



	2010-17				Household Type	Average HH Size	Diversity Index ²	Median Age	Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density ¹					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
United States	123,158,887	327,514,334	0.82	92.7		2.59	64.0	38.2	22.3	36.1	25.9	15.6	33.8	49.4	16.8
01. Affluent Estates	12,162,168	35,441,171	1.33	503.2		2.89	43.8	43.0	24.7	28.0	31.2	16.1	23.9	64.8	11.3
1A: Top Tier	2,113,007	6,077,198	0.71	998.9	Married Couples	2.84	37.9	47.3	24.2	22.4	33.2	20.2	22.9	66.8	10.2
1B: Professional Pride	1,982,257	6,225,812	1.36	973.7	Married Couples	3.13	44.5	40.8	26.6	29.1	33.4	10.9	24.2	67.2	8.5
1C: Boomburbs	2,004,418	6,536,735	3.49	1,016.8	Married Couples	3.25	63.2	34.0	32.9	37.2	23.2	6.7	24.5	65.6	9.9
1D: Savvy Suburbanites	3,664,237	10,509,296	0.80	346.0	Married Couples	2.85	36.2	45.1	22.3	27.5	33.0	17.1	24.7	63.5	11.8
1E: Exurbanites	2,398,249	6,092,130	0.76	288.0	Married Couples	2.50	35.2	51.0	18.5	23.4	32.4	25.7	22.6	62.1	15.3
02. Upscale Avenues	6,979,885	19,111,001	0.80	1,105.5		2.70	66.5	40.6	21.1	34.8	28.3	15.9	31.5	54.2	14.3
2A: Urban Chic	1,635,154	3,992,525	0.87	514.4	Married Couples	2.39	48.1	43.3	20.3	31.9	30.0	17.8	30.1	55.0	14.9
2B: Pleasantville	2,718,131	7,927,584	0.47	1,416.1	Married Couples	2.88	61.0	42.6	20.9	32.0	29.6	17.4	31.1	54.4	14.5
2C: Pacific Heights	889,448	2,849,494	0.67	3,211.4	Married Couples	3.17	75.0	42.7	19.6	33.3	28.2	19.0	32.0	54.8	13.2
2D: Enterprising Professional	1,737,152	4,341,398	1.45	1,427.5	Married Couples	2.48	73.0	35.3	23.0	43.4	24.2	9.4	33.2	52.6	14.2
03. Uptown Individuals	4,538,389	8,746,970	1.41	7,614.5		1.86	65.0	34.7	11.7	55.8	21.4	11.2	51.9	35.3	12.7
3A: Laptops and Lattes	1,307,483	2,517,022	1.19	10,462.8	Singles	1.87	50.3	37.4	12.1	50.2	23.7	14.0	47.0	40.9	12.2
3B: Metro Renters	1,911,511	3,373,893	1.84	5,307.8	Singles	1.67	61.9	32.5	8.6	64.9	17.9	8.6	57.2	30.5	12.3
3C: Trendsetters	1,319,395	2,856,055	1.12	10,480.7	Singles	2.12	76.8	36.3	14.9	49.9	23.5	11.7	49.9	36.3	13.9
04. Family Landscapes	9,166,919	26,405,267	1.24	294.4		2.86	54.0	36.8	25.4	36.0	26.9	11.7	28.2	57.0	14.7
4A: Soccer Moms	3,541,287	10,565,695	1.45	523.2	Married Couples	2.97	50.8	37.0	26.2	35.3	28.0	10.5	26.6	60.9	12.4
4B: Home Improvement	2,114,473	6,105,144	0.67	421.6	Married Couples	2.88	65.7	37.7	23.0	36.6	27.7	12.7	31.5	52.9	15.6
4C: Middleburg	3,511,159	9,734,428	1.38	176.9	Married Couples	2.75	48.5	36.1	25.9	36.6	25.2	12.4	27.8	55.5	16.7
05. GenXurban	14,023,549	34,638,327	0.47	409.8		2.43	41.2	43.5	19.7	32.0	27.9	20.4	28.7	52.3	19.0
5A: Comfortable Empty Nesters	3,024,243	7,702,735	0.45	282.4	Married Couples	2.52	33.0	48.0	18.9	27.3	30.3	23.5	23.9	59.3	16.8
5B: In Style	2,764,529	6,622,990	0.85	365.1	Married Couples w/No Kids	2.35	39.8	42.0	19.6	34.0	27.9	18.5	30.1	53.0	17.0
5C: Parks and Rec	2,449,636	6,215,467	0.43	1,251.5	Married Couples	2.51	50.7	40.9	20.4	34.6	27.8	17.2	32.3	48.5	19.1
5D: Rustbelt Traditions	2,716,789	6,771,858	0.30	661.2	Married Couples	2.47	46.8	39.0	22.0	35.5	26.3	16.2	32.0	47.6	20.4
5E: Midlife Constants	3,068,352	7,325,277	0.33	306.6	Married Couples w/No Kids	2.31	36.2	47.0	18.1	29.6	27.0	25.3	26.5	51.8	21.8
06. Cozy Country Living	14,778,881	37,852,803	0.47	21.9		2.53	26.6	45.0	20.5	29.5	30.6	19.4	24.4	58.3	17.3
6A: Green Acres	3,923,386	10,695,936	0.87	70.6	Married Couples	2.70	26.0	43.9	21.6	29.7	31.9	16.7	24.0	62.0	14.0
6B: Salt of the Earth	3,545,803	9,276,443	0.28	58.3	Married Couples	2.59	19.8	44.1	20.8	30.3	30.5	18.4	24.0	59.4	16.5
6C: The Great Outdoors	1,908,647	4,745,337	0.77	17.7	Married Couples	2.44	35.6	47.4	18.5	28.4	32.2	20.9	25.3	56.0	18.7
6D: Prairie Living	1,323,193	3,384,021	0.33	4.9	Married Couples	2.51	24.6	44.4	22.1	28.6	29.6	19.7	22.8	61.9	15.3
6E: Rural Resort Dwellers	1,227,246	2,770,496	0.41	7.2	Married Couples w/No Kids	2.22	23.4	54.1	15.1	22.6	34.0	28.3	20.2	60.3	19.5
6F: Heartland Communities	2,850,606	6,980,570	0.03	93.1	Married Couples	2.39	31.5	42.3	21.2	31.9	26.7	20.1	27.4	50.2	22.4
07. Ethnic Enclaves	8,656,299	29,247,330	1.41	134.2		3.35	82.4	31.8	29.1	40.0	21.6	9.3	36.6	49.0	14.4
7A: Up and Coming Families	2,901,242	9,115,565	2.79	966.4	Married Couples	3.12	73.9	31.4	30.8	42.4	20.3	6.5	31.3	55.4	13.3
7B: Urban Villages	1,319,164	5,031,075	0.65	338.0	Married Couples	3.78	86.0	34.0	25.6	39.1	24.0	11.4	39.0	47.7	13.2
7C: American Dreamers	1,824,919	5,856,625	1.03	48.0	Married Couples	3.19	84.1	32.5	27.3	39.7	23.2	9.8	38.4	45.6	16.0
7D: Barrios Urbanos	1,289,922	4,708,112	1.00	522.8	Married Couples	3.62	80.6	28.9	32.3	39.7	19.8	8.2	39.3	46.8	14.0
7E: Valley Growers	299,623	1,217,220	0.60	88.7	Married Couples	3.98	84.6	27.4	33.7	41.1	17.8	7.4	43.2	45.7	11.1
7F: Southwestern Families	1,021,429	3,318,733	0.61	68.1	Married Couples	3.20	65.0	34.6	26.6	35.6	22.7	15.0	37.6	44.2	18.2
08. Middle Ground	13,453,404	33,051,723	0.75	396.8		2.41	68.9	36.0	21.7	40.2	24.2	13.8	38.7	42.4	18.9
8A: City Lights	1,813,445	4,773,954	0.70	3,323.4	Married Couples	2.59	75.8	39.3	20.3	37.5	27.3	14.9	36.8	47.0	16.2
8B: Emerald City	1,748,574	3,684,849	0.86	395.8	Singles	2.06	50.6	37.4	15.8	44.9	25.5	13.7	42.5	40.0	17.5
8C: Bright Young Professional	2,750,233	6,690,720	1.23	778.2	Married Couples	2.41	67.5	33.0	23.6	44.4	21.8	10.2	37.8	44.4	17.8
8D: Downtown Melting Pot	814,030	2,414,934	0.82	25,889.9	Married Couples	2.93	77.2	37.7	21.2	38.5	25.2	15.1	36.0	50.9	13.1
8E: Front Porches	1,960,301	5,116,513	0.60	2,090.5	Married Couples	2.57	72.7	34.9	24.1	39.1	24.1	12.7	39.4	40.8	19.8
8F: Old and Newcomers	2,859,154	6,249,412	0.67	860.4	Singles	2.12	52.7	39.4	18.4	37.7	24.3	19.6	35.8	41.4	22.7
8G: Hardscrabble Road	1,507,667	4,121,341	0.22	76.1	Singles	2.66	75.7	32.4	27.7	38.6	23.0	10.8	44.2	34.2	21.6

