset and should be utilized if demand is high and costs are covered.

- The group recommended healthy, positive, and good role model activities to keep students progressing towards their full potential.
- Two members suggested partnering with Generator and the Flynn Theater to expand upon activities already in place and or create new programs that are fun and exciting. The Flynn Theater and Generator showed interest in creating joint programs with KSC.
- Provide a variety of programming is necessary. Open mentoring on weekends for different activities like First-Aid Babysitting course, creating Lemonade Business cards, and learning to develop business ideas like the Lemonade Stand.
- Sunday tutoring would be beneficial.
- Recommended to start weekend programming every other week to get a sense of demand and the families weekend schedule.
- Important to be very vocal/transparent about costs. If activities on FREE that should be plastered all over the marketing.
- Need to highlight that KSC and these weekend programs are open to the public and not just current families.
- Career Days - having career presentations, possibly followed by a job shadow.
 - Flynn opportunity tied to Act 77 - competency-based activities.
- Summer feeding program at Bobbin Mill previously helped explode interest/activity at KSC - look into restarting this.
- Parks & Recreation is always looking for a physical location for programs.

Assessing Demand and Opportunities

Personnel & Community Stakeholder Recommendations

Our team reached out to several King Street Center program directors and key organizations within the community. While not everyone responded, we received some wonderful feedback from those who did..

KSC Interviewees: Carrie Jacques (Afterschool) & Dave Besserer (Teen)

We had a discussion with Carrie and Dave to discuss the idea of weekend programs at King Street. They are in charge of a lot of children at King Street ranging from elementary school to high school. They gave many suggestions but recommended we focus on four key areas in the following order.

Food

- a weekend meal or snack is very important and some children may depend on it. In their opinion, a food offering will increase weekend demand

Educational Activities

- activities that focus on academic achievement, technology, and arts is a must. Weekend programming should follow its mission statement and provide activities that build core life building skills.

Open Gym

- the gymnasium is a great asset and should be open on weekends for athletics and community gatherings.

Academic Support

- Homework support is very important to Dave and Carrie and they thought this should be offered on weekends.

Burlington Parks & Recreation Interviewees: Jesse Bridges & Gary Rodgers

We had the privilege of meeting with Jesse Bridges and Gary Rodgers from the Burlington Parks and Recreation Department. They were excited to hear King Street Center is exploring the idea of offering weekend programming. The following are some highlights from our conversation:

- Weekend activity demand is high in Burlington and most of their programs and facilities are full or near full.
- Saturday activity demand is considerably greater than Sunday activity demand.
- The south end of Burlington does not have a community space and they each thought the King Street Center, with its location, new facilities and attractive programming could help serve the South End community. From their perspective, the South End community is underserved. This validates KSC's own sense that it could be a hub for community activity in the South End of the city.
- The Parks and Recreation Department uses four community spaces in Burlington's North End community and they share space and programming with a handful of other non-profit facilities throughout Burlington. Since KSC is open to the possibility of providing space during the weekend for a third party to run a program, the possibility exists for a strong partnership between these two organizations.
- As for activity suggestions, Burlington residents, children and adults, prefer recreational activities on weekends with competitive sports like basketball, soccer and pickleball leading the way. Pickleball being extremely popular among senior citizens.
- The department is putting a greater emphasis on family activities, parent involvement, nutritional programs, and team focused programs.

Building Bright Futures Interviewee: Beth Truzansky

We communicated with Beth Truzansky via email. Truzansky oversees and coordinates services for families with young children. Highlights from our exchange include:

- She confirms there is demand for weekend programs in the Burlington area and recommended the program offerings be focused on King Street's target population.
- She suggested to consider the target's population's work schedule, availability, language barriers, and offer attractive programs for specific cultural groups.

- She mentioned there is demand for drop-in and weekend childcare for young and school aged children. Though this is in contrast to both other partners, parents and KSC wish to avoid this type of weekend programming.
- Many of the parents of families she works with are not available to attend weekend programs.
- Many parents work on weekends so their children may be interested in playgroups or open gym for gross motor development.
- Beth stressed to limit the age of certain activities to ensure each program is safe and under control - this comment mirrored the concern of one of our KSC parent interviewees.
- Beth strongly suggested a small pilot program at first and then slow expansion if the program is successful. This again mirrors KSC's initial idea of being "slow to grow".

Doug Davis - Burlington School Food Project

Our conversation with Doug Davis centered on how best to provide food at KSC during the weekends. As was the case with virtually everybody we spoke with, Doug was very excited to hear that KSC is exploring the possibility of weekend programming.

Currently, KSC works with the Burlington School Food Project (BSFP) to meet the daily nutritional needs of children at the center. BSFP works in conjunction with the National School Lunch Program (NSLP), whose purpose is to provide nutritionally balanced, low-cost or free lunches and snacks to children in public schools and child care centers. As a federally administered reimbursement program, the NSLP comes with guidelines that must be met in order for a school or child care center to participate. Doug's reflections include:

- There is a minimum number of eligible children served that should be met in order for the program to be worth the time and effort of meeting these guidelines. In his opinion, it would likely not be in KSC's best interest to use the NSLP to start, given the number of unknowns that come with starting weekend programming.
- Doug recommended finding a vendor for food initially, and working from that starting point.
- Currently the BSFP does not supply food on the weekends, but it may be possible to prepare and deliver food on Friday for the weekend's activities.
- He also brought up the possibility of doing something as simple as ordering pizzas for the day. In any case, the cost of meals will need to be explored and accounted for when determining the overall cost of weekend programming.

- As a starting point, the chart accompanying the “Food” page of this report provides the average per-meal reimbursement that the NSLP provided to schools during the 2016-2017 school year.

Edmunds Middle School Interviewee: Alyssa Church-Smith

We communicated with Alyssa Church-Smith via email. Church-Smith oversees and coordinates the afterschool program for Edmunds Elementary and Middle School. Like all other interviewees Church-Smith was in strong support of KSC offering programming over the weekend. Among the most pertinent points Church-Smith made include:

- How many students total in Edmunds E.S. & M.S.
 - About 408 at MS, and about 335 at ES
- What is the total number of students who participate in after-school program?
 - Over the course of the year we serve about 235 students, this is not the number of students participating on a daily basis but rather the cumulative number of students across the full academic year.
- Do you offer any weekend activities through Edmunds?
 - We do not offer programs on the weekends but I believe there would be extremely strong demand given the unmet need for structured activities in the school-aged community.
- What is your Summer offering in terms of hours of the day/days of week/weeks of Summer?
 - The summer program goes for 5 weeks from June 26th to July 28th, M-F, from 9am-3:30 at Hunt Middle School. As during the academic year, we offer no programs on the weekend.

Champlain Elementary School (CES) Interviewee: Jessica Villani

Although we did not get in direct contact with Villani, Church-Smith who communicates regularly with her counterpart at Champlain School assured us that she would have very similar responses to the questions we posed. There are 315 students at CES. Additionally, because of over-enrollment there is consistently a waiting list for enrollment in their after-school program Burlington Kids.²

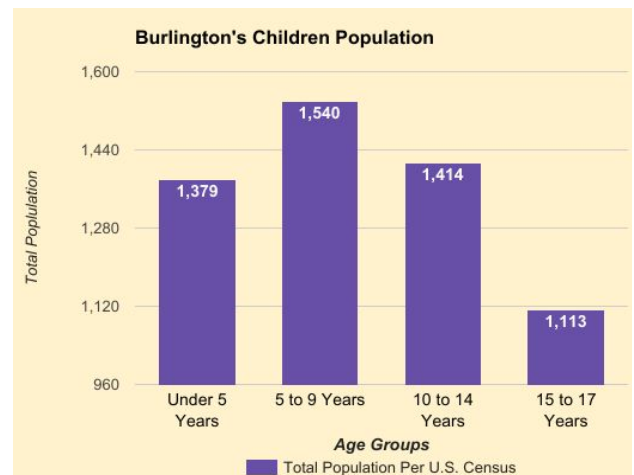
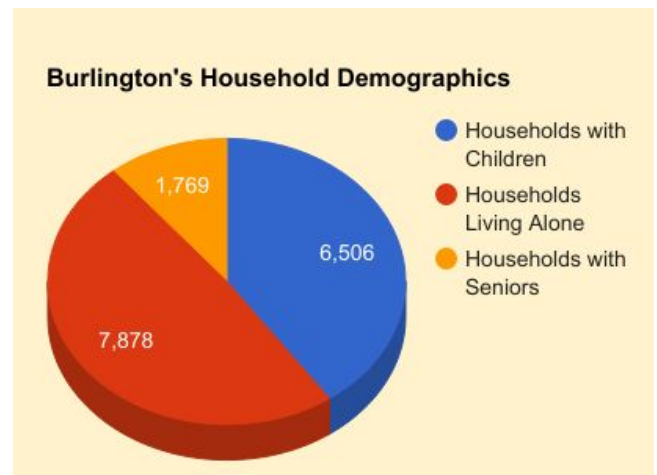
² **Annual Report** http://bit.ly/bsd_2017annualreport

Burlington and South End Demographics

Burlington is home to 42,570 residents according to the latest U.S. Census Bureau survey. Burlington consists of 16,153 households of which 40% (6,506) are family households. There are over 5,000 children in Burlington under 18 years of age. There are 363 nursery and preschool students, 2,722 Kindergarten through 8th grade students, and 1,428 high school students.

The South End community where King Street Center is located is estimated to have 15% of the Burlington residents or 6,400 people per the 2014 Burlington South End Market Study. The South End population grew 2.7% from 2000- 2014. It is estimated that 32% of the South End households are occupied by families with children under 18. Retirees, young professionals and college students reside in the other households.

