



	2010-18				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	124,110,001	330,088,686	0.81	93.5		2.59	64.3	38.3	22.2	36.0	25.8	16.0	33.9	49.4	16.8
01. Principal Urban Center	8,862,798	21,830,892	1.10	5,219.5		2.41	84.8	33.4	20.9	47.1	21.3	10.7	49.7	37.0	13.2
3A: Laptops and Lattes	1,338,357	2,581,944	1.35	10,571.1	Singles	1.87	51.0	37.6	12.1	49.8	23.7	14.4	46.4	41.8	11.8
3B: Metro Renters	2,044,289	3,609,523	2.43	5,626.2	Singles	1.68	62.7	32.8	8.6	64.4	18.0	9.0	56.7	31.1	12.2
3C: Trendsetters	1,332,419	2,886,762	1.12	10,593.4	Singles	2.12	77.1	36.5	14.9	49.6	23.6	11.9	49.9	36.6	13.5
8D: Downtown Melting Pot	810,931	2,410,789	0.70	25,829.1	Married Couples	2.94	77.2	37.8	21.1	38.3	25.1	15.4	35.7	51.2	13.1
11A: City Strivers	957,779	2,706,209	0.64	13,032.1	Singles	2.79	64.0	35.4	24.3	38.4	24.9	12.4	51.7	33.0	15.2
13C: NeWest Residents	969,887	3,292,411	0.94	2,554.1	Married Couples w/ Kids	3.35	87.4	27.4	32.4	46.2	16.1	5.3	48.4	39.9	11.7
13D: Fresh Ambitions	791,036	2,553,575	0.42	2,054.2	Single Parents	3.17	90.7	28.7	31.2	40.9	19.8	8.1	51.9	33.2	15.0
13E: High Rise Renters	618,100	1,789,679	0.72	9,363.8	Single Parents	2.82	90.2	32.3	26.8	39.7	21.9	11.6	54.8	30.3	15.0
02. Urban Periphery	20,772,155	61,228,078	0.64	269.6		2.91	84.0	34.2	25.3	39.0	23.3	12.4	40.2	43.3	16.5
2C: Pacific Heights	883,801	2,836,701	0.53	3,197.0	Married Couples	3.17	74.8	42.8	19.4	33.2	27.9	19.5	31.7	55.3	13.0
5D: Rustbelt Traditions	2,724,296	6,790,896	0.30	663.0	Married Couples	2.47	47.4	39.2	21.9	35.4	26.1	16.5	32.4	47.2	20.4
7B: Urban Villages	1,319,144	5,036,292	0.59	338.3	Married Couples	3.79	86.0	34.1	25.4	39.0	23.9	11.7	39.0	47.8	13.1
7C: American Dreamers	1,832,391	5,888,344	0.97	48.2	Married Couples	3.19	84.3	32.6	27.1	39.7	23.1	10.1	38.5	45.7	15.8
7D: Barrios Urbanos	1,292,334	4,728,720	0.93	525.1	Married Couples	3.63	80.6	29.0	32.2	39.6	19.8	8.4	39.6	46.7	13.8
7F: Southwestern Families	1,023,024	3,321,944	0.55	68.1	Married Couples	3.20	64.8	34.7	26.5	35.5	22.7	15.3	37.9	44.1	18.0
8A: City Lights	1,809,308	4,770,190	0.61	3,320.8	Married Couples	2.59	76.2	39.4	20.2	37.3	27.2	15.2	36.7	47.1	16.1
8C: Bright Young Professionals	2,787,885	6,789,363	1.26	789.7	Married Couples	2.42	68.1	33.2	23.5	44.3	21.7	10.5	38.0	44.4	17.6
11C: Metro Fusion	1,750,882	4,703,030	0.91	2,664.1	Singles	2.66	84.8	29.3	28.6	44.8	18.9	7.7	46.8	35.9	17.2
12A: Family Foundations	1,294,560	3,555,525	0.20	1,356.6	Singles	2.71	43.3	39.8	22.8	33.1	26.4	17.7	44.9	34.4	20.7
12D: Modest Income Homes	1,621,006	4,283,822	-0.19	739.3	Singles	2.56	33.9	37.2	24.9	33.7	25.5	16.0	51.6	25.9	22.5
13A: International Marketplace	1,524,227	4,740,585	0.70	8,901.0	Married Couples w/ Kids	3.08	88.8	33.0	25.2	43.0	22.2	9.6	44.5	42.2	13.3
13B: Las Casas	909,297	3,782,666	0.50	7,492.9	Married Couples	4.12	85.5	28.4	31.5	42.6	18.9	7.0	46.8	43.1	10.1
03. Metro Cities	22,606,016	53,935,247	0.66	404.9		2.25	64.4	34.0	19.7	43.4	22.0	14.9	44.6	36.2	19.2
5B: In Style	2,788,375	6,683,461	0.86	380.3	Married Couples w/No Kids	2.35	40.4	42.2	19.4	33.9	27.6	19.1	30.2	52.8	17.0
8B: Emerald City	1,771,549	3,738,992	0.93	401.6	Singles	2.06	51.4	37.7	15.8	44.6	25.5	14.1	42.5	40.2	17.2
8E: Front Porches	1,963,811	5,133,204	0.57	2,097.3	Married Couples	2.57	73.2	35.1	24.1	39.0	24.0	13.0	39.7	40.6	19.6
8F: Old and Newcomers	2,869,215	6,275,044	0.64	863.9	Singles	2.12	53.1	39.5	18.4	37.6	24.1	20.0	35.9	41.5	22.6
8G: Hardscrabble Road	1,503,488	4,114,701	0.18	76.0	Singles	2.67	76.1	32.5	27.6	38.5	22.9	11.0	44.4	34.1	21.5
9E: Retirement Communities	1,502,986	2,995,842	0.61	420.8	Singles	1.88	49.9	54.2	13.2	27.9	22.6	36.3	29.5	40.0	30.4
9F: Social Security Set	1,013,696	1,981,252	0.73	1,381.0	Singles	1.73	75.9	45.9	13.5	35.6	25.2	25.7	45.5	26.2	28.4
11B: Young and Restless	2,160,896	4,475,903	1.32	3,356.3	Singles	2.04	77.8	29.9	20.1	55.6	16.9	7.4	49.9	33.1	17.1
