



|                                   | 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. Principal Urban Center</b> | <b>8,332,177</b>  | <b>20,484,704</b>  | <b>0.64</b>       | <b>4,859.1</b>            |                           | <b>2.40</b>     | <b>84.3</b>                  | <b>32.8</b> | <b>21.6</b>           | <b>47.5</b> | <b>21.4</b> | <b>9.5</b>  | <b>48.3</b>        | <b>37.7</b> | <b>14.0</b>       |
| 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              |
| 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              |
| 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              |
| 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>02. Urban Periphery</b>        | <b>20,228,602</b> | <b>59,120,197</b>  | <b>0.40</b>       | <b>260.2</b>              |                           | <b>2.89</b>     | <b>83.3</b>                  | <b>33.6</b> | <b>26.0</b>           | <b>39.3</b> | <b>23.6</b> | <b>11.1</b> | <b>37.5</b>        | <b>45.6</b> | <b>16.8</b>       |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| <b>03. Metro Cities</b>           | <b>21,879,254</b> | <b>51,895,592</b>  | <b>0.36</b>       | <b>385.4</b>              |                           | <b>2.23</b>     | <b>62.3</b>                  | <b>33.3</b> | <b>20.3</b>           | <b>43.8</b> | <b>22.5</b> | <b>13.4</b> | <b>42.3</b>        | <b>38.0</b> | <b>19.7</b>       |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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 Diplomats           | 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               |
| <b>04. Suburban Periphery</b>     | <b>37,655,914</b> | <b>101,973,399</b> | <b>0.86</b>       | <b>456.1</b>              |                           | <b>2.67</b>     | <b>49.4</b>                  | <b>41.2</b> | <b>23.4</b>           | <b>31.8</b> | <b>28.7</b> | <b>16.0</b> | <b>24.8</b>        | <b>60.6</b> | <b>14.7</b>       |
| 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              |
| 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              |



|                                       | 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>04. Suburban Periphery (Cont.)</b> | <b>37,655,914</b> | <b>101,973,399</b> | <b>0.86</b>       | <b>456.1</b>              |                           | <b>2.67</b>     | <b>49.4</b>                  | <b>41.2</b> | <b>23.4</b>           | <b>31.8</b> | <b>28.7</b> | <b>16.0</b> | <b>24.8</b>        | <b>60.6</b> | <b>14.7</b>       |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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               |
| <b>05. Semirural</b>                  | <b>11,278,049</b> | <b>29,073,585</b>  | <b>0.49</b>       | <b>63.2</b>               |                           | <b>2.52</b>     | <b>52.1</b>                  | <b>38.4</b> | <b>24.0</b>           | <b>34.3</b> | <b>25.7</b> | <b>16.0</b> | <b>26.9</b>        | <b>52.2</b> | <b>20.9</b>       |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| 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              |
| <b>06. Rural</b>                      | <b>20,487,300</b> | <b>53,183,535</b>  | <b>0.44</b>       | <b>21.6</b>               |                           | <b>2.55</b>     | <b>32.6</b>                  | <b>43.2</b> | <b>21.6</b>           | <b>30.8</b> | <b>30.8</b> | <b>16.8</b> | <b>23.1</b>        | <b>59.7</b> | <b>17.1</b>       |
| 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              |
| 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              |
| 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              |

