

	2010-20				Household Type	Average HH Size	Diversity Index <sup>2</sup>	Median Age	Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density <sup>1</sup>					<18	18-44	45-64	65+	Never Married	Married	Widowed/ Divorced
<b>United States</b>	126,083,849	333,793,107	0.76	94.5		2.58	65.1	38.5	22.0	36.0	25.4	16.6	33.8	49.6	16.5
<b>01. Affluent Estates</b>	12,589,391	36,589,686	1.26	518.7		2.88	46.2	43.1	24.1	28.3	30.2	17.4	23.7	65.0	11.2
1A: Top Tier	2,111,573	6,050,994	0.46	994.8	Married Couples	2.83	39.7	47.9	23.5	22.6	31.9	22.0	22.3	67.6	10.1
1B: Professional Pride	2,055,809	6,433,030	1.28	1,006.1	Married Couples	3.12	46.7	40.7	25.6	29.7	32.5	12.1	23.9	67.5	8.5
1C: Boomburbs	2,232,537	7,257,017	3.51	1,108.2	Married Couples	3.24	65.0	34.1	32.4	36.8	23.6	7.2	25.5	64.5	10.0
1D: Savvy Suburbanites	3,746,675	10,678,017	0.73	351.7	Married Couples	2.83	38.3	45.6	21.4	27.7	31.7	19.1	24.2	64.0	11.7
1E: Exurbanites	2,442,797	6,170,628	0.67	291.7	Married Couples	2.48	37.0	51.6	18.1	23.4	31.0	27.5	22.3	62.5	15.1
<b>02. Upscale Avenues</b>	7,030,246	19,167,649	0.60	1,117.2		2.69	67.7	40.9	20.8	34.6	27.6	17.0	31.0	55.1	13.9
2A: Urban Chic	1,639,592	3,999,202	0.63	515.4	Married Couples	2.39	49.9	43.6	20.0	31.7	29.1	19.2	29.4	56.2	14.4
2B: Pleasantville	2,709,951	7,865,434	0.26	1,439.1	Married Couples	2.87	62.5	43.0	20.5	31.9	28.9	18.7	30.5	55.3	14.2
2C: Pacific Heights	872,917	2,789,950	0.26	3,144.3	Married Couples	3.16	74.4	43.1	19.1	33.1	27.4	20.4	31.4	55.7	12.9
2D: Enterprising Professionals	1,807,786	4,513,063	1.41	1,482.5	Married Couples	2.48	74.1	35.7	22.9	42.7	24.1	10.2	33.3	53.2	13.6
<b>03. Uptown Individuals</b>	4,848,096	9,282,562	1.57	7,910.6		1.85	66.2	35.3	11.7	55.1	21.4	11.9	51.0	36.9	12.1
3A: Laptops and Lattes	1,359,845	2,620,721	1.23	10,728.4	Singles	1.87	51.8	37.9	12.4	49.1	23.6	14.8	45.1	43.5	11.5
3B: Metro Renters	2,147,636	3,772,138	2.36	5,758.3	Singles	1.67	63.9	33.2	8.7	63.8	18.0	9.4	56.1	32.1	11.8
3C: Trendsetters	1,340,615	2,889,703	0.91	10,543.6	Singles	2.11	77.5	36.9	15.0	49.0	23.6	12.4	49.5	37.4	13.1
<b>04. Family Landscapes</b>	9,571,331	27,460,541	1.26	306.2		2.85	55.9	37.2	24.8	36.0	26.5	12.8	28.5	56.9	14.6
4A: Soccer Moms	3,719,727	11,053,960	1.47	547.4	Married Couples	2.96	52.9	37.1	25.5	35.4	27.5	11.5	27.0	60.6	12.4
4B: Home Improvement	2,145,166	6,166,197	0.57	425.9	Married Couples	2.86	67.5	38.2	22.3	36.5	26.8	14.4	31.8	52.7	15.6
4C: Middleburg	3,706,438	10,240,384	1.47	186.1	Married Couples	2.74	50.6	36.6	25.4	36.3	25.2	13.2	28.2	55.4	16.4
<b>05. GenXurban</b>	14,252,029	34,994,853	0.43	416.9		2.41	43.3	43.9	19.4	31.9	27.1	21.7	28.9	52.4	18.8
5A: Comfortable Empty Nesters	3,087,193	7,809,376	0.46	286.3	Married Couples	2.50	35.0	48.6	18.4	27.2	29.1	25.3	23.8	59.4	16.7
5B: In Style	2,828,681	6,739,676	0.77	383.5	Married Couples w/No Kids	2.34	41.9	42.4	19.2	33.9	26.9	20.1	29.7	53.6	16.8
5C: Parks and Rec	2,475,722	6,245,809	0.35	1,257.6	Married Couples	2.50	53.0	41.4	20.1	34.4	27.1	18.3	32.7	48.6	18.7
5D: Rustbelt Traditions	2,748,758	6,817,742	0.28	665.6	Married Couples	2.46	49.0	39.5	21.7	35.4	25.8	17.1	32.8	47.0	20.2
5E: Midlife Constants	3,111,675	7,382,250	0.31	309.0	Married Couples w/No Kids	2.29	37.9	47.3	17.8	29.6	26.2	26.4	26.8	51.6	21.6
<b>06. Cozy Country Living</b>	15,175,430	38,619,224	0.53	22.3		2.51	28.1	45.5	20.0	29.5	29.7	20.8	24.4	58.4	17.1
6A: Green Acres	4,086,329	11,064,683	0.95	73.0	Married Couples	2.69	27.9	44.5	20.9	29.7	31.0	18.4	23.9	62.1	13.9
6B: Salt of the Earth	3,611,849	9,375,498	0.30	59.0	Married Couples	2.57	21.1	44.6	20.2	30.2	29.7	19.9	24.1	59.5	16.4
6C: The Great Outdoors	1,985,000	4,905,828	0.87	18.3	Married Couples	2.43	37.0	47.9	18.0	28.3	30.8	22.8	25.1	56.4	18.4
6D: Prairie Living	1,339,998	3,407,393	0.30	4.9	Married Couples	2.50	25.8	44.6	21.6	28.8	28.8	20.8	22.7	61.9	15.4
6E: Rural Resort Dwellers	1,280,816	2,873,228	0.65	7.5	Married Couples w/No Kids	2.21	24.6	54.9	14.8	22.5	32.9	29.8	19.9	60.5	19.5
6F: Heartland Communities	2,871,438	6,992,594	0.04	93.2	Married Couples	2.38	33.3	42.5	20.9	32.0	26.3	20.9	27.8	50.1	22.1
<b>07. Ethnic Enclaves</b>	9,019,686	30,363,455	1.37	139.3		3.34	82.8	32.1	28.6	39.8	21.7	9.8	37.2	48.6	14.1
7A: Up and Coming Families	3,211,195	10,051,661	2.94	1,065.6	Married Couples	3.11	75.1	31.8	30.1	41.8	21.0	7.1	32.3	54.5	13.2
7B: Urban Villages	1,311,784	5,002,060	0.40	336.0	Married Couples	3.78	86.2	34.4	25.2	39.0	23.8	12.1	39.2	47.8	13.0
7C: American Dreamers	1,857,195	5,962,189	0.90	48.8	Married Couples	3.19	84.7	32.9	26.6	39.7	23.0	10.7	39.1	45.3	15.6
7D: Barrios Urbanos	1,309,286	4,789,156	0.87	531.8	Married Couples	3.62	80.8	29.2	32.0	39.5	19.9	8.6	40.5	46.0	13.5
7E: Valley Growers	304,463	1,232,632	0.54	89.8	Married Couples	3.96	84.7	27.7	33.6	41.0	17.7	7.7	43.0	46.0	11.0
7F: Southwestern Families	1,025,763	3,325,757	0.45	68.2	Married Couples	3.19	64.7	34.8	26.4	35.6	22.6	15.4	38.8	43.2	18.0
<b>08. Middle Ground</b>	13,638,949	33,367,170	0.62	400.6		2.40	70.4	36.5	21.5	39.9	23.8	14.7	38.7	42.8	18.5
8A: City Lights	1,805,222	4,741,304	0.43	3,300.7	Married Couples	2.58	76.9	39.6	20.2	37.1	27.0	15.8	36.2	47.9	16.0
8B: Emerald City	1,792,068	3,761,904	0.81	404.0	Singles	2.05	52.8	38.1	15.8	44.2	25.1	14.8	42.2	41.2	16.6
8C: Bright Young Professionals	2,846,641	6,905,746	1.18	803.2	Married Couples	2.41	69.4	33.6	23.4	44.1	21.5	11.0	38.1	44.5	17.4
8D: Downtown Melting Pot	800,952	2,360,519	0.36	25,290.5	Married Couples	2.91	77.1	38.1	21.0	38.1	24.9	16.0	34.5	52.3	13.1
8E: Front Porches	1,985,733	5,171,210	0.53	2,114.2	Married Couples	2.56	74.4	35.4	23.9	38.9	23.8	13.4	39.9	40.8	19.3
8F: Old and Newcomers	2,902,891	6,315,985	0.58	869.5	Singles	2.11	54.6	39.8	18.3	37.6	23.6	20.5	36.1	41.6	22.3
8G: Hardscrabble Road	1,505,442	4,110,502	0.13	75.9	Singles	2.66	77.1	32.7	27.5	38.4	22.7	11.4	44.8	34.0	21.2