11D: Set to Impress	1,721,154	3,811,568	0.62	2,744.4	Singles	2.12	67.7	34.1	20.1	44.1	22.8	13.0	46.9	31.4	21.7
11E: City Commons	1,098,191	3,028,450	0.27	981.3	Single Parents	2.67	50.1	28.6	32.7	37.5	20.1	9.7	58.4	23.4	18.2
12B: Traditional Living	2,395,561	6,100,518	0.17	238.6	Married Couples	2.51	56.1	35.7	24.3	37.6	24.6	13.4	36.9	41.4	21.7
14B: College Towns	1,186,030	2,986,377	1.03	1,462.1	Singles	2.14	56.8	24.6	11.0	66.5	13.6	9.0	67.3	22.6	10.2
14C: Dorms to Diplomas	631,064	2,609,935	0.93	5,250.3	Nonfam HHs w/ 2+ Persons	2.22	56.2	21.6	3.5	91.3	3.2	1.9	88.6	8.3	3.1
04. Suburban Periphery	39,475,007	108,010,167	1.14	483.5		2.70	52.3	41.6	22.6	31.7	27.9	17.8	27.0	58.2	14.8
1A: Top Tier	2,107,578	6,066,201	0.60	997.3	Married Couples	2.84	38.4	47.5	23.9	22.4	32.7	20.9	22.8	66.9	10.2
1B: Professional Pride	2,011,365	6,318,535	1.37	988.2	Married Couples	3.13	45.1	40.8	26.4	29.1	33.1	11.3	24.2	67.4	8.5
1C: Boomburbs	2,092,467	6,828,317	3.61	1,042.9	Married Couples	3.25	63.7	34.1	32.7	36.9	23.5	6.9	24.8	65.3	9.9
1D: Savvy Suburbanites	3,685,936	10,569,364	0.78	348.1	Married Couples	2.85	36.8	45.3	22.0	27.5	32.6	17.8	24.7	63.4	11.9
1E: Exurbanites	2,412,886	6,129,697	0.75	289.8	Married Couples	2.50	35.7	51.3	18.3	23.3	31.9	26.4	22.6	62.2	15.2
2A: Urban Chic	1,636,724	4,003,839	0.80	515.9	Married Couples	2.40	48.7	43.5	20.2	31.8	29.7	18.3	29.8	55.4	14.7
2B: Pleasantville	2,714,765	7,921,903	0.41	1,449.4	Married Couples	2.88	61.5	42.8	20.8	31.9	29.4	17.9	31.1	54.4	14.5



	Households	Population	2010-18		Household Type	Average HH Size	Diversity Index ²	Median Age	Population by Age (%)				Marital Status (%)		
			Ann. Pop. Chg (%)	Pop. Density ¹					<18	18-44	45-64	65+	Never Married	Married	Widowed/ Divorced
United States	124,110,001	330,088,686	0.81	93.5		2.59	64.3	38.3	22.2	36.0	25.8	16.0	33.9	49.4	16.8
04. Suburban Periphery (Cont.)	39,475,007	108,010,167	1.14	483.5		2.70	52.3	41.6	22.6	31.7	27.9	17.8	27.0	58.2	14.8
2D: Enterprising Professionals	1,773,780	4,437,980	1.55	1,457.8	Married Couples	2.48	73.3	35.4	23.0	43.1	24.2	9.7	33.3	52.8	13.9
4A: Soccer Moms	3,602,130	10,749,005	1.48	532.3	Married Couples	2.97	51.4	37.0	26.1	35.2	27.8	10.9	26.9	60.7	12.4
4B: Home Improvement	2,125,886	6,139,674	0.66	424.0	Married Couples	2.88	66.2	37.8	22.8	36.5	27.4	13.3	31.6	52.8	15.6
5A: Comfortable Empty Nesters	3,041,550	7,744,090	0.46	283.9	Married Couples	2.51	33.6	48.2	18.7	27.2	29.9	24.2	24.1	59.1	16.8
5C: Parks and Rec	2,454,685	6,231,287	0.41	1,254.7	Married Couples	2.51	51.3	41.1	20.3	34.5	27.5	17.6	32.6	48.2	19.1
5E: Midlife Constants	3,076,246	7,344,135	0.32	307.4	Married Couples w/No Kids	2.31	36.5	47.2	18.0	29.5	26.8	25.7	26.8	51.5	21.7
7A: Up and Coming Families	3,013,486	9,467,858	2.92	1,003.7	Married Couples	3.12	74.2	31.5	30.5	42.2	20.6	6.7	31.6	55.2	13.3
9A: Silver & Gold	956,103	1,967,590	1.35	108.1	Married Couples w/No Kids	2.03	24.4	63.5	9.0	14.5	29.9	46.6	15.4	64.9	19.7
9B: Golden Years	1,665,896	3,565,867	0.78	1,063.2	Singles	2.06	44.3	52.6	14.5	26.6	27.1	31.7	26.9	50.0	23.1
9C: The Elders	918,715	1,574,062	0.90	479.0	Married Couples w/No Kids	1.68	22.7	72.6	3.0	6.1	17.6	73.2	10.9	57.2	31.9
14A: Military Proximity	184,809	950,763	0.90	82.6	Married Couples	3.38	68.4	22.6	27.3	69.1	3.1	0.5	46.6	49.1	4.3
05. Semirural	11,569,600	30,078,854	0.67	65.4		2.54	54.0	39.0	23.2	34.0	25.4	17.5	29.8	49.3	21.0
4C: Middleburg	3,566,877	9,893,986	1.41	179.8	Married Couples	2.75	48.9	36.3	25.7	36.4	25.2	12.7	28.0	55.3	16.7
6F: Heartland Communities	2,848,770	6,975,283	0.02	93.0	Married Couples	2.39	31.9	42.4	21.1	31.9	26.6	20.5	27.7	49.8	22.5
7E: Valley Growers	301,097	1,222,141	0.57	89.0	Married Couples	3.98	84.6	27.5	33.7	41.0	17.8	7.5	42.7	46.2	11.1
9D: Senior Escapes	1,127,672	2,547,660	0.71	19.7	Married Couples w/No Kids	2.20	44.9	54.9	14.8	23.5	29.2	32.5	23.3	50.8	25.9
10D: Down the Road	1,421,450	3,992,096	0.91	32.0	Married Couples	2.76	72.0	35.1	25.5	36.9	24.4	13.2	34.2	45.5	20.3