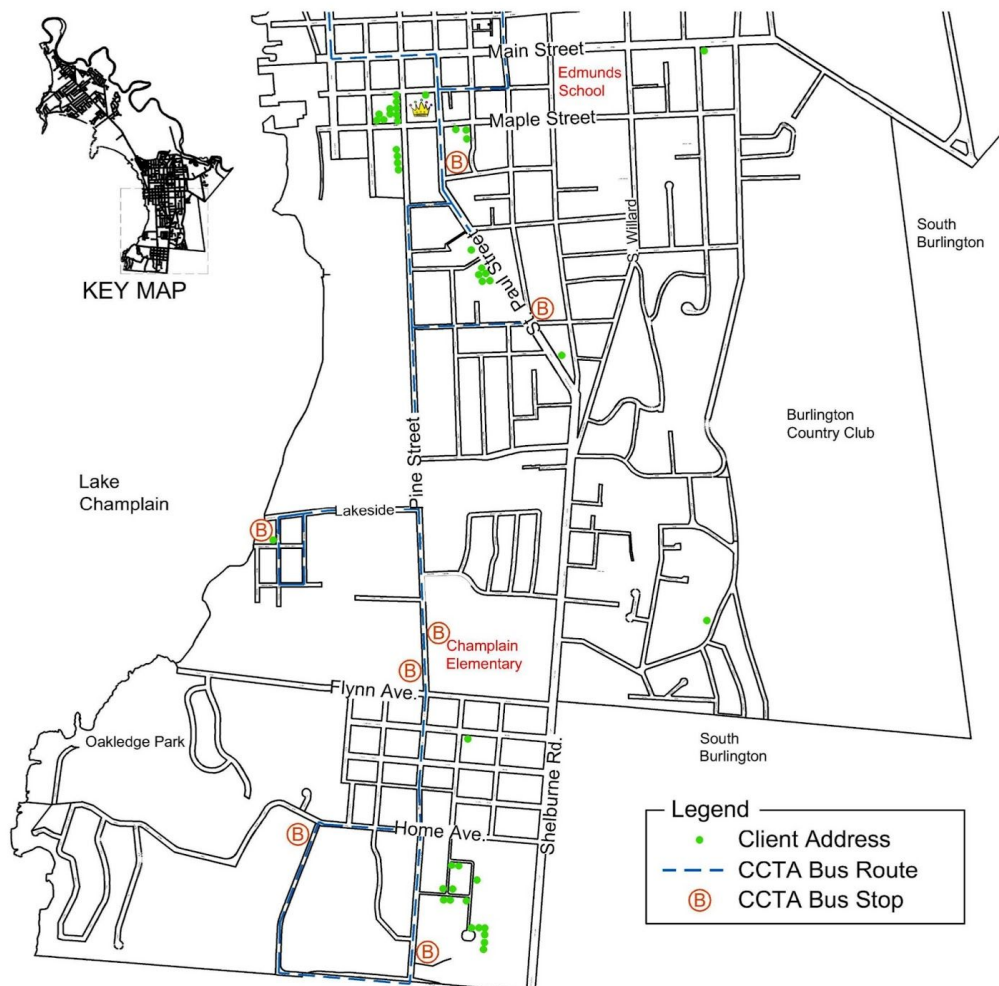
The South End of Burlington has several areas that consist of a high percentage of Family Households. Currently, KSC draws clients from (3) of these areas: King, Maple, and Pine Streets adjacent to KSC; St. Paul Street between Marble Ave. and Howard Street, and the South Meadow neighborhood. We see opportunities for growth, especially along the Pine Street CCTA bus route.



Spatial Analysis

In an effort to understand the census data cited above and the information gathered from KSC itself, the team decided to create maps to assist in the visualization of these data incorporating geographical information. The two overlays on the maps of the City of Burlington include the current catchment area for KSC as well as the distribution of families with children according to the most recent census tracts (published at www.census.gov) that would indicate the potential for growth for community participation in KSC programs.

City of Burlington South End Current KSC Catchment



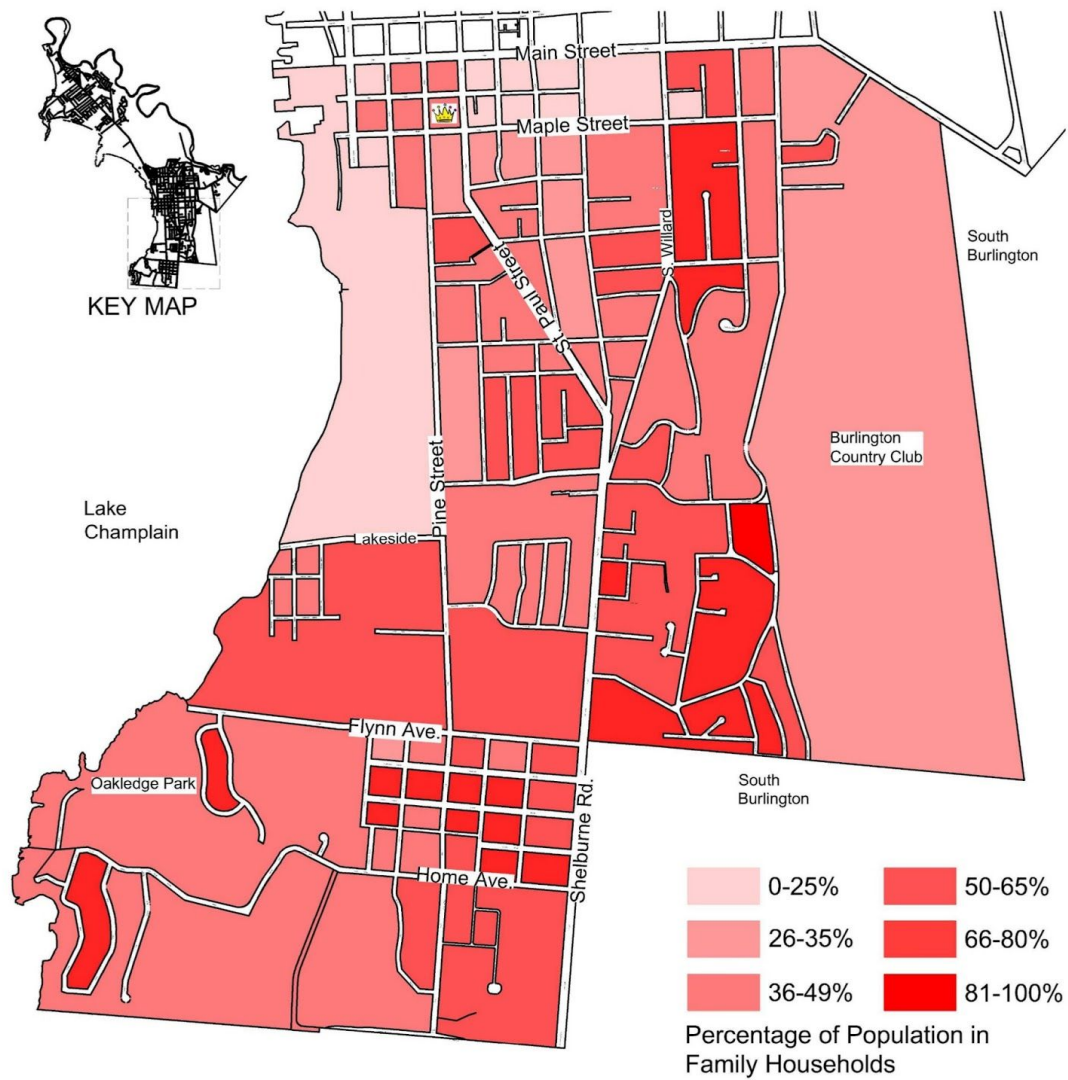
Data provided by CartoDB, OpenStreetMap and contributors, CC-BY-SA

www.city-data.com/city/Burlington-Vermont.html

Addressed obtained from redacted client list provided by King Street Center

Original map graphics by Stephen Poston, based on property parcel map by City of Burlington, VT

City of Burlington South End KSC Catchment Potential



Data provided by CartoDB, OpenStreetMap and contributors, CC-BY-SA

www.city-data.com/city/Burlington-Vermont.html

Original map graphics by Stephen Poston, based on property parcel map by City of Burlington, VT

Logistical Challenges

Expenses

Anticipated costs for weekend programming should be estimated with the following information:

Building Operation

Operating expenses of the building amount to \$40,000 per year, or about \$110 per day. Even with limited initial program hours, we should anticipate adding one full day of operating expenses per week. This would amount to roughly \$5,720 in additional building operating costs.

Transportation

Field trips were a popular item according to the Family Night poll. In addition to per-person admission to local venues, costs for gas, wear and tear, depreciation, insurance, and lease or loan payment of the KSC bus will need to be included. The current Federal reimbursement rate for vehicle use is \$0.53 per mile and can be used to calculate the first (3) of these cost considerations.

Staff

Staffing costs will be subject to several variables including:

- Number of staff required on hand
- Number of hours open

An initial estimate of staffing costs is \$20 per hour, per staff member. The type of programs will determine whether regulated staff-child ratios must be kept. For example, will child care be offered for younger siblings if parent-child activities are offered?

Weekend hours may open up a new pool of potential volunteers who are unavailable during the week, and new student housing is being built right around the corner.

Funding Partners

During our initial interview with King Street Center administration, we were impressed with the leadership's confidence in their ability to secure funding, even through

economic downturns. Funding partners want something "new" to attach their names to, so the addition of weekend programming presents a rare opportunity for KSC and their donors alike. That said, there are still some unknowns relating to the costs as noted above. As KSC further defines the next steps, we anticipate that these unknowns will be addressed to the satisfaction of any potential donors.

Food

Food costs will need to be quantified and may be difficult to anticipate before a program begins. If the Burlington School Food Project is engaged to supply meals as a vendor, then existing per-meal costs can be used to estimate expenses. While reimbursement programs such as the National School Lunch Program could help to defer meal costs, the amount of regulatory oversight required may end up costing the KSC more in both short-term startup and long term expenses. As a reference point, please see the National School Lunch Program per-meal reimbursement chart, located in the Appendices.

If the goal is to test the waters and start small, it may make the most sense to initially provide something simple such as pizza from a local business. This would require little preparation and cleanup, and the amount of food required and ordered could be adjusted on a same-day basis. No additional staff would be required to prepare the food, and the kitchen space could be reserved for potential cooking class activities.

Our Suggestions

Based on the data that we have been able to collect, the conversations that we have had, and the excellent feedback that we have received, our team reached the conclusion that there is overwhelming community demand for weekend programming and that KSC is uniquely poised to provide for this unmet need for community children, teens, adults and seniors. With KSC's strong donor support, incredible new facilities, and stellar reputation we anticipate strong participation in the KSC pilot we are recommending. We suggest the King Street Center focus on four key areas: schedule, food, programs, and communication.

Schedule

KSC's stated desire is to be "slow to grow" while continuing to meet the needs of those who are currently served by the center. In speaking with teens, parents, staff, and community partners, we learned that:

- Mid-morning to mid-afternoon on Saturday is the time slot with the fewest schedule conflicts.
- With this in mind, we recommend starting with 2-3 Saturdays per month from 10:00 AM until 2:00 PM.

Food

Food will be critical to the success of weekend programming. Food insecurity is prevalent among the populations served by KSC, and providing food will help to bridge the weekend "food gap" that many experience. Additionally, food can be incorporated into quality programming by way of cooking classes. We suggest:

- Avoiding a Federal or State reimbursement program with its limitations and red tape.
- A local food vendor, such as the Burlington School Food Project, or local pizza delivery such as Leonardo's could be utilized to get things off the ground.
- When weekend programming is well established and growing, taking a second look at a reimbursement program might make sense.

Programming

King Street Center's vision is to promote wellness for children and parents in the South End Community. We recommend:

- Weekend programming be reflective of its mission and provide children, and parents with family oriented activities.

- Our group believes King Street Center should start by offering programs on weekends that are currently in high demand during the week. In other words, begin offering activities that the children and parents currently enjoy.
- Kids, teens and parents all expressed interest in gym games, field trips and cooking classes.
- Teens showed some interest in tutoring, home work help, and college preparation classes.



Older students participate in cooking class.

Specific Programming Ideas

Cooking class

- During our Teen Focus Group, a few teens indicated that they would like to a more diverse offering of foods from different cultures. The KSC community fosters a large population of New American and first generation families. We recommend that KSC considers having a cooking class on a weekend that invites a family to share a recipe with other families and they prepare that meal together. This would be an activity for parents and children to do together and would also allow for a family to share something special from their culture with others.

Community Garden/farming

- Maintaining a community garden requires a level of investment from staff or a dedicated community member. Many farms, including farms at the Intervale, often ask for volunteers to help out on the farm. Working on a farm is a hands-on activity that also provides learning opportunities about farming and food systems. Doing occasional gleaning or other harvesting activities at a farm would provide many of the same benefits. Edmunds Middle School Summer program offers such an opportunity during the week so there is there interest for this type of program. Given the local food culture, localvore ethic, community gardening and farm-to-table movements have a strong influence in Vermont this option seems particularly promising.