	2010-20				Household Type	Average HH Size	Diversity Index <sup>2</sup>	Median Age	Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density <sup>1</sup>					<18	18-44	45-64	65+	Never Married	Married	Widowed/ Divorced
<b>United States</b>	126,083,849	333,793,107	0.76	94.5		2.58	65.1	38.5	22.0	36.0	25.4	16.6	33.8	49.6	16.5
<b>09. Senior Styles</b>	<b>7,315,711</b>	<b>14,828,033</b>	<b>0.79</b>	<b>91.2</b>		<b>1.94</b>	<b>49.1</b>	<b>58.3</b>	<b>12.0</b>	<b>23.6</b>	<b>25.1</b>	<b>39.3</b>	<b>26.0</b>	<b>48.0</b>	<b>26.0</b>
9A: Silver & Gold	993,758	2,037,464	1.43	112.0	Married Couples w/No Kids	2.03	25.6	64.1	8.8	14.4	29.0	47.8	15.2	65.2	19.6
9B: Golden Years	1,679,600	3,573,208	0.65	1,065.4	Singles	2.05	45.6	52.9	14.4	26.7	26.5	32.4	26.8	50.4	22.8
9C: The Elders	941,525	1,607,902	0.95	489.5	Married Couples w/No Kids	1.68	24.1	73.0	2.9	6.0	16.8	74.3	11.4	56.7	32.0
9D: Senior Escapes	1,158,361	2,605,848	0.79	20.2	Married Couples w/No Kids	2.19	46.4	55.3	14.7	23.5	28.7	33.1	23.7	50.6	25.7
9E: Retirement Communities	1,521,496	3,017,846	0.56	423.9	Singles	1.87	51.5	54.5	13.1	27.8	22.2	36.8	29.9	40.3	29.8
9F: Social Security Set	1,020,971	1,985,765	0.63	1,385.7	Singles	1.72	76.6	46.0	13.3	35.6	24.9	26.2	46.3	26.0	27.7
<b>10. Rustic Outposts</b>	<b>10,431,913</b>	<b>27,770,247</b>	<b>0.55</b>	<b>29.9</b>		<b>2.59</b>	<b>50.5</b>	<b>41.0</b>	<b>21.6</b>	<b>33.2</b>	<b>27.5</b>	<b>17.7</b>	<b>28.4</b>	<b>52.2</b>	<b>19.4</b>
10A: Southern Satellites	3,988,291	10,719,631	0.76	52.8	Married Couples	2.66	42.0	40.7	22.0	33.3	28.0	16.7	26.4	55.3	18.3
10B: Rooted Rural	2,488,566	6,283,674	0.33	21.5	Married Couples	2.47	30.3	45.7	19.0	30.1	29.1	21.8	23.8	56.4	19.8
10C: Diners & Miners	821,345	2,142,316	0.30	12.3	Married Couples	2.53	44.0	41.8	21.5	32.4	27.3	18.8	26.8	53.2	20.0
10D: Down the Road	1,457,886	4,080,295	0.95	32.7	Married Couples	2.75	73.0	35.4	25.3	36.9	24.2	13.6	34.8	45.4	19.9
10E: Rural Bypasses	1,675,825	4,544,331	0.13	33.4	Married Couples	2.54	61.1	40.8	20.9	34.2	27.1	17.8	34.9	44.3	20.8
<b>11. Midtown Singles</b>	<b>7,755,759</b>	<b>18,806,661</b>	<b>0.69</b>	<b>2,416.9</b>		<b>2.37</b>	<b>79.2</b>	<b>31.3</b>	<b>24.8</b>	<b>45.0</b>	<b>20.1</b>	<b>10.1</b>	<b>50.0</b>	<b>32.4</b>	<b>17.6</b>
11A: City Strivers	951,511	2,667,929	0.37	12,856.5	Singles	2.76	64.5	35.7	24.3	38.2	24.6	12.9	50.8	34.2	15.0
11B: Young and Restless	2,198,749	4,545,782	1.21	3,408.7	Singles	2.04	78.6	30.1	20.1	55.4	16.8	7.7	50.1	33.4	16.5
11C: Metro Fusion	1,767,241	4,741,498	0.81	2,685.9	Singles	2.65	85.3	29.4	28.5	44.6	18.9	8.0	46.7	36.2	17.0
11D: Set to Impress	1,742,889	3,840,902	0.57	2,765.5	Singles	2.11	68.9	34.5	20.1	43.9	22.5	13.5	47.1	31.9	21.0
11E: City Commons	1,095,369	3,010,550	0.16	975.5	Single Parents	2.66	50.7	28.9	32.5	37.4	19.9	10.2	58.7	23.6	17.8
<b>12. Hometown</b>	<b>7,628,789</b>	<b>19,341,859</b>	<b>0.04</b>	<b>201.4</b>		<b>2.47</b>	<b>66.3</b>	<b>38.4</b>	<b>23.1</b>	<b>34.7</b>	<b>24.9</b>	<b>17.3</b>	<b>40.8</b>	<b>36.5</b>	<b>22.7</b>
12A: Family Foundations	1,292,784	3,536,499	0.11	1,349.3	Singles	2.70	43.7	40.0	22.6	33.0	25.9	18.6	45.2	34.4	20.4
12B: Traditional Living	2,405,568	6,102,717	0.14	238.7	Married Couples	2.50	57.6	36.0	24.1	37.7	24.4	13.8	37.5	41.2	21.3
12C: Small Town Simplicity	2,314,916	5,451,181	0.08	87.8	Singles	2.25	52.6	41.1	20.9	33.4	24.6	21.1	33.5	40.6	25.9
12D: Modest Income Homes	1,615,521	4,251,462	-0.22	733.7	Singles	2.55	34.3	37.5	24.7	33.6	25.2	16.5	51.8	25.9	22.2
<b>13. Next Wave</b>	<b>4,795,987</b>	<b>16,045,217</b>	<b>0.46</b>	<b>4,266.6</b>		<b>3.30</b>	<b>89.6</b>	<b>30.0</b>	<b>29.1</b>	<b>42.7</b>	<b>19.9</b>	<b>8.4</b>	<b>47.9</b>	<b>39.4</b>	<b>12.6</b>
13A: International Marketplace	1,518,574	4,706,397	0.50	8,836.8	Married Couples w/ Kids	3.06	89.0	33.1	25.2	42.7	22.3	9.9	44.1	42.8	13.1
13B: Las Casas	903,080	3,747,149	0.31	7,422.5	Married Couples	4.11	85.5	28.5	31.2	42.5	19.1	7.2	47.0	42.8	10.2
13C: NeWest Residents	968,175	3,281,238	0.73	2,545.5	Married Couples w/ Kids	3.35	87.5	27.4	32.3	45.8	16.3	5.6	48.9	39.3	11.8
13D: Fresh Ambitions	793,199	2,552,452	0.33	2,053.3	Single Parents	3.16	90.9	29.0	31.0	40.8	19.8	8.4	51.3	33.9	14.7
13E: High Rise Renters	612,959	1,757,981	0.40	9,201.0	Single Parents	2.79	90.3	32.7	26.6	39.7	21.7	12.0	53.6	31.5	14.9
<b>14. Scholars and Patriots</b>	<b>2,028,867</b>	<b>6,609,014</b>	<b>0.88</b>	<b>470.4</b>		<b>2.27</b>	<b>60.0</b>	<b>22.9</b>	<b>10.3</b>	<b>76.7</b>	<b>7.9</b>	<b>5.2</b>	<b>74.6</b>	<b>19.2</b>	<b>6.2</b>
14A: Military Proximity	184,525	962,650	0.85	83.6	Married Couples	3.36	69.5	22.6	26.7	69.8	3.0	0.5	47.6	48.4	3.9
14B: College Towns	1,203,723	3,017,547	0.93	1,477.4	Singles	2.13	58.2	24.6	10.9	66.2	13.5	9.4	66.8	23.1	10.1
14C: Dorms to Diplomas	640,619	2,628,817	0.82	5,288.3	Nonfam HHs w/ 2+ Persons	2.21	57.5	21.6	3.5	91.2	3.3	2.0	90.6	6.8	2.6