12C: Small Town Simplicity	2,303,734	5,447,688	0.09	87.8	Singles	2.26	51.3	40.9	21.1	33.4	24.9	20.7	33.2	40.6	26.3
06. Rural	20,822,804	54,451,167	0.52	22.1		2.57	34.1	44.1	20.6	30.5	30.0	18.9	25.3	57.1	17.6
6A: Green Acres	3,968,348	10,816,315	0.90	71.4	Married Couples	2.70	26.4	44.1	21.4	29.7	31.6	17.3	24.1	61.7	14.1
6B: Salt of the Earth	3,558,228	9,301,846	0.28	58.5	Married Couples	2.59	20.0	44.3	20.6	30.2	30.2	18.9	24.2	59.2	16.6
6C: The Great Outdoors	1,928,652	4,800,879	0.81	17.9	Married Couples	2.45	35.9	47.6	18.4	28.3	31.7	21.6	25.4	56.0	18.7
6D: Prairie Living	1,325,434	3,390,119	0.31	4.9	Married Couples	2.51	24.8	44.5	22.0	28.6	29.3	20.2	22.8	61.7	15.5
6E: Rural Resort Dwellers	1,241,896	2,802,537	0.50	7.3	Married Couples w/No Kids	2.22	23.7	54.5	15.0	22.5	33.7	28.9	20.3	60.0	19.7
10A: Southern Satellites	3,885,726	10,485,760	0.68	51.6	Married Couples	2.67	40.5	40.4	22.3	33.3	28.3	16.0	26.2	55.4	18.5
10B: Rooted Rural	2,441,564	6,198,893	0.24	21.2	Married Couples	2.48	29.4	45.4	19.4	30.1	29.5	21.0	23.7	56.4	20.0
10C: Diners & Miners	816,114	2,140,601	0.37	12.3	Married Couples	2.54	43.3	41.5	21.7	32.5	27.7	18.1	26.8	53.0	20.2
10E: Rural Bypasses	1,656,842	4,514,217	0.07	33.2	Married Couples	2.55	60.7	40.5	21.1	34.3	27.4	17.2	34.8	44.2	21.0

* 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 64.3 which means there is a 64.3 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				Educational Attainment (%)				Educational Attainment (%)						
	Nursery/ Preschool	Kinder- garten	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School	Public School	Private 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	10.7	5.5	6.2	1.3	73.2	41.7	7.7	42.1	8.5	5.2	7.1	23.0	4.0	20.5	8.5	19.6	12.2
01. Principal Urban Center	1.7	1.4	9.4	4.6	6.2	2.7	74.0	38.3	10.4	39.3	12.0	9.7	8.3	17.1	2.9	14.6	5.5	24.3	17.7
3A: Laptops and Lattes	1.8	0.8	5.0	2.1	5.1	4.3	80.7	22.6	24.8	23.7	28.9	1.4	1.5	5.5	0.8	8.9	3.4	39.3	39.2
3B: Metro Renters	1.0	0.6	3.2	1.4	7.9	7.1	78.9	28.8	19.1	29.9	22.2	1.7	2.4	7.3	1.5	12.4	4.9	38.9	31.0
3C: Trendsetters	1.5	0.9	6.1	3.0	6.2	3.6	78.8	34.5	13.9	35.9	15.7	5.3	4.5	12.9	1.8	14.8	5.7	32.8	22.0
8D: Downtown Melting Pot	1.6	1.5	9.6	5.0	6.5	1.7	74.1	36.8	13.6	36.1	13.4	12.6	9.4	22.9	2.7	13.2	7.2	20.9	10.9
11A: City Strivers	2.0	1.6	11.0	6.1	6.7	1.4	71.3	40.3	7.3	42.7	9.7	7.4	10.0	26.7	5.0	20.2	7.7	14.9	8.0
13C: NeWest Residents	2.0	2.3	15.2	6.4	4.6	0.6	68.9	46.3	3.7	46.2	3.8	25.9	15.8	24.0	3.6	15.1	4.5	8.3	3.0
13D: Fresh Ambitions	2.0	2.1	14.7	7.3	5.4	0.6	67.9	45.1	4.0	46.0	5.0	17.0	16.4	27.4	5.3	18.5	5.6	7.0	2.8
13E: High Rise Renters	2.0	1.7	12.5	6.9	6.7	1.0	69.2	43.5	5.1	44.9	6.4	16.9	16.4	22.3	5.6	16.8	6.2	11.2	4.6
02. Urban Periphery	1.7	1.6	11.8	6.1	6.1	1.1	71.7	43.6	5.5	44.5	6.4	10.4	10.1	25.0	4.0	21.2	7.8	14.5	7.0
2C: Pacific Heights	1.5	1.2	9.1	5.3	7.0	1.6	74.3	40.5	9.9	38.7	10.9	5.7	4.8	19.6	1.9	17.7	8.9	26.7	14.6
5D: Rustbelt Traditions	1.6	1.4	10.4	5.3	5.3	1.0	75.0	42.4	7.0	42.9	7.8	3.2	6.6	27.4	4.8	24.0	10.4	16.0	7.6
7B: Urban Villages	1.5	1.4	11.5	6.7	7.3	0.9	70.7	45.0	4.8	44.8	5.4	15.2	11.0	25.1	3.1	20.5	7.4	12.7	4.9
7C: American Dreamers	1.6	1.7	13.4	7.0	6.2	0.9	69.3	44.8	4.5	45.2	5.4	9.3	10.5	26.4	4.7	23.3	8.5	12.3	5.0
7D: Barrios Urbanos	1.8	2.0	15.7	7.5	4.6	0.4	68.0	47.1	2.6	47.4	3.0	22.7	16.7	25.2	5.0	17.1	4.9	6.1	2.3
7F: Southwestern Families	1.7	1.6	12.4	6.3	5.0	0.5	72.5	46.8	3.0	46.8	3.4	21.6	15.3	25.7	4.8	16.4	5.6	7.8	2.8
8A: City Lights	1.7	1.3	9.2	4.9	6.3	1.7	75.0	39.6	9.7	39.6	11.1	5.7	5.6	21.8	2.7	19.4	7.8	23.1	13.8
8C: Bright Young Professionals	1.7	1.5	10.6	5.1	7.1	1.8	72.1	41.8	7.0	43.5	7.7	3.0	5.1	20.6	3.6	24.4	10.1	22.2	11.0
11C: Metro Fusion	1.9	1.9	13.1	5.7	6.6	1.2	69.7	43.8	4.6	45.8	5.8	8.5	10.5	25.4	4.7	24.2	8.4	13.0	5.4
12A: Family Foundations	1.6	1.3	11.0	6.1	6.1	1.1	72.8	41.3	6.0	45.1	7.7	4.7	10.0	28.0	4.3	25.5	8.1	12.4	7.0