KSC Little League Team

- Many members of the KSC community indicated that sports, and basketball in particular, were popular activities. KSC may consider having a Little League Team that participates the the South End little league. A staff member could use the after school time to coordinate practices at Smalley Park or Callahan Park and the team would participate in the weekend games.

KSC Swimming Lessons

- Children of color, which make up a significant population of the KSC community, are statistically less likely to learn how to swim because of a history of racist policies, particularly those enforced at public swimming pools and beaches, that made it impossible to partake of this past-time. A weekend

activity might include KSC-sponsored swimming lessons in partnership with the Greater Burlington YMCA. Learning to swim is a basic safety skill but could also encourage youth to engage in a competitive and exciting sport. Youth with swimming skills may also be more confident in participating in boating sports or programs at the Community Sailing Center. Swimming as an activity was a popular choice among both students and parents who participated in our focus groups.



Participants enjoy climbing wall activity

Communications Plan



Facebook

- Building a large Facebook audience can be helpful to the growth of an organization. Quality and consistent posts can help the KSC community engage more with the Facebook page. We suggest that the King Street Center post daily or every-other-day photos or graphics about what is happening that day at the center. A post may be accompanied by a one or two sentence caption, but data shows that visual-based posts receive the most engagement.
- For a nominal fee, Facebook allows users and groups to “boost” posts and target populations based on age, gender, and location demographics. Boosting would allow for the King Street Center to seamlessly disseminate information through social media, a platform that individuals are already using. Boosting allows for posts to engage thousands of users and grows the post’s viewership exponentially.
- If the KSC Facebook audience is accustomed to receiving regular updates about activities at the KSC, boosted posts and advertisements about new events and activities will integrate seamlessly into audiences’ feeds.
- The KSC already has a quality Facebook page with more than 1500 followers. Suggestions for growth of the followers may include a promotion or giveaways for milestone followers reached.

- We would also suggest shortening the text of posts to 1-2 sentences and using links to additional information or Facebook event pages.
- Additionally, posts with visuals tend to garner more interaction.
- Creating a Facebook event page that is hosted by the KSC is a helpful way to track who may be planning on coming to the event. KSC could also pay to boost or promote the event and ask their community to share it on their own Facebook pages.

Creating a quality email list

- Collecting email addresses requires more active engagement with users, as opposed to Facebook which more passively engages users through social media.
- KSC could offer promotions to individuals who give their email addresses to the email list. For example, KSC could collect email addresses and businesses cards at the Lemonade Stand and do weekly drawings for a free lemonade or week of lemonade.
- KSC currently uses Constant Contact which has the capacity of sending out autoresponders with important information to people who sign up for the email list. This significantly reduces staff time dedicated to responding to email subscriptions. These autoresponders can be sent at a set schedule and be a series that is automatically sent at specific intervals and even time of day. These could include basic but vital information about KSC operations.

Creating posters

- Creating a poster or graphic is a great way to publicize and make the community aware of an event. The same graphic should be used for printed posters, social media advertisements, and email communications so that the audience has consistent visual reminder to associate with the event. Poster making is also a great way to allow KSC youth to contribute to the promotion of an event. KSC could ask youth to create a poster and also go around town to hang posters on bulletin boards, libraries, coffee shops, and other public locations.



In person open-house

- KSC could consider hosting an “Open House” on a weekday evening or Saturday morning. The Open House would be fully staffed and have a drop-in model, where kids could play basketball or play in the playground and parents could visit classrooms and learn about additional programming or activities.

Conclusion

Based on our research, the Leadership Champlain team believes that there is a strong demand for weekend programming at the King Street Center. Keys to a successful expansion of the KSC's operating schedule will be:

- Providing activities that are in demand
- Reaching out to the larger community within KSC's catchment area
- Providing food
- Reaching out to donors with the exciting news that KSC will be expanding its offerings

With a beautiful new building and stellar reputation, the King Street Center is uniquely poised to become an even more important part of the surrounding community. Our research led us to believe that there is a large, underserved population in the community who would benefit immensely from a true "community center".

Our Leadership Champlain Team focused on extending KSC's current programming into the weekend with few changes in activities and client demographics, as a way to jumpstart the process. Future projects could include a pilot for seniors providing a venue for popular activities such as pickleball during the school day when the KSC space is underutilized.

People of all ages and backgrounds need a place to come together for shared experiences, growth, and to build strong relationships, and we feel that King Street Center can be such a place for years to come.



Appendices





SCHOOL PROGRAMS MEAL, SNACK AND MILK PAYMENTS TO STATES AND SCHOOL FOOD AUTHORITIES <i>Expressed in Dollars or Fractions Thereof</i> <i>Effective from: July 1, 2016 - June 30, 2017</i>							
NATIONAL SCHOOL LUNCH PROGRAM ¹		LESS THAN 60%	LESS THAN 60% + 6 cents ²	60% OR MORE	60% or MORE + 6 cents ²	MAXIMUM RATE	MAXIMUM RATE + 6 cents ²
CONTIGUOUS STATES	PAID	0.30	0.36	0.32	0.38	0.38	0.44
	REDUCED PRICE	2.76	2.82	2.78	2.84	2.93	2.99
	FREE	3.16	3.22	3.18	3.24	3.33	3.39
ALASKA	PAID	0.49	0.55	0.51	0.57	0.60	0.66
	REDUCED PRICE	4.72	4.78	4.74	4.80	4.98	5.04
	FREE	5.12	5.18	5.14	5.20	5.38	5.44
HAWAII	PAID	0.35	0.41	0.37	0.43	0.44	0.50
	REDUCED PRICE	3.29	3.35	3.31	3.37	3.49	3.55
	FREE	3.69	3.75	3.71	3.77	3.89	3.95
PUERTO RICO ³	PAID	0.35	0.41	0.37	0.43	0.44	0.50
	REDUCED PRICE	3.29	3.35	3.31	3.37	3.49	3.55
	FREE	3.69	3.75	3.71	3.77	3.89	3.95
SCHOOL BREAKFAST PROGRAM				NON-SEVERE NEED		SEVERE NEED	
CONTIGUOUS STATES		PAID		0.29		0.29	
		REDUCED PRICE		1.41		1.74	
		FREE		1.71		2.04	
ALASKA		PAID		0.44		0.44	
		REDUCED PRICE		2.43		2.97	
		FREE		2.73		3.27	
HAWAII		PAID		0.33		0.33	
		REDUCED PRICE		1.69		2.08	
		FREE		1.99		2.38	
PUERTO RICO ³		PAID		0.33		0.33	
		REDUCED PRICE		1.69		2.08	
		FREE		1.99		2.38	
SPECIAL MILK PROGRAM				ALL MILK	PAID MILK	FREE MILK	

PRICING PROGRAMS WITHOUT FREE OPTION	0.1975	N/A	N/A
PRICING PROGRAMS WITH FREE OPTION	N/A	0.1975	Average Cost Per 1/2 Pint of Milk
NONPRICING PROGRAMS	0.1975	N/A	N/A
AFTERSCHOOL SNACKS SERVED IN AFTERSCHOOL CARE PROGRAMS			
CONTIGUOUS STATES	PAID		0.07
	REDUCED PRICE		0.43
	FREE		0.86
ALASKA	PAID		0.12
	REDUCED PRICE		0.70
	FREE		1.40
HAWAII	PAID		0.09
	REDUCED PRICE		0.50
	FREE		1.01
PUERTO RICO ³	PAID		0.09
	REDUCED PRICE		0.50
	FREE		1.01

¹ Payment listed for Free and Reduced Price Lunches include both section 4 and section 11 funds

² Performance-based cash reimbursement (adjusted annually for inflation)

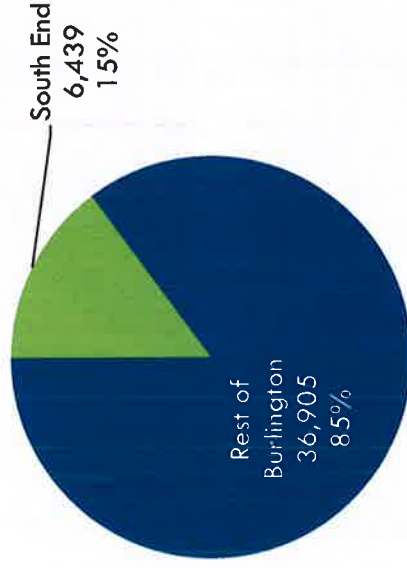
³ Beginning July 1, 2016, FNS approved Puerto Rico to receive a 17-percent increase in school meal reimbursement rates

IV. DEMOGRAPHICS AND ECONOMICS

The South End has approximately equal numbers of jobs and residents, a result of its mix and concentration of commercial and residential uses.

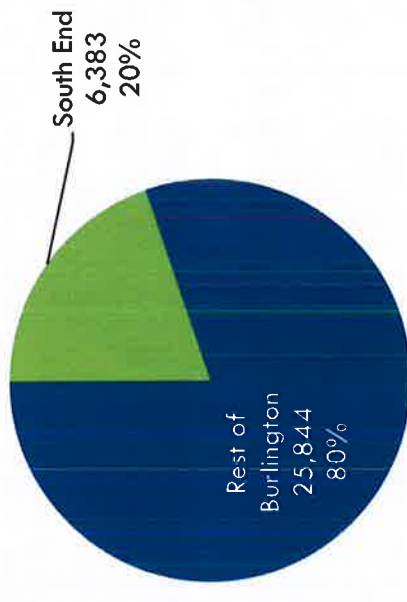
The South End is home to 15% of the city's residents, or just over 6,400 residents. Similarly, the South End hosts nearly 6,400 jobs, which make up 20% of the city's total number of jobs.

Population, 2014



Burlington Total = 43,344

Jobs, 2014



Burlington Total = 32,227

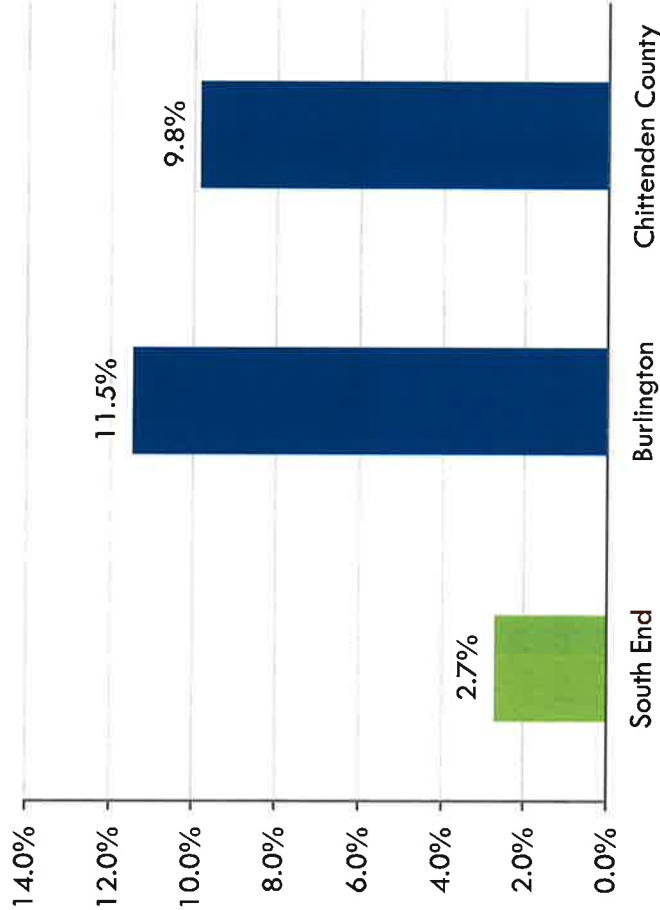
Note on data sources: HR&A's analysis of economic trends in the South End relies on three sources for employment data: the US Census, Esri Business Analyst, and InfoUSA. The inclusion of metrics and trend analyses in this report is subject to the availability and quality of data in these sources, which are only available at certain geographies and over certain time periods. As a result, these sources sometimes report different employment totals.

