



	2010-15				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>	120,746,349	318,536,439	0.6	90.2		2.57	63.0	37.9	22.8	36.2	26.3	14.7	33.3	49.8	16.9
<b>01. Affluent Estates</b>	11,765,272	33,952,510	1.05	481.1		2.86	41.9	42.8	25.3	27.8	31.8	15.1	23.6	65.3	11.1
1A: Top Tier	2,073,878	5,915,333	0.47	973.0	Married Couples	2.81	36.2	46.7	24.9	22.5	33.8	18.9	22.8	66.9	10.2
1B: Professional Pride	1,926,841	6,006,393	1.11	929.9	Married Couples	3.11	42.7	40.8	27.8	28.5	33.8	9.9	23.9	67.7	8.4
1C: Boomburbs	1,822,658	5,903,538	3.13	924.7	Married Couples	3.23	61.9	33.7	33.4	37.2	23.1	6.2	23.6	66.7	9.7
1D: Savvy Suburbanites	3,592,861	10,212,050	0.56	335.6	Married Couples	2.82	34.6	44.7	23.0	27.4	33.8	15.8	24.5	64.0	11.5
1E: Exurbanites	2,349,034	5,915,196	0.52	278.7	Married Couples	2.47	33.8	50.4	19.0	23.6	33.1	24.3	22.4	62.6	15.1
<b>02. Upscale Avenues</b>	6,834,903	18,561,910	0.54	1,062.6		2.68	65.4	40.4	21.6	34.9	28.7	14.9	31.2	54.3	14.5
2A: Urban Chic	1,592,681	3,856,806	0.57	482.3	Married Couples	2.37	46.6	42.9	20.8	32.1	30.4	16.7	30.1	54.8	15.1
2B: Pleasantville	2,693,075	7,779,207	0.28	1,392.6	Married Couples	2.85	59.5	42.3	21.5	32.1	30.1	16.3	30.5	54.7	14.7
2C: Pacific Heights	875,962	2,777,223	0.39	3,128.1	Married Couples	3.13	75.3	42.3	20.0	33.5	28.7	17.8	31.7	55.0	13.4
2D: Enterprising Professional	1,673,185	4,148,674	1.13	1,384.4	Married Couples	2.46	72.2	35.1	23.5	43.5	24.2	8.8	33.4	52.2	14.3
<b>03. Uptown Individuals</b>	4,357,532	8,346,712	1.06	7,288.1		1.85	64.0	34.5	12.0	56.0	21.4	10.6	52.6	34.4	13.1
3A: Laptops and Lattes	1,263,291	2,412,242	0.85	10,094.8	Singles	1.85	48.8	37.2	12.6	50.3	23.8	13.3	47.6	39.8	12.5
3B: Metro Renters	1,801,600	3,164,246	1.38	5,015.2	Singles	1.66	60.6	32.3	8.7	65.4	17.7	8.1	58.4	29.1	12.5
3C: Trendsetters	1,292,641	2,770,224	0.88	10,060.1	Singles	2.1	76.1	36.1	15.2	50.1	23.6	11.1	49.9	35.9	14.2
<b>04. Family Landscapes</b>	8,887,129	25,411,628	0.96	282.9		2.84	52.6	36.5	25.9	36.1	27.1	10.9	27.7	57.7	14.6
4A: Soccer Moms	3,418,433	10,126,928	1.17	501.7	Married Couples	2.95	49.3	36.8	26.8	35.2	28.2	9.7	26.0	61.7	12.3
4B: Home Improvement	2,072,695	5,932,609	0.38	409.1	Married Couples	2.85	64.4	37.4	23.6	36.5	28.3	11.6	31.1	53.5	15.4
4C: Middleburg	3,396,001	9,352,091	1.12	169.6	Married Couples	2.73	47.1	35.7	26.5	36.7	25.2	11.6	27.2	56.1	16.6
<b>05. GenXurban</b>	13,877,266	34,002,782	0.28	402.0		2.41	39.7	43.1	20.2	32.1	28.4	19.3	28.1	53.0	18.9