12D: Modest Income Homes	1.7	1.5	11.5	6.1	5.4	0.6	73.0	43.0	4.6	46.4	6.0	6.4	15.7	31.3	5.7	23.0	6.7	7.4	3.7
13A: International Marketplace	1.8	1.6	11.3	5.7	6.5	1.2	71.8	43.4	6.1	43.9	6.6	15.2	10.7	24.7	3.1	17.9	6.4	15.3	6.8
13B: Las Casas	1.9	2.0	14.6	7.6	6.1	0.5	67.3	46.7	2.6	47.6	3.1	28.6	17.0	24.1	2.8	14.7	4.4	6.4	1.9
03. Metro Cities	1.5	1.3	9.0	4.4	11.7	2.1	70.0	40.7	8.0	42.2	9.1	4.5	7.7	22.6	4.5	21.8	8.3	18.9	11.7
5B: In Style	1.7	1.2	9.4	4.9	6.4	1.9	74.6	38.9	10.6	38.6	11.9	1.6	3.0	16.2	2.4	19.4	8.8	28.3	20.3
8B: Emerald City	1.6	0.9	6.9	3.3	7.5	3.5	76.4	36.6	12.5	37.5	13.4	1.9	3.3	12.9	2.3	18.2	7.3	31.3	22.9
8E: Front Porches	1.6	1.5	11.2	5.6	5.7	1.0	73.4	43.3	5.6	44.3	6.8	6.4	9.2	27.1	5.3	23.3	8.6	13.9	6.3
8F: Old and Newcomers	1.4	1.2	8.5	4.2	7.4	1.6	75.7	40.2	8.3	42.0	9.5	3.2	5.8	22.8	4.1	23.5	9.5	19.7	11.5
8G: Hardscrabble Road	1.8	1.8	13.2	6.1	4.7	0.6	71.9	44.8	4.3	45.8	5.1	8.9	15.3	29.3	7.7	21.5	7.1	7.2	3.0
9E: Retirement Communities	1.1	0.8	6.4	3.3	5.9	1.3	81.3	37.6	10.3	39.8	12.3	4.2	6.3	25.2	3.4	21.2	8.2	19.4	12.1
9F: Social Security Set	1.2	0.9	6.3	3.2	7.3	1.7	79.4	38.4	9.5	40.5	11.6	9.8	12.6	24.0	5.7	20.1	6.3	13.3	8.1
11B: Young and Restless	1.6	1.3	8.1	3.6	9.8	3.2	72.5	40.7	7.4	43.7	8.2	3.7	5.4	18.6	3.3	23.8	9.1	24.0	12.2
11D: Set to Impress	1.4	1.3	8.6	4.1	8.6	1.9	74.1	41.0	7.7	42.7	8.7	5.0	8.6	23.2	5.7	23.5	8.6	16.4	8.9
11E: City Commons	2.7	2.5	15.2	6.7	5.9	0.8	66.3	42.7	4.1	47.5	5.6	7.0	17.0	29.5	6.1	22.7	6.6	7.5	3.6
12B: Traditional Living	1.7	1.5	11.7	5.7	5.0	0.7	73.7	43.7	5.2	44.9	6.2	4.8	10.2	30.6	6.8	23.4	9.2	10.5	4.5
14B: College Towns	0.9	0.7	4.7	2.4	37.2	6.2	47.9	39.1	10.6	38.6	11.7	2.8	4.9	14.9	3.0	19.7	7.3	26.1	21.4
14C: Dorms to Diplomas	0.2	0.2	1.0	0.7	76.5	6.1	15.4	39.5	8.8	41.8	10.0	2.5	3.8	10.8	2.7	18.3	6.2	29.0	26.7
04. Suburban Periphery	1.8	1.3	11.2	5.9	5.3	1.4	73.1	40.3	9.5	39.9	10.3	2.3	3.6	18.1	2.5	19.7	8.8	26.8	18.3
1A: Top Tier	2.2	1.3	12.6	7.1	4.4	1.4	70.9	34.2	16.2	32.8	16.7	1.0	1.2	7.5	0.7	10.8	4.6	36.1	38.2
1B: Professional Pride	2.1	1.4	14.2	8.2	4.8	1.4	67.9	41.0	9.8	39.1	10.1	1.1	1.5	10.5	1.1	14.7	7.3	36.8	27.0
1C: Boomburbs	2.7	2.0	16.5	7.2	5.0	1.5	65.0	42.0	8.1	41.3	8.5	1.8	2.2	11.9	1.6	18.3	8.7	34.6	21.0
1D: Savvy Suburbanites	1.8	1.2	11.2	6.6	5.0	1.4	72.8	40.3	10.1	39.0	10.6	1.4	2.4	16.1	1.8	18.1	8.6	30.4	21.1
1E: Exurbanites	1.6	1.0	9.2	5.4	4.7	1.4	76.7	37.0	12.9	36.3	13.8	1.4	2.2	13.4	1.6	17.5	7.5	31.0	25.5
2A: Urban Chic	2.2	1.3	9.8	4.8	5.4	2.1	74.4	33.7	15.4	33.6	17.3	1.6	1.9	9.7	1.1	13.6	5.9	34.3	32.0
2B: Pleasantville	1.7	1.2	9.9	5.7	6.0	1.4	74.1	40.3	9.7	39.3	10.7	3.5	4.4	22.2	2.5	20.1	9.0	23.6	14.6



	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	10.7	5.5	6.2	1.3	73.2	41.7	7.7	42.1	8.5	5.2	7.1	23.0	4.0	20.5	8.5	19.6	12.2
04. Suburban Periphery (Cont.)	1.8	1.3	11.2	5.9	5.3	1.4	73.1	40.3	9.5	39.9	10.3	2.3	3.6	18.1	2.5	19.7	8.8	26.8	18.3
2D: Enterprising Professionals	2.1	1.5	10.3	4.9	5.8	2.3	73.1	39.9	9.5	40.2	10.3	2.6	3.0	13.2	1.7	16.8	7.4	32.4	22.9
4A: Soccer Moms	2.0	1.5	13.2	6.9	5.5	1.4	69.5	41.9	7.9	41.6	8.5	2.0	3.4	18.4	2.6	21.9	10.4	26.8	14.5
4B: Home Improvement	1.6	1.4	11.2	6.3	6.1	1.3	72.2	42.8	6.6	43.0	7.6	3.4	5.3	22.8	3.7	25.0	10.6	20.0	9.3
5A: Comfortable Empty Nesters	1.4	1.1	9.4	5.3	4.7	1.1	77.0	40.6	9.3	39.9	10.2	1.8	3.9	22.5	3.1	21.5	10.1	22.8	14.2
5C: Parks and Rec	1.5	1.2	9.7	5.1	5.2	1.2	76.1	41.5	7.6	41.9	9.0	3.4	6.0	27.2	4.2	22.2	9.6	18.1	9.3
5E: Midlife Constants	1.3	1.1	8.9	4.7	5.3	1.0	77.6	40.8	8.3	41.8	9.0	3.0	5.8	26.6	4.2	22.2	9.9	17.7	10.5
7A: Up and Coming Families	2.2	1.9	14.9	6.8	6.5	1.5	66.1	43.1	6.2	43.9	6.8	3.9	5.0	19.5	3.4	24.8	10.8	22.4	10.3
9A: Silver & Gold	0.7	0.5	4.9	2.8	3.0	0.8	87.2	39.4	11.4	38.1	11.1	1.4	3.0	17.8	2.2	20.7	8.1	26.5	20.3
9B: Golden Years	1.4	0.9	7.1	3.9	5.2	1.7	79.8	35.8	13.3	35.7	15.2	2.2	3.3	17.3	1.9	17.8	7.2	27.9	22.3
9C: The Elders	0.2	0.2	1.6	1.0	1.7	0.4	94.9	35.5	10.7	40.7	13.1	2.5	5.3	27.1	3.1	23.1	7.5	18.4	13.0