Source: Esri Business Analyst estimates; InfoUSA

Over the last 15 years, the population of the South End has experienced minimal growth compared to the city and county overall.

Between 2000 and 2014, population growth in the City of Burlington outpaced growth throughout Chittenden County, increasing by 11.5% (compared to the county's 9.8%). In contrast, the population in the South End only grew by 2.7% over the same period. The presence of the Enterprise District and fact that existing residential areas are largely built out are key reasons why the South End has not captured more development.

Percentage Population Change, 2000-2014



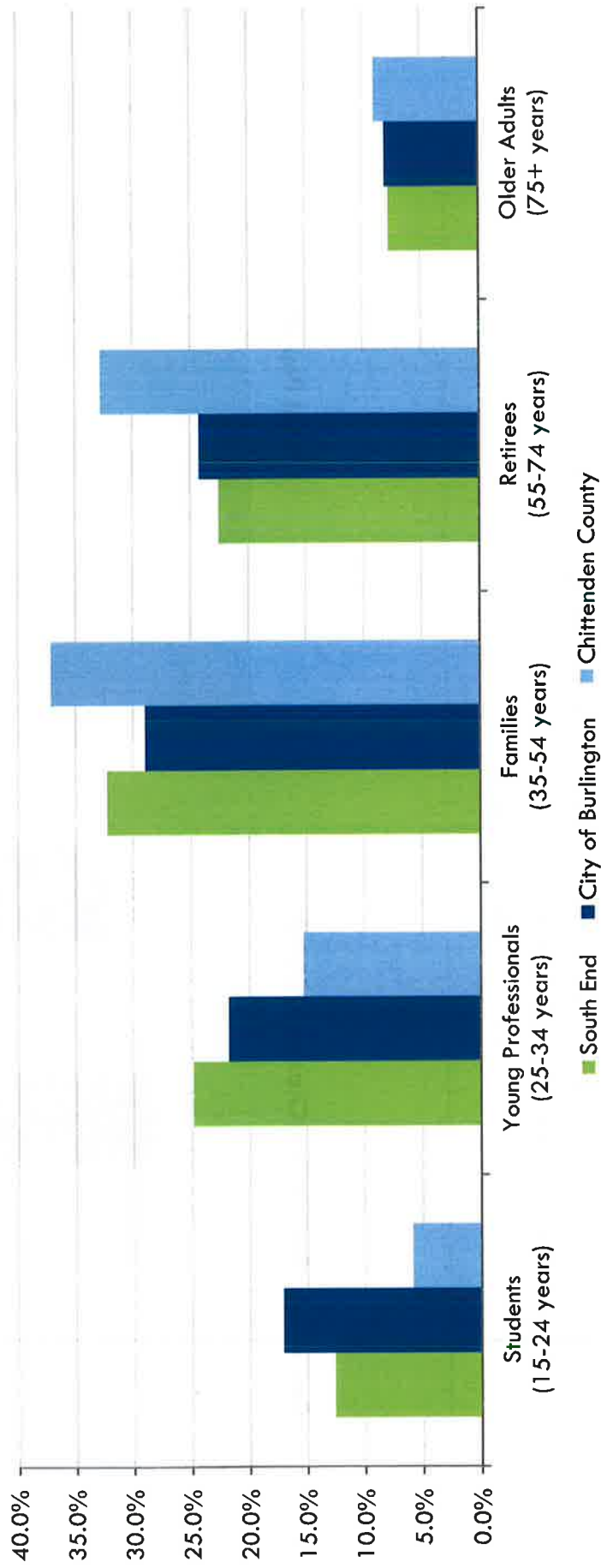
Total Population

Year	South End	Burlington	Chittenden County
2000	6,269	38,889	146,571
2010	6,353	42,411	156,545
2014	6,439	43,344	160,996

The South End appeals to young professionals and families.

Most of the households in the South End are families (32%), representing a higher concentration than in the city as a whole (29%), but lower than in the county as a whole (37%). The South End also maintains a higher distribution of young professional households (25%) compared to the city (22%) and the county (15%). The area is home to a lower concentration of students than the city (13% versus 17%), and the South End mirrors citywide trends in hosting a lower concentration of retirees compared to the county (23% and 24% versus 33%). Older adult households maintain similar distributions across all three geographies (7% to 8%).

Distribution of Households by Age of Householder, 2014

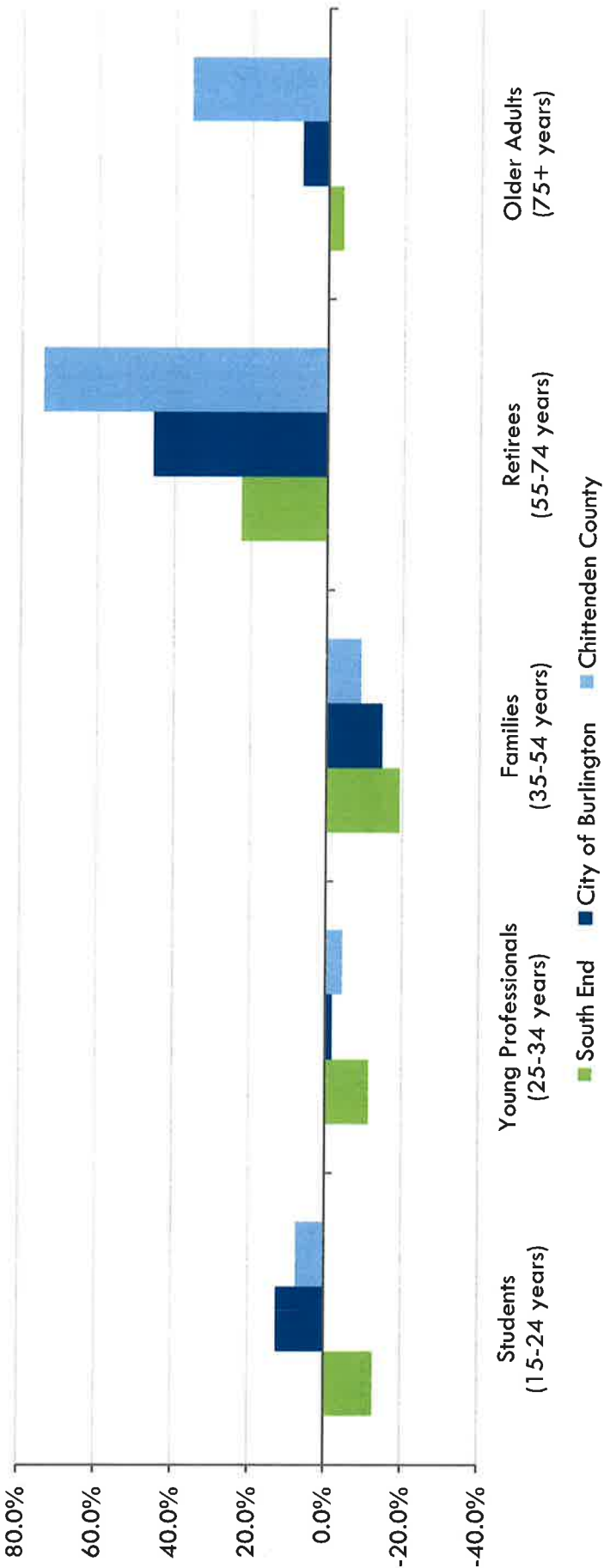


Since 2000, the South End has lost population in four of five age groups.

The South End has experienced a loss in households across most age groups, including groups experiencing growth at city and county levels. For example, the number of young professional households in the South End declined by 12% between 2000 and 2014, while decreasing only 2% in the city and 5% in the county. The South End also lost 20% of its family households, greater than the 15% decrease in the city and 9% decrease in the county. In addition, while the number of city and the county student households has increased 13% and 8% respectively, the South End experienced a 13% decline. The same is true for older adult households, which declined 4% in the South End while increasing by 7% in the city and 35% in the county.

The South End did gain retirees, due to both new residents and aging-in-place, increasing by 23%. However, growth in retiree households in the city and the county outpaced growth in the South End, experiencing increases of 46% and 75% respectively.

Change in Households by Age of Householder, 2000-2014

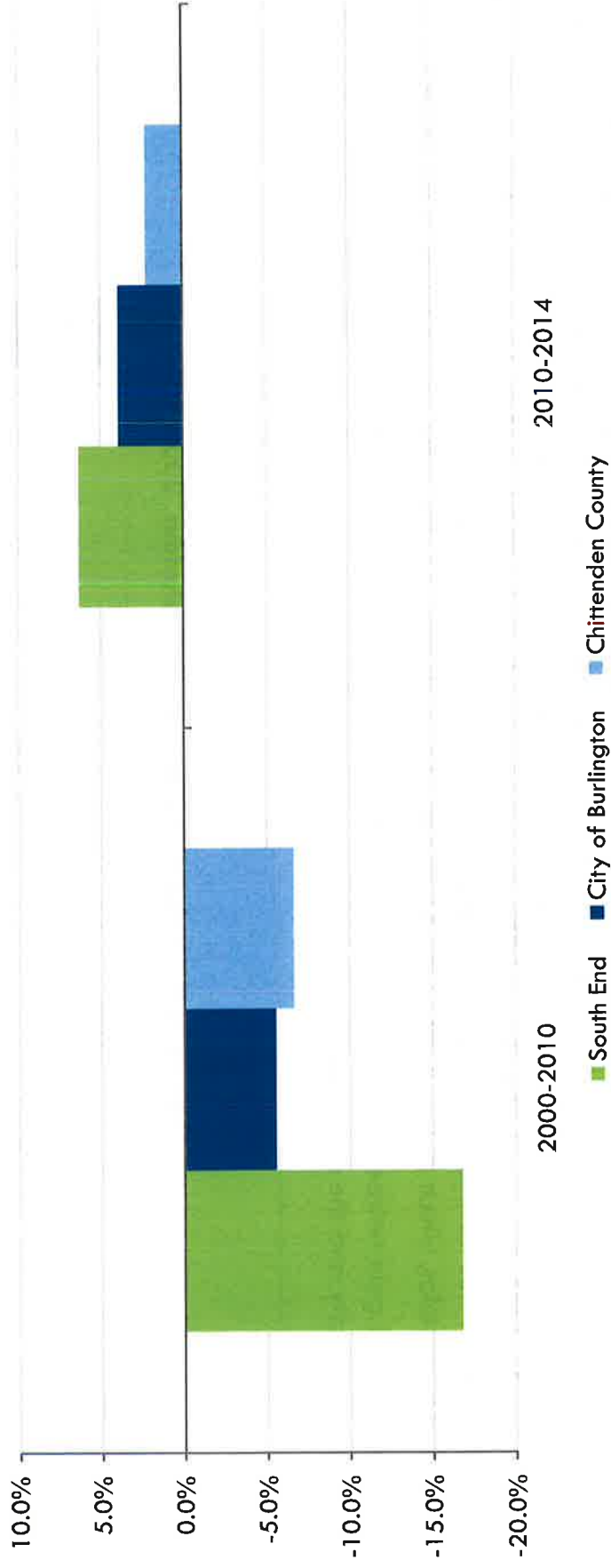


Source: US Census; ESRI Business Analyst estimates for 2014

However more recently, the population loss in the South End appears to be reversing in key age groups.