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

<sup>1</sup> Population density is population per square mile.

<sup>2</sup> 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 65.1 which means there is a 65.1 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.

	School Enrollment (%) <sup>1</sup>								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/AIT Credential	Some College/No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree		
<b>United States</b>	1.6	1.3	10.5	5.5	5.9	1.3	73.8	41.8	7.7	42.0	8.5	4.8	6.5	22.8	3.9	20.1	8.7	20.2	12.9
<b>01. Affluent Estates</b>	2.0	1.3	12.2	6.8	4.6	1.4	71.6	39.4	11.0	38.3	11.3	1.3	1.9	12.0	1.4	15.6	7.5	33.5	26.9
1A: Top Tier	2.2	1.3	12.2	7.0	4.2	1.4	71.6	34.7	16.2	32.9	16.2	0.9	1.1	7.1	0.6	10.2	4.5	36.1	39.5
1B: Professional Pride	2.1	1.4	13.5	8.1	4.6	1.5	68.9	40.9	9.7	39.3	10.0	1.1	1.4	10.1	1.1	13.9	7.1	37.1	28.2
1C: Boomburbs	2.6	1.8	15.9	7.5	4.9	1.5	65.7	42.2	7.9	41.6	8.3	1.7	2.1	11.6	1.6	17.5	8.6	34.5	22.3
1D: Savvy Suburbanites	1.8	1.2	10.9	6.4	4.8	1.4	73.5	40.4	10.2	39.0	10.4	1.3	2.3	15.5	1.8	17.6	8.7	30.8	22.0
1E: Exurbanites	1.6	1.0	9.2	5.3	4.5	1.3	77.0	37.1	12.8	36.8	13.4	1.3	2.1	12.9	1.5	16.9	7.5	31.3	26.5
<b>02. Upscale Avenues</b>	1.9	1.2	9.7	5.2	5.7	1.8	74.5	39.0	10.8	38.3	11.9	3.0	3.3	16.5	1.9	17.0	8.0	29.0	21.3
2A: Urban Chic	2.2	1.3	9.7	4.9	5.2	2.1	74.7	33.8	15.4	33.7	17.1	1.5	1.7	9.1	1.1	12.8	5.8	34.7	33.2
2B: Pleasantville	1.7	1.2	9.7	5.5	5.7	1.4	74.7	40.2	9.7	39.4	10.7	3.2	4.0	21.3	2.5	19.5	9.1	24.6	15.7
2C: Pacific Heights	1.5	1.1	9.0	5.0	6.6	1.6	75.2	40.4	10.0	38.9	10.7	5.5	4.5	18.9	1.9	16.9	8.9	27.7	15.7
2D: Enterprising Professionals	2.0	1.5	10.2	4.9	5.6	2.3	73.6	40.5	9.3	40.2	10.0	2.4	2.8	12.7	1.6	16.2	7.5	32.8	24.0
<b>03. Uptown Individuals</b>	1.4	0.7	4.7	2.1	6.1	4.9	80.1	29.3	18.8	30.4	21.5	2.4	2.5	8.0	1.4	11.4	4.6	37.8	31.9
3A: Laptops and Lattes	1.8	0.8	5.3	2.1	4.8	3.9	81.2	23.3	24.3	24.6	27.8	1.3	1.3	5.3	0.8	8.4	3.3	39.2	40.4
3B: Metro Renters	1.0	0.6	3.3	1.3	7.2	6.8	79.8	29.2	19.0	30.2	21.7	1.5	2.1	6.9	1.5	11.7	4.7	39.5	32.2
3C: Trendsetters	1.5	0.9	5.9	2.8	5.7	3.5	79.6	34.4	14.1	35.5	15.9	4.7	4.0	12.1	1.8	14.0	5.6	34.1	23.7
<b>04. Family Landscapes</b>	1.8	1.5	12.2	6.4	5.2	1.2	71.8	42.7	7.1	42.5	7.7	2.6	4.6	21.5	3.6	22.8	10.6	22.4	11.7
4A: Soccer Moms	1.9	1.5	12.7	6.9	5.3	1.4	70.5	42.0	7.8	41.7	8.5	1.9	3.2	18.0	2.6	21.3	10.4	27.3	15.3
4B: Home Improvement	1.6	1.4	10.9	6.1	5.7	1.2	73.1	43.1	6.6	43.0	7.4	3.2	5.0	22.6	3.7	24.2	10.7	20.7	9.8
4C: Middleburg	1.7	1.5	12.4	6.2	4.7	1.0	72.4	43.3	6.5	43.0	7.1	3.0	5.9	24.7	4.6	23.7	10.9	18.3	9.0
<b>05. GenXurban</b>	1.5	1.2	9.5	5.0	5.0	1.2	76.6	40.9	8.7	40.9	9.6	2.4	4.6	23.5	3.7	21.4	10.0	21.3	13.1
5A: Comfortable Empty Nesters	1.4	1.1	9.3	5.2	4.4	1.2	77.4	40.5	9.4	39.9	10.2	1.7	3.6	22.0	3.0	21.0	10.3	23.5	14.9