\* 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



|                                   | School Enrollment (%) <sup>1</sup> |                   |           |                |         |                     |                              |                           |                   |                  |                   | Educational Attainment (%) |                               |                           |                        |                               |                     |                      |                     |  |
|-----------------------------------|------------------------------------|-------------------|-----------|----------------|---------|---------------------|------------------------------|---------------------------|-------------------|------------------|-------------------|----------------------------|-------------------------------|---------------------------|------------------------|-------------------------------|---------------------|----------------------|---------------------|--|
|                                   | By Level of School                 |                   |           |                |         |                     |                              | By Sex and Type of School |                   |                  |                   |                            |                               |                           |                        |                               |                     |                      |                     |  |
|                                   | Nursery/<br>Preschool              | Kinder-<br>garten | Grade 1-8 | Grade 9-<br>12 | College | Grad/Prof<br>School | Not<br>Enrolled<br>in School | Male                      |                   | Female           |                   | Less than<br>9th Grade     | 9-12th<br>Grade/No<br>Diploma | High<br>School<br>Diploma | GED/Alt.<br>Credential | Some<br>College/<br>No Degree | Associate<br>Degree | Bachelor's<br>Degree | Grad/Prof<br>Degree |  |
|                                   |                                    |                   |           |                |         |                     |                              | Public<br>School          | Private<br>School | Public<br>School | Private<br>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. Principal Urban Center</b> | 1.6                                | 1.4               | 9.5       | 5.0            | 6.4     | 2.9                 | 73.2                         | 38.0                      | 10.5              | 39.2             | 12.4              | 11.1                       | 9.7                           | 17.9                      | 2.9                    | 15.2                          | 5.3                 | 22.3                 | 15.6                |  |
| 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                |  |
| 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                 |  |
| 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                 |  |
| 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>02. Urban Periphery</b>        | 1.7                                | 1.6               | 12.2      | 6.5            | 6.2     | 1.1                 | 70.7                         | 43.3                      | 5.6               | 44.6             | 6.5               | 11.4                       | 11.4                          | 25.4                      | 3.9                    | 21.6                          | 7.2                 | 13.1                 | 6.0                 |  |
| 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                |  |
| 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                 |  |
| 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                 |  |
| 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                 |  |
| 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                |  |
| 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                 |  |
| 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                 |  |
| 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                 |  |
| 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                 |  |
| 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                 |  |
| <b>03. Metro Cities</b>           | 1.5                                | 1.3               | 9.1       | 4.7            | 12.2    | 2.1                 | 69.1                         | 40.4                      | 8.1               | 42.1             | 9.4               | 5.2                        | 9.0                           | 23.9                      | 4.5                    | 22.6                          | 7.5                 | 17.1                 | 10.2                |  |
| 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                |  |
| 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                |  |
| 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                 |  |
| 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                 |  |
| 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                |  |
| 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                 |  |
| 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                 |  |
| 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                |  |
| <b>04. Suburban Periphery</b>     | 2.0                                | 1.4               | 11.6      | 6.1            | 5.4     | 1.4                 | 72.1                         | 39.7                      | 10.0              | 39.5             | 10.8              | 2.5                        | 4.2                           | 19.5                      | 2.4                    | 21.2                          | 8.3                 | 25.4                 | 16.5                |  |
| 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                |  |
| 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                |  |



|                                       | School Enrollment (%) <sup>1</sup> |                   |           |                |         |                     |                              |                           | Educational Attainment (%) |                  |                   |                  |                   |                  |                   |                        |                               |                           |                        |                               |                     |                      |                     |
|---------------------------------------|------------------------------------|-------------------|-----------|----------------|---------|---------------------|------------------------------|---------------------------|----------------------------|------------------|-------------------|------------------|-------------------|------------------|-------------------|------------------------|-------------------------------|---------------------------|------------------------|-------------------------------|---------------------|----------------------|---------------------|
|                                       | By Level of School                 |                   |           |                |         |                     |                              | By Sex and Type of School |                            |                  |                   |                  |                   |                  |                   |                        |                               |                           |                        |                               |                     |                      |                     |
|                                       | Nursery/<br>Preschool              | Kinder-<br>garten | Grade 1-8 | Grade 9-<br>12 | College | Grad/Prof<br>School | Not<br>Enrolled<br>in School | Male                      |                            |                  |                   | Female           |                   |                  |                   | Less than<br>9th Grade | 9-12th<br>Grade/No<br>Diploma | High<br>School<br>Diploma | GED/Alt.<br>Credential | Some<br>College/<br>No Degree | Associate<br>Degree | Bachelor's<br>Degree | Grad/Prof<br>Degree |
|                                       |                                    |                   |           |                |         |                     |                              | Public<br>School          | Private<br>School          | Public<br>School | Private<br>School | Public<br>School | Private<br>School | Public<br>School | Private<br>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>04. Suburban Periphery (Cont.)</b> | 2.0                                | 1.4               | 11.6      | 6.1            | 5.4     | 1.4                 | 72.1                         | 39.7                      | 10.0                       | 39.5             | 10.8              | 2.5              | 4.2               | 19.5             | 2.4               | 21.2                   | 8.3                           | 25.4                      | 16.5                   |                               |                     |                      |                     |
| 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                   |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| 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                   |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| 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                   |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| <b>05. Semirural</b>                  | 1.6                                | 1.5               | 11.4      | 5.8            | 4.4     | 0.7                 | 74.5                         | 43.7                      | 5.3                        | 45.0             | 6.0               | 7.0              | 10.7              | 29.9             | 5.7               | 22.7                   | 7.9                           | 11.0                      | 5.1                    |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| <b>06. Rural</b>                      | 1.4                                | 1.3               | 10.9      | 5.9            | 3.9     | 0.7                 | 76.0                         | 43.4                      | 6.3                        | 43.4             | 6.9               | 5.5              | 9.7               | 31.4             | 5.5               | 21.7                   | 8.1                           | 12.0                      | 6.1                    |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |
| 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                    |                               |                     |                      |                     |