5A: Comfortable Empty Nesters	2,988,619	7,549,050	0.27	277.1	Married Couples	2.49	31.7	47.4	19.4	27.4	31.0	22.2	23.3	60.2	16.5
5B: In Style	2,718,032	6,456,277	0.63	355.3	Married Couples w/No Kids	2.33	38.3	41.6	20.0	34.2	28.4	17.4	29.9	53.1	17.0
5C: Parks and Rec	2,425,714	6,101,088	0.22	1,220.9	Married Couples	2.49	49.0	40.6	20.9	34.8	28.2	16.2	31.7	49.1	19.2
5D: Rustbelt Traditions	2,691,375	6,659,646	0.09	650.5	Married Couples	2.45	45.3	38.7	22.4	35.7	26.6	15.3	31.2	48.6	20.2
5E: Midlife Constants	3,053,526	7,236,721	0.21	302.5	Married Couples w/No Kids	2.29	34.9	46.5	18.6	29.7	27.6	24.1	25.8	52.5	21.7
<b>06. Cozy Country Living</b>	14,690,420	37,322,628	0.38	21.6		2.5	25.5	44.5	21.0	29.6	31.2	18.2	24.0	58.9	17.1
6A: Green Acres	3,853,581	10,424,364	0.67	68.8	Married Couples	2.68	24.9	43.5	22.2	29.7	32.6	15.5	23.6	62.6	13.8
6B: Salt of the Earth	3,536,548	9,189,096	0.21	57.8	Married Couples	2.57	18.8	43.7	21.3	30.4	31.0	17.3	23.6	60.1	16.3
6C: The Great Outdoors	1,880,304	4,625,437	0.58	17.2	Married Couples	2.42	34.4	46.9	19.0	28.5	33.0	19.6	25.0	56.5	18.5
6D: Prairie Living	1,320,248	3,350,927	0.31	4.8	Married Couples	2.49	23.5	43.9	22.6	28.6	30.2	18.5	22.3	62.8	14.9
6E: Rural Resort Dwellers	1,232,052	2,756,478	0.43	7.2	Married Couples w/No Kids	2.2	22.5	53.2	15.6	22.9	34.7	26.8	19.7	60.8	19.5
6F: Heartland Communities	2,867,687	6,976,326	0.04	93.0	Married Couples	2.37	30.4	41.9	21.7	32.0	27.1	19.2	26.8	51.0	22.3
<b>07. Ethnic Enclaves</b>	8,335,647	28,019,026	1.13	128.7		3.33	82.1	31.4	29.6	40.1	21.6	8.7	35.9	49.7	14.4
7A: Up and Coming Families	2,706,528	8,464,661	2.47	912.2	Married Couples	3.11	73.0	31.2	31.4	42.8	19.8	6.0	30.4	56.5	13.1
7B: Urban Villages	1,297,907	4,914,589	0.45	330.1	Married Couples	3.75	85.8	33.6	26.0	39.1	24.2	10.7	38.6	48.2	13.1
7C: American Dreamers	1,771,369	5,644,741	0.7	46.2	Married Couples	3.17	83.7	32.1	27.9	39.7	23.3	9.0	37.6	46.4	16.0
7D: Barrios Urbanos	1,256,773	4,555,063	0.75	505.9	Married Couples	3.59	80.5	28.5	32.9	39.6	19.8	7.7	38.4	47.7	14.0
7E: Valley Growers	295,381	1,190,548	0.42	86.7	Married Couples	3.96	84.6	26.9	34.2	40.9	17.9	7.0	42.5	46.4	11.1
7F: Southwestern Families	1,007,689	3,249,424	0.44	66.6	Married Couples	3.17	65.1	34.1	27.1	35.8	22.9	14.3	37.0	44.8	18.2
<b>08. Middle Ground</b>	13,192,801	32,137,504	0.48	386.6		2.39	67.8	35.5	22.1	40.4	24.5	13.1	38.2	42.6	19.2
8A: City Lights	1,781,755	4,644,376	0.43	3,253.3	Married Couples	2.56	74.7	39	20.6	37.8	27.5	14.0	36.7	46.8	16.6