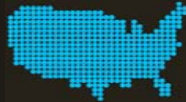


	2010-17				Household Type	Average HH Size	Diversity Index ²	Median Age	Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density ¹					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
United States	123,158,887	327,514,334	0.82	92.7		2.59	64.0	38.2	22.3	36.1	25.9	15.6	33.8	49.4	16.8
09. Senior Styles	7,128,867	14,526,232	0.82	89.3		1.94	47.6	57.4	12.3	23.9	25.9	37.9	25.7	47.8	26.6
9A: Silver & Gold	942,867	1,940,139	1.35	106.6	Married Couples w/No Kids	2.03	24.1	63.2	9.2	14.6	30.5	45.7	15.5	64.8	19.8
9B: Golden Years	1,657,433	3,547,644	0.82	1,057.6	Singles	2.06	43.8	52.3	14.6	26.7	27.4	31.3	26.9	49.9	23.2
9C: The Elders	910,098	1,560,485	0.89	474.8	Married Couples w/No Kids	1.68	22.4	72.3	3.0	6.4	18.1	72.5	10.7	56.9	32.4
9D: Senior Escapes	1,115,993	2,521,273	0.66	19.5	Married Couples w/No Kids	2.20	44.5	54.6	14.9	23.6	29.4	32.1	23.1	50.8	26.1
9E: Retirement Communities	1,501,052	2,990,260	0.67	420.0	Singles	1.88	49.4	53.9	13.2	28.0	22.8	36.0	29.2	40.2	30.6
9F: Social Security Set	1,001,424	1,966,431	0.70	1,243.3	Singles	1.73	75.7	45.6	13.5	35.8	25.4	25.3	45.0	26.2	28.7
10. Rustic Outposts	10,150,888	27,141,318	0.46	29.2		2.60	49.1	40.7	22.0	33.3	28.0	16.7	28.0	52.3	19.7
10A: Southern Satellites	3,856,837	10,404,526	0.67	51.2	Married Couples	2.67	40.1	40.3	22.5	33.4	28.4	15.6	26.1	55.5	18.5
10B: Rooted Rural	2,430,868	6,173,222	0.22	21.1	Married Couples	2.48	29.2	45.2	19.5	30.2	29.7	20.5	23.5	56.5	20.0
10C: Diners & Miners	810,033	2,122,376	0.30	12.2	Married Couples	2.54	43.3	41.3	21.8	32.6	27.9	17.7	26.1	53.7	20.3
10D: Down the Road	1,406,723	3,949,038	0.88	31.7	Married Couples	2.76	71.7	35.0	25.7	36.9	24.6	12.9	34.0	45.6	20.4
10E: Rural Bypasses	1,646,427	4,492,156	0.02	33.0	Married Couples	2.55	60.5	40.4	21.2	34.4	27.6	16.8	34.6	44.3	21.1
11. Midtown Singles	7,668,592	18,667,244	0.87	2,398.5		2.38	78.4	30.9	25.0	45.2	20.4	9.4	49.9	32.0	18.2
11A: City Strivers	962,949	2,716,151	0.77	12,938.2	Singles	2.78	63.9	35.3	24.3	38.5	25.1	12.1	51.7	33.0	15.3
11B: Young and Restless	2,131,489	4,408,483	1.29	3,305.8	Singles	2.04	77.4	29.8	20.2	55.8	16.9	7.1	49.7	33.0	17.2
11C: Metro Fusion	1,753,490	4,700,432	1.03	2,662.6	Singles	2.65	84.6	29.3	28.7	44.9	19.0	7.4	46.5	36.1	17.5
11D: Set to Impress	1,714,113	3,794,768	0.64	2,733.1	Singles	2.12	67.2	33.9	20.1	44.3	23.0	12.6	46.7	31.4	21.9
11E: City Commons	1,106,551	3,047,410	0.39	987.6	Single Parents	2.67	50.2	28.5	32.7	37.6	20.2	9.5	58.4	23.4	18.3
12. Hometown	7,628,016	19,415,299	0.10	200.5		2.48	65.5	38.0	23.3	34.8	25.4	16.5	40.2	36.7	23.1
12A: Family Foundations	1,299,550	3,567,539	0.27	1,361.2	Singles	2.71	43.5	39.6	22.9	33.2	26.6	17.3	44.6	34.6	20.8
12B: Traditional Living	2,395,171	6,098,773	0.19	231.3	Married Couples	2.51	55.6	35.5	24.5	37.7	24.7	13.1	36.6	41.7	21.8
12C: Small Town Simplicity	2,305,661	5,449,094	0.11	87.8	Singles	2.26	51.0	40.8	21.1	33.4	25.0	20.4	32.8	40.8	26.4
12D: Modest Income Homes	1,627,634	4,299,893	-0.16	742.1	Singles	2.56	34.0	37.0	24.9	33.9	25.7	15.6	51.4	26.0	22.6
13. Next Wave	4,828,382	16,192,485	0.78	4,252.3		3.31	89.5	29.8	29.3	43.0	19.8	7.9	48.1	39.2	12.8
13A: International Marketplace	1,528,072	4,746,175	0.82	8,911.5	Married Couples w/ Kids	3.07	88.7	32.8	25.2	43.2	22.2	9.4	44.6	42.0	13.4
13B: Las Casas	912,394	3,793,060	0.61	7,513.4	Married Couples	4.12	85.4	28.3	31.6	42.7	18.8	6.9	47.0	42.9	10.1
13C: NeWest Residents	970,781	3,288,790	1.06	2,551.5	Married Couples w/ Kids	3.35	87.3	27.3	32.5	46.4	16.0	5.1	48.1	40.3	11.7
13D: Fresh Ambitions	794,647	2,563,933	0.53	2,062.6	Single Parents	3.17	90.6	28.6	31.3	41.1	19.8	7.9	51.7	33.3	15.0
13E: High Rise Renters	622,488	1,800,527	0.90	7,548.5	Single Parents	2.82	90.2	32.2	26.8	39.8	22.0	11.4	54.8	30.1	15.1
14. Scholars and Patriots	1,993,098	6,521,286	1.05	464.2		2.28	58.2	22.8	10.4	76.9	7.9	4.8	73.9	19.6	6.5
14A: Military Proximity	186,559	955,952	1.10	83.1	Married Couples	3.38	68.1	22.6	27.6	68.9	3.1	0.4	46.1	49.7	4.2
14B: College Towns	1,176,197	2,962,924	1.06	1,450.6	Singles	2.14	56.3	24.5	11.0	66.7	13.6	8.7	67.3	22.5	10.2
14C: Dorms to Diplomas	630,342	2,602,410	1.02	5,235.1	Nonfam HHs w/ 2+ Persons	2.22	55.8	21.6	3.5	91.4	3.2	1.9	88.7	8.2	3.1

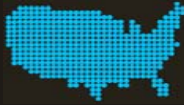
* Segment 15, *Unclassified*, is not displayed in the Summary Table.