\* 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 Adm.                  | 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>04. Suburban Periphery (Cont.)</b> | \$79,600                   | \$260,800        | 64.4                                    | 5.6                   | 1.0                | 5.1          | 9.6           | 2.8             | 10.5         | 4.6                  | 2.2         | 8.7                      | 50.3     | 5.3                          | 19.4               | 26.8         | 11.8  | 13.4           | 14.1     | 0.2                      | 3.5                   | 2.8                        | 3.8        | 4.2                     |
| 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                     |
| 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                     |
| 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                     |
| 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                     |
| 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                     |
| 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                     |
| 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                     |
| 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                     |
| <b>05. Semirural</b>                  | \$40,800                   | \$57,000         | 57.9                                    | 8.4                   | 3.8                | 6.9          | 13.3          | 2.4             | 12.4         | 5.4                  | 1.3         | 5.0                      | 44.5     | 4.9                          | 10.3               | 16.4         | 10.0  | 13.8           | 20.4     | 2.0                      | 6.1                   | 4.4                        | 8.8        | 7.9                     |
| 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                     |
| 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                     |
| 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                     |
| 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                     |
| 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                     |
| 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                     |
| <b>06. Rural</b>                      | \$50,300                   | \$122,100        | 58.9                                    | 6.9                   | 5.1                | 8.2          | 14.6          | 2.4             | 11.3         | 5.8                  | 1.2         | 4.9                      | 41.6     | 4.9                          | 12.4               | 17.4         | 9.5   | 13.4           | 16.9     | 1.3                      | 7.1                   | 4.9                        | 9.1        | 7.9                     |
| 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                     |
| 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                     |
| 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                     |

\* 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         | 16.1         | 41.5         |                 |      |
| <b>04. Suburban Periphery (Cont.)</b> | \$269,500                             | 79.7               | 8.3         | 76.8                                | 7.1          | 1.8  | 2.1    | 2.5    | 2.4      | 5.0  | 2.2         | 0.0   | 0.4           | 19.8                                  | 17.4         | 15.5         | 31.6         |                 |      |
| 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   | 0.1           | 0.5                                   | 22.7         | 25.9         | 23.1         | 14.5            | 13.3 |
| 4A: Soccer Moms                       | Single Family                         | \$243,000          | 85.3        | 4.2                                 | 86.6         | 5.9  | 0.8    | 0.9    | 1.2      | 1.4  | 2.1         | 0.0   | 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            |      |
| 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            |      |
| 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            |      |
| 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            |      |
| 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             |      |
| 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   | 0.2           | 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   | 0.2           | 11.5                                  | 13.6         | 18.0         | 19.5         | 37.1            |      |
| 9C: The Elders                        | SF; High-Rises; Mobile Homes/Seasonal | \$167,000          | 81.8        | 24.7                                | 38.8         | 11.2 | 1.3    | 3.5    | 3.9      | 4.0  | 18.5        | 18.2  | 0.3           | 17.0                                  | 21.6         | 26.1         | 23.7         | 11.4            |      |
| 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   | 1.9           | 31.9                                  | 13.6         | 10.8         | 13.1         | 28.7            |      |
| <b>05. Semirural</b>                  |                                       | \$118,000          | 66.6        | 12.7                                | 65.3         | 3.1  | 3.1    | 3.5    | 3.3      | 2.1  | 3.0         | 16.5  | 0.2           | 0.3                                   | 15.6         | 15.5         | 13.7         | 16.6            | 38.4 |
| 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   | 0.1           | 0.6                                   | 31.2         | 23.3         | 13.8         | 13.4            | 17.7 |
| 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   | 0.0           | 0.1                                   | 6.4          | 8.7          | 9.0          | 15.1            | 60.8 |
| 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           | 0.2                                   | 12.8         | 13.9         | 13.9         | 18.6            | 40.6 |
| 9D: Senior Escapes                    | Single Family; 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 |
| 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 |
| 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 |
| <b>06. Rural</b>                      |                                       | \$144,800          | 80.5        | 17.5                                | 76.2         | 1.3  | 1.1    | 1.0    | 0.9      | 0.5  | 0.6         | 18.2  | 0.1           | 0.3                                   | 14.8         | 18.6         | 15.5         | 17.5            | 33.2 |
| 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   | 0.1           | 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  | 0.1           | 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  | 0.2           | 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   | 0.1           | 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           | 0.2                                   | 15.4         | 18.1         | 17.2         | 17.3            | 31.8 |
| 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 |
| 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 |

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

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