8B: Emerald City	1,702,899	3,559,047	0.49	382.6	Singles	2.04	49.1	37.1	16.3	45.1	25.7	12.9	42.8	39.5	17.7
8C: Bright Young Professional	2,678,779	6,456,258	0.95	747.9	Married Couples	2.39	66.3	32.6	23.9	44.6	22.0	9.5	37.3	44.9	17.9
8D: Downtown Melting Pot	795,268	2,331,740	0.53	25,129.7	Married Couples	2.9	77.4	37.4	21.5	38.7	25.5	14.3	35.7	51.0	13.3
8E: Front Porches	1,929,640	4,993,516	0.33	2,012.7	Married Couples	2.54	71.4	34.6	24.5	39.2	24.3	11.9	38.3	41.4	20.3
8F: Old and Newcomers	2,811,234	6,098,320	0.45	846.0	Singles	2.1	51.3	38.9	18.8	38.0	24.6	18.6	35.3	41.6	23.1
8G: Hardscrabble Road	1,493,226	4,054,247	0.01	75.1	Singles	2.64	74.7	32	28.1	38.6	23.2	10.1	43.1	34.9	22.0



	2010-15				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>	120,746,349	318,536,439	0.6	90.2		2.57	63.0	37.9	22.8	36.2	26.3	14.7	33.3	49.8	16.9
<b>09. Senior Styles</b>	6,960,167	14,093,718	0.54	86.4		1.93	46.3	56.4	12.7	24.3	26.5	36.5	25.3	48.0	26.7
9A: Silver & Gold	910,072	1,859,136	1.02	102.1	Married Couples w/No Kids	2.02	23.1	62.4	9.6	15.0	31.6	43.8	15.2	65.1	19.7
9B: Golden Years	1,623,027	3,445,466	0.56	1,025.6	Singles	2.04	42.2	51.6	15.0	26.9	27.9	30.1	26.6	50.0	23.3
9C: The Elders	883,347	1,507,147	0.57	459.0	Married Couples w/No Kids	1.67	21.2	72	3.2	6.7	19.0	71.1	10.0	57.8	32.2
9D: Senior Escapes	1,098,553	2,465,933	0.46	19.0	Married Couples w/No Kids	2.18	43.4	53.4	15.4	24.1	29.9	30.5	22.5	51.5	26.0
9E: Retirement Communities	1,468,407	2,904,623	0.39	408.1	Singles	1.86	47.8	52.8	13.7	28.3	23.2	34.8	28.8	40.2	31.0
9F: Social Security Set	976,761	1,911,413	0.36	1,204.3	Singles	1.72	74.8	44.8	13.9	36.3	25.8	24.0	44.5	26.0	29.5
<b>10. Rustic Outposts</b>	10,122,571	26,870,002	0.42	28.9		2.58	48.2	40.4	22.5	33.4	28.3	15.8	27.6	52.8	19.5
10A: Southern Satellites	3,818,057	10,229,169	0.57	50.4	Married Couples	2.65	39.0	40.1	23.1	33.5	28.7	14.7	25.6	56.0	18.4
10B: Rooted Rural	2,441,491	6,159,520	0.27	21.1	Married Couples	2.46	28.6	44.7	20.0	30.4	30.2	19.5	23.3	57.0	19.7
10C: Diners & Miners	817,184	2,125,222	0.43	12.2	Married Couples	2.52	42.4	41	22.2	32.8	28.3	16.7	25.7	54.3	19.9
10D: Down the Road	1,377,185	3,840,932	0.66	30.9	Married Couples	2.74	70.9	34.6	26.1	37.0	24.7	12.1	33.3	46.3	20.4
10E: Rural Bypasses	1,668,654	4,515,159	0.11	33.2	Married Couples	2.53	60.1	40.1	21.7	34.5	28.0	15.8	34.3	44.6	21.1
<b>11. Midtown Singles</b>	7,479,915	18,069,933	0.57	2,279.8		2.36	77.8	30.6	25.3	45.3	20.5	8.9	49.5	32.1	18.4
11A: City Strivers	946,749	2,639,218	0.51	12,622.0	Singles	2.75	63.0	34.8	24.7	38.7	25.3	11.3	51.1	33.2	15.7