5B: In Style	1.7	1.2	9.3	4.8	6.1	1.8	75.2	39.0	10.7	38.5	11.8	1.5	2.7	15.7	2.3	18.9	8.9	28.8	21.1
5C: Parks and Rec	1.5	1.2	9.6	5.0	4.9	1.2	76.6	41.7	7.6	41.7	8.9	3.2	5.7	26.8	4.0	21.8	9.9	18.8	9.9
5D: Rustbelt Traditions	1.5	1.3	10.4	5.3	4.9	1.0	75.6	42.4	7.0	42.9	7.7	3.1	6.0	27.0	4.9	23.6	10.6	16.7	8.2
5E: Midlife Constants	1.3	1.0	8.8	4.8	5.0	1.0	78.1	40.9	8.4	41.6	9.1	2.7	5.4	26.3	4.1	22.0	10.2	18.2	11.0
<b>06. Cozy Country Living</b>	1.3	1.2	10.1	5.5	3.5	0.7	77.7	42.8	6.9	42.8	7.5	2.9	5.8	29.2	4.5	21.8	10.5	16.4	8.9
6A: Green Acres	1.5	1.2	10.7	6.0	4.1	1.0	75.6	41.8	8.1	41.5	8.6	1.9	4.2	25.1	3.6	21.5	10.7	21.1	11.8
6B: Salt of the Earth	1.3	1.1	10.3	5.6	3.5	0.6	77.5	42.9	6.9	42.8	7.4	3.0	6.3	33.3	4.9	20.8	10.6	13.8	7.1
6C: The Great Outdoors	1.2	1.0	8.8	4.9	3.7	0.8	79.7	42.1	7.6	42.0	8.2	2.6	5.7	25.2	4.5	23.3	10.1	17.8	10.9
6D: Prairie Living	1.5	1.3	11.1	5.6	2.8	0.5	77.2	43.1	6.8	43.1	7.0	4.3	5.4	30.7	4.0	22.1	11.8	15.4	6.3
6E: Rural Resort Dwellers	0.8	0.8	7.0	4.1	2.6	0.6	84.0	43.3	6.5	42.9	7.2	2.4	5.8	27.0	4.4	23.0	9.7	17.0	10.7
6F: Heartland Communities	1.5	1.3	10.4	5.3	3.4	0.6	77.5	44.3	4.9	45.0	5.7	3.9	8.0	33.2	5.8	21.8	10.0	11.5	5.8
<b>07. Ethnic Enclaves</b>	1.7	1.7	13.6	6.9	5.9	0.9	69.3	44.9	4.5	45.4	5.2	11.9	9.9	23.8	4.1	20.9	8.3	14.6	6.4
7A: Up and Coming Families	2.1	1.8	14.5	6.9	6.2	1.5	67.0	43.3	6.1	43.8	6.8	3.6	4.8	19.5	3.4	23.9	10.8	22.9	11.1
7B: Urban Villages	1.4	1.3	11.2	6.4	7.3	0.9	71.4	44.8	4.7	45.1	5.4	13.8	10.2	25.6	3.2	20.5	7.7	13.6	5.4
7C: American Dreamers	1.6	1.6	13.0	6.8	5.9	0.9	70.3	44.8	4.5	45.4	5.3	8.7	9.8	26.8	4.7	22.6	9.0	13.0	5.4
7D: Barrios Urbanos	1.7	1.9	15.6	7.6	4.7	0.4	68.2	46.7	2.6	47.6	3.1	21.3	16.1	25.7	5.2	17.1	5.3	6.7	2.5
7E: Valley Growers	1.6	2.0	16.1	7.7	4.5	0.3	67.8	48.4	1.8	47.7	2.1	33.1	15.0	22.2	3.8	14.5	4.8	4.9	1.7
7F: Southwestern Families	1.6	1.5	12.2	6.2	4.8	0.6	73.1	46.7	3.1	46.6	3.7	20.0	14.8	26.2	5.1	16.4	5.8	8.6	3.2
<b>08. Middle Ground</b>	1.6	1.3	9.8	4.8	6.1	1.6	74.7	41.1	8.1	41.9	9.0	4.9	6.6	22.1	4.0	20.9	8.7	20.6	12.1
8A: City Lights	1.7	1.3	9.1	4.8	6.1	1.6	75.5	39.9	9.6	39.4	11.1	5.3	5.3	21.0	2.6	18.7	8.0	24.1	15.1
8B: Emerald City	1.6	0.9	6.8	3.3	7.0	3.3	77.0	37.1	12.1	37.3	13.4	1.8	2.9	12.3	2.1	17.2	7.3	32.2	24.2
8C: Bright Young Professionals	1.7	1.4	10.6	5.1	6.6	1.8	72.8	41.7	7.0	43.6	7.7	2.9	4.7	20.2	3.6	23.7	10.4	22.8	11.6
8D: Downtown Melting Pot	1.6	1.4	9.5	4.9	6.1	1.6	74.9	36.8	13.6	36.1	13.6	12.2	8.6	23.0	2.7	12.7	7.0	21.9	11.9
8E: Front Porches	1.6	1.5	11.0	5.5	5.2	1.0	74.1	43.5	5.7	44.1	6.6	6.0	8.6	27.0	5.1	23.2	9.0	14.3	6.8
8F: Old and Newcomers	1.4	1.2	8.4	4.1	7.0	1.6	76.3	40.3	8.5	41.8	9.4	3.0	5.3	22.4	4.0	23.2	9.6	20.4	12.1
8G: Hardscrabble Road	1.7	1.7	13.2	6.1	4.2	0.6	72.6	45.0	4.5	45.5	5.0	8.3	14.2	30.0	7.7	21.3	7.5	7.6	3.3

