



	2010-14				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>	119,862,927	316,296,988	0.57	89.6		2.57	62.6	37.7	23.0	36.3	26.3	14.4	31.6	51.6	16.8
<b>01. Affluent Estates</b>	11,638,542	33,576,412	1.04	475.8		2.86	41.2	42.7	25.5	27.9	31.9	14.6	22.0	67.1	10.9
1A: Top Tier	2,065,756	5,894,114	0.50	969.6	Married Couples	2.81	35.5	46.4	25.1	22.6	33.9	18.3	21.4	68.4	10.1
1B: Professional Pride	1,902,928	5,934,747	1.08	918.8	Married Couples	3.11	42.1	40.6	28.3	28.6	33.7	9.4	22.2	69.6	8.2
1C: Boomburbs	1,761,267	5,698,912	3.02	893.2	Married Couples	3.22	61.6	33.6	33.6	37.4	23.0	6.0	21.7	68.7	9.5
1D: Savvy Suburbanites	3,570,259	10,156,134	0.56	333.8	Married Couples	2.82	34.0	44.4	23.2	27.6	34.0	15.2	23.0	65.8	11.2
1E: Exurbanites	2,338,332	5,892,505	0.55	277.7	Married Couples	2.47	33.3	50.0	19.2	23.8	33.3	23.7	20.9	64.2	14.9
<b>02. Upscale Avenues</b>	6,790,053	18,451,333	0.53	1,056.3		2.68	64.9	40.3	21.7	35.1	28.7	14.5	29.7	55.7	14.7
2A: Urban Chic	1,584,131	3,836,858	0.58	479.8	Married Couples	2.37	46.0	42.7	20.8	32.4	30.6	16.2	28.7	56.1	15.2
2B: Pleasantville	2,686,697	7,764,197	0.30	1,389.9	Married Couples	2.85	58.9	42.1	21.7	32.3	30.2	15.8	28.8	56.3	14.9
2C: Pacific Heights	872,157	2,765,778	0.38	3,115.2	Married Couples	3.13	75.2	42.1	20.3	33.7	28.8	17.3	30.2	56.2	13.6
2D: Enterprising Professional	1,647,068	4,084,500	1.02	1,363.0	Married Couples	2.46	71.8	34.9	23.4	43.9	24.2	8.4	32.0	53.7	14.3
<b>03. Uptown Individuals</b>	4,312,518	8,267,970	1.08	7,219.3		1.85	63.4	34.3	11.9	56.5	21.4	10.3	51.4	35.2	13.4
3A: Laptops and Lattes	1,256,400	2,399,048	0.92	10,039.6	Singles	1.85	48.1	37.0	12.4	50.9	23.8	12.9	46.5	40.6	12.8
3B: Metro Renters	1,777,025	3,125,297	1.42	4,953.5	Singles	1.66	60.1	32.0	8.6	65.9	17.7	7.8	57.3	30.0	12.7
3C: Trendsetters	1,279,093	2,743,625	0.86	9,963.5	Singles	2.10	75.7	35.7	15.2	50.6	23.4	10.8	48.7	36.6	14.7
<b>04. Family Landscapes</b>	8,791,117	25,148,372	0.94	280.0		2.84	52.3	36.3	26.3	36.2	27.1	10.4	25.7	59.9	14.3
4A: Soccer Moms	3,371,397	9,992,856	1.13	495.1	Married Couples	2.95	48.9	36.7	27.2	35.3	28.2	9.3	24.2	63.8	12.0
4B: Home Improvement	2,064,842	5,915,992	0.40	408.0	Married Couples	2.85	64.0	37.2	24.0	36.6	28.4	11.0	29.1	55.6	15.2
4C: Middleburg	3,354,878	9,239,524	1.10	167.6	Married Couples	2.73	46.8	35.5	26.7	36.9	25.1	11.3	25.1	58.7	16.2
<b>05. GenXurban</b>	13,843,518	33,940,866	0.30	401.3		2.41	39.2	42.9	20.4	32.3	28.5	18.8	26.3	54.9	18.7
5A: Comfortable Empty Nesters	2,984,654	7,547,586	0.33	277.0	Married Couples	2.50	31.2	47.1	19.6	27.6	31.3	21.6	21.7	62.1	16.1
5B: In Style	2,698,133	6,412,790	0.61	352.9	Married Couples w/No Kids	2.33	37.7	41.4	20.2	34.4	28.6	16.8	28.2	55.0	16.8
5C: Parks and Rec	2,420,004	6,089,725	0.22	1,218.6	Married Couples	2.49	48.4	40.4	21.1	34.9	28.2	15.8	29.9	50.9	19.2
5D: Rustbelt Traditions	2,690,125	6,657,921	0.11	650.3	Married Couples	2.45	44.8	38.5	22.6	35.8	26.6	14.9	29.2	50.8	20.0
5E: Midlife Constants	3,050,602	7,232,844	0.25	302.3	Married Couples w/No Kids	2.29	34.4	46.2	18.8	29.8	27.8	23.7	24.0	54.4	21.6
<b>06. Cozy Country Living</b>	14,640,498	37,206,608	0.39	21.5		2.51	25.0	44.2	21.3	29.7	31.2	17.7	22.4	60.8	16.8
6A: Green Acres	3,826,275	10,355,461	0.67	68.3	Married Couples	2.68	24.4	43.2	22.6	29.9	32.6	14.9	21.9	64.6	13.4
6B: Salt of the Earth	3,530,413	9,177,440	0.23	57.7	Married Couples	2.57	18.5	43.4	21.6	30.5	31.1	16.8	22.1	62.0	15.9
6C: The Great Outdoors	1,869,673	4,601,466	0.60	17.1	Married Couples	2.42	34.0	46.6	19.2	28.6	33.2	19.0	23.4	58.4	18.2
6D: Prairie Living	1,315,858	3,340,976	0.31	4.8	Married Couples	2.49	22.6	43.7	22.9	28.6	30.3	18.2	21.0	64.2	14.8
6E: Rural Resort Dwellers	1,229,984	2,752,530	0.49	7.2	Married Couples w/No Kids	2.20	22.0	52.8	15.8	23.1	34.9	26.2	18.4	62.6	19.0
6F: Heartland Communities	2,868,295	6,978,735	0.05	93.1	Married Couples	2.37	29.9	41.7	21.9	32.1	27.1	18.8	24.9	52.9	22.1
<b>07. Ethnic Enclaves</b>	8,234,050	27,687,208	1.12	127.1		3.33	82.0	31.2	29.9	40.2	21.5	8.5	33.8	51.9	14.3
7A: Up and Coming Families	2,636,887	8,242,054	2.42	888.2	Married Couples	3.10	72.8	30.9	31.6	43.0	19.7	5.7	28.2	59.1	12.7
7B: Urban Villages	1,294,980	4,902,241	0.49	329.3	Married Couples	3.75	85.7	33.4	26.3	39.2	24.1	10.4	36.7	50.1	13.2
7C: American Dreamers	1,758,511	5,603,585	0.69	45.9	Married Couples	3.17	83.5	31.9	28.3	39.8	23.2	8.7	35.3	48.7	16.0
7D: Barrios Urbanos	1,248,495	4,522,314	0.75	502.2	Married Couples	3.59	80.4	28.4	33.1	39.6	19.7	7.5	36.0	49.9	14.1
7E: Valley Growers	293,481	1,183,824	0.38	86.2	Married Couples	3.96	84.6	26.7	34.4	41.0	17.8	6.8	40.3	48.3	11.4
7F: Southwestern Families	1,001,696	3,233,190	0.43	66.3	Married Couples	3.17	65.2	34.0	27.3	35.8	22.9	14.0	34.7	46.9	18.3
<b>08. Middle Ground</b>	13,081,412	31,880,292	0.40	383.5		2.39	67.4	35.3	22.2	40.6	24.5	12.7	36.3	44.3	19.4
8A: City Lights	1,770,561	4,617,251	0.39	3,234.3	Married Couples	2.56	74.2	38.8	20.8	38.1	27.5	13.7	35.2	48.0	16.8
8B: Emerald City	1,690,588	3,536,169	0.45	380.2	Singles	2.04	48.7	36.8	16.2	45.6	25.8	12.4	40.9	41.3	17.8
8C: Bright Young Professional	2,636,339	6,356,531	0.80	736.3	Married Couples	2.39	66.0	32.4	24.1	44.7	22.0	9.2	35.3	46.9	17.8