11B: Young and Restless	2,065,345	4,239,097	0.99	3,170.6	Singles	2.02	76.6	29.6	20.5	55.8	16.9	6.8	49.8	32.9	17.3
11C: Metro Fusion	1,700,511	4,522,724	0.7	2,577.7	Singles	2.63	84.2	29	29.1	44.9	19.0	6.9	46.0	36.4	17.6
11D: Set to Impress	1,677,685	3,688,258	0.35	2,652.1	Singles	2.1	65.9	33.6	20.4	44.5	23.2	11.9	46.3	31.5	22.2
11E: City Commons	1,089,625	2,980,636	0.12	921.5	Single Parents	2.65	49.6	28	33.0	37.8	20.4	8.9	57.9	23.3	18.7
<b>12. Hometown</b>	7,592,029	19,196,962	-0.07	198.2		2.46	64.8	37.6	23.7	35.0	25.7	15.6	39.5	37.3	23.3
12A: Family Foundations	1,284,603	3,500,891	0.02	1,331.0	Singles	2.69	42.9	39.3	23.2	33.5	27.1	16.2	43.8	35.2	21.0
12B: Traditional Living	2,371,888	6,002,558	-0.04	227.8	Married Couples	2.49	54.1	35.1	24.9	37.8	24.9	12.4	35.6	42.5	21.9
12C: Small Town Simplicity	2,309,536	5,424,093	0.06	87.4	Singles	2.25	49.8	40.4	21.5	33.6	25.4	19.5	32.1	41.3	26.6
12D: Modest Income Homes	1,626,002	4,269,420	-0.36	736.9	Singles	2.55	33.3	36.6	25.2	34.1	26.1	14.6	50.9	26.3	22.8
<b>13. Next Wave</b>	4,710,070	15,658,466	0.44	4,117.4		3.28	89.3	29.5	29.8	43.0	19.8	7.4	47.8	39.5	12.8
13A: International Marketplace	1,491,560	4,589,874	0.52	8,669.9	Married Couples w/ Kids	3.04	88.6	32.6	25.6	43.3	22.3	8.8	44.4	42.2	13.4
13B: Las Casas	894,801	3,690,943	0.33	7,308.8	Married Couples	4.09	85.5	28	32.1	42.5	18.9	6.5	46.7	43.3	9.9
13C: NeWest Residents	937,493	3,151,191	0.63	2,443.7	Married Couples w/ Kids	3.32	87.2	27.2	33.1	46.0	16.0	4.9	47.6	41.0	11.4
13D: Fresh Ambitions	781,987	2,498,673	0.23	2,014.2	Single Parents	3.13	90.3	28.3	31.7	41.0	19.9	7.4	51.3	33.5	15.3
13E: High Rise Renters	604,229	1,727,785	0.45	7,242.4	Single Parents	2.78	90.0	31.7	26.9	40.2	22.2	10.7	54.4	30.0	15.6
<b>14. Scholars and Patriots</b>	1,939,021	6,331,271	0.98	453.2		2.26	56.7	22.7	10.5	77.2	7.8	4.4	74.9	18.9	6.2
14A: Military Proximity	184,144	935,852	1.25	81.5	Married Couples	3.34	67.1	22.5	27.8	68.7	3.1	0.4	46.3	49.5	4.2
14B: College Towns	1,139,966	2,856,688	0.91	1,431.8	Singles	2.12	54.8	24.3	11.1	67.1	13.6	8.2	67.1	22.5	10.4
14C: Dorms to Diplomas	614,911	2,538,731	0.97	5,122.5	Nonfam HHs w/ 2+ Persons	2.2	54.1	21.6	3.5	91.6	3.2	1.7	91.1	6.4	2.5

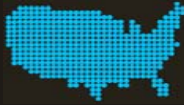
\* Segment 15, *Unclassified*, is not displayed in the Summary Table.

<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 63.0 which means there is a 63.0 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.