HR&A's analysis of updated demographic estimates suggests that the loss of young professionals in the South End, city, and county which occurred between 2010 and 2014 occurred primarily between 2000 and 2010. Since 2010, all three areas have experienced a gain in young professional households. In addition, in the last three or so years, growth in young professional households in the South End has outpaced growth of those households in the city and county: these households have increased by 6% in the South End, compared to 4% for the city and 2% for the county.

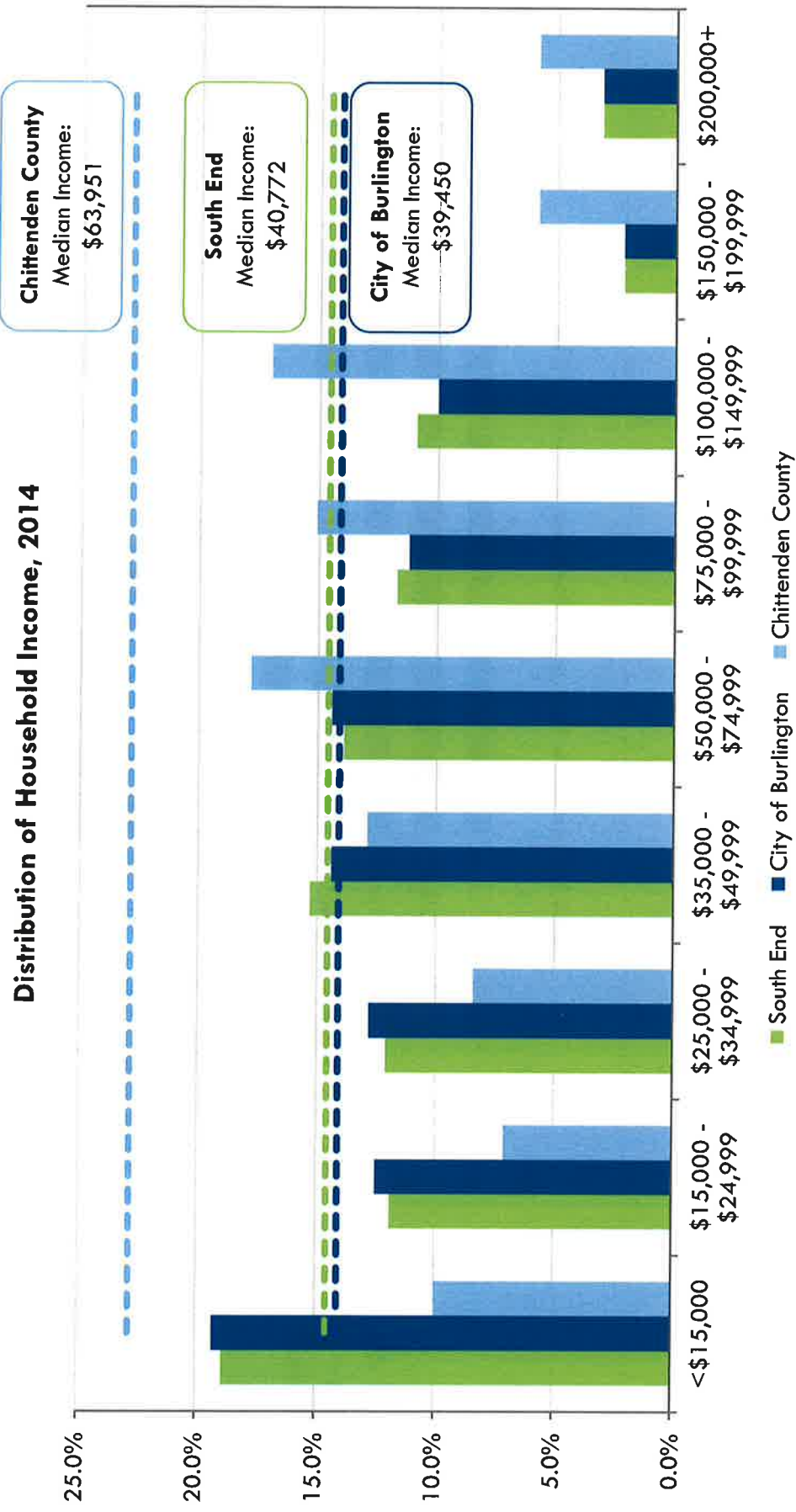
Change in Young Professional Households, 2000-2010, 2010-2014



Source: US Census; ESRI Business Analyst estimates for 2014

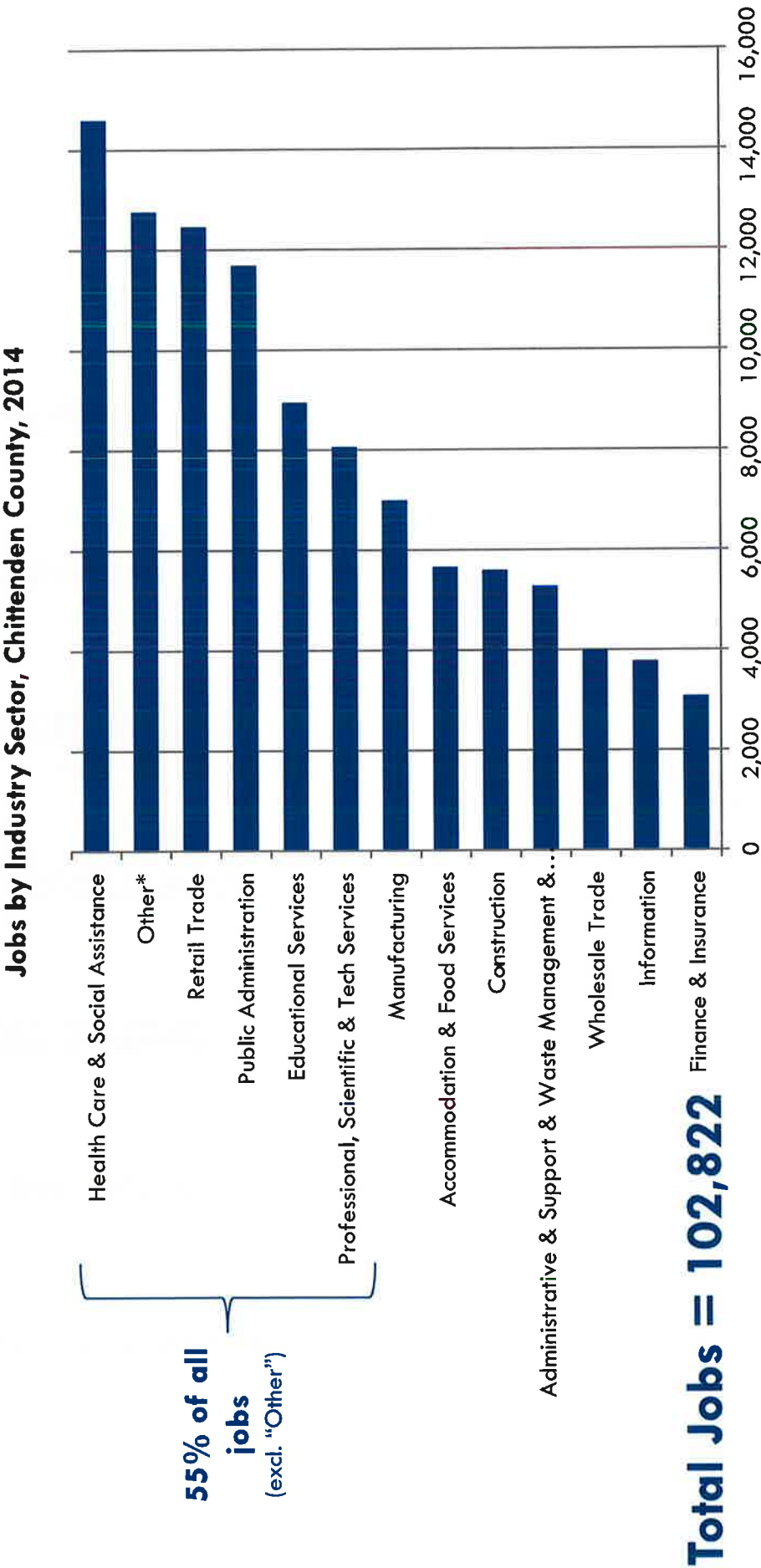
Household incomes in the South End are comparable to those in the city as a whole, both of which are lower than household incomes countywide.

Median household incomes in the South End and Burlington are 36% and 38% lower than in the county overall. Households in both the South End and Burlington maintain similar distributions of income, with approximately 70% of households earning less than \$75,000 per year, compared to 56% of households in the county.



Chittenden County supports a diverse employment base, with the majority of jobs in health care, management, education, or service sectors.

Fifty-five percent of the county's jobs are in health care and social assistance, retail trade, public administration, educational services, and professional, scientific, and technical services. Manufacturing only makes up 7,000 (7%) of the county's total jobs.



*"Other" includes transportation and warehousing, real estate, arts and entertainment, agriculture, utilities, management, mining and others.

Source: Esri Business Analyst

HR&A Advisors, Inc.

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DP02

SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES

2011-2015 American Community Survey 5-Year Estimates

Note: This is a modified view of the original table.

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Tell us what you think. Provide feedback to help make American Community Survey data more useful for you.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	Burlington city, Vermont			
	Estimate	Margin of Error	Percent	Percent Margin of Error
HOUSEHOLDS BY TYPE				
Total households	16,153	+/-417	16,153	(X)
Family households (families)	6,506	+/-286	40.3%	+/-1.8
With own children of the householder under 18 years	2,925	+/-216	18.1%	+/-1.4
Married-couple family	4,629	+/-277	28.7%	+/-1.6
With own children of the householder under 18 years	1,815	+/-199	11.2%	+/-1.3
Male householder, no wife present, family	550	+/-169	3.4%	+/-1.1
With own children of the householder under 18 years	260	+/-129	1.6%	+/-0.8
Female householder, no husband present, family	1,327	+/-207	8.2%	+/-1.3
With own children of the householder under 18 years	850	+/-187	5.3%	+/-1.1
Nonfamily households	9,647	+/-429	59.7%	+/-1.8
Householder living alone	5,697	+/-395	35.3%	+/-1.9
65 years and over	1,769	+/-217	11.0%	+/-1.3
Households with one or more people under 18 years	3,148	+/-211	19.5%	+/-1.4
Households with one or more people 65 years and over	3,203	+/-220	19.8%	+/-1.3
Average household size	2.20	+/-0.04	(X)	(X)
Average family size	2.93	+/-0.07	(X)	(X)
RELATIONSHIP				
Population in households	35,530	+/-456	35,530	(X)
Householder	16,153	+/-417	45.5%	+/-0.9
Spouse	4,683	+/-264	13.2%	+/-0.7
Child	6,510	+/-302	18.3%	+/-0.8
Other relatives	1,353	+/-326	3.8%	+/-0.9
Nonrelatives	6,831	+/-490	19.2%	+/-1.4
Unmarried partner	1,787	+/-213	5.0%	+/-0.6