8D: Downtown Melting Pot	789,907	2,317,465	0.52	24,975.8	Married Couples	2.90	77.2	37.2	21.6	38.9	25.5	13.9	34.2	52.1	13.7
8E: Front Porches	1,915,790	4,957,993	0.24	1,998.4	Married Couples	2.54	71.0	34.4	24.7	39.4	24.3	11.6	36.4	43.1	20.5
8F: Old and Newcomers	2,788,171	6,051,641	0.37	839.5	Singles	2.10	50.7	38.8	18.9	38.1	24.7	18.2	33.3	43.5	23.3
8G: Hardscrabble Road	1,490,056	4,043,242	-0.05	74.9	Singles	2.64	74.5	31.8	28.3	38.7	23.2	9.8	40.9	36.9	22.2



	2010-14				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>	119,862,927	316,296,988	0.57	89.6		2.57	62.6	37.7	23.0	36.3	26.3	14.4	31.6	51.6	16.8
<b>09. Senior Styles</b>	6,898,213	13,980,544	0.48	85.7		1.93	45.8	56.0	12.8	24.4	26.8	36.0	23.7	49.6	26.7
9A: Silver & Gold	899,668	1,838,615	1.00	101.0	Married Couples w/No Kids	2.02	22.8	62.1	9.8	15.2	32.0	43.0	13.8	67.0	19.2
9B: Golden Years	1,609,443	3,419,141	0.51	1,017.8	Singles	2.04	41.5	51.3	15.2	27.0	28.1	29.7	25.1	51.5	23.5
9C: The Elders	877,517	1,497,277	0.55	456.0	Married Couples w/No Kids	1.67	20.9	71.8	3.3	6.7	19.6	70.5	9.1	59.4	31.5
9D: Senior Escapes	1,092,719	2,454,393	0.46	18.9	Married Couples w/No Kids	2.18	43.0	53.0	15.7	24.3	30.0	30.0	20.9	53.2	25.8
9E: Retirement Communities	1,453,508	2,877,927	0.27	404.3	Singles	1.86	47.1	52.5	13.8	28.5	23.3	34.4	27.0	41.7	31.2
9F: Social Security Set	965,358	1,893,191	0.22	1,192.8	Singles	1.72	74.5	44.5	14.0	36.5	25.9	23.6	42.7	27.1	30.2
<b>10. Rustic Outposts</b>	10,079,009	26,759,237	0.43	28.8		2.58	47.9	40.2	22.8	33.5	28.4	15.3	25.8	54.9	19.3
10A: Southern Satellites	3,797,357	10,175,860	0.58	50.1	Married Couples	2.65	38.8	39.9	23.4	33.6	28.8	14.3	23.8	58.2	18.0
10B: Rooted Rural	2,437,560	6,151,305	0.30	21.1	Married Couples	2.46	28.2	44.4	20.3	30.5	30.3	19.0	21.7	58.8	19.5
10C: Diners & Miners	813,235	2,115,067	0.42	12.2	Married Couples	2.52	41.6	40.7	22.5	32.9	28.4	16.2	24.0	56.2	19.7
10D: Down the Road	1,363,912	3,803,575	0.59	30.6	Married Couples	2.73	70.7	34.4	26.4	37.1	24.7	11.7	31.2	48.5	20.2
10E: Rural Bypasses	1,666,945	4,513,430	0.13	33.2	Married Couples	2.53	60.0	39.9	21.9	34.6	28.0	15.4	32.4	46.4	21.2
<b>11. Midtown Singles</b>	7,383,781	17,852,593	0.42	2,252.4		2.36	77.7	30.4	25.4	45.5	20.6	8.6	47.7	33.6	18.7
11A: City Strivers	938,206	2,620,014	0.45	12,530.2	Singles	2.75	62.5	34.6	24.9	38.9	25.3	10.9	49.6	34.4	15.9
11B: Young and Restless	2,025,140	4,155,658	0.75	3,108.2	Singles	2.02	76.4	29.5	20.4	56.1	17.0	6.5	48.0	34.6	17.4
11C: Metro Fusion	1,674,652	4,453,810	0.50	2,538.4	Singles	2.63	84.2	28.9	29.2	45.1	19.0	6.6	43.8	38.3	17.8
11D: Set to Impress	1,661,551	3,655,379	0.22	2,628.4	Singles	2.10	65.4	33.3	20.4	44.8	23.2	11.6	44.4	33.2	22.4
11E: City Commons	1,084,232	2,967,732	0.05	917.5	Single Parents	2.65	49.5	27.8	33.2	37.9	20.4	8.6	56.0	24.6	19.3
<b>12. Hometown</b>	7,591,555	19,204,709	-0.08	198.3		2.46	64.6	37.4	23.9	35.1	25.7	15.2	37.3	39.2	23.5
12A: Family Foundations	1,285,554	3,507,648	0.07	1,333.6	Singles	2.69	42.9	39.0	23.6	33.6	27.2	15.7	41.4	37.4	21.2
12B: Traditional Living	2,371,416	6,000,246	-0.05	227.7	Married Couples	2.49	53.6	34.9	25.1	37.9	24.9	12.1	33.4	44.6	21.9
12C: Small Town Simplicity	2,304,764	5,413,534	0.02	87.2	Singles	2.25	49.3	40.2	21.7	33.7	25.4	19.1	30.0	43.2	26.8
12D: Modest Income Homes	1,629,821	4,283,281	-0.36	739.3	Singles	2.55	33.3	36.4	25.4	34.2	26.1	14.3	48.6	28.0	23.4
<b>13. Next Wave</b>	4,657,257	15,495,902	0.30	4,074.7		3.28	89.3	29.4	29.9	43.1	19.7	7.2	45.9	41.1	13.0
13A: International Marketplace	1,475,947	4,544,029	0.40	8,583.3	Married Couples w/ Kids	3.04	88.5	32.4	25.7	43.6	22.2	8.5	42.5	43.8	13.6
13B: Las Casas	889,764	3,672,618	0.30	7,272.5	Married Couples	4.09	85.5	27.8	32.3	42.6	18.8	6.3	44.9	45.1	10.0
13C: NeWest Residents	917,041	3,084,417	0.28	2,392.0	Married Couples w/ Kids	3.32	87.1	27.0	33.2	46.3	15.9	4.6	45.5	42.9	11.6
13D: Fresh Ambitions	778,200	2,485,970	0.16	2,004.0	Single Parents	3.13	90.2	28.1	31.9	41.1	19.8	7.2	49.1	35.2	15.7
13E: High Rise Renters	596,305	1,708,868	0.30	7,163.1	Single Parents	2.78	90.0	31.5	27.2	40.4	22.1	10.3	53.0	31.1	15.9
<b>14. Scholars and Patriots</b>	1,919,773	6,278,966	1.02	449.4		2.26	56.1	22.7	10.6	77.3	7.8	4.3	73.7	19.9	6.4
14A: Military Proximity	184,462	935,342	1.53	81.5	Married Couples	3.33	66.1	22.4	27.8	68.7	3.1	0.4	45.4	50.5	4.1
14B: College Towns	1,129,580	2,834,271	0.93	1,420.6	Singles	2.12	54.2	24.3	11.2	67.3	13.5	8.0	65.4	24.0	10.6
14C: Dorms to Diplomas	605,731	2,509,353	0.93	5,063.2	Nonfam HHs w/ 2+ Persons	2.20	53.5	21.6	3.5	91.7	3.1	1.7	90.3	7.0	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 62.6 which means there is a 62.6 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	Kinder- garten	Grade 1-8	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School	Male				Female			Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/ No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree		
								Public School	Private School	Public School	Private School	Public School	Private School											
<b>United States</b>	1.7	1.4	11.0	5.8	6.4	1.4	72.3	41.3	7.9	42.0	8.8	6.0	8.2	24.2	3.9	21.3	7.7	18.0	10.7					
<b>01. Affluent Estates</b>	2.3	1.5	13.1	7.0	4.9	1.5	69.7	38.5	11.8	37.4	12.3	1.4	2.3	13.6	1.4	17.7	7.4	32.4	23.9					