¹ Population density is population per square mile.

² The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity). For example, the diversity score for the U.S. is 64.0 which means there is a 64.0 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.



	School Enrollment (%) ¹								Educational Attainment (%)										
	By Level of School								By Sex and Type of School										
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School		Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/ No Degree	Associate Degree	Bachelor's Degree
United States	1.6	1.4	10.8	5.6	6.3	1.4	72.9	41.6	7.7	42.1	8.6	5.4	7.2	23.4	4.0	20.6	8.3	19.3	11.8
01. Affluent Estates	2.1	1.4	12.7	6.9	4.9	1.4	70.6	39.1	11.2	38.0	11.7	1.4	2.0	12.9	1.4	16.4	7.5	33.1	25.3
1A: Top Tier	2.3	1.3	12.7	7.1	4.5	1.5	70.6	34.0	16.3	32.8	16.9	1.0	1.2	7.9	0.7	11.0	4.6	36.1	37.7
1B: Professional Pride	2.2	1.4	14.6	8.3	4.9	1.4	67.1	40.8	9.9	39.3	10.0	1.1	1.5	10.9	1.1	14.9	7.3	36.8	26.4
1C: Boomburbs	2.9	2.1	16.7	7.1	5.1	1.6	64.7	41.8	8.5	41.0	8.8	1.8	2.3	12.0	1.5	18.6	8.6	34.7	20.6
1D: Savvy Suburbanites	1.8	1.2	11.4	6.6	5.1	1.4	72.5	40.3	10.1	38.9	10.7	1.5	2.5	16.6	1.9	18.4	8.6	30.1	20.5
1E: Exurbanites	1.6	1.0	9.3	5.4	4.8	1.4	76.4	37.0	12.9	36.3	13.8	1.4	2.3	13.8	1.6	17.7	7.5	30.8	24.9
02. Upscale Avenues	1.9	1.3	9.9	5.3	6.1	1.8	73.7	38.6	11.0	38.4	12.0	3.3	3.7	17.7	1.9	18.0	7.9	28.0	19.5
2A: Urban Chic	2.3	1.3	9.8	4.8	5.5	2.2	74.1	33.7	15.5	33.6	17.2	1.6	1.9	10.0	1.1	14.0	5.8	34.2	31.4
2B: Pleasantville	1.7	1.2	10.1	5.8	6.1	1.4	73.7	40.0	9.9	39.4	10.8	3.6	4.5	23.0	2.5	20.4	8.9	23.1	13.9
2C: Pacific Heights	1.5	1.2	9.2	5.3	7.1	1.6	74.1	40.3	9.9	39.0	10.8	6.0	5.1	19.8	1.9	17.9	8.8	26.2	14.3
2D: Enterprising Professional	2.2	1.5	10.2	4.9	6.0	2.4	72.9	39.4	9.7	40.4	10.5	2.6	3.0	13.4	1.7	17.3	7.5	32.3	22.2
03. Uptown Individuals	1.4	0.8	4.6	2.1	6.8	5.3	79.0	29.0	19.0	30.1	21.8	2.9	2.9	8.8	1.4	12.5	4.7	37.0	29.9
3A: Laptops and Lattes	1.8	0.9	5.0	2.0	5.2	4.6	80.5	22.6	24.8	23.7	29.0	1.5	1.5	5.7	0.8	9.0	3.3	39.5	38.8
3B: Metro Renters	1.0	0.5	3.1	1.4	8.3	7.3	78.4	28.7	19.4	29.8	22.1	1.7	2.4	7.4	1.5	12.8	4.9	38.9	30.4
3C: Trendsetters	1.5	0.9	6.0	3.0	6.5	3.7	78.3	34.5	14.1	35.6	15.7	5.6	4.7	13.3	1.8	15.4	5.7	32.2	21.2
04. Family Landscapes	1.8	1.6	12.7	6.6	5.6	1.2	70.5	42.5	7.1	42.5	7.9	2.8	4.9	22.3	3.7	23.6	10.3	21.6	10.6
4A: Soccer Moms	2.0	1.6	13.5	6.9	5.6	1.4	69.0	41.8	8.0	41.5	8.7	2.0	3.4	19.0	2.7	22.1	10.4	26.5	14.0
4B: Home Improvement	1.6	1.4	11.4	6.4	6.3	1.3	71.6	42.7	6.7	42.9	7.8	3.4	5.2	23.2	3.7	25.3	10.3	19.9	9.0
4C: Middleburg	1.8	1.6	12.7	6.3	5.1	1.0	71.4	43.1	6.5	43.5	7.0	3.4	6.4	25.5	4.9	24.2	10.3	17.3	8.1
05. GenXurban	1.5	1.2	9.6	5.2	5.5	1.2	75.8	40.8	8.6	41.0	9.6	2.7	5.1	24.4	3.8	22.0	9.7	20.3	12.1
5A: Comfortable Empty Nesters	1.4	1.1	9.5	5.4	4.8	1.1	76.7	40.4	9.3	40.0	10.3	1.9	3.9	23.1	3.1	21.6	10.0	22.6	13.9
5B: In Style	1.7	1.2	9.4	5.0	6.5	1.9	74.2	38.9	10.6	38.6	11.9	1.6	3.0	16.5	2.4	19.7	8.8	28.1	19.8
5C: Parks and Rec	1.5	1.2	9.8	5.2	5.3	1.2	75.7	41.5	7.6	41.9	8.9	3.4	6.2	27.8	4.3	22.5	9.5	17.5	8.8
5D: Rustbelt Traditions	1.6	1.4	10.5	5.4	5.5	1.0	74.6	42.1	7.0	43.0	7.8	3.2	6.5	27.9	4.9	24.2	10.3	15.6	7.3
5E: Midlife Constants	1.3	1.1	8.9	4.8	5.4	1.0	77.4	41.0	8.3	41.8	9.0	3.2	5.9	27.1	4.2	22.3	9.7	17.4	10.2
06. Cozy Country Living	1.4	1.2	10.3	5.6	3.9	0.7	76.8	42.9	6.8	42.9	7.4	3.3	6.5	30.2	4.7	22.1	9.9	15.3	8.1
6A: Green Acres	1.5	1.2	11.2	6.2	4.5	1.0	74.5	41.8	8.1	41.5	8.7	2.2	4.7	26.2	3.7	22.2	10.3	20.0	10.8
6B: Salt of the Earth	1.3	1.2	10.5	5.7	3.9	0.6	76.7	43.2	6.6	43.0	7.2	3.5	7.1	34.5	5.1	20.9	10.0	12.7	6.3
6C: The Great Outdoors	1.2	1.1	9.1	5.2	4.1	0.8	78.6	42.1	7.4	42.7	7.8	2.9	6.4	26.0	4.6	23.7	9.6	16.8	10.0
6D: Prairie Living	1.5	1.4	11.1	5.8	3.1	0.6	76.6	43.6	6.5	43.0	6.9	4.7	5.8	31.9	4.1	22.4	10.9	14.6	5.7
6E: Rural Resort Dwellers	0.9	0.9	7.4	4.3	3.0	0.6	83.0	44.0	6.1	43.0	7.0	2.8	6.5	28.1	4.6	23.2	9.1	15.9	9.8
6F: Heartland Communities	1.5	1.4	10.5	5.4	3.9	0.6	76.7	44.4	5.0	44.9	5.7	4.5	8.7	33.7	5.9	21.7	9.4	10.8	5.3
07. Ethnic Enclaves	1.8	1.8	14.0	7.0	6.1	0.9	68.4	45.0	4.5	45.4	5.1	13.5	10.6	23.7	4.1	21.2	7.8	13.5	5.6
7A: Up and Coming Families	2.2	2.0	15.1	6.8	6.6	1.5	65.8	43.1	6.1	43.9	6.8	4.0	5.1	19.9	3.4	25.1	10.5	22.1	9.8
7B: Urban Villages	1.5	1.4	11.8	6.8	7.3	0.9	70.4	45.0	4.8	44.8	5.5	15.6	11.1	25.6	3.0	20.5	7.2	12.3	4.7
7C: American Dreamers	1.6	1.7	13.6	7.1	6.3	0.9	68.8	44.8	4.5	45.2	5.5	9.6	10.3	26.6	4.7	23.5	8.3	12.1	4.9
7D: Barrios Urbanos	1.7	2.1	15.8	7.5	4.6	0.4	67.9	47.1	2.5	47.4	3.0	23.3	17.1	25.0	5.1	16.7	4.7	5.8	2.1
7E: Valley Growers	1.7	2.2	16.1	7.7	4.6	0.3	67.4	48.4	1.5	47.9	2.2	36.3	15.8	20.3	3.7	13.9	4.3	4.1	1.6
7F: Southwestern Families	1.7	1.6	12.5	6.4	5.1	0.5	72.3	46.6	2.9	47.1	3.4	22.5	15.1	25.5	5.0	16.1	5.3	7.7	2.7
08. Middle Ground	1.6	1.4	9.9	4.9	6.7	1.7	73.7	40.8	8.1	41.9	9.1	5.4	7.3	22.8	4.1	21.6	8.4	19.6	10.9
8A: City Lights	1.7	1.2	9.3	5.0	6.5	1.7	74.6	39.5	9.7	39.6	11.1	5.8	5.7	22.5	2.7	19.7	7.9	22.6	13.1
8B: Emerald City	1.6	1.0	6.9	3.3	7.7	3.6	75.9	36.0	12.5	37.8	13.6	2.0	3.4	13.2	2.3	18.6	7.2	31.0	22.2
8C: Bright Young Professional	1.7	1.5	10.6	5.1	7.4	1.9	71.8	41.8	7.0	43.4	7.8	3.2	5.1	20.9	3.6	24.7	9.9	22.0	10.5
8D: Downtown Melting Pot	1.6	1.5	9.6	5.1	6.6	1.6	73.9	36.7	13.7	36.1	13.5	13.4	9.4	23.3	2.7	13.3	6.9	20.7	10.3
8E: Front Porches	1.6	1.6	11.3	5.6	5.8	1.0	73.2	43.2	5.8	44.1	6.9	6.6	9.4	27.5	5.4	23.2	8.3	13.4	6.1
8F: Old and Newcomers	1.4	1.2	8.5	4.2	7.7	1.6	75.3	40.2	8.5	41.7	9.6	3.2	5.8	23.1	4.1	23.7	9.3	19.5	11.2
8G: Hardscrabble Road	1.8	1.9	13.2	6.1	4.9	0.6	71.6	44.6	4.2	46.0	5.2	9.2	15.7	29.6	7.9	21.1	6.8	6.9	2.8



