



	2010-20				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	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
01. Principal Urban Center	8,974,892	21,902,681	0.91	5,218.1		2.38	84.9	33.7	20.8	46.9	21.2	11.1	49.2	37.8	13.0
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
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
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
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
02. Urban Periphery	20,874,766	61,316,909	0.53	269.9		2.90	84.3	34.5	25.1	38.9	23.1	12.9	40.4	43.3	16.3
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
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
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
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
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
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
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
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
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
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
03. Metro Cities	22,844,199	54,249,203	0.59	407.3		2.24	65.5	34.4	19.6	43.3	21.7	15.4	44.8	36.4	18.8
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
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
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
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
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
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
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
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
04. Suburban Periphery	40,296,806	109,857,862	1.08	491.8		2.69	53.8	41.7	22.3	31.8	27.4	18.5	27.0	58.4	14.6
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
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



	Households	Population	2010-20		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	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
04. Suburban Periphery (Cont.)	40,296,806	109,857,862	1.08	491.8		2.69	53.8	41.7	22.3	31.8	27.4	18.5	27.0	58.4	14.6
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
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
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
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
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
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
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
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
05. Semirural	11,813,502	30,602,934	0.71	66.6		2.53	55.3	39.3	23.0	33.9	25.2	17.9	30.0	49.4	20.6
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
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
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
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
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
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
06. Rural	21,278,019	55,316,582	0.57	22.5		2.55	35.2	44.4	20.3	30.5	29.5	19.8	25.2	57.3	17.4
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
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
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

* 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 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 (%) ¹							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/Alt. 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								
United States	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	20.2	12.9	
01. Principal Urban Center	1.7	1.3	9.3	4.5	5.8	2.6	74.7	38.5	10.4	39.3	11.8	8.9	7.6	16.9	2.9	14.1	5.5	25.3	18.9
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
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
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
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
02. Urban Periphery	1.6	1.5	11.6	6.0	5.9	1.1	72.3	43.6	5.5	44.5	6.4	9.6	9.5	25.1	4.0	20.8	8.1	15.3	7.5
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
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
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
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
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
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
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
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
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
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
03. Metro Cities	1.5	1.2	9.0	4.3	11.2	2.1	70.7	40.8	8.1	42.0	9.1	4.2	7.1	22.4	4.4	21.4	8.6	19.5	12.4
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
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
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
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
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
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
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
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
04. Suburban Periphery	1.8	1.3	10.9	5.9	5.1	1.4	73.7	40.5	9.5	39.9	10.1	2.1	3.3	17.6	2.4	19.1	8.9	27.3	19.2
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
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



	School Enrollment (%) ¹							Educational Attainment (%)											
	By Level of School							By Sex and Type of School											
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School	Male	Female										
							Public School	Private School	Public School	Private School	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	
United States	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
04. Suburban Periphery (Cont.)	1.8	1.3	10.9	5.9	5.1	1.4	73.7	40.5	9.5	39.9	10.1	2.1	3.3	17.6	2.4	19.1	8.9	27.3	19.2
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
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
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
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
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
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
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
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
05. Semirural	1.5	1.4	11.2	5.6	4.1	0.7	75.4	44.2	5.4	44.4	6.0	5.4	8.6	28.7	5.7	22.4	9.5	13.1	6.5
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
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
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
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
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
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
06. Rural	1.3	1.2	10.2	5.5	3.5	0.7	77.6	43.3	6.6	43.2	7.0	3.9	7.6	29.8	5.5	21.3	9.8	14.3	7.8
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
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
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