1A: Top Tier	2.5	1.5	13.1	7.1	4.6	1.5	69.8	33.7	16.8	32.4	17.1	1.0	1.4	8.6	0.7	12.0	4.7	35.7	36.1					
1B: Professional Pride	2.5	1.7	15.8	8.4	4.7	1.4	65.5	40.3	10.3	38.7	10.6	1.1	1.7	11.4	1.1	16.2	7.2	36.5	24.8					
1C: Boomburbs	3.3	2.3	16.7	6.6	4.9	1.7	64.5	41.1	9.2	40.2	9.5	1.8	2.6	12.4	1.5	20.3	8.6	33.9	18.8					
1D: Savvy Suburbanites	1.9	1.3	11.9	7.0	5.2	1.4	71.2	39.7	10.5	38.6	11.3	1.5	2.9	17.5	1.8	19.7	8.4	29.1	19.1					
1E: Exurbanites	1.7	1.1	9.6	5.7	5.0	1.4	75.5	36.6	13.4	35.8	14.1	1.5	2.6	14.8	1.5	19.1	7.3	29.8	23.6					
<b>02. Upscale Avenues</b>	1.9	1.3	10.1	5.6	6.2	1.9	72.9	38.1	11.4	38.2	12.4	3.4	4.3	18.7	1.9	19.2	7.8	26.7	18.0					
2A: Urban Chic	2.3	1.3	9.8	4.8	5.7	2.3	73.7	32.7	16.0	33.4	17.9	1.7	2.2	10.7	1.1	15.3	5.8	33.3	29.9					
2B: Pleasantville	1.8	1.3	10.5	6.1	6.1	1.5	72.7	39.7	10.1	39.2	11.0	3.6	5.2	24.2	2.5	21.4	8.8	21.7	12.7					
2C: Pacific Heights	1.5	1.2	9.6	5.8	7.2	1.6	73.0	39.7	10.6	38.8	11.0	6.3	5.9	20.7	1.8	18.9	8.4	24.8	13.1					
2D: Enterprising Professional	2.2	1.5	10.0	4.9	6.2	2.6	72.6	38.7	10.1	40.4	10.8	2.8	3.4	14.1	1.7	18.9	7.4	31.3	20.4					
<b>03. Uptown Individuals</b>	1.3	0.7	4.4	2.2	7.5	5.8	78.1	28.8	18.7	30.3	22.2	3.4	3.5	9.7	1.4	13.7	4.9	35.4	27.9					
3A: Laptops and Lattes	1.7	0.8	4.6	1.9	5.5	5.1	80.4	22.1	24.6	23.8	29.5	1.6	1.8	6.3	0.8	9.9	3.4	38.6	37.6					
3B: Metro Renters	0.9	0.5	2.8	1.4	9.4	8.0	76.8	28.2	19.3	29.6	22.9	2.1	2.9	8.4	1.6	14.2	5.0	37.8	28.1					
3C: Trendsetters	1.4	0.9	5.8	3.3	7.1	3.9	77.5	34.6	13.5	36.1	15.9	6.5	5.7	14.3	1.9	16.8	6.1	29.8	18.9					
<b>04. Family Landscapes</b>	2.0	1.6	13.2	6.8	5.6	1.3	69.5	42.1	7.3	42.6	8.1	3.0	5.6	23.2	3.6	25.1	9.7	20.3	9.6					
4A: Soccer Moms	2.3	1.7	14.2	7.1	5.6	1.4	67.8	41.5	8.2	41.3	9.0	2.1	3.9	19.9	2.6	23.6	9.9	25.3	12.7					
4B: Home Improvement	1.7	1.4	12.1	6.9	6.4	1.3	70.3	42.5	6.7	43.1	7.7	3.3	5.8	23.5	3.6	27.1	9.9	18.6	8.1					
4C: Middleburg	2.0	1.7	13.0	6.3	5.0	1.1	70.9	42.5	6.6	43.8	7.2	3.7	7.3	26.5	4.7	25.2	9.4	15.9	7.2					
<b>05. GenXurban</b>	1.5	1.2	9.8	5.4	5.6	1.3	75.2	40.3	8.9	40.9	9.9	3.0	5.8	25.6	3.6	23.1	8.9	19.0	11.0					
5A: Comfortable Empty Nesters	1.5	1.1	9.7	5.7	4.9	1.2	76.0	39.7	9.6	40.2	10.4	2.2	4.5	24.2	3.0	22.9	9.2	21.3	12.7					
5B: In Style	1.8	1.2	9.6	5.2	6.9	2.0	73.2	38.2	10.9	38.8	12.1	1.8	3.4	17.4	2.3	21.1	8.3	27.3	18.5					
5C: Parks and Rec	1.6	1.2	10.0	5.6	5.4	1.2	75.1	40.8	8.1	41.8	9.3	3.8	7.4	29.2	4.2	23.2	8.8	15.8	7.7					
5D: Rustbelt Traditions	1.6	1.4	10.8	5.6	5.7	1.1	73.9	41.9	7.4	42.6	8.1	3.5	7.3	28.8	4.7	25.3	9.5	14.4	6.6					
5E: Midlife Constants	1.3	1.1	8.9	4.9	5.5	1.0	77.2	40.7	8.4	41.4	9.5	3.8	6.7	28.3	4.0	23.0	8.8	16.1	9.2					
<b>06. Cozy Country Living</b>	1.4	1.3	10.7	5.9	4.0	0.7	76.0	42.8	6.9	42.8	7.5	3.8	7.4	31.6	4.5	22.7	9.0	14.0	7.1					
6A: Green Acres	1.6	1.3	11.6	6.4	4.5	1.0	73.5	41.7	8.2	41.3	8.8	2.5	5.4	27.5	3.6	23.4	9.7	18.3	9.6					
6B: Salt of the Earth	1.4	1.3	11.0	6.0	4.0	0.7	75.7	43.0	6.6	43.1	7.3	4.0	8.2	36.1	4.9	21.0	8.7	11.4	5.6					
6C: The Great Outdoors	1.3	1.1	9.6	5.6	4.0	0.8	77.6	42.1	7.4	42.6	8.0	3.3	7.2	26.8	4.5	24.7	9.0	15.6	8.9					
6D: Prairie Living	1.5	1.3	11.3	6.2	3.1	0.6	76.0	43.8	6.3	43.0	6.9	5.4	6.4	33.3	3.9	23.1	9.7	13.3	5.0					
6E: Rural Resort Dwellers	1.0	0.9	7.7	4.4	3.0	0.6	82.4	43.3	6.4	43.1	7.2	3.2	7.3	29.3	4.5	24.0	8.2	14.7	8.7					
6F: Heartland Communities	1.5	1.3	10.5	5.6	3.9	0.6	76.4	44.2	5.1	45.0	5.7	5.2	9.8	35.0	5.7	21.6	8.1	9.8	4.6					
<b>07. Ethnic Enclaves</b>	1.9	1.9	14.4	7.2	5.9	0.9	67.8	45.0	4.5	45.3	5.2	14.7	11.8	23.3	3.9	21.7	7.2	12.5	4.9					
7A: Up and Coming Families	2.4	2.1	15.4	6.6	6.6	1.6	65.3	43.0	6.4	43.4	7.1	4.1	5.6	20.0	3.3	26.8	10.1	21.4	8.7					
7B: Urban Villages	1.5	1.5	12.6	7.5	7.0	0.9	69.0	45.0	4.9	44.6	5.5	16.6	12.6	25.2	2.9	20.6	6.8	11.2	4.1					
7C: American Dreamers	1.7	1.8	14.1	7.3	6.1	0.9	68.0	44.5	4.7	45.3	5.6	9.9	11.2	26.5	4.5	24.3	7.9	11.3	4.4					
7D: Barrios Urbanos	1.7	2.1	16.0	7.7	4.2	0.4	67.9	47.2	2.6	47.3	2.8	24.9	18.7	24.0	5.0	16.4	4.2	5.1	1.8					
7E: Valley Growers	1.8	2.2	15.8	7.8	4.1	0.2	68.0	47.9	1.8	48.1	2.2	38.8	16.7	18.6	3.3	13.6	3.7	3.8	1.5					
7F: Southwestern Families	1.7	1.7	12.8	6.9	5.0	0.5	71.5	46.8	2.6	47.5	3.1	25.2	16.3	24.0	4.9	15.7	4.8	6.6	2.4					
<b>08. Middle Ground</b>	1.6	1.4	10.0	5.1	6.9	1.7	73.3	40.5	8.2	41.9	9.4	5.9	8.3	23.7	4.1	22.2	7.8	18.2	9.8					
8A: City Lights	1.7	1.2	9.4	5.4	6.5	1.7	74.1	39.0	10.2	39.2	11.6	6.0	6.6	23.5	2.6	20.4	7.9	21.0	11.8					
8B: Emerald City	1.6	1.0	6.8	3.5	8.4	3.7	75.1	35.7	12.7	37.6	14.0	2.3	4.0	14.5	2.4	19.8	6.9	29.7	20.3					
8C: Bright Young Professional	1.8	1.5	10.7	5.1	7.8	1.9	71.3	41.3	7.1	43.5	8.2	3.2	5.5	21.5	3.6	26.3	9.5	20.8	9.5					
8D: Downtown Melting Pot	1.5	1.4	9.6	5.4	6.8	1.7	73.6	35.7	14.0	36.2	14.1	14.3	10.6	24.5	2.8	13.5	6.5	18.8	8.9					
8E: Front Porches	1.6	1.5	11.4	5.8	5.6	1.0	73.0	42.9	5.8	44.1	7.1	7.5	11.1	28.2	5.3	23.3	7.6	11.7	5.2					
8F: Old and Newcomers	1.4	1.2	8.3	4.3	8.0	1.7	75.0	40.0	8.5	41.6	9.8	3.5	6.7	24.3	4.0	24.7	8.7	18.0	10.2					
8G: Hardscrabble Road	1.8	1.9	13.1	6.3	4.9	0.5	71.5	44.5	4.1	46.3	5.1	10.4	17.9	29.9	7.7	20.3	5.6	6.0	2.3					



	School Enrollment (%) <sup>1</sup>											Educational Attainment (%)							
	By Level of School							By Sex and Type of School											
