



	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. Principal Urban Center	8,703,284	21,531,305	1.06	5,099.2		2.42	84.8	33.2	21.1	47.1	21.3	10.4	49.8	36.8	13.4
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
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
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
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
02. Urban Periphery	20,746,489	61,107,670	0.70	269.0		2.91	83.8	34.1	25.4	39.1	23.4	12.1	40.1	43.3	16.6
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
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
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
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
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
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
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
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
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
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
03. Metro Cities	22,496,564	53,666,564	0.68	398.4		2.25	63.9	33.9	19.8	43.5	22.2	14.6	44.4	36.2	19.3
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
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
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
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
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
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
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
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
04. Suburban Periphery	39,048,795	106,736,781	1.13	477.7		2.69	51.6	41.5	22.7	31.7	28.2	17.4	26.9	58.3	14.8
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
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



	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
04. Suburban Periphery (Cont.)	39,048,795	106,736,781	1.13	477.7		2.69	51.6	41.5	22.7	31.7	28.2	17.4	26.9	58.3	14.8
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
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
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
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
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
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
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
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
05. Semirural	11,489,765	29,851,623	0.66	64.9		2.54	53.6	38.9	23.3	34.0	25.5	17.2	29.6	49.4	21.0
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
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
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
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
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
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
06. Rural	20,672,440	54,064,513	0.49	22.0		2.57	33.8	43.9	20.8	30.5	30.2	18.4	25.1	57.3	17.6
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
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
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

* 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



	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
01. Principal Urban Center	1.7	1.4	9.4	4.7	6.3	2.8	73.7	38.3	10.5	39.1	12.1	10.3	8.5	17.5	2.9	14.7	5.4	23.7	16.9
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
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
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
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
02. Urban Periphery	1.7	1.6	11.9	6.1	6.3	1.1	71.4	43.5	5.5	44.6	6.4	10.7	10.2	25.3	4.0	21.2	7.7	14.2	6.7
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
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
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
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
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
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
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
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
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
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
03. Metro Cities	1.5	1.3	9.1	4.4	12.0	2.1	69.6	40.6	8.0	42.2	9.2	4.6	7.9	23.0	4.6	21.9	8.2	18.5	11.2
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
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
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
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
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
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
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
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
04. Suburban Periphery	1.8	1.3	11.3	6.0	5.4	1.4	72.8	40.2	9.6	39.8	10.4	2.3	3.6	18.6	2.5	19.9	8.7	26.6	17.9
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
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



	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		
04. Suburban Periphery (Cont.)	1.8	1.3	11.3	6.0	5.4	1.4	72.8	40.2	9.6	39.8	10.4	2.3	3.6	18.6	2.5	19.9	8.7	26.6	17.9		
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		
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		
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		
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		
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		
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		
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		
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		
05. Semirural	1.6	1.5	11.4	5.6	4.5	0.7	74.7	44.2	5.2	44.7	5.9	6.2	9.4	29.1	5.9	22.5	8.9	12.2	5.8		
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		
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		
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		
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		
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		
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		
06. Rural	1.3	1.3	10.5	5.7	3.8	0.7	76.8	43.4	6.3	43.5	6.8	4.5	8.4	30.5	5.7	21.4	9.1	13.3	7.0		
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		
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		
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		