14A: Military Proximity	2.3	2.1	11.2	3.6	11.6	1.5	67.6	46.8	8.9	37.8	6.5	1.0	2.3	16.6	3.0	34.9	13.7	19.7	8.8
05. Semirural	1.5	1.5	11.3	5.6	4.4	0.7	74.9	44.2	5.3	44.6	5.9	5.9	9.3	28.7	5.8	22.6	9.1	12.5	6.1
4C: Middleburg	1.8	1.6	12.6	6.3	5.0	1.0	71.7	43.3	6.4	43.3	7.0	3.3	6.4	25.0	4.8	24.1	10.5	17.5	8.4
6F: Heartland Communities	1.5	1.3	10.5	5.4	3.8	0.6	77.0	44.1	5.0	45.2	5.6	4.3	8.6	33.1	5.8	21.9	9.5	11.2	5.5
7E: Valley Growers	1.7	2.2	16.1	7.8	4.5	0.3	67.4	48.3	1.6	48.0	2.1	35.4	15.8	20.5	3.7	14.1	4.5	4.3	1.7
9D: Senior Escapes	0.8	0.9	7.5	4.0	3.3	0.5	83.0	45.0	5.5	43.3	6.2	4.8	9.8	29.2	6.0	24.5	8.3	11.4	6.0
10D: Down the Road	1.5	1.8	12.7	6.0	4.3	0.6	73.2	45.1	4.1	46.1	4.6	8.7	13.1	28.8	7.1	22.1	7.7	8.6	3.9
12C: Small Town Simplicity	1.5	1.4	10.1	4.9	4.6	0.6	76.9	44.0	5.2	45.0	5.9	6.1	11.3	30.4	6.9	21.7	8.3	10.1	5.2
06. Rural	1.3	1.2	10.4	5.6	3.7	0.7	77.1	43.4	6.4	43.4	6.8	4.3	8.3	30.1	5.5	21.5	9.4	13.7	7.3
6A: Green Acres	1.5	1.2	11.0	6.1	4.3	1.0	74.9	41.7	8.0	41.6	8.7	2.1	4.6	25.7	3.6	21.9	10.5	20.4	11.3
6B: Salt of the Earth	1.3	1.2	10.4	5.7	3.7	0.6	77.0	43.3	6.6	42.8	7.3	3.3	7.0	33.8	5.0	21.0	10.2	13.1	6.6
6C: The Great Outdoors	1.2	1.1	9.0	5.1	4.0	0.8	78.9	42.4	7.4	42.4	7.8	2.8	6.3	25.6	4.5	23.5	9.8	17.1	10.3
6D: Prairie Living	1.5	1.3	11.1	5.7	3.0	0.5	76.8	43.5	6.6	43.0	7.0	4.4	5.8	31.3	3.9	22.2	11.2	15.0	6.1
6E: Rural Resort Dwellers	0.9	0.8	7.2	4.3	2.8	0.6	83.4	43.7	6.3	43.0	6.9	2.6	6.4	27.6	4.5	23.2	9.3	16.2	10.1
10A: Southern Satellites	1.3	1.3	11.3	5.8	3.8	0.6	75.8	43.9	5.4	44.8	5.8	5.7	10.7	30.7	7.1	21.7	8.8	10.4	5.1
10B: Rooted Rural	1.1	1.2	9.8	5.2	3.1	0.5	79.1	44.4	5.6	44.1	5.8	5.7	10.6	32.9	7.1	20.4	8.3	9.7	5.3
10C: Diners & Miners	1.4	1.4	10.9	5.6	3.0	0.5	77.3	45.7	4.2	45.6	4.6	7.7	12.1	32.9	7.1	19.7	7.3	8.7	4.5
10E: Rural Bypasses	1.3	1.4	10.4	5.7	3.7	0.5	77.0	44.7	4.8	45.8	4.8	7.7	14.9	31.6	7.7	19.4	7.2	7.5	4.0

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

¹ 2012-2016 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	\$58,100	\$103,600	62.7	4.8	1.8	6.5	9.9	2.6	11.0	5.1	1.8	6.6	49.9	4.7	14.6	22.2	10.5	13.3	18.4	0.8	4.9	3.3	5.8	6.2
04. Suburban Periphery (Cont.)	\$89,100	\$301,600	64.9	3.6	0.9	5.6	9.0	2.8	10.2	4.7	2.1	8.4	50.9	5.3	19.7	27.7	11.3	12.9	13.8	0.3	3.5	2.8	3.6	4.3
2D: Enterprising Professionals	\$90,300	\$115,000	74.8	3.5	0.4	4.2	8.7	2.5	9.5	4.1	2.9	8.8	53.3	5.6	20.9	32.3	10.4	12.2	13.3	0.1	2.5	2.1	2.8	3.3
4A: Soccer Moms	\$94,200	\$297,100	71.3	3.3	0.9	6.1	10.2	3.1	10.7	5.4	2.0	7.9	48.1	5.7	18.9	26.2	11.3	13.5	13.9	0.3	3.8	3.3	4.2	4.7
4B: Home Improvement	\$74,900	\$196,800	70.5	4.5	0.8	6.8	8.9	2.9	11.9	6.0	2.0	7.2	48.2	5.3	14.2	21.4	11.1	15.9	17.1	0.3	4.8	4.1	5.1	6.1
5A: Comfortable Empty Nesters	\$76,900	\$312,400	61.4	3.6	1.2	6.0	10.5	2.7	10.7	5.0	1.6	7.3	49.7	5.4	16.7	26.2	11.0	14.1	14.4	0.3	4.1	3.3	4.9	5.0
5C: Parks and Rec	\$61,900	\$135,700	67.2	4.9	0.7	7.0	10.1	2.7	12.0	5.5	1.7	6.6	48.5	5.1	12.8	20.9	10.2	15.7	18.5	0.3	5.2	3.8	6.0	6.6
5E: Midlife Constants	\$54,400	\$150,300	56.8	4.1	1.5	5.9	10.7	2.4	11.8	4.9	1.5	6.1	50.0	5.3	13.2	23.1	10.6	14.6	17.9	0.6	4.5	3.5	6.1	5.9
7A: Up and Coming Families	\$75,400	\$137,700	71.5	4.0	1.1	6.1	8.5	2.9	11.5	6.3	1.9	7.6	47.9	6.2	15.4	22.8	11.0	15.0	16.9	0.4	4.1	3.8	4.6	6.0
9A: Silver & Gold	\$74,500	\$407,000	41.5	3.8	1.2	6.3	5.6	2.5	11.3	3.6	1.6	10.2	53.5	4.2	21.3	25.1	14.6	11.5	15.2	0.5	3.4	2.4	2.4	3.4
9B: Golden Years	\$75,400	\$199,900	55.9	3.7	0.6	4.6	7.1	2.6	9.7	3.8	2.2	9.5	55.1	4.7	21.0	30.7	11.7	12.4	13.5	0.2	2.8	2.0	2.5	3.3
9C: The Elders	\$44,200	\$277,400	22.6	5.5	0.9	5.3	5.1	2.4	14.1	4.4	1.5	9.6	52.6	4.0	15.0	20.3	14.5	16.0	19.9	0.4	3.4	2.3	2.7	5.4
14A: Military Proximity	\$49,500	\$11,700	21.4	7.2	0.6	3.1	2.7	0.8	11.5	2.9	1.0	2.6	40.7	34.1	12.1	21.6	9.4	15.0	21.8	0.5	3.3	8.2	3.0	5.1
05. Semirural	\$45,400	\$74,200	58.6	5.2	3.8	7.5	12.6	2.4	12.3	5.5	1.3	4.9	44.8	4.9	10.5	17.0	10.0	13.6	19.9	2.4	6.0	4.3	8.4	7.9