	School Enrollment (%) <sup>1</sup>										Educational Attainment (%)								
	By Level of School						By Sex and Type of School												
	Nursery/Preschool	Kindergarten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree	
<b>United States</b>	1.7	1.4	10.9	5.7	6.4	1.4	72.4	41.5	7.8	42.1	8.7	5.7	7.5	23.6	4.1	21.0	8.2	18.6	11.4
<b>01. Affluent Estates</b>	2.2	1.5	13.0	7.0	5.0	1.5	69.9	38.8	11.6	37.5	12.1	1.3	2.1	13.0	1.4	17.0	7.5	32.8	24.9
1A: Top Tier	2.4	1.4	13.0	7.2	4.6	1.5	70.0	33.9	16.6	32.5	17.0	1.0	1.2	8.0	0.7	11.3	4.8	35.7	37.3
1B: Professional Pride	2.4	1.6	15.5	8.4	4.8	1.4	65.9	40.6	10.1	38.9	10.3	1.1	1.5	10.9	1.1	15.5	7.3	36.7	25.9
1C: Boomburbs	3.2	2.2	16.9	6.8	5.0	1.7	64.3	41.4	9.0	40.4	9.2	1.7	2.4	11.9	1.6	19.4	8.8	34.4	19.8
1D: Savvy Suburbanites	1.9	1.3	11.8	6.9	5.2	1.4	71.6	39.9	10.3	38.7	11.1	1.4	2.5	16.8	1.9	18.9	8.6	29.7	20.1
1E: Exurbanites	1.6	1.1	9.5	5.6	5.0	1.4	75.8	36.9	13.2	35.8	14.0	1.4	2.3	14.1	1.6	18.3	7.4	30.2	24.6
<b>02. Upscale Avenues</b>	1.9	1.3	10.1	5.5	6.2	1.9	73.1	38.3	11.2	38.4	12.2	3.3	3.9	18.0	2.0	18.6	8.0	27.2	19.0
2A: Urban Chic	2.3	1.3	9.8	4.7	5.7	2.3	73.8	33.1	15.9	33.3	17.7	1.6	2.0	10.3	1.1	14.6	5.8	33.4	31.2
2B: Pleasantville	1.8	1.2	10.3	6.0	6.2	1.4	73.0	39.7	9.9	39.5	10.8	3.5	4.7	23.5	2.6	20.8	9.0	22.3	13.5
2C: Pacific Heights	1.5	1.2	9.6	5.6	7.3	1.6	73.3	40.0	10.3	38.8	10.9	6.0	5.4	20.1	1.8	18.4	8.9	25.5	13.9
2D: Enterprising Professional	2.2	1.5	10.1	4.9	6.2	2.5	72.6	39.0	10.0	40.5	10.5	2.5	3.1	13.6	1.8	18.2	7.6	31.8	21.4
<b>03. Uptown Individuals</b>	1.4	0.7	4.5	2.2	7.3	5.7	78.3	28.9	18.7	30.3	22.0	3.1	3.0	9.2	1.4	13.1	4.9	36.0	29.3
3A: Laptops and Lattes	1.7	0.9	4.8	1.9	5.4	5.0	80.3	22.3	24.8	23.7	29.3	1.4	1.6	5.9	0.7	9.3	3.4	38.8	38.8
3B: Metro Renters	1.0	0.5	2.9	1.4	9.2	7.9	77.2	28.5	19.1	29.7	22.8	1.8	2.5	7.8	1.5	13.4	5.0	38.2	29.7
3C: Trendsetters	1.5	0.9	6.0	3.3	6.9	3.8	77.7	34.5	13.7	36.1	15.6	6.0	4.9	13.8	1.9	16.1	6.2	30.9	20.4
<b>04. Family Landscapes</b>	2.0	1.6	13.1	6.7	5.7	1.2	69.7	42.2	7.2	42.6	8.0	2.8	5.1	22.4	3.7	24.4	10.2	21.0	10.3
4A: Soccer Moms	2.2	1.7	14.0	7.0	5.7	1.4	68.0	41.7	8.1	41.4	8.8	2.0	3.5	19.1	2.6	22.8	10.3	26.0	13.6
4B: Home Improvement	1.6	1.4	11.8	6.7	6.5	1.3	70.7	42.6	6.7	42.9	7.8	3.2	5.3	22.9	3.7	26.4	10.3	19.3	8.8