* 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
01. Principal Urban Center	\$51,900	\$16,700	66.7	5.9	0.7	5.5	6.0	2.2	9.1	4.4	3.0	8.0	57.8	3.5	16.3	25.6	9.7	10.9	21.6	0.5	4.5	1.7	3.9	5.2
3A: Laptops and Lattes	\$112,200	\$112,800	75.9	2.8	0.3	1.8	4.3	2.1	6.0	1.8	5.4	13.6	60.3	4.3	30.4	40.4	10.5	7.5	7.7	0.0	0.9	0.5	0.9	1.2
3B: Metro Renters	\$67,000	\$21,000	76.2	3.2	0.5	2.4	5.6	2.1	7.6	2.7	3.4	10.3	61.2	4.1	24.5	38.0	10.1	9.6	12.0	0.1	1.3	1.0	1.5	2.0
3C: Trendsetters	\$63,100	\$24,700	72.7	4.3	0.3	3.8	5.0	1.9	8.6	3.4	4.9	7.5	61.2	3.4	18.8	31.9	9.5	10.9	18.7	0.1	2.8	1.4	2.3	3.5
8D: Downtown Melting Pot	\$50,200	\$22,900	59.2	4.7	0.2	6.2	5.6	3.2	10.5	6.6	2.0	7.5	55.3	2.9	11.9	19.8	10.7	13.1	25.9	0.1	5.0	2.1	4.5	6.9
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
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
02. Urban Periphery	\$47,100	\$39,600	63.4	7.0	1.3	7.4	9.6	2.7	11.7	6.0	1.6	5.7	49.9	4.0	10.2	16.5	10.2	14.4	23.3	0.8	6.1	3.4	7.0	8.1
2C: Pacific Heights	\$93,300	\$280,400	61.9	4.0	0.5	5.3	9.1	3.3	10.3	5.9	2.2	7.7	50.8	5.0	16.8	25.9	11.2	14.0	16.9	0.2	3.5	2.7	4.3	4.5
5D: Rustbelt Traditions	\$51,800	\$98,100	66.3	5.2	0.9	6.3	12.2	2.6	12.2	5.3	1.5	6.2	48.3	4.4	11.3	19.5	10.2	15.7	19.4	0.4	5.1	3.8	7.6	7.0
7B: Urban Villages	\$62,300	\$122,700	63.0	6.2	2.0	8.0	11.3	3.4	11.5	6.8	1.6	5.0	46.9	3.6	9.3	14.1	10.1	15.0	22.3	1.4	6.4	4.0	8.3	9.1
7C: American Dreamers	\$50,900	\$59,400	65.5	7.4	1.4	8.5	8.3	2.8	12.6	6.5	1.5	5.6	48.7	4.1	9.5	14.4	10.5	15.6	23.2	0.9	7.0	4.1	6.5	8.4
7D: Barrios Urbanos	\$38,000	\$26,100	60.5	8.4	4.1	13.4	13.2	3.0	11.6	5.7	0.9	3.5	42.1	2.6	5.5	8.3	9.0	11.9	24.1	2.9	11.8	4.4	11.4	10.6
7F: Southwestern Families	\$30,400	\$15,500	52.6	9.2	2.8	10.3	6.7	2.9	12.5	6.3	1.0	4.1	49.7	3.7	6.5	11.1	10.6	13.6	27.7	1.6	9.1	4.2	6.4	9.2
8A: City Lights	\$69,200	\$85,100	67.3	5.0	0.4	6.3	6.9	2.5	10.6	5.6	2.4	7.3	53.6	4.3	14.9	23.5	10.1	14.3	20.0	0.3	4.7	2.8	3.9	5.6
8C: Bright Young Professional	\$54,000	\$34,200	71.6	4.7	1.0	5.5	8.4	2.5	12.5	5.1	1.8	7.4	50.8	5.0	13.9	22.1	11.1	15.1	19.3	0.3	4.2	3.2	4.9	5.9
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
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
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
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
03. Metro Cities	\$39,900	\$17,400	61.6	6.5	1.0	5.1	9.1	2.2	12.0	4.3	1.7	6.0	54.8	3.9	11.8	22.1	10.7	13.8	22.2	0.5	4.1	2.7	5.9	6.1
5B: In Style	\$73,000	\$165,800	67.3	3.6	1.1	4.8	7.7	2.5	10.3	3.9	1.8	7.9	55.1	4.8	18.3	30.4	11.1	12.5	14.8	0.4	3.2	2.3	3.3	3.8
8B: Emerald City	\$59,200	\$52,700	72.9	3.8	0.7	4.1	6.2	2.2	9.5	3.3	2.3	7.5	60.0	4.1	18.3	32.4	10.3	11.4	16.4	0.2	2.8	1.7	2.8	3.4
8E: Front Porches	\$43,700	\$24,800	64.3	7.1	1.2	6.9	10.7	2.6	12.7	5.2	1.4	5.3	49.8	4.1	9.5	15.8	10.2	14.6	24.1	0.8	5.8	3.6	7.6	8.0
8F: Old and Newcomers	\$44,900	\$30,900	62.6	5.1	1.1	5.1	8.5	2.3	12.5	4.4	1.6	6.6	53.3	4.7	12.7	22.6	11.2	14.5	20.8	0.4	4.0	2.9	5.3	5.6
8G: Hardscrabble Road	\$28,200	\$12,500	57.1	11.2	1.3	7.0	15.6	2.4	12.8	5.0	1.1	3.7	48.2	2.9	5.8	10.7	9.6	12.7	27.5	0.9	6.6	3.4	12.2	10.6
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
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
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
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
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
04. Suburban Periphery	\$85,900	\$284,700	64.6	4.0	0.9	5.5	9.1	2.9	10.2	4.7	2.1	8.6	50.9	5.1	19.8	27.6	11.4	12.8	13.9	0.3	3.5	2.7	3.6	4.3
1A: Top Tier	\$173,200	\$577,500	62.0	3.0	0.6	3.7	7.5	3.3	7.1	2.3	2.8	13.2	55.9	3.6	30.6	36.3	12.6	8.1	7.2	0.1	1.5	0.9	1.2	1.5
1B: Professional Pride	\$138,100	\$551,800	69.7	3.1	0.7	4.2	10.9	3.5	9.1	3.8	2.4	10.5	50.6	4.1	27.4	31.7	12.9	10.0	9.5	0.2	2.1	1.5	2.1	2.6
1C: Boomburbs	\$113,400	\$357,600	71.3	3.3	1.0	4.5	9.8	3.3	9.9	4.6	2.5	9.9	49.1	5.4	24.6	30.5	12.3	11.1	11.1	0.1	2.3	2.1	2.6	3.2
1D: Savvy Suburbanites	\$108,700	\$518,100	67.9	3.5	0.8	5.8	9.7	3.1	9.6	4.3	2.1	8.8	51.0	4.9	22.1	29.7	11.6	12.0	12.0	0.2	3.5	2.5	3.0	3.5
1E: Exurbanites	\$103,400	\$505,400	59.3	3.3	1.2	5.3	7.9	2.8	8.8	3.5	1.9	9.3	54.6	4.6	23.4	32.3	12.0	10.7	11.3	0.4	2.9	1.8	2.3	2.9
2A: Urban Chic	\$109,400	\$303,000	68.4	3.3	0.7	4.0	6.4	2.4	7.6	2.8	3.4	9.7	59.2	4.0	25.0	36.6	10.7	9.2	11.1	0.2	2.3	1.3	1.6	2.1
2B: Pleasantville	\$92,900	\$339,300	66.6	4.6	0.5	6.7	7.5	2.8	10.4	5.6	2.4	7.5	51.2	5.5	16.9	25.2	10.6	14.6	16.1	0.2	4.7	3.2	3.5	5.0