Subject	Burlington city, Vermont			
	Estimate	Margin of Error	Percent	Percent Margin of Error
MARITAL STATUS				
Males 15 years and over	18,616	+/-465	18,616	(X)
Never married	11,618	+/-512	62.4%	+/-2.0
Now married, except separated	4,974	+/-292	26.7%	+/-1.7
Separated	190	+/-78	1.0%	+/-0.4
Widowed	350	+/-124	1.9%	+/-0.7
Divorced	1,484	+/-251	8.0%	+/-1.3
Females 15 years and over	19,621	+/-428	19,621	(X)
Never married	11,256	+/-459	57.4%	+/-1.7
Now married, except separated	5,225	+/-331	26.6%	+/-1.8
Separated	92	+/-49	0.5%	+/-0.2
Widowed	1,283	+/-195	6.5%	+/-0.9
Divorced	1,765	+/-212	9.0%	+/-1.1
FERTILITY				
Number of women 15 to 50 years old who had a birth in the past 12 months	469	+/-148	469	(X)
Unmarried women (widowed, divorced, and never married)	124	+/-68	26.4%	+/-13.4
Per 1,000 unmarried women	11	+/-6	(X)	(X)
Per 1,000 women 15 to 50 years old	33	+/-11	(X)	(X)
Per 1,000 women 15 to 19 years old	1	+/-1	(X)	(X)
Per 1,000 women 20 to 34 years old	39	+/-15	(X)	(X)
Per 1,000 women 35 to 50 years old	53	+/-26	(X)	(X)
GRANDPARENTS				
Number of grandparents living with own grandchildren under 18 years	400	+/-146	400	(X)
Grandparents responsible for grandchildren	123	+/-85	30.8%	+/-17.1
Years responsible for grandchildren				
Less than 1 year	41	+/-42	10.3%	+/-10.1
1 or 2 years	18	+/-24	4.5%	+/-6.0
3 or 4 years	50	+/-63	12.5%	+/-14.4
5 or more years	14	+/-17	3.5%	+/-4.0
Number of grandparents responsible for own grandchildren under 18 years	123	+/-85	123	(X)
Who are female	61	+/-44	49.6%	+/-9.2
Who are married	108	+/-82	87.8%	+/-16.4
SCHOOL ENROLLMENT				
Population 3 years and over enrolled in school	17,108	+/-588	17,108	(X)
Nursery school, preschool	363	+/-114	2.1%	+/-0.7
Kindergarten	385	+/-101	2.3%	+/-0.6
Elementary school (grades 1-8)	2,337	+/-267	13.7%	+/-1.5
High school (grades 9-12)	1,428	+/-206	8.3%	+/-1.2
College or graduate school	12,595	+/-588	73.6%	+/-1.9
EDUCATIONAL ATTAINMENT				
Population 25 years and over	22,878	+/-513	22,878	(X)
Less than 9th grade	1,246	+/-212	5.4%	+/-0.9
9th to 12th grade, no diploma	1,265	+/-233	5.5%	+/-1.0
High school graduate (includes equivalency)	4,090	+/-366	17.9%	+/-1.6
Some college, no degree	3,544	+/-316	15.5%	+/-1.3
Associate's degree	1,178	+/-176	5.1%	+/-0.8
Bachelor's degree	6,822	+/-451	29.8%	+/-1.8
Graduate or professional degree	4,733	+/-360	20.7%	+/-1.5
Percent high school graduate or higher	(X)	(X)	89.0%	+/-1.4

Subject	Burlington city, Vermont			
	Estimate	Margin of Error	Percent	Percent Margin of Error
Percent bachelor's degree or higher	(X)	(X)	50.5%	+/-1.9
VETERAN STATUS				
Civilian population 18 years and over	37,112	+/-287	37,112	(X)
Civilian veterans	1,769	+/-241	4.8%	+/-0.6
DISABILITY STATUS OF THE CIVILIAN NONINSTITUTIONALIZED POPULATION				
Total Civilian Noninstitutionalized Population	42,082	+/-159	42,082	(X)
With a disability	4,925	+/-434	11.7%	+/-1.0
Under 18 years	5,428	+/-272	5,428	(X)
With a disability	267	+/-105	4.9%	+/-1.9
18 to 64 years	32,606	+/-372	32,606	(X)
With a disability	3,116	+/-373	9.6%	+/-1.1
65 years and over	4,048	+/-256	4,048	(X)
With a disability	1,542	+/-197	38.1%	+/-4.0
RESIDENCE 1 YEAR AGO				
Population 1 year and over	42,242	+/-115	42,242	(X)
Same house	28,092	+/-812	66.5%	+/-1.9
Different house in the U.S.	13,683	+/-782	32.4%	+/-1.9
Same county	7,862	+/-658	18.6%	+/-1.6
Different county	5,821	+/-499	13.8%	+/-1.2
Same state	1,421	+/-322	3.4%	+/-0.8
Different state	4,400	+/-438	10.4%	+/-1.0
Abroad	467	+/-138	1.1%	+/-0.3
PLACE OF BIRTH				
Total population	42,570	+/-37	42,570	(X)
Native	37,746	+/-448	88.7%	+/-1.1
Born in United States	36,957	+/-464	86.8%	+/-1.1
State of residence	14,388	+/-673	33.8%	+/-1.6
Different state	22,569	+/-681	53.0%	+/-1.6
Born in Puerto Rico, U.S. Island areas, or born abroad to American parent(s)	789	+/-165	1.9%	+/-0.4
Foreign born	4,824	+/-449	11.3%	+/-1.1
U.S. CITIZENSHIP STATUS				
Foreign-born population	4,824	+/-449	4,824	(X)
Naturalized U.S. citizen	2,293	+/-370	47.5%	+/-6.4
Not a U.S. citizen	2,531	+/-396	52.5%	+/-6.4
YEAR OF ENTRY				
Population born outside the United States	5,613	+/-463	5,613	(X)
Native	789	+/-165	789	(X)
Entered 2010 or later	68	+/-49	8.6%	+/-5.5
Entered before 2010	721	+/-145	91.4%	+/-5.5
Foreign born	4,824	+/-449	4,824	(X)
Entered 2010 or later	914	+/-318	18.9%	+/-6.2
Entered before 2010	3,910	+/-453	81.1%	+/-6.2
WORLD REGION OF BIRTH OF FOREIGN BORN				
Foreign-born population, excluding population born at sea	4,824	+/-449	4,824	(X)
Europe	1,240	+/-315	25.7%	+/-5.8

Subject	Burlington city, Vermont			
	Estimate	Margin of Error	Percent	Percent Margin of Error
Asia	2,211	+/-315	45.8%	+/-5.7
Africa	817	+/-258	16.9%	+/-4.8
Oceania	2	+/-8	0.0%	+/-0.2
Latin America	379	+/-132	7.9%	+/-2.9
Northern America	175	+/-72	3.6%	+/-1.4
LANGUAGE SPOKEN AT HOME				
Population 5 years and over	41,191	+/-237	41,191	(X)
English only	35,691	+/-557	86.6%	+/-1.3
Language other than English	5,500	+/-546	13.4%	+/-1.3
Speak English less than "very well"	2,243	+/-294	5.4%	+/-0.7
Spanish	783	+/-202	1.9%	+/-0.5
Speak English less than "very well"	141	+/-71	0.3%	+/-0.2
Other Indo-European languages	3,048	+/-460	7.4%	+/-1.1
Speak English less than "very well"	1,167	+/-267	2.8%	+/-0.7
Asian and Pacific Islander languages	1,015	+/-267	2.5%	+/-0.6
Speak English less than "very well"	681	+/-227	1.7%	+/-0.5
Other languages	654	+/-214	1.6%	+/-0.5
Speak English less than "very well"	254	+/-109	0.6%	+/-0.3
ANCESTRY				
Total population	42,570	+/-37	42,570	(X)
American	1,866	+/-294	4.4%	+/-0.7
Arab	210	+/-83	0.5%	+/-0.2
Czech	172	+/-99	0.4%	+/-0.2
Danish	250	+/-79	0.6%	+/-0.2
Dutch	535	+/-114	1.3%	+/-0.3
English	5,392	+/-472	12.7%	+/-1.1
French (except Basque)	4,183	+/-467	9.8%	+/-1.1
French Canadian	2,351	+/-311	5.5%	+/-0.7
German	5,452	+/-544	12.8%	+/-1.3
Greek	242	+/-90	0.6%	+/-0.2
Hungarian	521	+/-247	1.2%	+/-0.6
Irish	8,629	+/-626	20.3%	+/-1.5
Italian	4,041	+/-431	9.5%	+/-1.0
Lithuanian	103	+/-50	0.2%	+/-0.1
Norwegian	354	+/-146	0.8%	+/-0.3
Polish	1,847	+/-280	4.3%	+/-0.7
Portuguese	243	+/-100	0.6%	+/-0.2
Russian	1,121	+/-206	2.6%	+/-0.5
Scotch-Irish	454	+/-123	1.1%	+/-0.3
Scottish	1,738	+/-255	4.1%	+/-0.6
Slovak	51	+/-28	0.1%	+/-0.1
Subsaharan African	872	+/-307	2.0%	+/-0.7
Swedish	651	+/-179	1.5%	+/-0.4
Swiss	138	+/-83	0.3%	+/-0.2
Ukrainian	163	+/-69	0.4%	+/-0.2
Welsh	629	+/-186	1.5%	+/-0.4
West Indian (excluding Hispanic origin groups)	141	+/-92	0.3%	+/-0.2
COMPUTERS AND INTERNET USE				
Total households	(X)	(X)	(X)	(X)
With a computer	(X)	(X)	(X)	(X)
With a broadband Internet subscription	(X)	(X)	(X)	(X)

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling

variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

Ancestry listed in this table refers to the total number of people who responded with a particular ancestry; for example, the estimate given for Russian represents the number of people who listed Russian as either their first or second ancestry. This table lists only the largest ancestry groups; see the Detailed Tables for more categories. Race and Hispanic origin groups are not included in this table because official data for those groups come from the Race and Hispanic origin questions rather than the ancestry question (see Demographic Table).

Data for year of entry of the native population reflect the year of entry into the U.S. by people who were born in Puerto Rico, U.S. Island Areas or born outside the U.S. to a U.S. citizen parent and who subsequently moved to the U.S.

Fertility data are not available for certain geographic areas due to problems with data collection. See Errata Note #92 for details.

Methodological changes to data collection in 2013 may have affected language data for 2013. Users should be aware of these changes when using multi-year data containing data from 2013. For more information, see: Language User Note.

The Census Bureau introduced a new set of disability questions in the 2008 ACS questionnaire. Accordingly, comparisons of disability data from 2008 or later with data from prior years are not recommended. For more information on these questions and their evaluation in the 2006 ACS Content Test, see the Evaluation Report Covering Disability.

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Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2010 data. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Explanation of Symbols:

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6. An '*****' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.



DP05

ACS DEMOGRAPHIC AND HOUSING ESTIMATES

2011-2015 American Community Survey 5-Year Estimates

Note: This is a modified view of the original table.