4C: Middleburg	1.9	1.7	12.9	6.3	5.2	1.0	71.0	42.5	6.5	43.8	7.2	3.5	6.5	25.5	4.9	24.9	10.1	16.8	7.8
<b>05. GenXurban</b>	1.5	1.2	9.7	5.3	5.7	1.3	75.3	40.4	8.7	41.1	9.7	2.8	5.2	24.7	3.8	22.6	9.4	19.8	11.8
5A: Comfortable Empty Nesters	1.4	1.1	9.6	5.6	4.9	1.2	76.2	39.9	9.3	40.4	10.4	2.0	4.0	23.3	3.1	22.3	9.7	22.0	13.5
5B: In Style	1.8	1.2	9.6	5.1	6.8	2.0	73.4	38.5	10.7	38.9	11.9	1.7	3.0	16.6	2.4	20.2	8.7	27.8	19.6
5C: Parks and Rec	1.6	1.2	9.9	5.4	5.5	1.2	75.3	41.1	8.0	41.8	9.0	3.6	6.6	28.3	4.3	22.8	9.2	16.8	8.4
5D: Rustbelt Traditions	1.6	1.4	10.7	5.5	5.7	1.1	74.0	41.9	7.3	42.9	7.9	3.3	6.7	27.9	4.9	24.8	10.2	15.1	7.2
5E: Midlife Constants	1.4	1.1	8.9	4.8	5.5	1.0	77.2	40.8	8.3	41.7	9.2	3.4	6.1	27.3	4.2	22.7	9.4	16.9	9.9
<b>06. Cozy Country Living</b>	1.4	1.3	10.6	5.8	4.0	0.7	76.2	42.9	6.8	42.8	7.4	3.5	6.7	30.5	4.7	22.5	9.6	14.8	7.8
6A: Green Acres	1.6	1.3	11.5	6.4	4.5	1.0	73.8	41.8	8.1	41.4	8.7	2.3	4.8	26.5	3.8	22.8	10.2	19.3	10.4
6B: Salt of the Earth	1.4	1.3	10.8	5.9	4.0	0.6	76.0	43.1	6.5	43.0	7.3	3.7	7.4	34.8	5.1	21.0	9.5	12.2	6.2
6C: The Great Outdoors	1.3	1.1	9.4	5.5	4.1	0.8	77.8	42.2	7.3	42.7	7.8	3.1	6.6	26.1	4.7	24.3	9.5	16.3	9.5
6D: Prairie Living	1.5	1.3	11.3	6.0	3.1	0.6	76.1	43.9	6.3	43.0	6.8	5.0	5.9	32.2	4.0	22.8	10.4	14.1	5.5
6E: Rural Resort Dwellers	0.9	0.9	7.6	4.4	3.0	0.6	82.6	43.5	6.3	43.2	7.1	3.0	6.6	28.4	4.7	23.8	8.8	15.4	9.4
6F: Heartland Communities	1.6	1.4	10.5	5.6	4.0	0.6	76.3	44.3	5.1	44.9	5.7	4.8	9.0	34.0	6.0	21.8	8.9	10.5	5.1
<b>07. Ethnic Enclaves</b>	1.8	1.9	14.3	7.1	6.0	0.9	67.9	45.0	4.5	45.3	5.1	14.0	11.0	23.4	4.2	21.5	7.7	13.0	5.3
7A: Up and Coming Families	2.4	2.1	15.3	6.7	6.7	1.6	65.3	43.0	6.3	43.6	7.0	4.0	5.2	19.5	3.4	26.0	10.5	22.0	9.4
7B: Urban Villages	1.4	1.5	12.3	7.3	7.1	0.9	69.5	45.0	4.8	44.8	5.4	16.0	11.6	25.4	3.1	20.6	7.2	11.6	4.4
7C: American Dreamers	1.7	1.8	13.9	7.3	6.3	0.9	68.1	44.7	4.6	45.1	5.6	9.5	10.5	26.2	4.8	24.0	8.4	11.9	4.7
7D: Barrios Urbanos	1.7	2.1	16.0	7.6	4.4	0.4	67.7	47.3	2.5	47.2	2.9	24.0	17.6	24.6	5.3	16.6	4.5	5.5	2.0
7E: Valley Growers	1.8	2.3	15.9	7.7	4.2	0.2	67.9	47.7	1.7	48.5	2.1	37.4	16.2	19.3	3.8	13.7	4.1	4.0	1.5
7F: Southwestern Families	1.7	1.7	12.7	6.8	5.1	0.5	71.5	46.9	2.6	47.3	3.2	23.6	15.5	24.6	5.2	16.1	5.2	7.1	2.7