	School Enrollment (%) ¹											Educational Attainment (%)								
	By Level of School							By Sex and Type of School												
	Nursery/ Preschool	Kindergarten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree	
United States	1.6	1.4	10.8	5.6	6.3	1.4	72.9	41.6	7.7	42.1	8.6	5.4	7.2	23.4	4.0	20.6	8.3	19.3	11.8	
09. Senior Styles	1.0	0.8	6.0	3.3	4.7	1.1	83.1	38.5	10.4	39.4	11.8	4.0	6.5	23.5	3.6	21.1	7.5	19.9	13.8	
9A: Silver & Gold	0.7	0.5	5.0	2.9	3.1	0.8	87.1	38.9	11.1	38.8	11.3	1.3	2.9	18.3	2.2	20.7	8.0	26.6	19.9	
9B: Golden Years	1.4	0.9	7.2	3.9	5.3	1.7	79.7	35.7	13.3	36.0	15.0	2.3	3.5	17.9	1.9	17.9	7.1	27.7	21.7	
9C: The Elders	0.2	0.2	1.6	1.0	1.7	0.4	94.9	35.7	10.4	41.1	12.8	2.5	5.3	27.7	3.1	23.2	7.3	18.1	12.7	
9D: Senior Escapes	0.9	0.9	7.4	4.0	3.4	0.5	82.9	45.1	5.7	43.3	6.0	4.8	9.8	29.4	6.1	24.7	8.2	11.2	5.8	
9E: Retirement Communities	1.1	0.9	6.3	3.3	6.0	1.3	81.2	37.2	10.6	40.0	12.1	4.4	6.4	25.7	3.5	21.3	8.1	19.0	11.6	
9F: Social Security Set	1.2	0.9	6.2	3.3	7.4	1.6	79.3	38.4	9.3	40.6	11.7	10.3	13.0	24.4	5.7	20.0	6.2	12.9	7.6	
10. Rustic Outposts	1.3	1.4	11.0	5.7	3.8	0.5	76.3	44.5	4.9	45.2	5.3	7.0	12.0	31.6	7.4	20.5	7.9	9.0	4.5	
10A: Southern Satellites	1.3	1.4	11.4	5.9	4.0	0.6	75.4	43.9	5.4	45.0	5.7	5.9	10.9	31.0	7.3	21.4	8.5	10.0	4.9	
10B: Rooted Rural	1.1	1.2	9.8	5.2	3.3	0.5	78.9	44.4	5.5	44.4	5.8	6.1	10.9	33.3	7.4	20.0	8.0	9.3	5.0	
10C: Diners & Miners	1.4	1.4	10.9	5.5	3.0	0.5	77.3	46.1	4.1	45.4	4.5	8.0	12.2	33.3	7.3	19.6	7.0	8.4	4.3	
10D: Down the Road	1.5	1.8	12.7	6.0	4.4	0.5	73.1	45.2	3.9	46.3	4.6	9.1	13.3	29.0	7.3	21.8	7.7	8.3	3.6	
10E: Rural Bypasses	1.4	1.4	10.5	5.7	3.8	0.5	76.8	44.9	4.6	45.8	4.8	8.4	15.1	31.8	8.0	18.9	6.9	7.1	3.8	
11. Midtown Singles	1.9	1.7	11.1	5.2	7.9	1.8	70.5	41.6	6.1	44.8	7.5	6.4	9.9	24.3	4.9	23.3	8.1	15.5	7.6	
11A: City Strivers	2.0	1.5	11.1	6.3	6.8	1.4	70.8	40.2	7.3	42.8	9.8	7.7	10.2	27.1	4.9	20.5	7.6	14.3	7.5	
11B: Young and Restless	1.6	1.3	8.2	3.6	10.2	3.2	71.9	40.1	7.3	44.2	8.3	3.9	5.5	18.8	3.4	24.2	9.0	23.6	11.7	
11C: Metro Fusion	1.9	1.9	13.1	5.8	6.8	1.2	69.3	43.6	4.6	45.8	6.0	8.7	10.6	25.6	4.8	24.2	8.2	12.7	5.2	
11D: Set to Impress	1.4	1.3	8.5	4.2	8.9	1.9	73.8	40.8	7.7	42.8	8.7	5.3	8.8	23.6	5.8	23.7	8.5	15.9	8.5	
11E: City Commons	2.7	2.4	15.2	6.9	6.1	0.8	65.8	42.7	4.2	47.5	5.7	7.4	17.3	29.6	6.3	22.5	6.4	7.1	3.4	
12. Hometown	1.7	1.5	11.1	5.7	5.4	0.8	73.9	42.9	5.2	45.4	6.4	5.7	11.8	30.4	6.2	23.1	8.0	9.8	4.8	
12A: Family Foundations	1.7	1.3	11.0	6.2	6.4	1.1	72.3	40.8	6.2	45.2	7.8	4.8	9.9	28.2	4.3	25.6	8.1	12.2	6.8	
12B: Traditional Living	1.7	1.6	11.7	5.7	5.2	0.7	73.3	43.6	5.3	44.8	6.2	4.9	10.3	30.9	6.9	23.5	9.0	10.3	4.3	
12C: Small Town Simplicity	1.5	1.4	10.1	4.9	4.8	0.6	76.7	43.7	5.0	45.3	6.0	6.5	11.5	30.7	7.0	21.4	8.0	9.8	5.1	
12D: Modest Income Homes	1.8	1.5	11.5	6.3	5.7	0.6	72.6	42.9	4.5	46.7	5.9	6.7	16.1	31.3	5.9	22.7	6.5	7.2	3.6	
13. Next Wave	1.9	1.9	13.5	6.8	5.9	0.8	69.2	45.1	4.3	45.7	4.9	21.5	14.7	24.8	3.7	16.4	5.2	9.8	3.9	
13A: International Marketplace	1.8	1.6	11.4	5.8	6.5	1.2	71.7	43.3	6.1	43.9	6.7	15.8	10.7	25.3	3.0	17.9	6.2	14.7	6.4	
13B: Las Casas	1.9	2.0	14.6	7.8	6.0	0.4	67.2	46.7	2.5	47.8	3.0	29.5	17.1	24.4	2.7	14.3	4.2	6.0	1.8	
13C: NeWest Residents	2.0	2.3	15.1	6.4	4.5	0.6	69.1	46.3	3.6	46.2	3.8	26.9	16.1	24.0	3.5	14.7	4.2	7.7	2.8	
13D: Fresh Ambitions	2.0	2.1	14.7	7.4	5.5	0.6	67.8	45.2	3.9	45.7	5.1	17.6	16.5	27.5	5.3	18.3	5.5	6.7	2.6	
13E: High Rise Renters	1.9	1.6	12.4	7.0	6.7	1.0	69.3	43.6	5.2	44.6	6.5	18.1	16.5	22.3	5.4	16.6	5.9	10.8	4.3	
14. Scholars and Patriots	0.9	0.7	4.2	1.9	49.5	5.6	37.3	40.0	9.5	40.2	10.3	2.6	4.3	14.5	3.0	22.1	8.0	25.5	19.9	
14A: Military Proximity	2.4	2.1	11.5	3.5	11.6	1.5	67.4	46.3	8.7	38.3	6.6	1.0	2.2	16.7	3.0	36.0	13.6	19.1	8.6	
14B: College Towns	1.0	0.7	4.6	2.4	37.8	6.3	47.2	39.2	10.6	38.6	11.6	3.0	5.0	15.2	3.1	19.7	7.2	26.1	20.8	
14C: Dorms to Diplomas	0.2	0.2	1.0	0.6	76.8	6.2	14.9	39.6	8.7	41.7	10.0	2.7	3.9	10.7	2.6	18.7	6.3	28.9	26.3	