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Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

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Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	Burlington city, Vermont			
	Estimate	Margin of Error	Percent	Percent Margin of Error
SEX AND AGE				
Total population	42,570	+/-37	42,570	(X)
Male	20,775	+/-455	48.8%	+/-1.1
Female	21,795	+/-457	51.2%	+/-1.1
Under 5 years	1,379	+/-230	3.2%	+/-0.5
5 to 9 years	1,540	+/-214	3.6%	+/-0.5
10 to 14 years	1,414	+/-205	3.3%	+/-0.5
15 to 19 years	5,981	+/-357	14.0%	+/-0.8
20 to 24 years	9,378	+/-485	22.0%	+/-1.1
25 to 34 years	6,802	+/-522	16.0%	+/-1.2
35 to 44 years	4,036	+/-300	9.5%	+/-0.7
45 to 54 years	3,914	+/-266	9.2%	+/-0.6
55 to 59 years	1,803	+/-225	4.2%	+/-0.5
60 to 64 years	1,840	+/-248	4.3%	+/-0.6
65 to 74 years	2,231	+/-218	5.2%	+/-0.5
75 to 84 years	1,349	+/-199	3.2%	+/-0.5
85 years and over	903	+/-163	2.1%	+/-0.4
Median age (years)	26.8	+/-0.6	(X)	(X)
18 years and over	37,124	+/-286	87.2%	+/-0.7
21 years and over	29,907	+/-508	70.3%	+/-1.2
62 years and over	5,494	+/-313	12.9%	+/-0.7
65 years and over	4,483	+/-257	10.5%	+/-0.6
18 years and over	37,124	+/-286	37,124	(X)
Male	18,042	+/-450	48.6%	+/-1.1
Female	19,082	+/-382	51.4%	+/-1.1
65 years and over	4,483	+/-257	4,483	(X)

Subject	Burlington city, Vermont			
	Estimate	Margin of Error	Percent	Percent Margin of Error
Male	1,834	+/-185	40.9%	+/-3.2
Female	2,649	+/-199	59.1%	+/-3.2
RACE				
Total population	42,570	+/-37	42,570	(X)
One race	41,477	+/-262	97.4%	+/-0.6
Two or more races	1,093	+/-263	2.6%	+/-0.6
One race	41,477	+/-262	97.4%	+/-0.6
White	36,684	+/-443	86.2%	+/-1.0
Black or African American	1,935	+/-335	4.5%	+/-0.8
American Indian and Alaska Native	196	+/-86	0.5%	+/-0.2
Cherokee tribal grouping	0	+/-18	0.0%	+/-0.1
Chippewa tribal grouping	0	+/-18	0.0%	+/-0.1
Navajo tribal grouping	0	+/-18	0.0%	+/-0.1
Sioux tribal grouping	0	+/-18	0.0%	+/-0.1
Asian	2,531	+/-341	5.9%	+/-0.8
Asian Indian	204	+/-180	0.5%	+/-0.4
Chinese	532	+/-143	1.2%	+/-0.3
Filipino	15	+/-19	0.0%	+/-0.1
Japanese	16	+/-18	0.0%	+/-0.1
Korean	86	+/-46	0.2%	+/-0.1
Vietnamese	339	+/-125	0.8%	+/-0.3
Other Asian	1,339	+/-347	3.1%	+/-0.8
Native Hawaiian and Other Pacific Islander	5	+/-9	0.0%	+/-0.1
Native Hawaiian	5	+/-9	0.0%	+/-0.1
Guamanian or Chamorro	0	+/-18	0.0%	+/-0.1
Samoan	0	+/-18	0.0%	+/-0.1
Other Pacific Islander	0	+/-18	0.0%	+/-0.1
Some other race	126	+/-64	0.3%	+/-0.1
Two or more races	1,093	+/-263	2.6%	+/-0.6
White and Black or African American	302	+/-175	0.7%	+/-0.4
White and American Indian and Alaska Native	295	+/-120	0.7%	+/-0.3
White and Asian	314	+/-115	0.7%	+/-0.3
Black or African American and American Indian and Alaska Native	1	+/-3	0.0%	+/-0.1
Race alone or in combination with one or more other races				
Total population	42,570	+/-37	42,570	(X)
White	37,683	+/-464	88.5%	+/-1.1
Black or African American	2,291	+/-328	5.4%	+/-0.8
American Indian and Alaska Native	531	+/-160	1.2%	+/-0.4
Asian	2,938	+/-354	6.9%	+/-0.8
Native Hawaiian and Other Pacific Islander	81	+/-68	0.2%	+/-0.2
Some other race	190	+/-81	0.4%	+/-0.2
HISPANIC OR LATINO AND RACE				
Total population	42,570	+/-37	42,570	(X)
Hispanic or Latino (of any race)	1,138	+/-266	2.7%	+/-0.6
Mexican	139	+/-61	0.3%	+/-0.1
Puerto Rican	255	+/-109	0.6%	+/-0.3
Cuban	75	+/-50	0.2%	+/-0.1
Other Hispanic or Latino	669	+/-238	1.6%	+/-0.6
Not Hispanic or Latino	41,432	+/-273	97.3%	+/-0.6
White alone	35,769	+/-469	84.0%	+/-1.1
Black or African American alone	1,880	+/-337	4.4%	+/-0.8
American Indian and Alaska Native alone	141	+/-65	0.3%	+/-0.2
Asian alone	2,517	+/-344	5.9%	+/-0.8

Subject	Burlington city, Vermont			
	Estimate	Margin of Error	Percent	Percent Margin of Error
Native Hawaiian and Other Pacific Islander alone	5	+/-9	0.0%	+/-0.1
Some other race alone	80	+/-54	0.2%	+/-0.1
Two or more races	1,040	+/-260	2.4%	+/-0.6
Two races including Some other race	16	+/-19	0.0%	+/-0.1
Two races excluding Some other race, and Three or more races	1,024	+/-260	2.4%	+/-0.6
Total housing units	16,702	+/-380	(X)	(X)
CITIZEN, VOTING AGE POPULATION				
Citizen, 18 and over population	35,153	+/-412	35,153	(X)
Male	17,111	+/-454	48.7%	+/-1.1
Female	18,042	+/-388	51.3%	+/-1.1

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For more information on understanding race and Hispanic origin data, please see the Census 2010 Brief entitled, Overview of Race and Hispanic Origin: 2010, issued March 2011. (pdf format)

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Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

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DP03

SELECTED ECONOMIC CHARACTERISTICS

2011-2015 American Community Survey 5-Year Estimates

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Subject	Burlington city, Vermont			
	Estimate	Margin of Error	Percent	Percent Margin of Error
EMPLOYMENT STATUS				
Population 16 years and over	37,852	+/-289	37,852	(X)
In labor force	24,541	+/-678	64.8%	+/-1.7
Civilian labor force	24,529	+/-677	64.8%	+/-1.7
Employed	22,734	+/-708	60.1%	+/-1.8
Unemployed	1,795	+/-273	4.7%	+/-0.7
Armed Forces	12	+/-17	0.0%	+/-0.1
Not in labor force	13,311	+/-647	35.2%	+/-1.7
Civilian labor force	24,529	+/-677	24,529	(X)
Unemployment Rate	(X)	(X)	7.3%	+/-1.1
Females 16 years and over	19,460	+/-403	19,460	(X)
In labor force	12,029	+/-504	61.8%	+/-2.3
Civilian labor force	12,028	+/-505	61.8%	+/-2.3
Employed	11,173	+/-477	57.4%	+/-2.3
Own children of the householder under 6 years	1,646	+/-256	1,646	(X)
All parents in family in labor force	1,160	+/-239	70.5%	+/-8.4
Own children of the householder 6 to 17 years	3,563	+/-304	3,563	(X)
All parents in family in labor force	2,424	+/-328	68.0%	+/-7.2
COMMUTING TO WORK				
Workers 16 years and over	21,949	+/-698	21,949	(X)
Car, truck, or van -- drove alone	11,609	+/-642	52.9%	+/-2.1
Car, truck, or van -- carpooled	1,913	+/-329	8.7%	+/-1.5
Public transportation (excluding taxicab)	1,153	+/-225	5.3%	+/-1.0
Walked	4,599	+/-445	21.0%	+/-1.9
Other means	1,471	+/-262	6.7%	+/-1.2
Worked at home	1,204	+/-241	5.5%	+/-1.1

Subject	Burlington city, Vermont			
	Estimate	Margin of Error	Percent	Percent Margin of Error
Mean travel time to work (minutes)	17.8	+/-0.7	(X)	(X)
OCCUPATION				
Civilian employed population 16 years and over	22,734	+/-708	22,734	(X)
Management, business, science, and arts occupations	9,818	+/-561	43.2%	+/-2.1
Service occupations	5,465	+/-455	24.0%	+/-1.9
Sales and office occupations	4,996	+/-512	22.0%	+/-2.0
Natural resources, construction, and maintenance occupations	907	+/-156	4.0%	+/-0.7
Production, transportation, and material moving occupations	1,548	+/-267	6.8%	+/-1.2
INDUSTRY				
Civilian employed population 16 years and over	22,734	+/-708	22,734	(X)
Agriculture, forestry, fishing and hunting, and mining	235	+/-103	1.0%	+/-0.4
Construction	540	+/-111	2.4%	+/-0.5
Manufacturing	1,521	+/-244	6.7%	+/-1.0
Wholesale trade	259	+/-93	1.1%	+/-0.4
Retail trade	2,876	+/-378	12.7%	+/-1.6
Transportation and warehousing, and utilities	484	+/-163	2.1%	+/-0.7
Information	494	+/-122	2.2%	+/-0.5
Finance and insurance, and real estate and rental and leasing	805	+/-164	3.5%	+/-0.7
Professional, scientific, and management, and administrative and waste management services	2,190	+/-260	9.6%	+/-1.2
Educational services, and health care and social assistance	7,973	+/-636	35.1%	+/-2.4
Arts, entertainment, and recreation, and accommodation and food services	3,770	+/-418	16.6%	+/-1.8
Other services, except public administration	999	+/-146	4.4%	+/-0.7
Public administration	588	+/-145	2.6%	+/-0.6
CLASS OF WORKER				
Civilian employed population 16 years and over	22,734	+/-708	22,734	(X)
Private wage and salary workers	17,814	+/-680	78.4%	+/-1.8
Government workers	3,791	+/-390	16.7%	+/-1.6
Self-employed in own not incorporated business workers	1,114	+/-193	4.9%	+/-0.9
Unpaid family workers	15	+/-17	0.1%	+/-0.1
INCOME AND BENEFITS (IN 2015 INFLATION-ADJUSTED DOLLARS)				
Total households	16,153	+/-417	16,153	(X)
Less than \$10,000	1,495	+/-248	9.3%	+/-1.5
\$10,000 to \$14,999	1,352	+/-254	8.4%	+/-1.5
\$15,000 to \$24,999	2,122	+/-301	13.1%	+/-1.8
\$25,000 to \$34,999	1,509	+/-202	9.3%	+/-1.2
\$35,000 to \$49,999	2,263	+/-272	14.0%	+/-1.7
\$50,000 to \$74,999	2,643	+/-310	16.4%	+/-1.9
\$75,000 to \$99,999	2,155	+/-243	13.3%	+/-1.5
\$100,000 to \$149,999	1,608	+/-185	10.0%	+/-1.2
\$150,000 to \$199,999	526	+/-122	3.3%	+/-0.8
\$200,000 or more	480	+/-116	3.0%	+/-0.7
Median household income (dollars)	44,671	+/-2,849	(X)	(X)
Mean household income (dollars)	61,169	+/-2,696	(X)	(X)
With earnings	13,043	+/-411	80.7%	+/-1.5
Mean earnings (dollars)	61,375	+/-2,722	(X)	(X)
With Social Security	3,895	+/-292	24.1%	+/-1.8
Mean Social Security income (dollars)	17,112	+/-842	(X)	(X)
With retirement income	1,798	+/-161	11.1%	+/-1.0