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School	Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/ No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree
								Public School	Private School	Public School	Private School								
<b>United States</b>	1.7	1.4	11.0	5.8	6.4	1.4	72.3	41.3	7.9	42.0	8.8	6.0	8.2	24.2	3.9	21.3	7.7	18.0	10.7
<b>09. Senior Styles</b>	1.0	0.8	6.0	3.4	4.7	1.2	83.0	38.0	10.7	39.2	12.1	4.6	7.6	24.6	3.5	21.8	6.9	18.4	12.5
9A: Silver & Gold	0.7	0.6	5.0	2.9	2.9	0.9	87.0	37.8	11.0	39.0	12.2	1.5	3.4	19.2	2.2	22.3	7.6	25.4	18.4
9B: Golden Years	1.4	0.9	7.3	4.0	5.4	1.8	79.3	34.8	13.9	35.7	15.6	2.6	4.2	19.1	1.9	19.0	6.9	26.1	20.2
9C: The Elders	0.2	0.2	1.5	1.0	1.6	0.4	95.1	36.2	10.6	40.2	13.0	2.8	6.6	29.2	3.0	24.1	6.5	16.6	11.3
9D: Senior Escapes	0.9	0.9	7.5	4.2	3.4	0.5	82.6	44.0	5.6	44.0	6.3	5.3	11.2	30.1	6.0	25.2	7.3	9.7	5.0
9E: Retirement Communities	1.1	0.8	6.2	3.5	6.0	1.3	81.2	37.4	10.9	39.5	12.2	5.3	7.5	27.2	3.4	21.7	7.3	17.3	10.4
9F: Social Security Set	1.0	0.9	6.2	3.7	7.4	1.5	79.4	38.6	9.8	39.9	11.7	11.8	15.2	24.5	5.7	19.6	5.6	11.1	6.5
<b>10. Rustic Outposts</b>	1.4	1.4	11.3	5.9	3.8	0.5	75.8	44.7	4.8	45.2	5.3	8.4	13.8	31.8	7.1	20.3	6.8	8.0	3.8
10A: Southern Satellites	1.4	1.4	11.8	6.1	4.0	0.6	74.7	44.0	5.3	44.8	5.9	6.8	12.4	31.6	7.1	21.4	7.4	9.0	4.2
10B: Rooted Rural	1.2	1.2	9.9	5.5	3.3	0.5	78.5	44.6	5.4	44.4	5.6	7.7	12.6	33.8	7.0	19.6	6.8	8.3	4.2
10C: Diners & Miners	1.4	1.4	11.0	5.6	3.1	0.5	77.0	46.1	4.0	45.4	4.4	10.2	13.9	32.9	7.0	19.3	5.8	7.4	3.6
10D: Down the Road	1.6	1.7	12.9	6.2	4.2	0.5	73.0	44.9	3.9	46.6	4.6	9.8	15.2	29.2	7.0	21.9	6.8	7.2	3.0
10E: Rural Bypasses	1.4	1.4	10.8	6.0	3.8	0.4	76.1	45.3	4.4	45.7	4.7	10.9	17.3	31.3	7.5	18.0	5.7	6.2	3.1
<b>11. Midtown Singles</b>	1.9	1.7	11.2	5.5	8.2	1.7	69.7	41.3	6.1	44.8	7.8	7.0	11.2	25.0	4.8	24.1	7.5	13.9	6.6
11A: City Strivers	1.9	1.5	11.9	7.1	6.8	1.4	69.4	39.9	7.4	42.7	10.0	7.8	11.5	27.7	4.6	21.6	7.4	12.9	6.6
11B: Young and Restless	1.6	1.3	8.1	3.7	10.9	3.2	71.2	39.7	7.4	44.2	8.7	4.3	6.2	19.3	3.3	26.1	8.6	21.8	10.5
11C: Metro Fusion	1.9	1.9	13.1	5.9	6.9	1.1	69.2	43.4	4.6	45.9	6.1	9.1	11.9	26.4	4.7	24.5	7.6	11.3	4.4
11D: Set to Impress	1.4	1.3	8.5	4.3	9.4	1.9	73.2	40.9	7.8	42.2	9.1	6.0	10.1	24.6	5.6	24.5	7.6	14.2	7.4
11E: City Commons	2.8	2.4	15.6	7.6	6.4	0.7	64.5	42.2	3.9	48.1	5.8	8.6	19.6	29.6	6.1	21.9	5.4	6.1	2.7
<b>12. Hometown</b>	1.7	1.4	11.2	6.2	5.5	0.8	73.2	42.7	5.2	45.6	6.5	6.6	13.3	30.8	6.0	23.1	7.0	8.8	4.2
12A: Family Foundations	1.7	1.3	11.4	6.8	6.5	1.2	71.2	40.4	6.1	45.2	8.3	5.2	11.1	28.4	4.1	26.4	7.3	11.4	6.1
12B: Traditional Living	1.7	1.6	11.8	6.0	5.5	0.8	72.8	43.3	5.5	44.7	6.4	5.1	11.1	31.8	6.7	24.1	8.2	9.2	3.8
12C: Small Town Simplicity	1.5	1.4	10.0	5.2	4.8	0.6	76.6	43.4	5.0	45.5	6.0	8.0	13.2	31.1	6.7	21.0	6.8	8.8	4.4
12D: Modest Income Homes	1.8	1.5	11.9	7.2	5.6	0.6	71.3	42.9	4.3	47.2	5.6	8.2	18.6	31.1	5.7	21.8	5.5	6.2	2.9
<b>13. Next Wave</b>	1.9	1.9	13.8	7.2	5.4	0.7	69.1	45.2	4.2	45.7	4.9	23.0	16.6	24.3	3.5	15.8	4.8	8.6	3.3
13A: International Marketplace	1.8	1.6	11.6	6.2	6.1	1.1	71.5	43.5	6.0	43.9	6.7	16.7	12.4	25.6	2.9	17.8	5.9	13.3	5.5
13B: Las Casas	1.9	2.0	15.2	8.5	5.3	0.4	66.7	47.0	2.5	47.7	2.8	31.6	18.8	22.9	2.5	13.6	3.8	5.2	1.5
13C: NeWest Residents	1.9	2.3	14.7	6.2	3.9	0.5	70.5	46.9	3.4	46.2	3.5	29.1	18.3	23.0	3.4	13.6	3.7	6.5	2.4
13D: Fresh Ambitions	2.1	2.1	15.1	7.9	5.2	0.5	67.1	44.9	4.1	46.0	5.0	19.1	19.0	26.4	5.1	17.4	4.9	5.9	2.2
13E: High Rise Renters	1.8	1.6	13.0	7.8	6.4	0.9	68.5	43.0	5.4	44.5	7.2	19.3	18.4	22.7	5.2	16.2	5.7	8.9	3.7
<b>14. Scholars and Patriots</b>	0.9	0.7	4.2	1.9	50.4	5.7	36.2	39.9	9.6	40.0	10.6	2.9	5.1	15.4	3.1	23.1	7.4	24.0	18.9
14A: Military Proximity	2.4	2.1	11.9	3.6	11.6	1.4	67.0	46.8	8.7	38.2	6.3	1.0	2.8	17.7	3.8	38.6	12.4	16.3	7.4
14B: College Towns	1.0	0.7	4.6	2.5	38.6	6.5	46.1	38.6	10.9	38.6	11.9	3.4	5.9	16.0	3.1	20.5	6.6	24.9	19.6
14C: Dorms to Diplomas	0.2	0.2	1.0	0.6	77.5	6.4	14.0	39.8	8.8	41.1	10.2	2.9	4.6	11.5	2.5	18.9	5.8	27.6	26.1

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

<sup>1</sup> 2008-2012 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>	\$52,100	\$80,900	62.2	7.6	1.9	6.1	10.6	2.5	11.2	5.0	1.8	6.8	49.4	4.7	14.2	21.5	10.7	13.8	18.7	0.6	5.0	3.3	6.1	6.1
<b>01. Affluent Estates</b>	\$116,100	\$518,700	66.0	4.6	1.0	4.5	9.8	3.1	9.3	3.7	2.3	10.2	51.3	4.7	24.7	31.0	12.8	11.1	10.6	0.2	2.5	1.9	2.4	2.8
1A: Top Tier	\$162,900	\$570,600	61.5	4.3	0.6	3.4	8.0	3.1	7.4	2.2	2.8	13.2	55.5	3.8	30.1	35.9	13.3	8.3	7.3	0.1	1.5	0.9	1.2	1.5
1B: Professional Pride	\$129,800	\$535,400	69.7	4.3	1.0	3.9	11.7	3.3	9.4	3.8	2.5	10.7	49.7	4.3	27.4	30.8	13.5	10.4	9.5	0.1	2.0	1.6	2.2	2.5
1C: Boomburbs	\$109,600	\$303,700	71.6	4.5	1.3	4.3	10.4	3.2	10.1	4.5	2.6	10.2	48.2	5.3	24.0	29.2	12.8	11.7	11.5	0.1	2.3	2.3	2.8	3.2
1D: Savvy Suburbanites	\$109,000	\$515,700	68.2	5.0	0.9	5.4	10.3	3.0	9.9	4.2	2.1	9.0	50.3	5.1	21.7	28.9	12.2	12.7	12.0	0.2	3.4	2.5	3.1	3.4
1E: Exurbanites	\$100,100	\$492,800	58.6	4.8	1.2	5.0	8.2	2.8	9.3	3.3	1.9	9.3	54.1	4.8	23.0	31.8	12.7	11.2	11.4	0.3	2.8	1.8	2.3	2.8
<b>02. Upscale Avenues</b>	\$87,500	\$230,700	68.0	5.9	0.5	5.0	8.4	2.7	10.0	4.6	2.7	8.6	52.3	5.2	19.2	28.4	11.1	13.4	14.6	0.2	3.5	2.6	3.2	3.8