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

¹ 2014-2018 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	\$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
04. Suburban Periphery (Cont.)	\$94,700	\$293,800	65.1	11.3	0.9	6.2	9.4	2.8	8.9	5.0	2.2	8.8	50.4	5.4	20.3	28.8	10.5	12.9	12.7	0.3	3.8	2.6	3.7	4.3
2D: Enterprising Professionals	\$97,300	\$110,100	75.1	11.4	0.4	4.6	9.0	2.5	8.3	4.4	3.0	8.8	53.5	5.6	21.8	33.5	9.4	11.8	12.3	0.1	2.7	1.9	2.9	3.5
4A: Soccer Moms	\$100,500	\$284,700	70.6	10.9	0.9	6.6	10.7	3.0	9.4	5.7	1.9	8.4	47.5	5.9	19.5	27.4	10.4	13.6	12.7	0.2	4.1	3.0	4.3	4.7
4B: Home Improvement	\$78,200	\$181,300	70.1	11.7	0.8	7.6	9.4	2.8	10.7	6.6	1.9	7.5	47.4	5.3	14.8	22.2	10.1	16.0	16.0	0.3	5.3	3.8	5.3	6.3
5A: Comfortable Empty Nesters	\$80,300	\$295,500	61.5	11.7	1.1	6.7	11.1	2.7	9.4	5.3	1.6	7.6	48.9	5.7	17.2	27.3	10.0	14.1	13.2	0.4	4.5	3.3	5.1	5.0
5C: Parks and Rec	\$66,600	\$124,000	67.5	13.8	0.7	7.8	10.8	2.7	10.5	5.8	1.7	6.9	47.9	5.3	13.5	22.5	9.4	15.5	16.9	0.3	5.7	3.5	6.1	6.5
5E: Midlife Constants	\$57,300	\$135,400	57.6	12.5	1.5	6.7	11.8	2.4	10.4	5.4	1.5	6.3	48.6	5.4	13.5	24.0	9.7	14.6	16.3	0.6	5.0	3.4	6.8	6.1
7A: Up and Coming Families	\$80,000	\$131,500	71.2	10.7	1.2	6.9	8.7	2.8	10.3	7.0	1.9	7.8	47.2	6.2	15.7	23.7	10.4	15.3	15.6	0.3	4.6	3.5	4.7	6.2
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
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
05. Semirural	\$49,200	\$66,700	58.8	13.3	3.6	8.4	13.6	2.4	10.9	5.9	1.3	5.1	43.7	5.1	11.0	18.1	9.3	13.8	18.3	2.4	6.5	4.2	8.8	7.7
4C: Middleburg	\$66,900	\$119,000	66.1	11.5	1.8	8.2	12.4	2.6	10.4	6.2	1.5	6.3	44.8	5.7	13.9	21.7	9.7	14.4	15.6	0.7	5.9	4.3	7.2	6.6
6F: Heartland Communities	\$46,700	\$71,500	58.6	13.7	3.0	7.5	18.1	2.4	10.6	5.9	1.2	4.6	42.0	4.8	10.0	17.8	8.6	13.7	18.0	1.3	6.1	4.3	11.7	8.6
7E: Valley Growers	\$38,300	\$16,300	59.5	15.5	35.1	7.5	7.9	3.4	7.6	4.4	0.6	2.0	28.7	2.8	4.5	6.6	6.1	7.5	15.7	35.8	6.0	2.9	6.0	9.0
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
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
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
06. Rural	\$57,900	\$138,800	58.4	12.3	4.5	9.6	14.6	2.5	9.7	6.3	1.2	5.0	41.6	5.1	13.2	19.4	8.7	13.1	15.5	1.7	7.3	4.7	8.8	7.5
6A: Green Acres	\$83,900	\$272,500	65.7	11.6	2.4	9.1	13.5	2.8	9.1	5.9	1.4	6.5	44.2	5.2	16.9	23.8	9.1	13.5	13.2	0.8	6.2	4.1	6.5	5.8
6B: Salt of the Earth	\$61,600	\$164,100	62.3	13.0	3.4	9.1	19.2	2.5	9.4	6.3	1.1	4.9	39.6	4.5	12.7	19.1	8.2	13.5	14.4	1.3	6.9	4.8	11.0	8.0
6C: The Great Outdoors	\$62,100	\$155,600	58.5	12.6	3.7	10.5	8.5	2.0	10.1	5.3	1.3	5.5	47.1	5.9	14.3	21.5	9.5	12.7	17.6	1.7	7.6	4.0	5.3	5.8
6D: Prairie Living	\$60,300	\$155,600	64.3	9.3	14.5	8.6	12.7	3.2	8.5	6.7	1.1	4.5	35.9	4.3	17.2	16.9	7.4	12.4	13.6	5.1	6.8	4.5	8.1	8.1
6E: Rural Resort Dwellers	\$55,600	\$163,900	50.5	13.3	4.8	10.4	10.6	2.0	10.1	5.3	1.3	5.7	44.3	5.4	14.5	19.6	9.9	12.2	17.2	2.3	7.6	3.9	6.7	6.1
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
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