	School Enrollment (%) <sup>1</sup>							By Sex and Type of School				Educational Attainment (%)							
	By Level of School							Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/AIT Credential	Some College/No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree
	Nursery/Preschool	Kindergarten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Public School	Private School	Public School	Private School								
<b>United States</b>	1.6	1.3	10.5	5.5	5.9	1.3	73.8	41.8	7.7	42.0	11.9	4.8	6.5	22.8	3.9	20.1	8.7	20.2	12.9
<b>09. Senior Styles</b>	1.0	0.7	5.9	3.2	4.4	1.1	83.6	38.7	10.5	39.0	11.9	3.5	5.9	22.7	3.5	20.6	7.9	20.8	15.2
9A: Silver & Gold	0.7	0.5	4.7	2.8	2.8	0.8	87.8	39.2	11.7	38.0	11.1	1.2	2.8	17.2	2.1	20.0	8.2	27.2	21.4
9B: Golden Years	1.4	0.9	7.0	3.9	5.0	1.6	80.2	36.1	13.2	35.6	15.1	2.1	3.1	16.7	1.9	17.1	7.2	28.5	23.4
9C: The Elders	0.2	0.2	1.7	1.0	1.7	0.4	94.7	35.9	11.5	39.8	12.8	2.1	4.7	26.6	3.0	22.6	7.8	19.2	13.9
9D: Senior Escapes	0.9	0.8	7.3	3.9	3.1	0.5	83.4	43.9	6.1	43.7	6.4	4.2	9.1	29.2	5.9	24.4	8.8	11.8	6.5
9E: Retirement Communities	1.0	0.8	6.4	3.3	5.6	1.3	81.6	38.4	10.2	39.5	11.9	3.9	5.8	24.7	3.4	20.7	8.4	20.0	13.1
9F: Social Security Set	1.1	0.9	6.2	3.2	7.0	1.7	80.0	38.3	9.8	39.8	12.0	8.9	11.5	24.0	5.7	20.0	6.6	14.4	8.9
<b>10. Rustic Outposts</b>	1.3	1.3	10.8	5.7	3.4	0.5	77.0	44.5	5.3	44.6	5.5	6.0	10.9	31.5	7.1	20.9	8.6	9.9	5.1
10A: Southern Satellites	1.3	1.3	11.1	5.8	3.6	0.6	76.3	44.1	5.8	44.1	6.1	5.1	9.8	30.7	7.0	21.6	9.3	11.0	5.5
10B: Rooted Rural	1.1	1.1	9.7	5.1	3.0	0.5	79.5	44.2	5.8	44.0	6.1	5.2	9.7	33.1	7.0	20.6	8.7	10.1	5.6
10C: Diners & Miners	1.3	1.3	10.9	5.6	2.9	0.5	77.5	45.8	4.4	45.2	4.6	7.0	11.3	33.5	7.2	20.0	7.6	8.8	4.7
10D: Down the Road	1.5	1.7	12.6	6.2	4.1	0.6	73.4	45.2	4.2	45.9	4.6	8.1	12.2	29.0	7.1	22.0	8.0	9.3	4.3
10E: Rural Bypasses	1.3	1.3	10.2	5.6	3.4	0.5	77.8	44.8	5.0	45.2	5.0	7.1	13.7	32.4	7.6	19.2	7.8	8.0	4.2
<b>11. Midtown Singles</b>	1.8	1.6	10.9	5.0	7.0	1.8	71.9	42.0	6.2	44.4	7.4	5.7	8.9	23.9	4.7	22.6	8.5	16.9	8.7
11A: City Strivers	1.9	1.5	10.8	5.8	6.2	1.5	72.4	40.4	7.2	43.2	9.2	6.9	8.8	26.4	5.0	19.8	7.6	16.3	9.2
11B: Young and Restless	1.5	1.3	8.2	3.5	8.8	3.1	73.5	41.4	7.3	43.3	8.0	3.4	5.0	18.2	3.3	22.8	9.4	24.9	13.0
11C: Metro Fusion	1.9	1.9	12.9	5.7	6.1	1.2	70.3	43.9	4.7	45.5	5.9	7.9	9.9	25.5	4.7	23.6	8.7	13.9	5.8
11D: Set to Impress	1.4	1.1	8.5	3.9	8.0	1.9	75.2	40.6	8.0	42.5	8.9	4.6	7.9	22.9	5.5	23.1	8.9	17.3	9.7
11E: City Commons	2.6	2.3	15.1	6.5	5.3	0.8	67.3	42.8	4.5	47.0	5.7	6.5	15.6	30.2	5.9	22.6	6.9	8.2	4.1
<b>12. Hometown</b>	1.6	1.4	11.0	5.6	4.7	0.8	74.9	43.4	5.2	45.0	6.4	5.1	10.8	30.5	6.2	23.0	8.5	10.6	5.3
12A: Family Foundations	1.6	1.3	10.8	5.9	5.5	1.1	73.7	41.8	5.7	45.0	7.5	4.4	9.3	28.2	4.4	25.0	8.4	12.8	7.5
12B: Traditional Living	1.6	1.5	11.6	5.7	4.6	0.7	74.4	43.9	5.3	44.7	6.1	4.6	9.5	30.5	6.8	23.1	9.6	11.0	4.8
12C: Small Town Simplicity	1.5	1.3	10.0	4.9	4.2	0.7	77.4	44.2	5.3	44.6	6.0	5.6	10.5	30.6	6.9	21.8	8.6	10.6	5.5
12D: Modest Income Homes	1.7	1.5	11.6	6.0	4.9	0.7	73.7	43.2	4.7	45.9	6.1	5.9	14.5	32.1	5.8	22.8	7.0	7.9	4.1
<b>13. Next Wave</b>	1.9	1.8	13.4	6.6	5.8	0.8	69.7	45.1	4.3	45.6	4.9	19.1	13.5	25.2	3.7	16.7	5.8	11.3	4.7
13A: International Marketplace	1.7	1.5	11.2	5.6	6.4	1.3	72.3	43.2	6.2	43.8	6.8	13.8	9.6	24.7	3.0	17.8	6.7	16.7	7.7
13B: Las Casas	1.8	1.9	14.2	7.5	6.3	0.6	67.8	46.7	2.6	47.5	3.2	26.2	15.8	25.7	2.9	15.0	4.9	7.3	2.3
13C: NeWest Residents	1.9	2.1	15.3	6.6	4.5	0.6	68.9	46.8	3.7	45.5	4.0	23.8	14.8	24.6	3.5	15.3	4.9	9.3	3.6
13D: Fresh Ambitions	2.0	2.0	14.5	7.0	5.2	0.6	68.6	45.3	4.0	45.9	4.9	15.9	15.5	28.1	5.1	18.6	5.9	7.7	3.1
13E: High Rise Renters	1.9	1.7	12.3	6.6	6.4	1.1	69.9	43.4	5.2	45.4	6.1	16.4	15.1	23.1	5.8	16.5	6.4	11.8	5.0
<b>14. Scholars and Patriots</b>	0.8	0.6	4.1	1.8	48.4	5.5	38.6	39.8	9.4	40.2	10.5	2.3	3.9	14.1	2.8	21.2	8.2	26.4	21.1
14A: Military Proximity	2.3	1.9	10.9	3.5	10.9	1.7	68.8	46.8	8.4	37.7	7.1	0.9	1.6	16.0	2.5	33.8	14.5	20.9	9.8
14B: College Towns	0.9	0.7	4.7	2.4	36.3	6.1	49.0	39.0	10.4	38.7	11.9	2.6	4.5	14.6	3.0	19.2	7.3	26.8	22.0
14C: Dorms to Diplomas	0.2	0.2	1.1	0.7	75.7	6.3	15.9	39.4	8.9	41.7	10.0	2.3	3.6	10.9	2.4	17.9	6.4	29.2	27.2