2A: Urban Chic	\$101,900	\$260,400	68.6	4.7	0.7	3.8	6.7	2.4	7.8	2.7	3.4	9.7	58.6	4.2	24.4	36.1	11.2	9.6	11.2	0.2	2.2	1.3	1.7	2.1
2B: Pleasantville	\$87,600	\$313,000	66.2	6.6	0.4	6.2	8.1	2.8	11.0	5.5	2.4	7.9	50.1	5.6	16.6	24.2	11.0	15.4	16.1	0.2	4.7	3.4	3.6	4.8
2C: Pacific Heights	\$85,700	\$257,300	62.0	6.5	0.4	4.9	9.9	3.2	10.9	5.7	2.4	8.1	49.5	5.1	16.4	24.7	11.5	14.6	16.9	0.2	3.7	2.8	4.4	4.7
2D: Enterprising Professional	\$80,000	\$88,800	75.0	5.4	0.5	3.9	9.7	2.4	9.9	3.9	2.9	9.1	52.2	5.5	20.7	31.0	10.8	12.9	13.5	0.1	2.6	2.2	3.0	3.3
<b>03. Uptown Individuals</b>	\$65,700	\$25,900	74.5	5.6	0.4	2.7	5.5	1.9	7.7	2.7	4.4	10.5	60.2	4.1	22.9	35.9	10.4	10.0	13.7	0.1	1.9	1.1	1.8	2.3
3A: Laptops and Lattes	\$100,100	\$78,600	76.0	4.6	0.3	1.8	4.9	2.0	6.3	1.7	5.3	13.6	59.5	4.5	28.9	40.2	10.9	7.8	8.3	0.0	1.0	0.6	1.0	1.2
3B: Metro Renters	\$56,900	\$15,100	75.4	5.0	0.6	2.4	6.0	1.9	7.9	2.7	3.4	10.4	60.4	4.3	22.8	36.9	10.5	10.1	13.2	0.1	1.5	1.1	1.7	2.2
3C: Trendsetters	\$55,100	\$18,200	72.2	7.2	0.2	3.9	5.4	1.8	8.9	3.6	4.8	7.6	60.5	3.3	17.0	30.6	9.8	12.0	19.5	0.1	3.2	1.6	2.6	3.7
<b>04. Family Landscapes</b>	\$69,000	\$167,400	69.5	5.9	1.4	6.1	11.0	2.8	11.7	5.6	1.9	7.4	46.6	5.6	15.5	22.3	11.2	14.8	16.0	0.3	4.6	4.0	5.6	5.7
4A: Soccer Moms	\$86,900	\$261,600	71.3	5.1	1.1	5.4	10.9	2.9	11.0	5.3	2.0	8.2	47.2	5.8	18.5	25.1	11.7	14.1	14.1	0.2	3.7	3.4	4.5	4.7
4B: Home Improvement	\$67,700	\$179,100	71.4	6.6	0.9	5.9	9.5	2.7	12.1	6.0	2.0	7.5	47.7	5.5	14.1	21.0	11.3	16.4	17.2	0.2	4.6	4.2	5.2	5.9
4C: Middleburg	\$56,000	\$100,300	66.3	6.4	2.1	6.9	12.3	2.7	12.1	5.5	1.6	6.2	44.9	5.6	13.1	19.8	10.6	14.4	17.4	0.5	5.7	4.5	7.3	6.7
<b>05. GenXurban</b>	\$56,200	\$145,300	63.1	6.3	1.1	5.4	10.6	2.5	11.6	4.8	1.7	7.0	50.2	5.2	14.3	23.5	10.8	15.1	17.2	0.3	4.3	3.4	5.8	5.4
5A: Comfortable Empty Nesters	\$67,700	\$270,500	60.7	5.7	1.2	5.3	10.9	2.7	10.9	4.9	1.6	7.4	49.5	5.6	16.2	25.4	11.3	15.0	14.7	0.2	3.9	3.3	5.2	4.8
5B: In Style	\$65,900	\$144,100	67.7	4.9	1.2	4.4	7.7	2.4	10.5	3.8	1.8	8.1	55.1	5.0	18.0	29.9	11.5	13.2	14.9	0.2	3.1	2.3	3.4	3.5
5C: Parks and Rec	\$55,700	\$112,900	66.4	7.5	0.7	6.5	11.1	2.6	12.4	5.4	1.7	6.9	47.4	5.2	12.5	19.7	10.4	16.1	18.7	0.3	5.4	4.0	6.5	6.5
5D: Rustbelt Traditions	\$50,100	\$92,600	67.0	6.9	1.0	5.9	12.6	2.5	12.1	5.2	1.6	6.2	48.2	4.7	11.0	19.3	10.2	16.1	19.5	0.3	5.0	4.0	7.9	6.7
5E: Midlife Constants	\$47,000	\$120,000	55.3	6.5	1.5	5.3	10.8	2.3	12.1	4.7	1.5	6.1	50.2	5.4	13.0	22.6	10.8	15.2	18.3	0.4	4.3	3.4	6.4	5.7
<b>06. Cozy Country Living</b>	\$53,800	\$150,000	62.3	6.0	4.4	7.7	14.9	2.5	11.3	5.6	1.3	5.2	42.5	4.7	13.3	18.3	9.6	13.5	16.8	1.2	6.4	4.6	8.8	7.5
6A: Green Acres	\$75,600	\$253,800	67.2	5.2	2.6	7.8	13.7	2.7	10.9	5.5	1.5	6.4	44.0	5.0	15.5	21.3	10.3	14.2	14.7	0.6	5.9	4.4	7.0	6.2
6B: Salt of the Earth	\$53,400	\$153,000	63.1	6.3	3.4	7.6	20.2	2.5	11.3	5.9	1.1	4.6	39.4	4.0	11.4	16.7	9.1	13.5	16.1	0.9	6.5	5.3	11.7	8.9
6C: The Great Outdoors	\$52,600	\$138,300	59.9	6.7	3.8	9.0	7.5	2.1	11.4	4.8	1.4	5.3	49.0	5.7	13.8	20.0	10.2	13.2	19.3	1.2	7.2	4.2	5.1	5.6
6D: Prairie Living	\$51,600	\$135,500	66.2	3.7	15.3	7.7	12.0	2.8	10.1	6.1	1.1	4.5	36.3	4.1	17.1	15.4	8.0	12.8	14.9	3.9	6.8	4.7	8.3	8.1
6E: Rural Resort Dwellers	\$46,000	\$142,000	51.8	7.0	5.0	9.0	9.7	1.9	11.6	5.1	1.2	5.6	45.7	5.2	14.0	17.9	10.7	12.5	18.7	1.6	7.3	4.0	6.7	6.5
6F: Heartland Communities	\$40,300	\$66,300	58.3	7.5	2.9	6.3	18.0	2.3	12.4	5.6	1.2	4.4	42.3	4.5	9.4	16.0	9.2	13.5	19.8	0.9	5.9	4.5	11.5	9.3
<b>07. Ethnic Enclaves</b>	\$50,100	\$62,700	64.1	8.7	3.1	7.9	10.2	2.9	12.0	6.1	1.5	5.7	46.1	4.5	10.2	15.1	10.2	14.6	21.6	2.0	7.0	4.2	7.2	8.1
7A: Up and Coming Families	\$65,100	\$100,700	70.9	6.1	1.3	5.6	9.2	2.7	11.7	6.1	1.9	7.9	47.3	6.2	15.2	21.8	11.2	15.0	17.3	0.3	4.3	3.9	5.0	6.0
7B: Urban Villages	\$57,300	\$112,200	63.2	9.2	1.7	7.5	12.5	3.3	12.1	6.5	1.6	5.0	46.2	3.5	8.9	13.3	10.0	15.3	22.6	1.1	6.7	4.3	8.7	9.1
7C: American Dreamers	\$48,500	\$59,300	66.2	9.4	1.3	7.8	8.7	2.6	12.9	6.4	1.6	5.9	48.4	4.4	9.3	14.3	10.6	16.2	23.3	0.6	6.9	4.3	6.5	7.9
7D: Barrios Urbanos	\$36,100	\$25,500	60.6	10.6	3.8	13.0	14.7	2.9	11.8	5.6	0.9	3.4	41.2	2.8	5.4	8.2	8.6	12.4	23.7	1.9	12.5	4.8	11.9	10.6
7E: Valley Growers	\$33,100	\$14,300	59.6	13.1	36.9	5.3	7.5	3.9	8.3	3.8	0.5	1.9	29.5	2.5	4.4	6.0	6.1	7.7	18.2	34.1	4.9	3.0	6.2	9.4
7F: Southwestern Families	\$26,800	\$14,500	51.3	10.5	2.9	9.6	6.9	2.8	12.6	5.9	1.0	4.0	50.1	4.1	6.3	11.0	10.1	13.9	28.4	1.1	9.4	4.3	6.6	9.0
<b>08. Middle Ground</b>	\$44,700	\$29,000	65.5	8.0	0.9	5.5	9.1	2.4	11.9	4.8	1.9	6.8	52.2	4.4	12.6	21.1	10.7	14.5	21.3	0.3	4.7	3.0	5.8	6.1
8A: City Lights	\$61,400	\$73,500	67.1	7.5	0.4	5.9	7.4	2.5	11.0	5.4	2.5	7.5	52.8	4.5	14.5	22.9	10.6	15.0	20.0	0.2	4.9	2.9	3.9	5.2
8B: Emerald City	\$52,700	\$41,400	72.4	5.5	0.7	4.1	6.2	2.0	9.6	3.2	2.3	7.6	59.8	4.4	17.4	31.7	10.4	12.1	17.0	0.2	3.0	1.8	2.9	3.4
8C: Bright Young Professional	\$52,300	\$34,800	72.5	6.3	1.2	5.2	8.7	2.4	12.6	5.0	2.0	7.6	50.1	5.2	13.8	21.6	11.5	15.6	19.1	0.2	4.2	3.4	5.0	5.6
8D: Downtown Melting Pot	\$44,900	\$20,200	59.7	8.8	0.2	6.2	6.6	3.0	11.2	6.3	1.9	7.8	53.9	2.9	11.4	18.4	11.0	13.8	25.8	0.1	5.5	2.3	5.2	6.5
8E: Front Porches	\$40,500	\$23,400	63.3	9.9	1.2	6.6	11.3	2.5	12.7	5.3	1.5	5.6	49.1	4.2	9.4	15.4	9.9	15.2	24.0	0.6	5.9	3.8	8.0	7.8