* 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	\$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	
01. Principal Urban Center	\$497,500	25.6	10.4	12.7	8.0	8.5	11.0	10.2	10.5	38.2	0.9	0.1	1.9	2.6	10.5	7.3	8.6	69.2	
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	0.0	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	0.0	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	0.1	1.6	2.2	8.1	5.2	8.0	74.9
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	0.0	0.5	1.2	5.0	4.1	6.0	83.1
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	0.0	0.6	1.4	5.7	4.3	4.2	83.9
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	0.1	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	0.1	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	0.1	0.7	1.5	4.5	4.0	4.9	84.4
02. Urban Periphery	\$186,800	53.0	9.6	56.7	7.6	5.6	6.2	6.6	6.1	8.3	2.9	0.1	1.0	1.6	9.0	9.9	12.8	65.7	
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	0.0	0.6	0.9	5.2	6.7	13.3	73.3
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	0.0	0.5	0.9	5.0	6.2	7.9	79.6
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	0.1	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	0.0	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	0.1	1.3	2.2	12.4	10.5	11.0	62.7
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	0.1	1.0	2.0	8.2	9.5	12.5	66.7
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	0.1	0.8	1.1	5.0	5.8	10.1	77.2
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	0.1	2.2	3.5	19.9	21.4	21.1	31.9
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	0.1	1.0	2.0	10.8	13.8	20.6	51.8
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	0.0	0.4	1.0	4.9	4.6	6.5	82.6
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	0.0	0.5	1.3	4.9	4.7	5.6	82.9
13A: International Marketplace	High Density Apartments; Single Family	\$396,900	28.4	8.4	22.4	7.2	13.8	15.2	11.4	9.4	19.6	0.9	0.1	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	0.1	0.5	1.0	5.5	6.4	8.6	78.1
03. Metro Cities	\$181,800	41.3	11.9	43.2	7.0	6.0	7.8	9.3	8.9	15.6	2.2	0.1	1.2	2.1	9.2	10.7	12.9	63.9	
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	0.0	1.7	2.8	13.6	14.5	15.5	51.8
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	0.0	1.7	2.0	8.6	8.3	10.3	69.0
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	0.1	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	0.1	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	0.0	0.6	1.0	4.4	5.1	6.3	82.6
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	0.1	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	0.1	1.3	1.9	7.4	7.0	10.4	72.0
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	0.1	1.7	3.1	13.9	20.2	24.9	36.2
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	0.1	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	0.0	0.9	2.4	9.4	7.0	7.8	72.6
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	0.0	0.5	1.0	3.9	4.6	5.5	84.5
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	0.1	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	0.0	3.0	5.7	15.0	16.2	13.7	46.4
04. Suburban Periphery	\$326,200	80.0	8.0	76.3	7.2	1.7	2.1	2.5	2.5	5.5	2.2	0.0	2.1	3.2	19.2	16.9	14.8	43.8	
1A: Top Tier	Single Family	\$846,300	89.9	5.3	89.9	3.9	0.8	0.7	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	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	0.0	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	0.0	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	0.0	1.5	2.0	12.5	14.2	16.5	53.3
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	0.0	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	0.0	0.6	0.9	5.3	6.0	9.1	78.1



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	\$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	
04. Suburban Periphery (Cont.)	\$326,200	80.0	8.0	76.3	7.2	1.7	2.1	2.5	2.5	5.5	2.2	0.0	2.1	3.2	19.2	16.9	14.8	43.8	
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	0.0	3.0	4.2	20.6	24.9	21.9	25.5
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	0.0	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	1.6	0.0	0.9	1.3	8.4	16.8	30.9	41.5
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	0.0	1.1	1.6	10.3	12.4	13.8	60.8
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	0.0	0.7	1.2	6.4	7.8	11.0	73.0
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	0.1	0.8	1.5	9.7	11.3	11.8	64.9
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	0.0	5.3	9.0	55.7	17.3	5.8	7.0
9A: Silver & Gold	Single Family/Seasonal	\$404,900	85.2	42.2	65.4	7.3	1.7	3.0	3.3	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	0.1	1.3	2.1	11.5	13.5	17.4	54.2
9C: The Elders	SF; High-Rises; Mobile Homes/Seasonal	\$216,800	82.6	23.5	39.6	10.8	1.3	3.6	3.7	4.2	18.7	17.8	0.4	1.2	1.6	17.1	20.9	24.4	34.7
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	0.0	2.5	11.9	28.4	17.0	9.8	30.4
05. Semirural		\$141,700	67.4	12.6	65.8	3.2	3.0	3.5	3.3	2.3	3.2	15.6	0.2	1.5	2.6	15.8	15.2	13.2	51.8
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	0.1	2.9	4.7	29.5	21.5	13.2	28.3
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	0.1	0.5	1.2	7.0	9.0	9.0	73.3
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	0.3	0.9	2.1	13.0	14.1	13.4	56.5
9D: Senior Escapes	Single Family; 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	0.7	1.3	1.9	17.1	17.8	21.1	40.9
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	0.4	2.2	3.2	16.6	21.5	18.5	38.1
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	0.1	0.6	1.3	6.7	8.9	10.8	71.7
06. Rural		\$180,000	80.7	17.5	76.5	1.4	1.2	1.0	0.9	0.6	0.7	17.5	0.2	1.5	2.6	16.3	17.9	14.7	46.9
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	0.1	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	0.1	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	0.2	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	0.1	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	0.2	1.3	2.1	18.4	17.3	16.5	44.5
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	0.2	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	0.3	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	0.2	1.3	2.6	12.3	14.6	15.0	54.2
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	0.2	1.0	2.0	12.4	18.7	16.2	49.6

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

¹ 2014-2018 American Community Survey