	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
04. Suburban Periphery (Cont.)	\$85,900	\$284,700	64.6	4.0	0.9	5.5	9.1	2.9	10.2	4.7	2.1	8.6	50.9	5.1	19.8	27.6	11.4	12.8	13.9	0.3	3.5	2.7	3.6	4.3
2D: Enterprising Professional	\$86,600	\$106,000	74.2	3.8	0.5	4.1	8.8	2.6	9.6	4.0	2.8	8.9	53.3	5.5	21.0	32.2	10.4	12.1	13.4	0.1	2.5	2.1	2.8	3.3
4A: Soccer Moms	\$90,500	\$284,500	71.0	3.7	0.9	5.9	10.3	3.2	10.8	5.4	1.9	8.0	48.1	5.6	19.0	26.1	11.3	13.5	13.9	0.3	3.8	3.2	4.2	4.7
4B: Home Improvement	\$72,100	\$190,400	70.2	5.0	0.8	6.6	9.0	3.0	12.0	6.0	1.9	7.3	48.2	5.1	14.3	21.3	11.1	15.8	17.1	0.3	4.8	4.0	5.1	6.1
5A: Comfortable Empty Nesters	\$75,000	\$293,000	61.3	4.1	1.2	5.8	10.6	2.8	10.7	5.0	1.5	7.4	49.7	5.3	16.7	26.1	11.0	14.1	14.5	0.3	4.1	3.2	4.9	5.0
5C: Parks and Rec	\$60,000	\$125,500	67.0	5.2	0.7	6.8	10.3	2.8	12.0	5.5	1.6	6.7	48.7	4.9	12.7	20.8	10.2	15.7	18.7	0.3	5.2	3.7	6.0	6.6
5E: Midlife Constants	\$53,200	\$138,300	56.8	4.7	1.5	5.7	10.8	2.5	11.8	4.9	1.4	6.1	50.2	5.1	13.2	23.0	10.6	14.5	18.1	0.6	4.5	3.4	6.2	6.0
7A: Up and Coming Families	\$72,000	\$122,700	71.1	4.6	1.2	5.9	8.7	3.0	11.6	6.3	1.8	7.7	47.7	6.2	15.4	22.7	11.1	14.9	16.9	0.4	4.1	3.7	4.7	6.1
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
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
05. Semirural	\$43,900	\$63,100	58.6	6.1	3.9	7.3	12.7	2.5	12.2	5.5	1.3	4.9	45.0	4.7	10.5	16.9	10.0	13.5	20.0	2.4	6.1	4.2	8.4	7.9
4C: Middleburg	\$59,800	\$115,300	66.7	4.7	1.9	7.3	11.8	2.8	12.0	5.8	1.5	6.0	45.6	5.4	13.4	20.4	10.6	14.2	17.0	0.7	5.7	4.3	6.9	6.8
6F: Heartland Communities	\$42,400	\$70,900	58.6	5.5	3.1	6.6	17.0	2.4	12.1	5.6	1.1	4.4	43.3	4.4	9.6	16.6	9.3	13.4	19.7	1.3	5.7	4.3	11.1	9.0
7E: Valley Growers	\$35,300	\$14,400	60.2	8.6	40.6	5.0	6.9	3.5	7.6	4.0	0.5	1.7	27.8	2.2	4.4	5.9	6.0	7.2	17.0	36.5	4.4	2.8	6.0	9.8
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
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
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
06. Rural	\$53,100	\$138,300	59.0	5.1	5.0	8.5	14.0	2.5	11.0	5.9	1.1	4.8	42.4	4.8	12.8	18.2	9.4	13.0	16.8	1.8	6.9	4.7	8.6	7.8
6A: Green Acres	\$76,800	\$267,700	66.8	3.8	2.7	8.1	13.0	2.9	10.6	5.6	1.4	6.3	44.7	4.8	16.2	22.4	10.0	13.5	14.6	0.9	5.8	4.2	6.4	6.1
6B: Salt of the Earth	\$56,300	\$167,700	63.0	4.5	3.7	7.9	18.6	2.6	10.9	6.1	1.1	4.6	40.6	4.0	12.0	17.5	9.0	13.4	16.0	1.3	6.5	5.0	10.8	8.6
6C: The Great Outdoors	\$56,400	\$156,600	59.6	4.8	3.9	9.3	7.6	2.1	11.1	5.0	1.3	5.2	48.9	5.5	14.0	20.6	10.1	12.7	19.1	1.6	7.0	4.0	5.0	6.0
6D: Prairie Living	\$54,300	\$154,000	64.8	2.9	16.4	7.9	11.8	3.0	9.6	6.0	1.0	4.2	36.1	3.9	17.9	15.7	7.8	11.9	14.8	5.2	6.6	4.5	7.6	8.0
6E: Rural Resort Dwellers	\$50,400	\$163,000	51.8	4.8	5.1	9.3	9.5	1.9	11.2	5.3	1.1	5.5	45.8	5.2	14.1	18.4	10.5	12.1	18.9	2.1	7.1	4.0	6.3	6.5
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
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