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

<sup>1</sup> 2014-2018 American Community Survey







	Employment by Industry (%)													Employment by Occupation (%)										
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) <sup>1</sup>	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
<b>United States</b>	\$62,200	\$96,700	63.1	13.0	1.8	7.4	10.6	2.5	9.7	5.6	1.8	7.0	48.9	4.8	15.2	23.5	9.7	13.3	16.8	0.8	5.4	3.1	5.9	6.1
<b>09. Senior Styles</b>	\$50,800	\$111,600	45.4	12.8	1.2	6.3	7.8	2.4	10.3	4.9	1.8	8.4	52.3	4.6	16.8	25.0	11.1	13.5	17.0	0.6	4.3	2.5	4.1	5.1
9A: Silver & Gold	\$79,200	\$444,600	40.4	10.2	1.2	7.0	6.3	2.6	10.0	4.2	1.6	11.2	51.7	4.3	22.2	25.6	14.0	11.9	13.4	0.6	3.9	2.4	2.5	3.5
9B: Golden Years	\$79,200	\$193,700	56.8	11.7	0.6	4.9	7.6	2.6	8.7	4.2	2.3	9.9	54.4	4.8	21.5	31.8	11.0	12.2	12.4	0.2	3.0	1.7	2.7	3.4
9C: The Elders	\$47,600	\$263,600	23.7	10.6	0.8	6.2	5.9	2.6	12.4	5.2	1.7	9.7	51.6	4.1	15.7	21.2	13.9	15.6	18.2	0.3	4.0	2.5	3.0	5.7
9D: Senior Escapes	\$42,300	\$107,300	43.6	13.0	3.0	10.1	7.6	2.1	12.0	5.8	1.3	5.4	47.4	5.2	11.2	16.6	10.5	14.5	21.5	1.8	7.5	4.3	5.3	7.0
9E: Retirement Communities	\$45,300	\$57,000	50.1	13.1	0.9	5.7	9.4	2.6	10.7	5.2	1.6	7.8	51.8	4.4	14.4	24.7	10.3	14.7	17.6	0.5	4.2	2.5	5.3	5.6
9F: Social Security Set	\$19,700	\$10,500	45.3	18.1	0.7	5.3	8.7	1.9	10.4	5.1	2.1	6.0	55.7	4.1	11.6	21.6	9.4	13.5	24.4	0.4	4.1	2.0	6.1	6.8
<b>10. Rustic Outposts</b>	\$46,300	\$75,400	54.3	12.9	4.5	10.1	14.9	2.3	10.4	6.7	1.0	4.1	40.6	5.3	10.0	16.3	8.7	13.1	17.6	1.8	8.3	5.2	10.2	8.7
10A: Southern Satellites	\$52,900	\$99,100	58.1	12.2	3.4	10.7	15.2	2.5	10.3	6.9	1.1	4.4	40.4	5.1	10.8	17.0	8.8	13.5	16.3	1.5	8.1	5.5	10.0	8.5
10B: Rooted Rural	\$46,700	\$96,000	51.8	12.3	5.4	9.8	16.3	2.2	9.9	6.7	1.0	4.0	39.4	5.3	10.5	17.3	8.3	12.7	16.4	2.4	8.0	5.2	10.7	8.6
10C: Diners & Miners	\$44,500	\$68,600	49.7	13.0	11.4	9.2	8.0	2.0	10.2	7.0	1.0	3.9	41.5	5.8	9.5	17.4	8.6	12.7	17.5	1.6	11.3	5.3	7.2	8.7
10D: Down the Road	\$41,900	\$40,600	59.2	14.4	3.4	11.3	12.7	2.3	11.6	6.1	1.1	4.2	42.8	4.5	8.7	13.4	9.4	13.3	21.3	2.0	9.3	4.7	9.2	8.8
10E: Rural Bypasses	\$35,900	\$34,400	47.3	14.3	3.9	8.4	17.6	2.1	10.3	6.5	0.9	3.5	40.6	6.2	8.4	15.4	8.5	12.7	19.3	2.0	7.0	4.6	12.5	9.4
<b>11. Midtown Singles</b>	\$39,100	\$12,900	67.3	15.6	0.7	6.6	8.0	2.1	11.3	6.4	1.8	6.4	52.6	4.2	10.5	19.5	9.9	15.0	23.7	0.4	5.3	2.7	5.7	7.4
11A: City Strivers	\$50,900	\$18,600	63.5	16.3	0.1	5.2	3.7	1.5	8.9	9.2	2.1	6.3	57.3	5.8	10.1	20.5	8.2	15.3	28.5	0.1	4.4	2.1	2.8	8.0
11B: Young and Restless	\$46,500	\$13,100	76.3	12.6	0.6	5.7	7.8	2.3	11.7	5.7	2.3	8.1	51.9	4.1	13.3	24.0	10.6	15.5	19.0	0.2	4.1	2.6	4.6	5.9
11C: Metro Fusion	\$39,600	\$13,000	69.6	15.0	0.9	9.1	8.6	2.4	11.8	6.9	1.5	5.8	49.3	3.8	8.8	14.9	9.9	15.1	24.6	0.7	7.5	3.2	6.7	8.7
11D: Set to Impress	\$37,300	\$13,300	65.3	16.0	0.9	6.5	9.5	2.0	11.6	4.8	1.8	5.7	53.3	4.0	10.7	20.8	9.8	14.2	22.9	0.5	5.1	2.7	6.7	6.6
11E: City Commons	\$20,500	\$10,200	54.5	22.8	0.6	5.1	9.3	1.6	11.3	7.0	1.2	4.7	54.9	4.3	6.7	13.5	10.3	14.6	30.8	0.4	4.5	2.1	7.7	9.3
<b>12. Hometown</b>	\$37,300	\$23,000	57.1	17.3	1.2	6.7	13.6	2.1	11.1	6.6	1.4	4.9	47.6	4.9	8.5	16.1	9.2	14.9	22.9	0.6	5.5	3.3	9.8	9.2
12A: Family Foundations	\$45,800	\$58,200	59.3	16.9	0.4	5.3	8.6	1.9	9.8	9.4	1.7	5.9	50.6	6.6	9.6	17.7	8.7	17.1	23.3	0.2	4.4	2.7	6.5	9.8
12B: Traditional Living	\$42,600	\$33,800	63.6	16.3	1.3	7.5	17.2	2.3	11.5	5.7	1.4	4.9	44.3	3.9	8.5	15.7	9.2	14.8	20.6	0.6	6.1	3.8	11.7	9.0
12C: Small Town Simplicity	\$35,200	\$18,900	53.1	15.6	2.1	7.3	14.5	2.1	11.9	5.3	1.2	4.6	46.1	4.9	8.9	16.9	9.6	13.7	21.6	1.0	6.1	3.7	10.2	8.3
12D: Modest Income Homes	\$26,700	\$13,300	51.2	21.8	0.7	5.5	10.9	1.8	10.3	7.3	1.2	4.4	52.8	5.0	6.8	13.7	9.0	14.5	29.0	0.4	4.7	2.5	8.9	10.5
<b>13. Next Wave</b>	\$39,900	\$13,300	64.6	17.1	1.3	11.7	10.3	2.8	10.3	6.8	1.4	4.6	48.3	2.4	7.1	12.0	9.0	12.4	27.5	1.4	10.0	2.9	8.3	9.6
13A: International Marketplace	\$53,500	\$19,200	69.0	16.4	0.6	9.9	8.6	2.7	10.0	7.1	2.0	5.4	51.1	2.7	9.7	16.2	9.1	12.8	26.0	0.6	8.2	2.7	6.2	8.5
13B: Las Casas	\$44,100	\$16,000	63.7	17.5	2.1	11.6	15.1	4.0	10.4	7.7	1.1	3.4	42.5	2.1	5.4	8.6	9.1	12.8	24.1	2.2	10.0	3.4	12.2	12.2
13C: NeWest Residents	\$35,400	\$11,700	69.7	14.8	1.9	18.6	10.1	2.4	9.7	5.1	1.1	4.1	45.4	1.7	5.6	8.3	8.2	10.2	28.8	1.8	16.3	3.1	9.0	8.8
13D: Fresh Ambitions	\$31,300	\$11,800	58.5	21.2	1.8	9.5	11.3	2.8	11.4	6.6	1.1	4.1	48.5	2.9	6.0	11.3	9.2	13.0	28.1	2.0	8.2	2.8	9.2	10.4
13E: High Rise Renters	\$26,500	\$10,400	54.4	18.1	0.2	5.5	4.2	1.7	10.9	7.7	1.6	6.1	58.9	3.2	7.0	14.6	9.5	13.7	36.4	0.2	4.6	1.9	3.7	8.2
<b>14. Scholars and Patriots</b>	\$33,300	\$10,900	50.5	17.0	0.9	3.2	5.3	1.3	11.4	2.5	1.7	4.4	65.3	4.2	9.9	29.9	10.9	14.5	22.7	0.5	2.4	1.8	3.3	4.1
14A: Military Proximity	\$53,900	\$12,500	22.8	14.7	0.7	3.2	3.4	1.0	11.0	3.1	1.0	3.3	41.3	32.2	12.2	23.5	9.7	15.2	20.4	0.6	3.1	7.0	3.0	5.3
14B: College Towns	\$37,700	\$12,200	61.2	15.4	1.0	3.9	6.5	1.5	11.1	2.9	1.7	5.0	63.4	3.1	11.3	30.5	10.4	13.6	20.9	0.6	2.9	1.7	3.8	4.3
14C: Dorms to Diplomas	\$19,700	\$8,800	46.9	19.6	0.7	2.1	3.9	0.9	11.9	1.7	1.7	3.6	71.6	1.8	7.6	29.9	11.8	15.8	25.6	0.5	1.6	1.1	2.4	3.6

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

<sup>1</sup> This rate measures the participation of the *civilian* labor force only.

Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) <sup>1</sup>										Year Structure Built (%) <sup>1</sup>				
				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
<b>United States</b>	\$235,100	63.6	11.3	61.6	5.8	3.6	4.4	4.7	4.5	9.0	6.2	0.1	1.6	2.6	14.3	13.9	13.5	54.2
<b>01. Affluent Estates</b>	\$452,200	88.6	4.9	87.9	5.2	0.7	0.8	1.0	1.0	2.4	0.9	0.0	2.7	3.9	21.3	18.8	15.0	38.3
1A: Top Tier	Single Family	\$846,300	89.9	5.3	89.9	3.9	0.8	0.7	0.7	3.0	0.3	0.0	1.4	1.8	9.7	12.0	13.7	61.4
1B: Professional Pride	Single Family	\$458,600	91.2	2.9	90.6	4.8	0.4	0.6	0.8	1.5	0.6	0.0	3.0	3.9	23.8	37.7	15.6	16.0
1C: Boomburbs	Single Family	\$389,400	85.2	3.8	83.3	7.4	0.3	0.9	1.6	2.4	3.3	0.7	6.8	11.5	57.6	16.0	3.5	4.6
1D: Savvy Suburbanites	Single Family	\$380,900	90.6	3.7	91.1	4.2	0.8	0.7	0.7	0.6	0.9	1.0	1.8	2.4	12.7	17.4	20.8	45.0
1E: Exurbanites	Single Family	\$453,100	85.0	8.9	83.2	6.3	1.0	1.4	1.6	1.2	3.9	1.5	1.5	2.0	12.5	14.2	16.5	53.3
<b>02. Upscale Avenues</b>		\$482,600	70.1	6.1	62.9	11.7	3.2	3.3	4.4	5.0	8.5	0.8	1.4	2.0	10.2	11.8	13.3	61.4
2A: Urban Chic	Single Family	\$710,000	66.4	9.5	61.2	8.7	3.9	4.5	4.7	4.7	11.6	0.6	1.4	1.9	10.0	10.0	11.1	65.7
2B: Pleasantville	Single Family	\$408,700	83.2	4.7	83.9	5.5	3.2	1.6	1.3	1.1	2.3	0.9	0.6	0.9	5.3	6.0	9.1	78.1
2C: Pacific Heights	Single Family	\$726,300	72.6	4.9	66.8	14.4	5.2	3.1	2.2	1.8	5.9	0.7	0.6	0.9	5.2	6.7	13.3	73.3
2D: Enterprising Professionals	Multi-Units; Single Family	\$383,500	52.6	5.6	30.3	22.7	1.6	4.9	10.1	13.0	16.4	0.9	3.0	4.2	20.6	24.9	21.9	25.5
<b>03. Uptown Individuals</b>		\$651,900	26.8	10.0	10.3	6.4	5.0	8.5	10.3	11.1	48.2	0.2	3.0	3.7	14.6	8.7	8.8	61.2
3A: Laptops and Lattes	High Density Apartments	\$908,700	38.0	10.5	12.1	7.8	5.5	8.3	9.2	8.9	47.9	0.1	2.4	2.9	11.7	6.6	7.8	68.6
3B: Metro Renters	Multi-Unit Rentals	\$427,200	20.6	10.3	7.5	5.2	2.5	5.8	8.8	12.0	57.9	0.2	4.4	5.3	20.9	12.5	10.0	47.0
3C: Trendsetters	High Density Apartments	\$676,200	25.4	9.0	12.8	6.6	8.0	12.7	13.7	11.8	34.1	0.3	1.6	2.2	8.1	5.2	8.0	74.9
<b>04. Family Landscapes</b>		\$236,700	80.2	5.3	81.4	5.5	1.3	1.7	2.0	1.7	1.9	4.5	2.5	3.9	24.7	24.4	17.5	27.0
4A: Soccer Moms	Single Family	\$284,200	85.5	3.9	85.9	5.8	0.7	1.0	1.4	1.4	1.8	1.9	3.0	4.6	29.5	31.9	14.0	16.9
4B: Home Improvement	Single Family	\$219,800	79.8	4.7	84.0	6.8	1.0	1.6	1.8	1.6	1.6	0.0	0.9	1.3	8.4	16.8	30.9	41.5
4C: Middleburg	Single Family	\$194,600	75.0	7.1	75.4	4.4	1.9	2.4	2.6	2.2	2.2	8.8	2.9	4.7	29.5	21.5	13.2	28.3
<b>05. GenXurban</b>		\$195,700	74.5	7.7	76.0	5.7	3.0	3.2	3.3	2.7	3.7	2.4	1.0	1.6	9.1	10.6	12.1	65.7
5A: Comfortable Empty Nesters	Single Family	\$223,500	87.1	6.2	88.3	4.0	1.1	1.1	1.1	0.8	1.3	2.3	1.1	1.6	10.3	12.4	13.8	60.8
5B: In Style	Single Family	\$273,500	68.3	8.7	66.0	7.9	2.8	4.2	5.5	5.1	6.6	1.7	1.7	2.8	13.6	14.5	15.5	51.8
5C: Parks and Rec	Single Family	\$212,400	70.5	6.5	67.7	9.1	5.0	4.5	4.2	3.5	4.0	2.0	0.7	1.2	6.4	7.8	11.0	73.0
5D: Rustbelt Traditions	Single Family	\$133,300	71.6	7.8	80.3	3.7	3.7	3.2	2.9	2.1	2.1	1.9	0.5	0.9	5.0	6.2	7.9	79.6
5E: Midlife Constants	Single Family	\$168,600	73.4	9.2	75.9	4.5	2.6	3.1	3.3	2.2	4.5	3.8	0.8	1.5	9.7	11.3	11.8	64.9
<b>06. Cozy Country Living</b>		\$194,300	80.6	17.9	81.8	2.0	1.6	1.5	1.3	0.9	1.1	9.7	1.3	2.3	14.9	15.4	13.1	53.0
6A: Green Acres	Single Family	\$258,600	86.6	7.2	87.1	2.4	1.1	0.8	0.8	0.6	0.8	6.4	2.1	3.3	19.8	19.7	14.7	40.4
6B: Salt of the Earth	Single Family	\$169,500	83.3	10.3	83.9	1.5	1.3	1.0	0.8	0.4	0.4	10.6	1.2	2.1	13.7	15.8	11.8	55.5
6C: The Great Outdoors	Single Family	\$270,500	78.7	21.3	76.7	2.2	1.6	1.6	1.4	0.9	1.1	14.3	1.5	2.6	17.9	16.9	16.8	44.3
6D: Prairie Living	Single Family	\$158,200	79.3	16.4	84.9	1.0	0.9	1.2	0.9	0.6	0.6	9.8	1.2	2.2	10.7	10.6	9.5	65.8
6E: Rural Resort Dwellers	Single Family/Seasonal	\$230,400	82.1	51.6	78.4	1.8	1.1	1.3	1.2	1.1	2.0	12.8	1.3	2.1	18.4	17.3	16.5	44.5
6F: Heartland Communities	Single Family	\$102,900	70.0	12.6	77.0	2.5	3.4	3.3	2.7	1.6	2.1	7.3	0.5	1.2	7.0	9.0	9.0	73.3
<b>07. Ethnic Enclaves</b>		\$207,500	67.4	7.2	75.0	5.3	2.0	2.8	3.1	2.9	3.9	4.8	2.5	4.1	25.7	13.3	12.0	42.4
7A: Up and Coming Families	Single Family	\$232,700	77.3	5.8	80.3	5.5	0.6	1.6	2.4	3.2	3.6	2.8	5.3	9.0	55.7	17.3	5.8	7.0
7B: Urban Villages	Single Family	\$379,400	69.9	4.6	80.6	5.3	2.2	2.2	2.0	1.6	3.3	2.8	0.5	0.7	6.1	7.9	11.1	73.7
7C: American Dreamers	Single Family	\$178,500	64.8	8.0	72.4	7.5	2.1	3.3	4.1	3.5	3.8	3.4	1.3	1.8	14.4	15.2	22.3	45.0
7D: Barrios Urbanos	Single Family	\$112,700	59.9	9.2	73.5	2.8	2.9	3.2	2.8	2.3	2.4	9.9	1.3	2.2	12.4	10.5	11.0	62.7
7E: Valley Growers	Single Family	\$170,500	45.5	9.0	60.5	3.2	4.4	6.8	5.6	3.1	3.3	12.8	0.9	2.1	13.0	14.1	13.4	56.5
7F: Southwestern Families	Single Family	\$96,700	53.6	10.1	64.5	4.7	3.7	4.5	4.3	3.6	8.0	6.5	1.0	2.0	8.2	9.5	12.5	66.7
<b>08. Middle Ground</b>		\$226,700	45.9	10.4	43.6	8.8	7.4	8.2	8.8	8.2	12.7	2.3	1.2	1.9	9.7	10.9	13.1	63.2
8A: City Lights	Multi-Units; Single Family	\$434,400	52.4	6.6	41.4	9.9	12.0	8.6	6.8	6.1	14.3	0.9	0.8	1.1	5.0	5.8	10.1	77.2
8B: Emerald City	Single Family; Multi-Units	\$308,000	49.0	11.6	46.4	9.2	6.5	7.5	7.5	7.3	14.7	0.7	1.7	2.0	8.6	8.3	10.3	69.0
8C: Bright Young Professionals	Single Family; Multi-Units	\$213,800	44.6	8.3	39.8	10.4	2.6	6.7	11.9	13.5	12.3	2.7	2.2	3.5	19.9	21.4	21.1	31.9
8D: Downtown Melting Pot	High Density Apartments	\$667,200	33.0	8.4	12.8	10.1	17.8	14.1	8.0	6.4	30.3	0.4	0.5	1.2	5.0	4.1	6.0	83.1
8E: Front Porches	Single Family; Multi-Units	\$183,700	47.9	9.3	47.7	9.8	8.6	9.5	8.3	6.2	7.3	2.7	0.8	1.4	6.9	8.0	10.9	72.0
8F: Old and Newcomers	Single Family; Multi-Units	\$184,500	46.4	11.2	43.3	7.4	4.2	7.6	10.4	9.4	14.5	3.2	1.0	2.0	10.0	12.7	16.3	58.0
8G: Hardscrabble Road	Single Family	\$75,100	40.4	17.6	58.9	5.5	10.9	7.9	5.7	3.6	4.2	3.2	0.6	1.0	4.4	5.1	6.3	82.6

Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) <sup>1</sup>										Year Structure Built (%) <sup>1</sup>					
				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	
<b>United States</b>	\$235,100	63.6	11.3	61.6	5.8	3.6	4.4	4.7	4.5	9.0	6.2	0.1	1.6	2.6	14.3	13.9	13.5	54.2	
<b>09. Senior Styles</b>	\$285,200	60.4	21.7	41.2	8.0	2.5	4.3	5.0	5.0	23.5	10.3	0.2	1.4	2.0	14.8	15.5	18.6	47.8	
9A: Silver & Gold	Single Family/Seasonal	\$404,900	85.2	42.2	65.4	7.3	1.7	3.0	3.3	11.8	4.1	0.1	2.1	2.5	25.0	20.3	19.7	30.3	
9B: Golden Years	Single Family; Multi-Units	\$368,200	63.2	13.0	40.5	12.6	2.8	4.5	5.6	5.4	26.9	1.5	1.3	2.1	11.5	13.5	17.4	54.2	
9C: The Elders	SF; High-Rises; Mob. Hm/Seas.	\$216,800	82.6	23.5	39.6	10.8	1.3	3.6	3.7	4.2	18.7	17.8	1.2	1.6	17.1	20.9	24.4	34.7	
9D: Senior Escapes	SF; Mobile Homes/Seasonal	\$146,300	76.6	24.8	50.3	2.2	1.2	1.8	1.8	1.7	2.5	37.8	1.3	1.9	17.1	17.8	21.1	40.9	
9E: Retirement Communities	Multi-Units; Single Family	\$196,300	45.9	12.4	31.4	9.0	3.0	5.8	7.5	7.4	32.6	3.2	1.0	1.8	9.9	13.1	18.0	56.2	
9F: Social Security Set	Multi-Unit Rentals	\$166,500	14.5	13.6	12.5	4.7	5.1	7.5	8.1	7.8	52.6	1.5	1.3	1.9	7.4	7.0	10.4	72.0	
<b>10. Rustic Outposts</b>		\$125,400	75.8	14.9	64.3	0.9	1.1	1.1	1.0	0.6	0.7	30.0	1.6	2.8	16.0	19.8	16.1	43.7	
10A: Southern Satellites	Single Family; Mobile Homes	\$149,500	78.4	11.6	66.1	0.8	0.9	0.7	0.6	0.4	0.4	29.8	1.9	3.3	18.9	21.8	16.2	37.9	
10B: Rooted Rural	Single Family; Mobile Homes	\$127,800	80.4	19.8	72.2	0.7	0.7	0.7	0.5	0.3	0.3	24.4	1.2	2.5	15.1	18.3	15.1	47.8	
10C: Diners & Miners	Single Family; Mobile Homes	\$96,400	75.9	15.6	68.3	0.8	1.1	1.1	1.2	0.6	0.8	25.8	1.3	2.6	12.3	14.6	15.0	54.2	
10D: Down the Road	Mobile Homes; Single Family	\$109,200	66.5	12.0	43.3	1.9	1.6	2.1	2.3	1.9	2.2	44.2	2.2	3.2	16.6	21.5	18.5	38.1	
10E: Rural Bypasses	Single Family; Mobile Homes	\$89,900	70.6	16.7	63.0	0.7	1.9	1.9	1.5	0.6	0.7	29.6	1.0	2.0	12.4	18.7	16.2	49.6	
<b>11. Midtown Singles</b>		\$172,200	23.8	12.9	22.4	7.9	7.9	11.7	14.5	15.0	18.7	1.8	1.1	2.2	9.8	12.0	15.6	59.2	
11A: City Strivers	High Density Apartments	\$378,700	33.5	10.7	15.1	12.2	20.0	17.8	8.3	6.6	19.9	0.2	0.6	1.4	5.7	4.3	4.2	83.9	
11B: Young and Restless	Multi-Unit Rentals	\$198,300	14.4	10.6	10.9	5.6	2.3	8.8	18.7	25.1	27.4	1.1	1.7	3.1	13.9	20.2	24.9	36.2	
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$159,600	25.4	12.2	23.7	7.8	4.5	10.9	16.2	17.5	16.2	3.1	1.0	2.0	10.8	13.8	20.6	51.8	
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$148,200	28.6	13.8	31.7	6.3	9.0	12.7	12.1	10.0	16.0	2.1	0.9	1.7	6.5	8.3	11.4	71.2	
11E: City Commons	Multi-Unit Rentals; Single Family	\$89,300	23.6	18.6	32.7	10.7	11.3	11.7	13.4	7.9	10.5	1.8	0.9	2.4	9.4	7.0	7.8	72.6	
<b>12. Hometown</b>		\$91,800	54.9	15.0	67.5	5.8	6.2	5.0	4.3	2.7	4.7	3.6	0.5	1.2	5.2	5.9	7.3	80.0	
12A: Family Foundations	Single Family	\$124,000	66.1	11.1	73.4	8.7	3.5	2.9	2.9	2.2	4.6	1.7	0.4	1.0	4.9	4.6	6.5	82.6	
12B: Traditional Living	Single Family	\$86,200	59.5	12.1	75.6	3.3	6.2	4.3	3.4	2.3	2.3	2.4	0.5	1.0	3.9	4.6	5.5	84.5	
12C: Small Town Simplicity	Single Family	\$97,100	50.7	14.5	60.7	3.5	5.6	6.5	6.1	3.6	7.0	6.8	0.6	1.3	6.7	8.9	10.8	71.7	
12D: Modest Income Homes	Single Family	\$74,400	45.0	22.1	61.5	9.9	8.8	5.5	4.3	2.6	5.0	2.5	0.5	1.3	4.9	4.7	5.6	82.9	
<b>13. Next Wave</b>		\$288,000	24.3	9.9	23.6	8.1	10.0	12.8	10.8	10.0	22.5	2.1	0.8	1.4	6.1	6.5	9.8	75.4	
13A: International Marketplace	High Density Apts; Single Family	\$396,900	28.4	8.4	22.4	7.2	13.8	15.2	11.4	9.4	19.6	0.9	0.9	1.4	6.1	6.1	8.9	76.6	
13B: Las Casas	Single Family; Multi-Unit Rentals	\$323,600	35.7	7.1	45.7	8.5	10.3	11.6	7.8	5.3	8.0	2.7	0.5	1.0	5.5	6.4	8.6	78.1	
13C: NeWest Residents	Multi-Unit Rentals	\$159,300	17.4	13.3	17.5	4.5	5.5	11.5	15.7	19.0	21.2	4.8	1.0	1.8	7.9	9.4	17.0	62.9	
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$139,800	27.8	13.2	24.9	17.4	13.1	17.3	9.9	5.9	9.8	1.5	0.6	1.2	6.0	5.6	7.8	78.8	
13E: High Rise Renters	High-Rise Rentals	\$398,100	4.0	7.2	1.8	2.9	3.0	5.0	7.3	9.8	69.9	0.2	0.7	1.5	4.5	4.0	4.9	84.4	
<b>14. Scholars and Patriots</b>		\$207,200	18.2	9.6	25.1	9.7	6.8	9.7	12.0	13.4	21.8	1.6	2.3	5.2	15.0	14.2	12.4	50.9	
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$183,700	3.6	14.9	25.3	47.9	9.3	8.9	4.3	1.4	2.3	0.7	2.5	11.9	28.4	17.0	9.8	30.4	
14B: College Towns	Multi-Unit Rentals; Single Family	\$206,000	25.7	9.9	31.0	5.9	7.0	9.9	11.8	12.5	19.8	2.1	1.9	3.7	12.7	12.6	12.2	56.8	
14C: Dorms to Diplomas	Multi-Unit Rentals	\$221,000	8.3	7.3	13.4	3.9	5.6	9.5	14.9	19.3	32.4	1.0	3.0	5.7	15.0	16.2	13.7	46.4	

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

<sup>1</sup> 2014-2018 American Community Survey