8F: Old and Newcomers	\$39,200	\$27,000	62.2	6.9	1.2	4.9	8.5	2.3	12.6	4.2	1.8	6.6	53.0	4.8	12.4	22.1	11.4	15.1	21.0	0.3	4.1	2.9	5.3	5.4
8G: Hardscrabble Road	\$27,200	\$12,300	56.7	14.8	1.4	6.9	16.6	2.3	12.8	5.0	1													



	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>	\$52,100	\$80,900	62.2	7.6	1.9	6.1	10.6	2.5	11.2	5.0	1.8	6.8	49.4	4.7	14.2	21.5	10.7	13.8	18.7	0.6	5.0	3.3	6.1	6.1
<b>09. Senior Styles</b>	\$40,300	\$94,600	43.5	8.2	1.1	5.2	7.3	2.3	11.8	4.2	1.8	8.1	53.6	4.5	15.6	23.3	12.3	14.0	19.2	0.4	3.8	2.6	4.0	4.8
9A: Silver & Gold	\$64,800	\$321,500	41.1	6.3	1.2	5.7	5.7	2.5	11.9	3.5	1.6	10.4	53.2	4.2	20.6	24.5	15.7	12.1	15.4	0.4	3.4	2.1	2.5	3.3
9B: Golden Years	\$62,700	\$165,000	54.7	5.7	0.7	4.2	7.3	2.6	9.9	3.7	2.3	9.7	55.0	4.7	20.5	30.2	12.2	12.8	13.7	0.2	2.7	1.9	2.4	3.3
9C: The Elders	\$37,200	\$228,000	21.2	9.2	0.7	4.5	5.3	2.4	15.6	4.3	1.5	9.6	52.0	3.9	14.5	19.5	16.1	16.9	19.3	0.3	3.1	2.2	2.9	5.1
9D: Senior Escapes	\$36,400	\$103,300	41.9	10.6	2.8	7.7	6.9	1.9	13.9	5.2	1.3	5.3	49.7	5.4	10.4	15.5	11.5	14.7	24.2	1.2	6.3	4.2	5.4	6.6
9E: Retirement Communities	\$35,600	\$41,500	47.5	7.4	0.9	4.9	9.0	2.4	12.1	4.4	1.8	7.4	52.5	4.4	13.3	22.2	11.3	15.7	19.8	0.3	3.9	2.7	5.3	5.5
9F: Social Security Set	\$16,300	\$9,700	41.6	13.6	0.8	4.3	7.5	1.7	11.2	4.3	1.8	5.7	58.8	3.9	9.6	18.3	9.8	13.9	29.4	0.4	3.8	2.3	5.9	6.6
<b>10. Rustic Outposts</b>	\$39,000	\$64,900	53.9	9.0	5.5	8.6	14.8	2.2	11.9	6.1	1.1	4.0	40.6	5.1	9.5	14.6	9.4	13.2	19.1	1.5	8.3	5.3	10.3	8.9
10A: Southern Satellites	\$44,400	\$84,800	59.0	8.0	3.7	9.2	15.2	2.4	12.1	6.3	1.1	4.3	40.6	5.0	10.2	15.2	9.6	13.7	17.8	1.2	7.9	5.7	10.2	8.5
10B: Rooted Rural	\$39,200	\$86,400	50.7	8.3	5.8	8.5	16.5	2.0	11.5	6.4	1.0	3.8	39.3	5.2	10.0	15.4	9.0	12.7	17.4	2.2	7.9	5.2	10.9	9.3
10C: Diners & Miners	\$38,700	\$64,900	49.0	8.0	22.5	6.8	6.2	1.8	10.5	5.6	0.9	3.6	37.0	5.1	9.2	15.5	8.7	12.6	17.5	1.2	13.7	5.3	6.8	9.5
10D: Down the Road	\$37,100	\$39,700	59.0	10.2	3.4	9.3	12.4	2.4	12.8	5.7	1.2	4.2	44.2	4.4	8.1	11.9	9.9	13.8	23.7	1.4	8.5	5.0	9.1	8.6
10E: Rural Bypasses	\$29,100	\$26,900	45.4	12.4	4.0	7.4	17.8	2.0	11.7	5.7	0.9	3.6	40.8	6.0	7.9	13.8	9.0	12.6	21.5	1.7	6.9	4.5	12.6	9.6
<b>11. Midtown Singles</b>	\$31,400	\$11,800	65.8	10.9	0.7	5.2	7.5	2.0	12.6	5.3	1.8	6.3	54.4	4.3	9.6	17.4	10.6	15.4	26.7	0.3	4.7	2.8	5.6	7.0
11A: City Strivers	\$40,600	\$15,100	63.8	13.0	0.1	4.3	3.7	1.4	10.2	8.3	1.9	6.6	57.6	6.0	9.2	18.2	8.9	16.4	29.9	0.1	3.9	2.4	3.2	7.7
11B: Young and Restless	\$36,800	\$11,800	74.9	6.9	0.7	4.8	7.5	2.1	13.0	4.6	2.2	7.8	53.1	4.2	12.2	21.2	11.5	15.9	22.1	0.2	4.0	2.9	4.6	5.4
11C: Metro Fusion	\$32,600	\$11,900	68.6	10.2	0.9	6.8	8.4	2.3	13.4	5.6	1.6	5.8	51.3	3.9	8.2	13.6	10.6	15.4	27.0	0.4	6.3	3.4	6.7	8.3
11D: Set to Impress	\$28,600	\$11,800	62.9	10.0	0.9	5.3	8.9	2.0	13.0	4.1	1.7	5.3	55.0	3.8	9.5	18.1	10.5	14.2	26.5	0.4	4.9	2.8	6.5	6.6
11E: City Commons	\$17,600	\$9,800	52.4	21.1	0.6	3.8	7.9	1.5	11.8	5.1	1.2	4.5	59.3	4.2	6.1	13.0	10.1	14.8	34.7	0.3	3.8	2.1	7.0	8.1
<b>12. Hometown</b>	\$31,900	\$18,900	56.1	12.6	1.2	5.3	12.7	2.0	12.1	5.8	1.4	4.8	49.6	5.0	8.0	14.9	9.7	15.1	25.4	0.4	5.0	3.5	9.2	8.9
12A: Family Foundations	\$40,600	\$60,600	59.4	13.6	0.4	3.9	8.0	1.7	10.3	8.2	1.9	6.1	52.4	7.0	9.4	17.6	9.0	17.3	24.8	0.1	3.7	2.8	6.0	9.3
12B: Traditional Living	\$37,700	\$33,400	64.4	9.7	1.2	5.9	16.3	2.4	13.0	5.3	1.4	4.8	45.8	4.0	8.0	14.1	9.8	15.0	23.0	0.4	5.5	4.2	11.3	8.9
12C: Small Town Simplicity	\$27,900	\$14,300	50.4	10.6	2.2	6.1	13.1	2.0	13.2	4.7	1.3	4.3	48.3	4.7	8.3	15.8	10.4	13.9	24.1	0.7	5.8	3.7	9.4	7.9
12D: Modest Income Homes	\$21,700	\$12,300	49.3	19.8	0.8	4.2	9.7	1.6	10.6	6.0	1.2	4.1	56.6	5.1	5.9	12.6	9.0	14.7	33.0	0.4	4.1	2.3	8.1	9.7
<b>13. Next Wave</b>	\$33,000	\$12,200	62.7	11.7	1.1	9.4	11.3	2.7	11.5	5.4	1.3	4.4	50.5	2.3	6.2	10.1	9.2	12.4	30.3	0.9	8.9	3.2	9.3	9.5
13A: International Marketplace	\$41,700	\$14,700	67.4	9.5	0.5	7.9	9.3	2.7	11.4	5.9	1.8	5.3	52.8	2.5	8.4	13.4	9.6	13.2	29.2	0.4	7.3	3.0	7.2	8.4
13B: Las Casas	\$36,500	\$14,100	61.3	11.0	1.7	9.1	17.3	3.7	11.6	6.1	1.1	3.5	44.1	1.9	4.8	7.2	9.1	12.5	26.5	1.4	8.6	3.7	13.9	12.3
13C: NeWest Residents	\$29,700	\$10,800	68.0	9.9	1.7	16.0	10.8	2.3	10.4	3.9	0.9	3.6	48.9	1.5	4.6	6.9	7.9	9.8	32.0	1.2	15.5	3.5	10.1	8.5
13D: Fresh Ambitions	\$26,500	\$10,900	54.9	17.4	1.5	7.0	11.5	2.6	12.2	5.2	1.2	4.0	51.7	3.0	5.4	10.2	9.4	13.0	31.7	1.1	6.6	2.9	9.6	10.0
13E: High Rise Renters	\$21,900	\$9,600	54.6	16.5	0.2	4.3	4.7	1.8	12.9	6.2	1.6	5.9	59.1	3.2	5.8	12.5	10.6	14.2	38.1	0.2	4.0	2.1	4.3	8.2
<b>14. Scholars and Patriots</b>	\$26,600	\$10,500	49.1	9.8	0.9	2.8	4.6	1.1	12.6	2.0	1.6	4.1	66.5	3.8	8.8	27.0	11.2	14.8	26.3	0.4	2.5	1.9	3.2	3.9
14A: Military Proximity	\$42,500	\$11,000	25.3	11.8	0.9	3.6	3.7	1.0	12.1	3.5	1.1	4.2	46.3	23.6	11.4	20.9	9.9	15.8	22.9	0.4	3.9	6.3	3.3	5.2
14B: College Towns	\$29,100	\$11,500	59.2	8.4	1.0	3.3	5.6	1.3	12.4	2.3	1.7	4.7	64.8	2.9	9.9	27.9	10.9	13.9	24.5	0.4	2.8	1.8	3.8	4.1
14C: Dorms to Diplomas	\$17,600	\$9,000	45.2	11.3	0.7	2.0	3.2	0.9	12.9	1.3	1.6	3.3	72.2	1.9	6.8	26.8	11.9	16.0	29.4	0.4	1.7	1.4	2.3	3.3

\* 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	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	2010 or later	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier	