Subject	Burlington city, Vermont			
	Estimate	Margin of Error	Percent	Percent Margin of Error
Mean retirement income (dollars)	19,562	+/-2,904	(X)	(X)
With Supplemental Security Income	1,105	+/-228	6.8%	+/-1.4
Mean Supplemental Security Income (dollars)	9,223	+/-861	(X)	(X)
With cash public assistance income	1,081	+/-176	6.7%	+/-1.1
Mean cash public assistance income (dollars)	2,879	+/-479	(X)	(X)
With Food Stamp/SNAP benefits in the past 12 months	2,723	+/-300	16.9%	+/-1.9
Families	6,506	+/-286	6,506	(X)
Less than \$10,000	316	+/-132	4.9%	+/-2.0
\$10,000 to \$14,999	279	+/-138	4.3%	+/-2.0
\$15,000 to \$24,999	621	+/-176	9.5%	+/-2.6
\$25,000 to \$34,999	419	+/-93	6.4%	+/-1.5
\$35,000 to \$49,999	773	+/-153	11.9%	+/-2.3
\$50,000 to \$74,999	940	+/-169	14.4%	+/-2.5
\$75,000 to \$99,999	1,176	+/-209	18.1%	+/-3.1
\$100,000 to \$149,999	1,120	+/-150	17.2%	+/-2.3
\$150,000 to \$199,999	431	+/-96	6.6%	+/-1.5
\$200,000 or more	431	+/-103	6.6%	+/-1.5
Median family income (dollars)	72,279	+/-4,879	(X)	(X)
Mean family income (dollars)	86,940	+/-4,864	(X)	(X)
Per capita income (dollars)	24,706	+/-1,083	(X)	(X)
Nonfamily households	9,647	+/-429	9,647	(X)
Median nonfamily income (dollars)	33,964	+/-2,944	(X)	(X)
Mean nonfamily income (dollars)	42,811	+/-2,707	(X)	(X)
Median earnings for workers (dollars)	17,057	+/-1,276	(X)	(X)
Median earnings for male full-time, year-round workers (dollars)	42,224	+/-2,518	(X)	(X)
Median earnings for female full-time, year-round workers (dollars)	36,414	+/-1,266	(X)	(X)
HEALTH INSURANCE COVERAGE				
Civilian noninstitutionalized population	42,082	+/-159	42,082	(X)
With health insurance coverage	39,723	+/-457	94.4%	+/-1.0
With private health insurance	30,803	+/-737	73.2%	+/-1.7
With public coverage	12,554	+/-743	29.8%	+/-1.8
No health insurance coverage	2,359	+/-419	5.6%	+/-1.0
Civilian noninstitutionalized population under 18 years	5,428	+/-272	5,428	(X)
No health insurance coverage	131	+/-122	2.4%	+/-2.2
Civilian noninstitutionalized population 18 to 64 years	32,606	+/-372	32,606	(X)
In labor force:	23,503	+/-641	23,503	(X)
Employed:	21,770	+/-680	21,770	(X)
With health insurance coverage	20,057	+/-682	92.1%	+/-1.4
With private health insurance	17,627	+/-691	81.0%	+/-1.9
With public coverage	2,888	+/-344	13.3%	+/-1.6
No health insurance coverage	1,713	+/-315	7.9%	+/-1.4
Unemployed:	1,733	+/-266	1,733	(X)
With health insurance coverage	1,593	+/-253	91.9%	+/-3.8
With private health insurance	1,007	+/-219	58.1%	+/-8.1
With public coverage	606	+/-159	35.0%	+/-8.0
No health insurance coverage	140	+/-69	8.1%	+/-3.8
Not in labor force:	9,103	+/-612	9,103	(X)
With health insurance coverage	8,739	+/-608	96.0%	+/-1.5

Subject	Burlington city, Vermont			
	Estimate	Margin of Error	Percent	Percent Margin of Error
With private health insurance	6,489	+/-423	71.3%	+/-3.3
With public coverage	2,714	+/-452	29.8%	+/-3.7
No health insurance coverage	364	+/-133	4.0%	+/-1.5
PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL				
All families	(X)	(X)	12.9%	+/-3.3
With related children of the householder under 18 years	(X)	(X)	23.2%	+/-6.3
With related children of the householder under 5 years only	(X)	(X)	30.7%	+/-13.1
Married couple families	(X)	(X)	4.7%	+/-2.4
With related children of the householder under 18 years	(X)	(X)	9.0%	+/-5.4
With related children of the householder under 5 years only	(X)	(X)	0.0%	+/-4.1
Families with female householder, no husband present	(X)	(X)	40.4%	+/-10.2
With related children of the householder under 18 years	(X)	(X)	52.2%	+/-11.7
With related children of the householder under 5 years only	(X)	(X)	72.5%	+/-18.2
All people	(X)	(X)	24.8%	+/-2.0
Under 18 years	(X)	(X)	23.7%	+/-6.7
Related children of the householder under 18 years	(X)	(X)	23.2%	+/-6.8
Related children of the householder under 5 years	(X)	(X)	28.1%	+/-9.3
Related children of the householder 5 to 17 years	(X)	(X)	21.4%	+/-7.7
18 years and over	(X)	(X)	25.0%	+/-1.9
18 to 64 years	(X)	(X)	27.3%	+/-2.1
65 years and over	(X)	(X)	10.1%	+/-2.5
People in families	(X)	(X)	13.1%	+/-3.4
Unrelated individuals 15 years and over	(X)	(X)	38.1%	+/-3.0

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

Employment and unemployment estimates may vary from the official labor force data released by the Bureau of Labor Statistics because of differences in survey design and data collection. For guidance on differences in employment and unemployment estimates from different sources go to Labor Force Guidance.

Workers include members of the Armed Forces and civilians who were at work last week.

Occupation codes are 4-digit codes and are based on Standard Occupational Classification 2010.

Industry codes are 4-digit codes and are based on the North American Industry Classification System (NAICS). The Census industry codes for 2013 and later years are based on the 2012 revision of the NAICS. To allow for the creation of 2011-2015 tables, industry data in the multiyear files (2011-2015) were recoded to 2013 Census industry codes. We recommend using caution when comparing data coded using 2013 Census industry codes with data coded using Census industry codes prior to 2013. For more information on the Census industry code changes, please visit our website at <https://www.census.gov/people/io/methodology/>.

Logical coverage edits applying a rules-based assignment of Medicaid, Medicare and military health coverage were added as of 2009 -- please see https://www.census.gov/library/working-papers/2010/demo/coverage_edits_final.html for more details. The 2008 data table in American FactFinder does not incorporate these edits. Therefore, the estimates that appear in these tables are not comparable to the estimates in the 2009 and later tables. Select geographies of 2008 data comparable to the 2009 and later tables are available at <https://www.census.gov/data/tables/time-series/acs/1-year-re-run-health-insurance.html>. The health insurance coverage category names were modified in 2010. See https://www.census.gov/topics/health/health-insurance/about/glossary.html#par_textimage_18 for a list of the insurance type definitions.

While the 2011-2015 American Community Survey (ACS) data generally reflect the February 2013 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2010 data. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

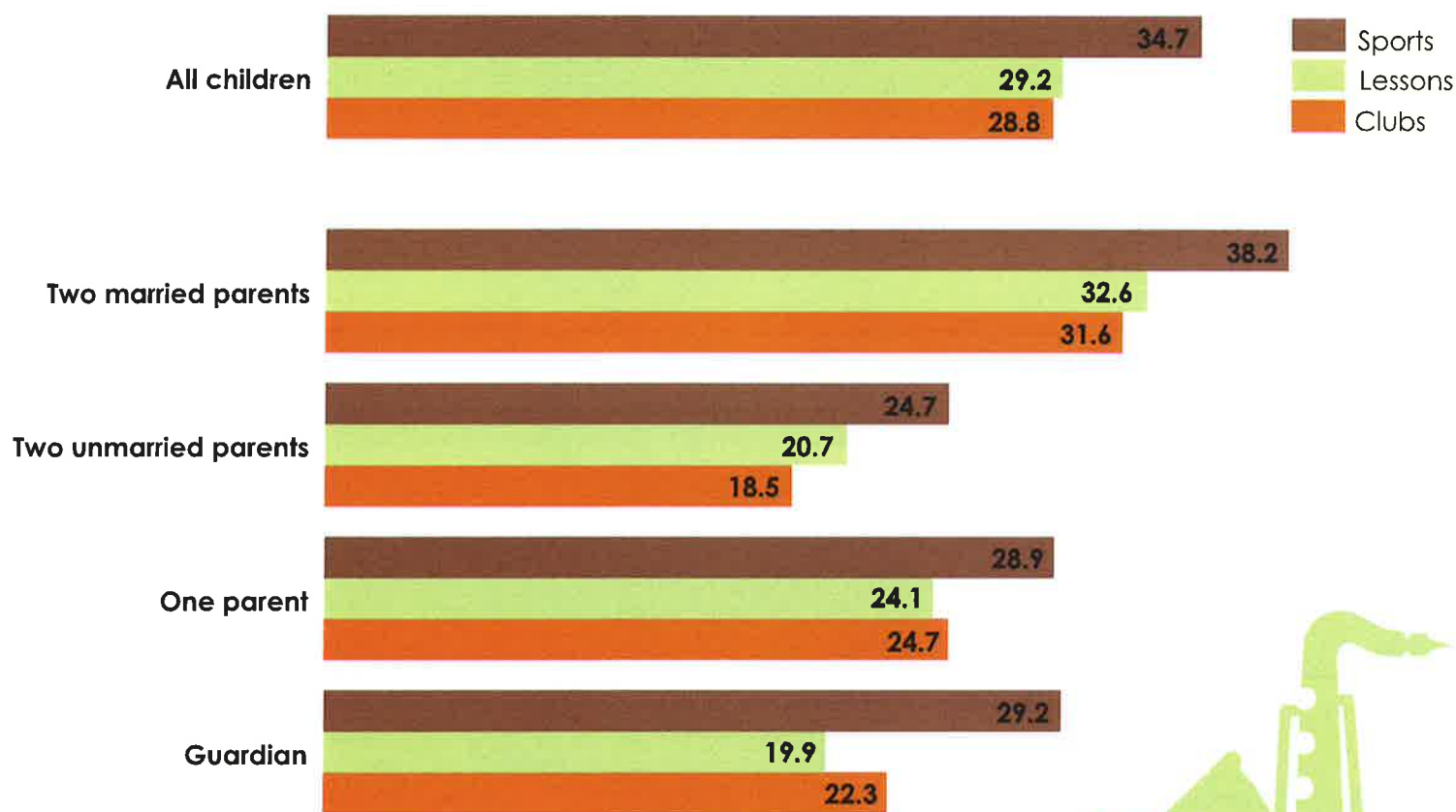
Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Explanation of Symbols:

1. An '***' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '***' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '*****' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.

Beyond the Classroom

Percent of Children Participating in Extracurricular Activities



Note: Children may participate in more than one activity.

United States
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Source: Survey of Income and Program Participation (SIPP),
2008 Panel Wave 10