4C: Middleburg	\$61,700	\$126,700	66.9	4.0	1.9	7.4	11.6	2.7	12.1	5.9	1.6	6.0	45.4	5.6	13.4	20.4	10.6	14.2	16.9	0.7	5.6	4.5	6.8	6.8
6F: Heartland Communities	\$43,600	\$80,400	58.4	4.8	3.0	6.7	16.9	2.3	12.1	5.6	1.2	4.4	43.2	4.6	9.6	16.6	9.3	13.5	19.6	1.3	5.7	4.4	11.0	9.0
7E: Valley Growers	\$36,300	\$15,700	59.4	6.7	39.4	5.2	7.0	3.6	7.9	4.1	0.5	1.8	28.2	2.3	4.5	5.9	6.1	7.4	17.2	35.4	4.5	3.0	6.1	10.0
9D: Senior Escapes	\$40,000	\$119,100	43.1	6.3	3.0	8.7	6.8	1.9	13.2	5.5	1.2	5.1	49.3	5.2	10.6	16.3	11.0	14.2	23.4	1.5	6.5	4.4	5.3	6.8
10D: Down the Road	\$40,000	\$47,400	59.1	6.7	3.4	10.0	11.6	2.4	12.7	5.7	1.2	4.1	44.5	4.4	8.2	12.3	9.9	13.2	23.3	2.0	8.5	5.0	8.8	8.8
12C: Small Town Simplicity	\$32,500	\$19,100	51.8	6.7	2.0	6.6	12.9	2.0	13.1	4.9	1.2	4.3	48.2	4.7	8.6	16.2	10.1	13.6	23.6	1.0	5.7	3.8	9.3	8.2
06. Rural	\$54,500	\$151,100	59.1	4.4	4.8	8.7	13.8	2.5	11.1	6.0	1.2	4.8	42.3	4.9	12.8	18.2	9.4	13.1	16.7	1.7	6.9	4.9	8.5	7.8
6A: Green Acres	\$79,100	\$279,900	67.0	3.3	2.6	8.3	12.9	2.8	10.6	5.6	1.4	6.2	44.6	5.0	16.1	22.4	10.0	13.5	14.5	0.9	5.8	4.3	6.4	6.1
6B: Salt of the Earth	\$58,100	\$176,500	63.0	3.9	3.6	8.1	18.4	2.5	10.8	6.1	1.1	4.6	40.5	4.1	12.0	17.6	8.9	13.4	15.9	1.3	6.5	5.1	10.7	8.6
6C: The Great Outdoors	\$58,300	\$168,000	59.8	4.3	3.8	9.5	7.5	2.1	11.2	5.0	1.3	5.2	48.6	5.7	14.0	20.5	10.1	12.8	19.0	1.5	7.0	4.1	5.0	6.0
6D: Prairie Living	\$55,500	\$160,300	64.8	2.5	16.0	8.1	11.7	3.0	9.6	6.1	1.0	4.3	36.1	4.1	17.9	15.8	7.8	12.0	14.7	5.0	6.6	4.5	7.6	8.0
6E: Rural Resort Dwellers	\$51,800	\$171,700	52.0	4.2	5.0	9.4	9.5	1.9	11.3	5.3	1.2	5.4	45.6	5.4	14.0	18.4	10.5	12.2	18.8	2.1	7.2	4.1	6.2	6.5
10A: Southern Satellites	\$49,800	\$106,000	59.1	5.2	3.7	9.6	14.5	2.5	11.9	6.5	1.1	4.3	41.0	4.9	10.4	15.8	9.5	13.6	17.4	1.5	7.7	5.7	9.7	8.5
10B: Rooted Rural	\$43,400	\$106,600	52.0	5.2	5.9	8.8	15.5	2.1	11.2	6.6	1.0	3.7	40.0	5.2	10.2	16.2	8.8	12.6	17.5	2.7	7.5	5.3	10.3	9.0
10C: Diners & Miners	\$41,700	\$79,100	47.6	5.2	11.3	8.2	7.2	2.0	11.4	6.4	1.1	3.9	42.6	5.9	9.3	16.8	8.8	12.5	18.3	1.6	11.8	5.0	6.9	8.9
10E: Rural Bypasses	\$34,200	\$40,300	46.9	7.6	4.2	7.6	16.8	2.0	11.9	6.1	0.9	3.5	41.2	5.8	8.0	14.4	9.1	12.4	20.9	2.1	6.8	4.7	11.9	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	\$218,500	63.1	11.2	61.6	5.8	3.7	4.4	4.8	4.5	8.7	6.3	0.1	0.4	1.9	14.7	14.0	13.7	55.3	
01. Principal Urban Center	\$442,600	25.2	10.0	12.8	8.0	8.7	11.3	10.4	10.8	37.1	0.9	0.1	0.4	1.9	11.0	7.2	8.6	70.9	
3A: Laptops and Lattes	High Density Apartments	\$844,900	37.6	10.1	11.9	7.7	5.7	8.6	9.4	9.3	47.1	0.1	0.0	0.6	2.0	12.2	6.6	7.8	70.8
3B: Metro Renters	Multi-Unit Rentals	\$370,100	20.7	10.3	7.6	5.3	2.8	6.0	9.3	12.7	56.2	0.2	0.1	1.1	3.9	22.5	12.8	10.2	49.5
3C: Trendsetters	High Density Apartments	\$572,700	25.0	7.8	13.0	6.7	8.1	13.0	13.8	12.1	33.0	0.3	0.0	0.4	1.6	8.2	5.2	7.8	76.8
8D: Downtown Melting Pot	High Density Apartments	\$596,600	32.1	7.7	12.9	10.1	17.7	14.6	8.0	6.4	29.8	0.4	0.0	0.1	0.9	5.4	4.0	6.0	83.6
11A: City Strivers	High Density Apartments	\$353,400	32.4	10.5	15.0	12.0	19.9	18.3	8.2	6.6	19.7	0.2	0.0	0.1	1.0	6.1	4.2	4.2	84.4
13C: NeWest Residents	Multi-Unit Rentals	\$136,100	16.8	13.1	17.4	4.4	5.4	11.9	16.1	19.4	20.4	4.8	0.1	0.2	1.3	8.3	8.9	16.8	64.4
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$134,100	27.3	13.5	25.2	17.4	13.6	17.1	9.8	5.9	9.4	1.5	0.1	0.1	0.9	6.5	5.5	7.8	79.1
13E: High Rise Renters	High-Rise Rentals	\$345,500	3.9	6.2	1.7	2.9	3.1	5.1	7.3	9.9	69.7	0.2	0.2	0.1	1.1	4.6	3.8	4.9	85.5
02. Urban Periphery		\$173,000	52.5	9.5	56.7	7.7	5.7	6.2	6.6	6.2	8.1	2.9	0.1	0.2	1.2	9.4	9.8	12.9	66.6
2C: Pacific Heights	Single Family	\$648,400	72.7	4.4	66.8	14.3	5.2	3.1	2.3	1.7	5.9	0.7	0.0	0.2	0.7	5.4	6.8	13.3	73.7
5D: Rustbelt Traditions	Single Family	\$127,800	71.4	8.1	80.4	3.8	3.7	3.1	2.9	2.1	2.0	1.9	0.0	0.1	0.7	5.0	6.0	8.0	80.2
7B: Urban Villages	Single Family	\$341,800	69.8	4.9	80.6	5.3	2.3	2.2	2.0	1.6	3.2	2.8	0.1	0.1	0.5	6.2	7.8	11.3	74.1