<b>08. Middle Ground</b>	1.6	1.4	9.9	5.0	7.0	1.7	73.3	40.6	8.2	42.0	9.3	5.6	7.6	23.0	4.2	21.9	8.3	18.9	10.5
8A: City Lights	1.7	1.2	9.4	5.3	6.5	1.7	74.3	39.4	9.9	39.5	11.2	5.9	5.9	23.0	2.7	20.0	8.1	21.7	12.7
8B: Emerald City	1.5	1.0	6.8	3.4	8.3	3.7	75.2	35.8	12.8	37.7	13.7	2.1	3.5	13.6	2.4	19.2	7.2	30.5	21.5
8C: Bright Young Professional	1.8	1.5	10.6	5.1	7.7	1.9	71.4	41.5	6.9	43.5	8.1	3.0	5.1	20.9	3.7	25.7	10.0	21.5	10.2
8D: Downtown Melting Pot	1.5	1.4	9.6	5.3	6.8	1.7	73.7	36.2	13.8	36.2	13.8	13.8	9.5	23.8	2.8	13.3	7.0	19.9	9.8
8E: Front Porches	1.6	1.6	11.4	5.8	5.8	1.0	72.9	43.0	5.8	44.2	7.0	7.1	10.1	27.7	5.5	23.3	8.2	12.6	5.7
8F: Old and Newcomers	1.4	1.2	8.4	4.3	8.1	1.7	75.0	40.0	8.5	41.7	9.8	3.2	6.0	23.4	4.2	24.2	9.2	18.8	10.9
8G: Hardscrabble Road	1.8	1.8	13.0	6.3	5.1	0.5	71.5	44.4	4.2	46.3	5.2	9.8	16.4	29.5	8.1	20.8	6.3	6.5	2.6



	School Enrollment (%) <sup>1</sup>											Educational Attainment (%)								
	By Level of School							By Sex and Type of School												
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School	Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credentia	Some College/ No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree	
								Public School	Private School	Public School	Private School									
<b>United States</b>	1.7	1.4	10.9	5.7	6.4	1.4	72.4	41.5	7.8	42.1	8.7	5.7	7.5	23.6	4.1	21.0	8.2	18.6	11.4	
<b>09. Senior Styles</b>	1.0	0.8	6.0	3.3	4.8	1.2	82.9	38.2	10.5	39.4	12.0	4.3	6.8	23.9	3.7	21.3	7.4	19.2	13.4	
9A: Silver & Gold	0.7	0.6	5.0	2.8	3.1	0.8	86.9	38.4	10.8	38.8	12.0	1.4	3.0	18.6	2.2	21.3	8.1	26.1	19.2	
9B: Golden Years	1.4	0.9	7.3	3.9	5.4	1.8	79.4	35.0	13.6	35.9	15.5	2.4	3.6	18.2	1.9	18.3	7.1	26.9	21.4	
9C: The Elders	0.2	0.2	1.6	1.0	1.7	0.4	95.0	36.1	10.3	41.0	12.6	2.7	5.8	28.5	3.1	23.4	7.2	17.4	11.9	
9D: Senior Escapes	0.9	0.9	7.5	4.1	3.6	0.5	82.6	44.4	5.7	43.7	6.2	5.1	10.3	29.8	6.2	24.9	8.0	10.4	5.4	
9E: Retirement Communities	1.1	0.8	6.3	3.4	6.0	1.3	81.1	37.5	10.6	39.9	12.0	4.8	6.8	26.2	3.5	21.5	7.8	18.2	11.2	
9F: Social Security Set	1.1	0.9	6.2	3.5	7.5	1.5	79.3	38.4	9.6	40.3	11.6	11.2	13.7	24.2	5.9	19.8	6.1	11.8	7.2	