* Segment 15, *Unclassified*, is not displayed in the Summary Table.

¹ 2011-2015 American Community Survey



	Employment by Industry (%)													Employment by Occupation (%)										
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) ¹	Unemployment Rate (%)	Agriculture/ Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins./ Real Estate	Services	Public Admin.	Mgmt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
United States	\$56,100	\$93,300	62.4	5.5	1.9	6.4	10.1	2.6	11.0	5.1	1.8	6.7	50.0	4.5	14.6	22.2	10.5	13.2	18.5	0.8	4.9	3.2	5.8	6.2
09. Senior Styles	\$45,500	\$109,600	44.6	5.7	1.2	5.4	7.2	2.4	11.3	4.3	1.7	8.1	53.9	4.4	16.0	23.9	11.8	13.3	19.1	0.6	3.8	2.5	3.9	5.0
9A: Silver & Gold	\$72,100	\$357,100	41.3	4.4	1.3	6.1	5.7	2.6	11.1	3.6	1.6	10.5	53.5	4.1	21.4	25.0	14.6	11.5	15.4	0.5	3.5	2.3	2.4	3.4
9B: Golden Years	\$71,700	\$184,000	55.7	4.0	0.6	4.5	7.1	2.7	9.7	3.8	2.2	9.6	55.2	4.6	20.9	30.7	11.8	12.3	13.6	0.2	2.8	1.9	2.5	3.3
9C: The Elders	\$42,800	\$250,900	22.4	6.5	1.0	5.2	5.3	2.5	14.1	4.3	1.5	9.8	52.6	3.8	15.0	20.1	14.5	16.0	20.1	0.4	3.4	2.2	2.8	5.4
9D: Senior Escapes	\$38,700	\$112,300	43.3	7.4	3.1	8.4	6.9	2.0	13.2	5.4	1.2	5.2	49.5	5.1	10.7	16.3	11.0	14.1	23.6	1.6	6.5	4.2	5.2	6.7
9E: Retirement Communities	\$40,800	\$53,300	48.7	5.3	1.0	4.9	8.9	2.4	11.8	4.7	1.6	7.5	53.0	4.1	13.5	23.2	11.1	14.5	20.0	0.5	3.8	2.6	5.1	5.7
9F: Social Security Set	\$17,900	\$10,200	42.9	9.2	0.7	4.3	7.5	1.9	11.1	4.2	1.8	5.7	59.0	3.8	10.5	19.5	9.9	13.0	28.6	0.5	3.6	2.1	5.7	6.8
10. Rustic Outposts	\$41,900	\$71,200	54.6	6.7	4.9	8.9	14.3	2.4	11.7	6.3	1.0	4.0	41.7	4.9	9.6	15.3	9.3	13.0	19.0	1.9	8.0	5.2	9.9	8.9
10A: Southern Satellites	\$47,800	\$94,900	59.1	6.0	3.7	9.4	14.8	2.6	11.7	6.4	1.1	4.3	41.2	4.8	10.4	15.9	9.5	13.5	17.5	1.5	7.8	5.6	9.8	8.5
10B: Rooted Rural	\$42,300	\$92,500	52.2	6.0	6.1	8.6	15.6	2.2	11.1	6.6	0.9	3.7	40.2	5.0	10.2	16.2	8.8	12.5	17.5	2.8	7.5	5.1	10.4	9.1
10C: Diners & Miners	\$42,100	\$69,200	47.5	6.7	11.8	7.9	7.2	2.1	11.3	6.4	1.0	3.9	42.7	5.8	9.3	16.9	8.9	12.4	18.5	1.6	11.6	4.9	6.9	9.0
10D: Down the Road	\$38,700	\$40,700	59.0	7.8	3.5	9.8	11.8	2.4	12.7	5.6	1.1	4.1	44.7	4.2	8.2	12.2	9.9	13.1	23.5	1.9	8.6	4.8	8.9	8.8
10E: Rural Bypasses	\$33,000	\$32,700	47.3	8.8	4.3	7.4	17.1	2.1	11.6	5.9	0.9	3.5	41.6	5.6	8.0	14.5	9.0	12.3	21.1	2.1	6.9	4.6	12.0	9.6
11. Midtown Singles	\$35,000	\$12,000	65.6	8.0	0.7	5.5	7.3	2.1	12.5	5.4	1.7	6.1	54.8	3.9	9.7	17.9	10.7	14.7	26.5	0.4	4.6	2.7	5.5	7.2
11A: City Strivers	\$44,700	\$15,900	61.5	8.7	0.1	4.5	3.5	1.4	9.9	8.6	1.9	6.3	58.4	5.5	9.5	18.8	8.9	15.5	29.9	0.1	3.9	2.3	3.2	8.0
11B: Young and Restless	\$40,500	\$12,000	75.0	5.2	0.6	4.7	7.2	2.3	13.1	4.7	2.1	7.6	53.8	3.8	12.4	21.9	11.6	15.5	21.9	0.2	3.6	2.7	4.5	5.6
11C: Metro Fusion	\$35,700	\$12,200	68.0	7.8	0.9	7.4	8.1	2.4	13.0	5.6	1.5	5.5	52.0	3.6	8.3	13.9	10.8	14.6	27.1	0.6	6.4	3.2	6.6	8.5
11D: Set to Impress	\$32,800	\$12,200	63.9	7.1	1.0	5.4	8.6	2.0	13.0	4.2	1.7	5.3	55.3	3.5	9.8	19.0	10.6	13.8	25.9	0.6	4.6	2.7	6.2	6.7
11E: City Commons	\$18,300	\$9,800	52.5	16.1	0.7	4.2	8.1	1.6	11.9	5.5	1.1	4.2	58.8	3.9	6.0	13.0	10.6	13.8	34.2	0.4	4.0	2.1	7.0	8.7
12. Hometown	\$34,400	\$20,600	56.2	9.5	1.2	5.5	12.4	2.1	12.2	6.0	1.3	4.7	50.0	4.6	8.1	15.2	9.8	14.6	25.1	0.6	4.9	3.4	9.1	9.1
12A: Family Foundations	\$43,100	\$63,600	58.0	10.4	0.4	4.3	8.0	1.9	10.5	8.4	1.7	5.8	52.7	6.3	9.5	17.3	9.3	16.9	24.8	0.2	3.7	2.7	6.0	9.5
12B: Traditional Living	\$39,300	\$33,900	63.4	7.3	1.2	6.1	15.8	2.4	12.9	5.3	1.3	4.6	46.6	3.6	8.0	14.6	9.9	14.6	22.7	0.6	5.4	4.0	11.2	9.1
12C: Small Town Simplicity	\$31,500	\$15,300	52.0	7.7	2.1	6.4	13.0	2.1	13.1	4.9	1.1	4.3	48.5	4.5	8.6	16.2	10.1	13.5	23.7	1.0	5.7	3.7	9.3	8.2
12D: Modest Income Homes	\$23,900	\$12,400	49.8	15.2	0.7	4.5	9.6	1.7	11.0	6.3	1.2	4.2	56.2	4.8	6.3	12.8	9.5	14.1	32.4	0.4	4.1	2.4	7.9	10.0
13. Next Wave	\$34,800	\$12,400	62.2	7.8	1.5	9.8	10.1	2.8	11.2	5.7	1.3	4.3	51.1	2.2	6.3	10.5	9.4	11.9	30.4	1.3	8.7	3.0	8.8	9.7
13A: International Marketplace	\$46,500	\$15,600	66.7	6.0	0.6	8.4	8.3	2.7	11.1	6.1	1.7	5.1	53.6	2.4	8.6	14.2	9.7	12.7	29.2	0.5	7.2	2.8	6.6	8.5
13B: Las Casas	\$38,300	\$14,200	61.2	7.0	2.4	9.6	15.3	3.9	11.3	6.4	1.0	3.3	44.9	1.9	4.8	7.6	9.3	12.0	26.2	2.2	8.5	3.6	13.2	12.6
13C: NeWest Residents	\$30,200	\$10,700	67.3	7.5	2.1	15.9	9.9	2.4	10.3	4.1	0.9	3.7	49.4	1.3	4.7	7.0	8.4	9.4	32.6	1.8	14.6	3.2	9.7	8.6
13D: Fresh Ambitions	\$26,700	\$11,100	55.6	12.2	2.1	7.6	10.5	2.7	12.2	5.6	1.0	3.8	51.8	2.7	5.4	10.2	9.6	12.4	31.2	1.9	6.9	2.7	9.1	10.7
13E: High Rise Renters	\$22,800	\$10,100	52.3	10.0	0.3	4.5	4.2	1.9	12.3	6.4	1.6	6.0	59.9	3.0	6.3	12.9	10.4	13.6	38.2	0.3	3.9	2.0	4.2	8.3
14. Scholars and Patriots	\$28,500	\$10,400	49.0	7.0	0.9	2.7	4.4	1.2	12.3	2.0	1.6	3.9	67.1	3.9	9.1	28.0	11.5	14.0	26.1	0.6	2.3	1.8	2.9	3.9
14A: Military Proximity	\$48,600	\$11,400	21.6	8.1	0.6	3.1	2.8	0.9	11.5	2.8	0.9	2.6	41.2	33.5	12.1	21.6	9.4	15.0	21.9	0.5	3.3	8.1	3.0	5.0
14B: College Towns	\$32,200	\$11,600	59.8	5.9	1.1	3.3	5.5	1.4	12.2	2.4	1.6	4.6	65.2	2.7	10.2	28.8	11.2	13.1	24.1	0.6	2.7	1.6	3.5	4.1
14C: Dorms to Diplomas	\$16,800	\$8,500	45.2	8.5	0.7	1.8	3.0	0.9	12.5	1.4	1.5	3.2	73.3	1.7	7.1	27.7	12.1	15.2	29.5	0.5	1.4	1.1	2.1	3.3