<b>United States</b>	\$190,800	63.3	11.6	61.7	5.8	3.8	4.4	4.8	4.5	8.4	6.5	0.1	0.3	14.2	14.0	14.0	16.1	41.5	
<b>01. Affluent Estates</b>	\$391,600	88.8	5.2	88.8	5.0	0.7	0.8	1.0	0.9	1.8	0.9	0.0	0.5	22.2	19.8	16.0	14.3	27.1	
1A: Top Tier	Single Family	\$720,500	90.4	5.3	90.3	3.8	0.8	0.7	0.6	0.6	2.7	0.3	0.0	0.2	9.9	12.1	13.9	13.1	50.8
1B: Professional Pride	Single Family	\$420,800	91.9	3.1	91.6	4.6	0.4	0.5	0.7	0.8	0.6	0.0	0.4	25.3	40.9	16.1	7.0	10.3	
1C: Boomburbs	Single Family	\$325,600	84.2	3.9	84.5	7.5	0.3	0.8	1.7	2.0	2.4	0.8	1.6	70.7	18.5	3.9	2.1	3.2	
1D: Savvy Suburbanites	Single Family	\$335,100	90.9	4.0	91.8	3.9	0.8	0.7	0.6	0.5	0.6	1.1	0.3	12.7	17.8	21.9	20.4	26.9	
1E: Exurbanites	Single Family	\$375,900	85.2	9.2	83.9	6.2	1.0	1.4	1.5	1.1	3.3	1.5	0.2	12.2	14.4	17.3	20.3	35.6	
<b>02. Upscale Avenues</b>	\$372,600	70.4	6.1	63.9	11.5	3.4	3.2	4.5	5.1	7.7	0.8	0.0	0.2	10.5	11.7	13.4	14.4	49.8	
2A: Urban Chic	Single Family	\$515,400	66.5	9.7	62.0	8.7	4.2	4.3	4.8	4.7	10.7	0.6	0.2	9.9	9.6	11.1	11.8	57.3	
2B: Pleasantville	Single Family	\$331,300	83.5	4.5	84.6	5.3	3.1	1.6	1.3	1.1	1.9	1.0	0.1	5.1	5.9	9.1	13.6	66.3	
2C: Pacific Heights	Single Family	\$503,200	72.1	4.5	66.5	14.2	5.8	3.2	2.4	1.6	5.6	0.7	0.1	5.4	6.9	12.9	21.7	52.9	
2D: Enterprising Professional	Multi-Units; Single Family	\$318,800	51.9	5.7	30.4	22.9	1.6	4.9	10.4	13.8	15.2	0.9	0.5	22.7	25.9	23.1	14.5	13.3	
<b>03. Uptown Individuals</b>	\$474,500	26.8	10.1	10.4	6.5	5.6	9.3	11.0	12.0	45.0	0.2	0.1	0.4	14.6	8.4	8.8	10.2	57.6	
3A: Laptops and Lattes	High Density Apartments	\$662,200	37.8	10.3	11.8	8.1	5.9	8.9	9.6	9.8	45.7	0.1	0.3	11.4	6.4	7.5	8.7	65.7	
3B: Metro Renters	Multi-Unit Rentals	\$331,400	20.6	11.1	7.6	5.2	3.2	6.6	9.9	13.3	54.1	0.2	0.5	22.1	12.8	10.6	10.2	43.8	
3C: Trendsetters	High Density Apartments	\$456,100	24.7	8.5	12.9	6.6	8.5	13.4	13.8	12.3	32.0	0.3	0.3	7.6	4.5	7.5	11.8	68.3	
<b>04. Family Landscapes</b>	\$200,000	79.8	5.8	81.7	5.5	1.3	1.6	1.9	1.6	1.6	4.8	0.0	0.5	25.7	26.0	18.7	15.2	14.0	
4A: Soccer Moms	Single Family	\$243,000	85.3	4.2	86.6	5.9	0.8	0.9	1.2	1.2	1.4	2.1	0.5	31.3	34.9	14.7	8.7	9.9	
4B: Home Improvement	Single Family	\$186,300	79.9	5.6	84.5	6.9	1.0	1.5	1.8	1.5	1.3	1.5	0.1	8.0	16.5	32.6	28.4	14.4	
4C: Middleburg	Single Family	\$168,700	74.1	7.4	75.2	4.3	1.9	2.3	2.6	2.0	1.9	9.6	0.6	31.2	23.3	13.8	13.4	17.7	
<b>05. GenXurban</b>	\$173,700	74.6	7.8	76.7	5.7	3.0	3.0	3.3	2.6	3.3	2.4	0.0	0.2	9.0	10.4	12.2	17.6	50.7	
5A: Comfortable Empty Nesters	Single Family	\$197,800	87.3	6.2	89.1	3.9	1.0	1.0	1.0	0.7	1.0	2.2	0.2	9.9	12.2	14.2	22.3	41.1	
5B: In Style	Single Family	\$232,000	68.5	8.8	66.6	7.8	3.0	4.1	5.6	5.0	6.0	1.8	0.3	13.8	14.7	16.2	17.5	37.6	
5C: Parks and Rec	Single Family	\$188,500	70.6	6.8	67.9	9.2	5.2	4.5	4.1	3.4	3.8	2.0	0.1	6.3	7.3	10.7	15.5	60.1	
5D: Rustbelt Traditions	Single Family	\$122,500	71.9	8.2	81.1	3.7	3.7	2.9	2.8	2.0	1.8	1.9	0.1	4.8	5.7	7.9	14.3	67.1	
5E: Midlife Constants	Single Family	\$147,400	73.3	9.0	76.4	4.5	2.7	3.0	3.3	2.2	4.1	3.7	0.2	9.6	11.3	11.8	17.7	49.5	
<b>06. Cozy Country Living</b>	\$154,200	80.5	17.8	81.8	1.9	1.6	1.5	1.3	0.8	1.0	10.0	0.1	0.3	13.6	15.8	13.5	16.8	39.9	
6A: Green Acres	Single Family	\$212,600	86.5	7.4	87.2	2.2	1.1	0.8	0.8	0.5	0.5	6.8	0.4	19.7	21.0	15.4	17.1	26.4	
6B: Salt of the Earth	Single Family	\$137,100	83.6	10.0	84.1	1.4	1.3	1.0	0.8	0.4	0.3	10.6	0.2	12.6	16.0	12.2	17.5	41.5	
6C: The Great Outdoors	Single Family	\$200,900	77.8	21.8	75.9	2.1	1.6	1.7	1.3	0.8	1.0	15.4	0.3	16.3	17.7	17.9	18.0	29.8	
6D: Prairie Living	Single Family	\$124,000	79.6	16.2	85.6	1.0	0.9	1.1	0.9	0.5	0.4	9.5	0.3	9.1	10.3	9.4	15.7	55.2	
6E: Rural Resort Dwellers	Single Family/Seasonal	\$169,600	81.6	51.5	78.0	1.7	1.2	1.2	1.4	1.1	1.8	13.5	0.2	15.4	18.1	17.2	17.3	31.8	
6F: Heartland Communities	Single Family	\$89,900	70.1	12.0	77.4	2.4	3.3	3.3	2.7	1.6	1.9	7.3	0.1	6.4	8.7	9.0	15.1	60.8	
<b>07. Ethnic Enclaves</b>	\$160,300	65.9	8.0	75.4	5.5	2.1	2.7	3.0	2.8	3.5	4.9	0.1	0.5	27.6	13.3	12.8	13.8	32.0	
7A: Up and Coming Families	Single Family	\$187,700	74.6	6.2	81.4	5.9	0.6	1.4	2.2	2.9	2.6	3.0	1.2	66.2	18.4	6.1	3.8	4.2	
7B: Urban Villages	Single Family	\$248,800	70.0	5.2	81.1	5.2	2.1	2.2	1.9	1.6	3.1	2.7	0.1	6.1	7.6	11.2	14.9	60.1	
7C: American Dreamers	Single Family	\$138,800	64.3	9.3	72.8	7.6	2.2	3.1	3.9	3.5	3.6	3.3	0.2	15.0	15.0	22.9	22.4	24.6	
7D: Barrios Urbanos	Single Family	\$98,300	60.2	10.4	74.1	2.9	2.9	2.9	2.7	2.3	2.3	9.7	0.1	12.7	10.2	12.2	15.6	49.0	
7E: Valley Growers	Single Family	\$126,600	43.4	10.0	58.5	3.7	4.5	7.2	5.5	3.0	3.4	14.1	0.3	12.8	13.9	13.9	18.6	40.6	
7F: Southwestern Families	Single Family	\$100,000	54.6	10.5	64.9	4.8	3.8	4.5	4.1	3.2	7.9	6.6	0.2	7.8	9.0	13.1	17.7	52.2	
<b>08. Middle Ground</b>	\$187,300	45.5	10.8	43.6	8.7	7.8	8.3	8.9	8.2	12.1	2.4	0.1	0.2	10.1	10.3	13.1	16.1	50.1	
8A: City Lights	Multi-Units; Single Family	\$345,700	52.4	6.6	41.2	9.7	12.5	9.0	6.7	6.0	13.8	1.0	0.1	5.0	5.1	9.7	14.2	65.9	
8B: Emerald City	Single Family; Multi-Units	\$235,800	49.2	12.5	46.7	9.3	7.1	7.8	7.9	7.1	13.2	0.8	0.2	8.6	7.7	10.1	13.0	60.4	
8C: Bright Young Professional	Single Family; Multi-Units	\$184,100	43.6	8.9	40.0	10.4	2.7	6.4	12.1	13.7	11.9	2.9	0.4	21.9	21.5	22.0	18.3	15.9	
8D: Downtown Melting Pot	High Density Apartments	\$563,100	31.5	7.6	13.0	10.1	18.1	14.7	8.1	6.0	29.6	0.3	0.1	4.7	3.7	5.6	8.7	77.1	