7C: American Dreamers	Single Family	\$159,000	63.9	8.2	72.4	7.6	2.2	3.3	4.1	3.5	3.6	3.3	0.0	0.3	1.3	14.9	15.1	22.3	46.0
7D: Barrios Urbanos	Single Family	\$97,100	59.4	9.8	73.4	2.9	3.0	3.2	2.9	2.3	2.3	9.8	0.1	0.3	1.6	12.9	10.4	11.4	63.3
7F: Southwestern Families	Single Family	\$91,800	53.6	9.9	64.8	4.6	3.7	4.6	4.2	3.7	7.8	6.5	0.1	0.3	1.5	8.4	9.3	12.7	67.8
8A: City Lights	Multi-Units; Single Family	\$399,700	52.1	6.4	41.4	9.8	12.3	8.7	6.7	6.1	14.2	0.9	0.1	0.2	0.9	5.3	5.5	10.1	78.0
8C: Bright Young Professionals	Single Family; Multi-Units	\$194,600	43.6	7.7	39.7	10.3	2.7	6.7	12.0	13.8	11.9	2.8	0.1	0.5	2.6	20.9	21.7	21.5	32.7
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$145,200	24.6	11.9	23.3	7.9	4.6	10.8	16.5	17.7	16.1	3.1	0.1	0.3	1.5	11.3	13.6	20.7	52.7
12A: Family Foundations	Single Family	\$122,600	65.4	11.4	73.5	8.7	3.5	2.9	3.0	2.2	4.5	1.7	0.0	0.1	0.7	5.2	4.6	6.6	82.8
12D: Modest Income Homes	Single Family	\$75,600	44.6	22.4	61.2	10.0	8.9	5.6	4.3	2.8	4.7	2.5	0.0	0.1	1.0	5.2	4.6	5.6	83.4
13A: International Marketplace	High Density Apartments; Single Family	\$362,400	27.9	7.7	22.3	7.1	14.0	15.6	11.3	9.5	19.2	0.9	0.1	0.2	1.1	6.5	5.8	8.9	77.6
13B: Las Casas	Single Family; Multi-Unit Rentals	\$287,300	35.4	7.3	45.6	8.4	10.3	11.8	7.7	5.5	7.9	2.6	0.1	0.1	0.8	5.7	6.2	8.5	78.7
03. Metro Cities		\$168,600	40.8	11.8	43.3	6.9	6.1	7.8	9.3	9.0	15.3	2.2	0.1	0.3	1.6	9.7	10.4	13.0	65.0
5B: In Style	Single Family	\$255,100	67.9	8.5	66.1	7.9	2.9	4.2	5.6	5.1	6.4	1.8	0.0	0.4	2.2	14.0	14.6	15.8	53.0
8B: Emerald City	Single Family; Multi-Units	\$264,700	48.6	11.7	46.5	9.2	6.8	7.7	7.7	7.2	14.1	0.7	0.0	0.4	1.4	9.0	8.1	10.3	70.8
8E: Front Porches	Single Family; Multi-Units	\$175,500	47.2	10.0	47.6	9.7	8.8	9.5	8.2	6.2	7.2	2.7	0.1	0.2	1.0	7.3	7.8	10.9	72.8
8F: Old and Newcomers	Single Family; Multi-Units	\$173,200	45.8	11.0	43.2	7.3	4.2	7.5	10.4	9.6	14.4	3.3	0.1	0.3	1.5	10.5	12.4	16.4	59.0
8G: Hardscrabble Road	Single Family	\$76,400	40.1	17.8	58.8	5.6	11.0	7.9	5.8	3.7	4.0	3.2	0.0	0.1	0.8	4.6	5.0	6.3	83.2
9E: Retirement Communities	Multi-Units; Single Family	\$183,100	45.4	12.1	31.2	9.0	3.1	5.8	7.8	7.4	32.5	3.2	0.1	0.2	1.3	10.5	13.2	18.1	56.7
9F: Social Security Set	Multi-Unit Rentals	\$148,900	14.1	13.1	12.4	4.7	5.3	7.8	8.1	8.2	51.8	1.6	0.1	0.3	1.4	8.0	6.7	10.8	72.7
11B: Young and Restless	Multi-Unit Rentals	\$175,900	13.8	9.9	10.8	5.5	2.3	8.7	18.9	25.4	27.3	1.1	0.1	0.4	2.3	15.0	19.8	25.5	36.9
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$136,900	28.2	13.8	31.8	6.1	9.3	12.7	12.1	10.0	15.7	2.1	0.1	0.2	1.4	7.0	8.0	11.1	72.4
11E: City Commons	Multi-Unit Rentals; Single Family	\$87,300	23.1	18.6	33.1	10.7	11.3	12.0	13.3	8.0	9.8	1.8	0.0	0.2	1.8	10.0	6.7	7.6	73.8
12B: Traditional Living	Single Family	\$85,500	59.2	12.5	75.6	3.3	6.3	4.4	3.5	2.3	2.2	2.5	0.0	0.2	0.7	4.0	4.5	5.3	85.3
14B: College Towns	Multi-Unit Rentals; Single Family	\$191,600	25.3	9.6	31.3	5.7	7.1	9.7	11.9	12.7	19.2	2.2	0.0	0.4	2.8	13.6	12.3	12.2	58.7
14C: Dorms to Diplomas	Multi-Unit Rentals	\$199,400	7.9	7.0	13.9	3.9	5.7	9.6	15.1	20.0	30.7	1.0	0.0	0.6	4.2	16.6	15.8	14.4	48.5
04. Suburban Periphery		\$306,700	79.6	7.9	76.4	7.1	1.7	2.1	2.5	2.5	5.3	2.2	0.0	0.5	2.4	19.9	17.1	15.1	44.9
1A: Top Tier	Single Family	\$856,300	90.0	5.3	89.9	3.9	0.8	0.7	0.7	0.6	2.9	0.3	0.0	0.4	1.4	10.0	12.2	13.7	62.3
1B: Professional Pride	Single Family	\$448,600	91.2	2.9	91.0	4.7	0.4	0.5	0.8	0.7	1.2	0.6	0.0	0.8	3.0	24.8	39.0	15.9	16.6
1C: Boomburbs	Single Family	\$364,000	84.9	3.4	83.9	7.5	0.3	0.8	1.7	2.2	2.8	0.7	0.0	2.0	9.3	63.1	17.1	3.7	4.8
1D: Savvy Suburbanites	Single Family	\$374,900	90.5	3.9	91.3	4.1	0.8	0.7	0.7	0.6	0.8	1.0	0.0	0.4	1.8	13.0	17.6	21.3	45.8
1E: Exurbanites	Single Family	\$439,600	84.9	8.9	83.3	6.3	1.1	1.4	1.5	1.1	3.8	1.5	0.0	0.4	1.6	12.6	14.3	16.8	54.3
2A: Urban Chic	Single Family	\$657,000	66.3	9.3	61.4	8.6	4.1	4.5	4.7	4.7	11.2	0.6	0.0	0.4	1.3	10.3	9.9	11.1	67.0
2B: Pleasantville	Single Family	\$394,500	83.1	4.7	84.0	5.5	3.3	1.7	1.3	1.2	2.1	1.0	0.0	0.1	0.7	5.3	6.1	9.1	78.6