* Segment 15, *Unclassified*, is not displayed in the Summary Table.

¹ This rate measures the participation of the *civilian* labor force only.



Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) ¹										Year Structure Built (%) ¹					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2014 or later	2010 to 2013	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier	
United States	\$207,300	62.7	11.3	61.6	5.8	3.7	4.4	4.8	4.5	8.7	6.4	0.1	0.1	1.5	14.9	14.0	13.7	55.8	
01. Affluent Estates	\$425,000	88.5	4.9	88.3	5.1	0.7	0.8	1.0	1.0	2.1	0.9	0.0	0.2	2.3	22.4	19.4	15.7	40.0	
1A: Top Tier	Single Family	\$819,500	90.2	5.1	90.0	3.9	0.8	0.7	0.6	2.8	0.3	0.0	0.1	1.1	10.1	12.2	13.8	62.7	
1B: Professional Pride	Single Family	\$433,400	91.6	2.8	91.1	4.8	0.4	0.5	0.7	1.1	0.6	0.0	0.2	2.2	25.0	39.6	16.0	16.9	
1C: Boomburbs	Single Family	\$350,000	84.0	3.7	84.0	7.6	0.4	0.8	1.7	2.2	0.7	0.0	0.6	7.4	65.8	17.5	3.8	5.0	
1D: Savvy Suburbanites	Single Family	\$362,900	90.6	3.8	91.4	4.1	0.8	0.7	0.7	0.5	0.8	1.0	0.1	1.4	13.2	17.6	21.5	46.2	
1E: Exurbanites	Single Family	\$423,400	84.9	8.9	83.3	6.3	1.1	1.4	1.5	1.1	3.7	1.5	0.1	1.2	12.7	14.3	17.1	54.7	
02. Upscale Avenues	\$432,800	69.8	5.7	63.4	11.6	3.3	3.3	4.5	5.0	8.0	0.8	0.0	0.1	1.1	10.8	11.8	13.4	62.8	
2A: Urban Chic	Single Family	\$623,400	66.2	9.1	61.6	8.7	4.1	4.5	4.7	4.6	11.1	0.6	0.1	1.0	10.4	10.0	11.0	67.4	
2B: Pleasantville	Single Family	\$382,000	83.1	4.5	84.1	5.4	3.2	1.7	1.4	1.1	2.1	1.0	0.1	0.5	5.4	6.1	9.1	78.8	
2C: Pacific Heights	Single Family	\$611,700	72.4	4.1	66.7	14.3	5.4	3.0	2.3	1.7	5.8	0.7	0.1	0.5	5.6	6.9	13.2	73.7	
2D: Enterprising Professional	Multi-Units; Single Family	\$340,200	51.2	5.0	30.4	22.8	1.6	4.9	10.3	13.5	15.5	0.9	0.1	0.2	2.4	22.6	25.4	26.7	
03. Uptown Individuals	\$544,200	26.4	9.7	10.4	6.4	5.2	8.9	10.7	11.6	46.4	0.2	0.1	0.2	2.0	15.9	8.6	8.7	64.6	
3A: Laptops and Lattes	High Density Apartments	\$793,200	37.3	10.1	11.8	7.8	5.7	8.7	9.6	9.5	46.7	0.1	0.1	0.1	1.4	12.5	6.4	7.7	71.8
3B: Metro Renters	Multi-Unit Rentals	\$356,200	20.2	10.5	7.7	5.3	2.9	6.2	9.3	12.7	55.7	0.2	0.1	0.2	2.9	23.5	12.8	10.2	50.4
3C: Trendsetters	High Density Apartments	\$534,600	24.5	7.9	12.9	6.6	8.1	13.1	13.9	12.3	32.8	0.3	0.1	0.1	1.2	8.4	5.0	7.7	77.6
04. Family Landscapes	\$211,000	79.2	5.4	81.5	5.5	1.3	1.7	2.0	1.6	1.7	4.7	0.1	0.2	2.3	26.0	25.2	18.2	28.2	
4A: Soccer Moms	Single Family	\$257,400	84.9	3.9	86.2	5.9	0.8	1.0	1.3	1.3	1.5	2.0	0.2	2.6	31.3	33.3	14.6	18.0	
4B: Home Improvement	Single Family	\$192,600	79.4	5.0	84.3	6.8	1.0	1.5	1.9	1.5	1.3	1.6	0.1	0.8	8.6	16.7	31.7	42.1	
4C: Middleburg	Single Family	\$175,000	73.4	7.1	75.2	4.4	1.9	2.4	2.7	2.1	2.0	9.2	0.2	2.9	31.3	22.3	13.6	29.7	
05. GenXurban	\$181,000	74.0	7.8	76.2	5.7	3.0	3.1	3.3	2.7	3.5	2.4	0.0	0.1	0.9	9.4	10.5	12.2	67.0	
5A: Comfortable Empty Nesters	Single Family	\$203,400	86.9	6.3	88.6	3.9	1.1	1.1	1.0	0.7	1.2	2.3	0.1	0.9	10.4	12.3	14.0	62.3	
5B: In Style	Single Family	\$243,900	67.8	8.6	66.3	7.9	2.9	4.2	5.5	5.0	6.3	1.8	0.1	1.6	14.2	14.7	15.9	53.5	