* 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. Principal Urban Center	\$420,600	24.8	10.1	12.8	8.0	8.8	11.4	10.5	10.8	36.8	0.9	0.1	0.1	1.4	11.3	7.0	8.5	71.6	
3A: Laptops and Lattes	High Density Apartments	\$793,200	37.3	10.1	11.8	7.8	5.7	8.7	9.6	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	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	32.8	0.3	0.1	0.1	1.2	8.4	5.0	7.7	77.6	
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	0.0	0.7	5.6	3.9	6.0	83.8
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
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
02. Urban Periphery		\$161,900	52.3	9.6	56.7	7.6	5.7	6.2	6.6	6.2	8.0	2.9	0.1	0.1	0.9	9.6	9.6	12.9	66.9
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	0.0	0.1	0.5	5.6	6.9	13.2	73.7
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	0.0	0.5	5.1	6.0	7.9	80.5
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	0.0	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	0.0	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	0.1	1.2	13.1	10.4	11.7	63.4
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	0.1	1.1	8.6	9.2	12.8	68.2
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	0.0	0.7	5.4	5.4	10.0	78.4
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	0.1	2.0	21.6	21.6	21.6	33.0
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
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
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
13A: International Marketplace	High Density Apartments; 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
03. Metro Cities		\$159,700	40.5	11.9	43.3	6.9	6.2	7.8	9.3	9.0	15.2	2.2	0.1	0.1	1.2	10.0	10.3	13.0	65.5
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	0.0	0.1	1.6	14.2	14.7	15.9	53.5
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	0.0	0.1	1.1	9.1	7.9	10.1	71.6
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	0.0	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	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	0.0	0.6	4.7	4.9	6.2	83.5
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	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	0.1	1.1	8.3	6.6	10.9	73.0
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
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
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
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
04. Suburban Periphery		\$296,400	79.3	8.0	76.5	7.2	1.8	2.1	2.5	2.5	5.2	2.2	0.0	0.2	1.9	20.2	17.2	15.2	45.4
1A: Top Tier	Single Family	\$819,500	90.2	5.1	90.0	3.9	0.8	0.7	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	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	2.7	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	0.0	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	0.0	0.1	1.2	12.7	14.3	17.1	54.7
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	0.0	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	0.0	0.1	0.5	5.4	6.1	9.1	78.8