8E: Front Porches	Single Family; Multi-Units	\$160,200	47.4	10.1	47.2	9.6	9.1	9.8	8.1	6.4	7.0	2.7	0.1	7.1	7.5	10.6	16.8	57.8	
8F: Old and Newcomers	Single Family; Multi-Units	\$161,700	45.9	11.6	43.2	7.2	4.4	7.4	10.4	9.9	14.1	3.4	0.1	10.4	12.0	16.7	21.8	38.8	
8G: Hardscrabble Road	Single Family	\$74,600	40.8	17.8	58.6	5.5	11.5	8.0	5.8	3.5	3.8	3.3	0.1	4.5	4.7	6.3	10.8	73.6	



Housing Type	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	2010 or later	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier	
<b>United States</b>	\$190,800	63.3	11.6	61.7	5.8	3.8	4.4	4.8	4.5	8.4	6.5	0.1	0.3	14.2	14.0	14.0	16.1	41.5	
<b>09. Senior Styles</b>	\$206,800	59.7	22.2	40.9	8.1	2.6	4.4	5.1	5.0	22.9	10.8	0.3	0.2	14.5	15.8	19.7	20.6	29.3	
9A: Silver & Gold	Single Family/Seasonal	\$320,500	83.5	43.1	64.8	7.0	2.0	3.1	3.4	3.4	12.0	4.2	0.1	0.2	24.0	21.9	21.1	15.6	17.1
9B: Golden Years	Single Family; Multi-Units	\$304,700	63.3	13.1	41.0	12.8	3.0	4.5	5.7	5.3	25.9	1.6	0.1	0.2	11.5	13.6	18.0	19.5	37.1
9C: The Elders	SF; High-Rises; Mob. Hm/Seas.	\$167,000	81.8	24.7	38.8	11.2	1.3	3.5	3.9	4.0	18.5	18.2	0.5	0.3	17.0	21.6	26.1	23.7	11.4
9D: Senior Escapes	SF; Mobile Homes/Seasonal	\$110,100	75.6	25.5	49.2	2.2	1.2	1.8	1.7	1.5	2.2	39.5	0.7	0.3	15.7	17.9	22.5	23.1	20.6
9E: Retirement Communities	Multi-Units; Single Family	\$166,100	45.8	12.8	31.6	9.1	3.0	5.8	7.6	7.4	32.1	3.3	0.1	0.2	10.4	13.0	18.7	22.9	34.8
9F: Social Security Set	Multi-Unit Rentals	\$137,100	14.2	14.8	12.7	4.4	5.5	7.8	8.3	8.4	51.0	1.8	0.1	0.2	7.9	6.2	11.4	19.3	54.9
<b>10. Rustic Outposts</b>		\$108,000	75.6	14.8	63.5	0.9	1.0	1.1	1.0	0.5	0.6	31.2	0.2	0.4	14.3	20.7	17.3	18.2	29.2
10A: Southern Satellites	Single Family; Mobile Homes	\$121,400	78.3	11.5	64.3	0.7	0.8	0.7	0.7	0.3	0.3	31.9	0.2	0.4	17.5	23.7	17.7	16.6	24.1
10B: Rooted Rural	Single Family; Mobile Homes	\$109,500	80.2	19.3	72.1	0.7	0.7	0.6	0.4	0.2	0.3	24.6	0.2	0.3	12.7	18.6	15.8	18.1	34.5
10C: Diners & Miners	Single Family; Mobile Homes	\$93,700	76.0	15.5	69.9	0.8	1.1	1.1	1.1	0.5	0.6	24.8	0.2	0.4	10.3	14.5	15.8	19.7	39.4
10D: Down the Road	Mobile Homes; Single Family	\$102,800	65.9	12.7	41.2	1.8	1.4	2.0	2.2	1.7	1.7	47.7	0.3	0.4	16.0	22.9	20.1	20.1	20.4
10E: Rural Bypasses	Single Family; Mobile Homes	\$88,600	70.5	16.1	63.0	0.8	1.7	1.7	1.5	0.5	0.7	30.0	0.1	0.3	10.2	18.6	17.4	19.5	34.1
<b>11. Midtown Singles</b>		\$144,800	23.2	13.6	22.3	7.8	8.2	11.9	14.6	15.3	18.0	1.9	0.1	0.2	10.5	10.8	16.1	18.7	43.7
11A: City Strivers	High Density Apartments	\$336,600	32.6	10.5	15.8	11.8	19.9	18.9	7.9	6.6	18.9	0.2	0.0	0.1	5.7	4.0	4.0	7.1	79.1
11B: Young and Restless	Multi-Unit Rentals	\$166,900	13.4	11.6	10.5	5.4	2.3	8.4	19.1	26.1	26.9	1.2	0.0	0.3	15.7	18.5	26.8	22.3	16.4
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$140,200	24.6	13.3	23.1	8.0	4.6	10.5	16.5	17.8	16.1	3.3	0.1	0.2	11.5	12.1	21.0	26.1	28.9
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$126,700	28.3	14.5	31.5	6.1	9.8	13.2	12.2	10.1	14.9	2.2	0.1	0.2	6.8	7.3	11.3	16.6	57.9
11E: City Commons	Multi-Unit Rentals; Single Family	\$83,400	23.7	18.6	32.6	10.7	11.6	12.4	13.0	8.1	9.6	1.9	0.0	0.2	9.6	6.5	7.7	14.4	61.7
<b>12. Hometown</b>		\$87,700	55.1	14.9	67.7	5.8	6.5	5.0	4.3	2.7	4.4	3.7	0.1	0.1	5.1	5.4	7.2	13.0	69.2
12A: Family Foundations	Single Family	\$121,100	66.5	11.4	74.0	8.5	3.6	2.8	2.8	2.2	4.3	1.6	0.0	0.1	4.9	4.0	6.7	15.3	69.0
12B: Traditional Living	Single Family	\$82,300	59.7	12.3	76.0	3.1	6.5	4.3	3.4	2.3	2.0	2.4	0.0	0.1	3.8	4.0	5.3	10.0	76.8
12C: Small Town Simplicity	Single Family	\$89,300	50.4	14.1	60.5	3.6	6.1	6.5	6.1	3.3	6.7	7.1	0.1	0.1	6.5	8.3	10.7	16.8	57.5
12D: Modest Income Homes	Single Family	\$73,400	45.8	21.7	61.7	10.3	9.0	5.4	4.1	2.6	4.4	2.4	0.0	0.2	5.0	4.3	5.5	10.6	74.5
<b>13. Next Wave</b>		\$216,500	24.1	10.4	23.5	8.1	10.3	13.2	11.0	10.3	21.5	2.1	0.1	0.2	6.2	5.7	9.6	14.6	63.7
13A: International Marketplace	High Density Apts; Single Family	\$309,000	28.0	8.3	22.6	6.9	14.3	15.9	11.6	9.2	18.7	0.9	0.1	0.2	6.1	5.1	8.6	12.5	67.5
13B: Las Casas	Single Family; Multi-Unit Rentals	\$221,600	35.6	7.7	45.4	8.9	10.3	11.6	7.8	5.6	7.8	2.6	0.1	0.1	5.5	6.0	9.0	11.1	68.3
13C: NeWest Residents	Multi-Unit Rentals	\$129,200	17.0	15.0	17.0	4.3	5.6	12.0	16.1	20.1	19.9	4.9	0.1	0.2	8.1	7.9	16.5	26.2	41.0
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$121,500	27.7	13.8	25.0	17.5	13.8	17.3	9.8	5.9	9.1	1.6	0.1	0.1	6.2	5.1	7.5	10.6	70.6
13E: High Rise Renters	High-Rise Rentals	\$329,900	3.8	7.0	1.6	2.9	3.1	5.0	7.3	10.0	69.8	0.2	0.2	0.1	4.5	3.9	4.9	11.4	75.2
<b>14. Scholars and Patriots</b>		\$181,000	17.5	9.5	25.5	8.8	7.5	10.1	12.6	13.9	19.9	1.7	0.0	0.6	16.4	12.3	12.7	16.2	41.8
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$165,300	2.9	14.7	24.0	41.2	13.4	10.5	6.1	1.4	2.7	0.7	0.1	1.9	31.9	13.6	10.8	13.1	28.7
14B: College Towns	Multi-Unit Rentals; Single Family	\$180,700	25.1	9.7	31.5	5.6	7.3	10.1	12.1	12.7	18.4	2.3	0.0	0.4	13.4	11.5	12.2	16.1	46.4
14C: Dorms to Diplomas	Multi-Unit Rentals	\$186,300	7.8	7.3	14.1	3.6	5.7	9.9	15.9	20.6	29.0	1.0	0.1	0.5	16.7	13.4	14.5	17.6	37.2

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

<sup>1</sup> 2008-2012 American Community Survey