5C: Parks and Rec	Single Family	\$198,500	69.7	6.6	67.6	9.2	5.1	4.5	4.1	3.5	3.9	2.0	0.0	0.7	6.6	7.6	10.9	74.2	
5D: Rustbelt Traditions	Single Family	\$123,400	71.2	8.1	80.5	3.7	3.8	3.1	2.9	2.1	2.0	1.9	0.0	0.5	5.1	6.0	7.9	80.5	
5E: Midlife Constants	Single Family	\$154,100	72.7	9.2	76.0	4.5	2.6	3.1	3.3	2.3	4.3	3.9	0.1	0.8	10.1	11.3	11.8	65.9	
06. Cozy Country Living	\$176,500	80.0	18.0	81.7	1.9	1.6	1.5	1.3	0.9	1.1	9.9	0.1	0.1	1.3	15.1	15.6	13.3	54.7	
6A: Green Acres	Single Family	\$235,500	86.1	7.3	87.1	2.3	1.1	0.8	0.8	0.5	0.7	6.6	0.1	1.9	20.5	20.3	15.1	42.0	
6B: Salt of the Earth	Single Family	\$154,300	83.1	10.3	83.9	1.5	1.3	1.0	0.7	0.4	0.4	10.8	0.1	1.2	13.7	15.9	12.1	57.0	
6C: The Great Outdoors	Single Family	\$239,500	77.5	21.7	76.4	2.1	1.6	1.6	1.3	0.9	1.0	14.8	0.2	1.4	18.2	17.2	17.1	45.9	
6D: Prairie Living	Single Family	\$139,800	79.3	16.5	85.0	1.0	0.9	1.1	0.9	0.6	0.5	9.8	0.1	1.3	10.6	10.4	9.5	68.1	
6E: Rural Resort Dwellers	Single Family/Seasonal	\$209,200	81.1	52.0	78.1	1.7	1.2	1.2	1.3	1.2	1.9	13.2	0.2	1.0	18.6	17.5	16.5	46.3	
6F: Heartland Communities	Single Family	\$95,700	69.4	12.8	77.1	2.5	3.4	3.3	2.7	1.6	2.0	7.4	0.0	0.7	7.2	8.9	9.0	74.2	
07. Ethnic Enclaves	\$173,000	65.6	7.5	75.0	5.4	2.1	2.9	3.1	2.9	3.7	4.9	0.1	0.2	2.4	27.6	13.4	12.3	44.0	
7A: Up and Coming Families	Single Family	\$194,400	73.9	5.8	80.5	5.7	0.6	1.6	2.5	3.2	3.1	2.8	0.4	5.5	62.6	18.0	5.9	7.5	
7B: Urban Villages	Single Family	\$325,100	70.1	4.7	80.8	5.2	2.2	2.2	2.0	1.5	3.2	2.8	0.1	0.4	6.4	7.7	11.2	74.3	
7C: American Dreamers	Single Family	\$145,900	63.7	8.5	72.4	7.6	2.3	3.3	4.0	3.5	3.6	3.3	0.1	1.0	15.1	15.1	22.4	46.3	
7D: Barrios Urbanos	Single Family	\$92,200	59.5	9.8	73.6	2.9	3.0	3.1	2.9	2.3	2.3	9.8	0.1	1.2	13.1	10.4	11.7	63.4	
7E: Valley Growers	Single Family	\$141,000	43.4	9.7	59.2	3.3	4.5	7.3	5.4	3.1	3.2	13.7	0.2	1.3	14.6	14.0	13.6	56.4	
7F: Southwestern Families	Single Family	\$87,900	53.7	10.1	65.0	4.6	3.8	4.6	4.2	3.6	7.7	6.4	0.1	1.1	8.6	9.2	12.8	68.2	
08. Middle Ground	\$195,600	44.8	10.4	43.5	8.7	7.7	8.3	8.8	8.3	12.3	2.3	0.1	0.1	1.1	10.5	10.6	13.1	64.6	
8A: City Lights	Multi-Units; Single Family	\$383,400	51.7	6.3	41.3	9.7	12.4	8.8	6.8	6.0	14.1	0.9	0.1	0.7	5.4	5.4	10.0	78.4	
8B: Emerald City	Single Family; Multi-Units	\$252,400	48.5	11.9	46.5	9.4	6.9	7.7	7.8	7.2	13.8	0.7	0.1	1.1	9.1	7.9	10.1	71.6	
8C: Bright Young Professional	Single Family; Multi-Units	\$185,700	42.8	8.2	39.6	10.3	2.7	6.7	11.9	13.9	11.9	2.8	0.1	2.0	21.6	21.6	21.6	33.0	
8D: Downtown Melting Pot	High Density Apartments	\$568,300	31.4	7.7	12.9	10.1	17.9	14.7	7.9	6.4	29.7	0.4	0.0	0.7	5.6	3.9	6.0	83.8	
8E: Front Porches	Single Family; Multi-Units	\$167,200	46.6	9.7	47.4	9.6	8.9	9.7	8.1	6.3	7.2	2.7	0.1	0.8	7.5	7.8	10.8	73.1	
8F: Old and Newcomers	Single Family; Multi-Units	\$165,000	45.2	11.2	43.1	7.2	4.3	7.5	10.4	9.8	14.4	3.3	0.1	1.1	10.8	12.3	16.4	59.3	
8G: Hardscrabble Road	Single Family	\$74,100	40.0	17.6	58.9	5.6	11.1	7.9	5.8	3.6	3.9	3.2	0.0	0.6	4.7	4.9	6.2	83.5	



Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) ¹										Year Structure Built (%) ¹					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2014 or later	2010 to 2013	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier	
United States	\$207,300	62.7	11.3	61.6	5.8	3.7	4.4	4.8	4.5	8.7	6.4	0.1	0.1	1.5	14.9	14.0	13.7	55.8	
09. Senior Styles	\$229,200	59.2	21.7	41.1	8.0	2.6	4.3	5.0	5.0	23.2	10.5	0.2	0.1	1.1	15.4	15.7	19.0	48.8	
9A: Silver & Gold	Single Family/Seasonal	\$385,700	83.2	42.8	65.2	7.3	1.8	3.0	3.3	11.9	4.2	0.1	0.2	1.2	25.7	21.1	20.1	31.7	
9B: Golden Years	Single Family; Multi-Units	\$332,100	62.7	12.7	40.8	12.5	3.0	4.5	5.6	5.4	26.4	1.6	0.1	1.1	12.3	13.5	17.8	55.3	
9C: The Elders	SF; High-Rises; Mob. Hm/Seas.	\$180,000	81.4	24.0	39.4	10.9	1.3	3.6	3.7	4.1	18.8	17.8	0.4	1.0	17.6	21.1	25.2	35.1	
9D: Senior Escapes	SF; Mobile Homes/Seasonal	\$120,000	75.2	25.5	49.8	2.3	1.2	1.7	1.7	2.4	38.5	0.7	0.1	1.0	17.2	17.9	21.7	42.1	
9E: Retirement Communities	Multi-Units; Single Family	\$173,900	45.1	12.2	31.2	9.0	3.1	5.7	7.7	7.6	32.4	3.2	0.1	1.0	10.7	13.2	18.2	57.0	
9F: Social Security Set	Multi-Unit Rentals	\$136,500	13.8	13.1	12.6	4.7	5.3	7.8	8.2	8.2	51.6	1.6	0.1	1.1	8.3	6.6	10.9	73.0	
10. Rustic Outposts		\$107,500	75.0	15.0	64.1	0.9	1.1	1.1	1.0	0.6	0.7	30.4	0.2	0.1	1.7	16.0	20.2	16.7	45.3
10A: Southern Satellites	Single Family; Mobile Homes	\$128,500	77.7	11.6	65.6	0.8	0.9	0.8	0.7	0.4	0.4	30.4	0.2	0.1	2.0	19.1	22.7	16.9	39.2
10B: Rooted Rural	Single Family; Mobile Homes	\$112,800	79.8	19.9	72.2	0.7	0.7	0.6	0.5	0.3	0.3	24.4	0.2	0.1	1.5	14.9	18.4	15.4	49.8
10C: Diners & Miners	Single Family; Mobile Homes	\$88,500	75.5	15.8	68.7	0.8	1.1	1.2	1.1	0.6	0.7	25.6	0.2	0.1	1.5	12.5	14.8	15.1	56.0
10D: Down the Road	Mobile Homes; Single Family	\$89,800	65.2	12.3	42.5	1.9	1.6	2.1	2.3	1.8	2.0	45.6	0.3	0.2	2.0	16.8	22.0	19.4	39.6
10E: Rural Bypasses	Single Family; Mobile Homes	\$83,200	69.9	17.1	63.2	0.7	1.8	1.8	1.5	0.6	0.7	29.7	0.1	0.1	1.2	12.1	18.8	16.6	51.2
11. Midtown Singles		\$146,000	22.6	12.9	22.4	7.8	8.0	11.8	14.6	15.2	18.4	1.8	0.1	0.1	1.3	10.8	11.4	15.7	60.8
11A: City Strivers	High Density Apartments	\$340,400	31.9	10.7	15.1	12.0	19.8	18.5	8.1	6.7	19.6	0.2	0.0	0.0	0.7	6.2	4.2	4.2	84.7
11B: Young and Restless	Multi-Unit Rentals	\$165,400	13.1	10.5	10.8	5.5	2.3	8.6	19.0	25.5	27.2	1.1	0.1	0.1	1.8	15.7	19.2	25.7	37.5
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$136,400	24.0	12.2	23.4	7.9	4.7	10.7	16.5	17.7	15.9	3.1	0.1	0.1	1.1	11.7	13.1	20.6	53.4
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$130,100	27.7	13.9	31.7	6.2	9.3	12.8	12.2	10.0	15.7	2.1	0.1	0.1	1.0	7.2	7.7	11.0	72.9
11E: City Commons	Multi-Unit Rentals; Single Family	\$83,900	23.0	18.5	32.9	10.7	11.3	12.1	13.2	8.1	9.8	1.9	0.0	0.1	1.3	10.1	6.6	7.6	74.2
12. Hometown		\$88,100	54.2	15.2	67.5	5.8	6.3	5.0	4.4	2.7	4.5	3.7	0.0	0.0	0.7	5.4	5.7	7.2	80.9
12A: Family Foundations	Single Family	\$116,600	65.7	11.4	73.7	8.7	3.5	2.9	3.0	2.2	4.3	1.7	0.0	0.0	0.6	5.2	4.4	6.6	83.1
12B: Traditional Living	Single Family	\$83,200	58.9	12.3	75.6	3.3	6.3	4.3	3.5	2.3	2.2	2.5	0.0	0.0	0.5	4.0	4.3	5.3	85.7
12C: Small Town Simplicity	Single Family	\$92,300	49.7	14.5	60.6	3.5	5.8	6.5	6.2	3.5	6.9	7.0	0.1	0.0	0.8	7.0	8.7	10.8	72.7
12D: Modest Income Homes	Single Family	\$72,800	44.7	22.3	61.4	10.1	8.9	5.5	4.2	2.7	4.7	2.5	0.0	0.0	0.8	5.3	4.5	5.6	83.8
13. Next Wave		\$244,200	23.8	9.6	23.5	8.1	10.2	13.2	10.8	10.2	21.9	2.0	0.1	0.0	0.8	6.6	6.1	9.7	76.7
13A: International Marketplace	High Density Apts; Single Family	\$349,100	27.6	7.8	22.3	7.0	14.0	15.9	11.3	9.5	19.1	0.9	0.1	0.0	0.8	6.6	5.7	8.8	78.1
13B: Las Casas	Single Family; Multi-Unit Rentals	\$270,100	35.7	7.1	45.4	8.6	10.4	11.8	7.7	5.6	7.9	2.7	0.1	0.0	0.6	5.9	6.2	8.6	78.7
13C: NeWest Residents	Multi-Unit Rentals	\$124,900	16.6	13.5	17.4	4.3	5.6	12.0	16.1	19.3	20.4	4.8	0.1	0.1	1.1	8.5	8.7	16.8	64.9
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$126,800	27.1	13.4	25.3	17.5	13.7	17.2	9.7	5.9	9.1	1.5	0.1	0.0	0.7	6.5	5.3	7.8	79.6
13E: High Rise Renters	High-Rise Rentals	\$319,400	3.7	6.2	1.7	2.9	3.1	5.1	7.3	9.7	69.8	0.2	0.2	0.0	0.8	4.7	3.8	4.8	85.8
14. Scholars and Patriots		\$184,200	17.2	9.4	25.4	9.3	7.1	9.8	12.2	13.9	20.5	1.6	0.0	0.1	3.0	17.2	13.4	12.5	53.9
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$179,300	3.0	14.6	25.4	44.7	11.3	10.0	4.6	1.4	2.0	0.7	0.0	0.2	8.1	33.0	14.9	9.9	33.9
14B: College Towns	Multi-Unit Rentals; Single Family	\$183,100	24.6	9.7	31.2	5.7	7.0	9.8	12.1	12.9	19.0	2.2	0.0	0.1	2.1	14.2	12.2	12.1	59.2
14C: Dorms to Diplomas	Multi-Unit Rentals	\$193,100	7.5	7.1	13.9	3.9	5.7	9.7	15.3	20.3	30.3	0.9	0.0	0.1	3.0	17.4	15.2	14.1	50.2

* Segment 15, *Unclassified*, is not displayed in the Summary Table.

¹ 2011-2015 American Community Survey