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	\$218,500	63.1	11.2	61.6	5.8	3.7	4.4	4.8	4.5	8.7	6.3	0.1	0.4	1.9	14.7	14.0	13.7	55.3	
04. Suburban Periphery (Cont.)	\$306,700	79.6	7.9	76.4	7.1	1.7	2.1	2.5	2.5	5.3	2.2	0.0	0.5	2.4	19.9	17.1	15.1	44.9	
2D: Enterprising Professionals	Multi-Units; Single Family	\$354,500	52.1	4.9	30.3	22.8	1.6	4.9	10.4	13.2	15.7	0.9	0.0	0.7	3.1	21.9	25.4	22.6	26.3
4A: Soccer Moms	Single Family	\$268,900	85.1	3.7	86.2	5.8	0.8	1.0	1.3	1.2	1.6	2.0	0.0	0.7	3.5	30.9	32.8	14.5	17.6
4B: Home Improvement	Single Family	\$202,100	79.3	5.1	84.1	6.8	1.0	1.6	1.9	1.6	1.4	1.6	0.0	0.3	1.0	8.7	16.8	31.3	41.9
5A: Comfortable Empty Nesters	Single Family	\$212,800	87.0	6.4	88.4	4.0	1.1	1.1	1.1	0.7	1.2	2.3	0.0	0.3	1.2	10.4	12.4	14.0	61.8
5C: Parks and Rec	Single Family	\$206,800	69.9	6.7	67.6	9.2	5.0	4.6	4.2	3.5	3.9	2.0	0.0	0.2	0.9	6.6	7.7	10.9	73.7
5E: Midlife Constants	Single Family	\$161,800	73.2	9.2	75.9	4.5	2.7	3.1	3.3	2.3	4.3	3.9	0.0	0.2	1.1	10.0	11.3	11.8	65.6
7A: Up and Coming Families	Single Family	\$207,600	76.3	5.3	80.5	5.6	0.6	1.6	2.5	3.2	3.2	2.8	0.0	1.4	7.0	60.4	17.9	5.9	7.4
9A: Silver & Gold	Single Family/Seasonal	\$396,200	84.3	42.5	65.1	7.4	1.8	3.0	3.2	3.3	11.9	4.2	0.1	0.6	1.8	25.7	20.7	20.1	31.2
9B: Golden Years	Single Family; Multi-Units	\$346,100	62.6	12.6	41.0	12.5	2.9	4.5	5.6	5.5	26.4	1.6	0.1	0.3	1.4	12.1	13.6	17.6	55.0
9C: The Elders	SF; High-Rises; Mobile Homes/Seasonal	\$192,200	81.8	23.8	39.5	10.9	1.2	3.7	3.7	4.1	18.8	17.8	0.4	0.3	1.2	17.5	21.0	25.1	35.0
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$186,300	3.3	14.8	25.9	45.4	10.4	9.7	4.5	1.4	2.1	0.7	0.0	0.8	10.0	31.1	15.7	9.7	32.6
05. Semirural		\$133,100	66.8	12.7	65.6	3.2	3.1	3.5	3.3	2.2	3.1	15.8	0.2	0.4	2.0	16.2	15.3	13.4	52.8
4C: Middleburg	Single Family	\$183,900	74.3	6.8	75.3	4.4	2.0	2.4	2.7	2.1	2.1	9.1	0.1	0.7	3.7	30.6	22.1	13.5	29.3
6F: Heartland Communities	Single Family	\$99,100	69.8	12.8	76.9	2.5	3.4	3.3	2.7	1.6	2.0	7.4	0.0	0.1	0.9	7.0	8.9	9.0	73.9
7E: Valley Growers	Single Family	\$153,900	44.7	9.7	59.5	3.2	4.5	7.2	5.6	3.3	3.1	13.3	0.2	0.3	1.7	14.0	14.2	13.5	56.4
9D: Senior Escapes	Single Family; Mobile Homes/Seasonal	\$134,600	75.7	25.2	50.0	2.3	1.2	1.8	1.7	1.7	2.4	38.2	0.7	0.3	1.4	17.3	17.9	21.5	41.7
10D: Down the Road	Mobile Homes; Single Family	\$98,200	65.9	12.2	43.0	1.9	1.6	2.1	2.4	1.8	2.0	44.8	0.3	0.5	2.5	16.7	21.8	19.1	39.3
12C: Small Town Simplicity	Single Family	\$95,600	50.3	14.5	60.7	3.5	5.7	6.5	6.2	3.5	6.8	7.0	0.1	0.1	1.1	6.9	8.7	10.8	72.3
06. Rural		\$169,500	80.4	17.5	76.4	1.4	1.2	1.0	0.9	0.6	0.7	17.6	0.1	0.4	2.0	16.5	18.1	15.0	48.0
6A: Green Acres	Single Family	\$247,500	86.3	7.2	87.0	2.4	1.1	0.8	0.8	0.5	0.7	6.6	0.1	0.5	2.5	20.2	20.2	15.1	41.5
6B: Salt of the Earth	Single Family	\$162,100	83.3	10.2	83.8	1.5	1.3	1.0	0.8	0.4	0.4	10.8	0.1	0.3	1.6	13.8	15.9	12.1	56.4
6C: The Great Outdoors	Single Family	\$254,600	78.2	21.4	76.5	2.1	1.6	1.6	1.4	0.9	1.0	14.6	0.2	0.4	1.8	18.1	17.2	17.0	45.5
6D: Prairie Living	Single Family	\$145,000	79.4	16.4	85.0	1.0	0.9	1.2	0.9	0.6	0.5	9.8	0.1	0.3	1.7	10.7	10.5	9.5	67.3
6E: Rural Resort Dwellers	Single Family/Seasonal	\$220,600	81.7	51.6	78.2	1.8	1.1	1.2	1.3	1.1	1.9	13.2	0.2	0.3	1.5	18.6	17.5	16.5	45.5
10A: Southern Satellites	Single Family; Mobile Homes	\$137,400	78.1	11.5	65.9	0.8	0.9	0.7	0.7	0.4	0.4	30.0	0.2	0.5	2.6	19.2	22.2	16.7	38.9
10B: Rooted Rural	Single Family; Mobile Homes	\$119,800	80.3	19.8	72.1	0.7	0.7	0.7	0.5	0.3	0.3	24.4	0.2	0.3	1.9	15.0	18.4	15.3	49.1
10C: Diners & Miners	Single Family; Mobile Homes	\$92,000	76.0	15.4	68.6	0.8	1.1	1.1	1.2	0.6	0.7	25.6	0.2	0.4	2.0	12.4	14.7	15.1	55.5
10E: Rural Bypasses	Single Family; Mobile Homes	\$86,700	70.6	16.8	63.2	0.7	1.8	1.8	1.6	0.6	0.7	29.5	0.1	0.3	1.6	12.3	18.9	16.3	50.7

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

¹ 2012-2016 American Community Survey