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	
04. Suburban Periphery (Cont.)	\$296,400	79.3	8.0	76.5	7.2	1.8	2.1	2.5	2.5	5.2	2.2	0.0	0.2	1.9	20.2	17.2	15.2	45.4	
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	22.6	26.7
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	0.0	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	0.0	0.1	0.8	8.6	16.7	31.7	42.1
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	0.0	0.1	0.9	10.4	12.3	14.0	62.3
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	0.0	0.7	6.6	7.6	10.9	74.2
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	0.0	0.1	0.8	10.1	11.3	11.8	65.9
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	0.0	0.4	5.5	62.6	18.0	5.9	7.5
9A: Silver & Gold	Single Family/Seasonal	\$385,700	83.2	42.8	65.2	7.3	1.8	3.0	3.3	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	0.1	1.1	12.3	13.5	17.8	55.3
9C: The Elders	SF; High-Rises; Mobile Homes/Seasonal	\$180,000	81.4	24.0	39.4	10.9	1.3	3.6	3.7	4.1	18.8	17.8	0.4	0.1	1.0	17.6	21.1	25.2	35.1
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
05. Semirural		\$125,200	66.0	12.8	65.5	3.2	3.1	3.5	3.3	2.2	3.1	16.0	0.2	0.1	1.5	16.4	15.3	13.4	53.2
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	0.1	0.2	2.9	31.3	22.3	13.6	29.7
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	0.0	0.7	7.2	8.9	9.0	74.2
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	0.1	1.3	14.6	14.0	13.6	56.4
9D: Senior Escapes	Single Family; 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	0.1	1.0	17.2	17.9	21.7	42.1
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
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
06. Rural		\$161,400	80.0	17.7	76.4	1.4	1.2	1.0	0.9	0.6	0.7	17.7	0.2	0.1	1.5	16.5	18.2	15.1	48.6
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	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	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	0.1	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	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	0.1	1.0	18.6	17.5	16.5	46.3
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
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

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

¹ 2011-2015 American Community Survey