<b>10. Rustic Outposts</b>	1.4	1.4	11.2	5.8	3.9	0.5	75.9	44.5	4.8	45.3	5.3	7.6	12.5	31.5	7.4	20.7	7.5	8.6	4.3	
10A: Southern Satellites	1.4	1.4	11.6	6.0	4.1	0.6	74.9	43.9	5.3	45.0	5.8	6.3	11.3	31.0	7.3	21.7	8.1	9.6	4.7	
10B: Rooted Rural	1.2	1.2	9.9	5.4	3.4	0.5	78.5	44.6	5.4	44.4	5.6	6.7	11.4	33.4	7.3	20.0	7.6	8.9	4.7	
10C: Diners & Miners	1.4	1.4	11.0	5.5	3.2	0.5	77.0	45.8	3.9	45.8	4.4	9.1	12.9	32.9	7.0	19.6	6.5	8.0	4.1	
10D: Down the Road	1.5	1.7	12.8	6.0	4.4	0.5	73.0	45.1	4.0	46.4	4.5	9.3	13.8	28.9	7.3	22.2	7.4	7.7	3.3	
10E: Rural Bypasses	1.4	1.4	10.7	5.9	4.0	0.5	76.2	45.0	4.4	45.9	4.7	9.5	15.7	31.3	7.8	19.0	6.5	6.7	3.6	
<b>11. Midtown Singles</b>	1.9	1.7	11.1	5.4	8.3	1.8	69.9	41.4	6.1	44.9	7.6	6.6	10.2	24.5	5.0	23.9	8.0	14.7	7.2	
11A: City Strivers	1.9	1.5	11.6	6.8	6.9	1.4	69.9	39.7	7.2	43.2	9.9	7.7	10.2	27.5	4.9	21.1	7.7	13.6	7.3	
11B: Young and Restless	1.6	1.3	8.1	3.8	10.9	3.3	71.1	39.8	7.3	44.3	8.5	4.0	5.7	18.7	3.4	25.4	8.9	22.7	11.3	
11C: Metro Fusion	1.9	1.9	13.1	5.9	6.9	1.2	69.1	43.6	4.6	45.8	6.0	8.7	11.0	25.9	4.9	24.5	8.1	11.9	4.9	
11D: Set to Impress	1.4	1.3	8.4	4.3	9.3	1.9	73.3	41.0	7.8	42.3	8.9	5.6	9.2	23.9	5.8	24.4	8.2	14.9	8.0	
11E: City Commons	2.8	2.5	15.4	7.3	6.5	0.7	64.8	42.4	4.0	47.9	5.7	7.9	18.0	29.4	6.5	22.5	6.0	6.6	3.1	
<b>12. Hometown</b>	1.7	1.5	11.2	6.0	5.6	0.8	73.3	42.7	5.2	45.6	6.5	6.1	12.3	30.3	6.2	23.3	7.7	9.4	4.6	
12A: Family Foundations	1.6	1.3	11.2	6.5	6.7	1.2	71.5	40.5	6.1	45.2	8.2	5.0	10.2	28.0	4.2	26.3	7.9	11.9	6.6	
12B: Traditional Living	1.7	1.6	11.7	5.9	5.5	0.8	72.8	43.3	5.4	44.9	6.4	4.9	10.4	31.0	6.9	24.0	8.8	9.8	4.1	
12C: Small Town Simplicity	1.5	1.4	10.0	5.1	4.9	0.6	76.5	43.4	5.0	45.6	6.0	7.1	12.1	30.7	7.0	21.3	7.5	9.4	4.9	
12D: Modest Income Homes	1.8	1.5	11.8	6.9	5.7	0.6	71.6	43.0	4.3	47.0	5.7	7.4	17.1	30.9	5.9	22.5	6.1	6.7	3.3	
<b>13. Next Wave</b>	1.9	1.9	13.7	7.0	5.6	0.7	69.2	45.3	4.2	45.7	4.8	22.6	15.3	24.5	3.7	16.1	5.2	9.1	3.6	
13A: International Marketplace	1.8	1.6	11.5	6.0	6.3	1.1	71.6	43.6	6.0	43.8	6.5	16.5	11.2	25.4	3.0	17.7	6.3	13.9	6.0	
13B: Las Casas	1.9	2.1	15.1	8.2	5.6	0.4	66.8	47.1	2.5	47.6	2.9	31.0	17.6	23.6	2.7	14.0	4.1	5.5	1.6	
13C: NeWest Residents	2.0	2.3	14.8	6.2	4.1	0.5	70.0	46.9	3.5	46.1	3.6	28.2	17.0	23.4	3.7	14.1	4.0	7.0	2.6	
13D: Fresh Ambitions	2.1	2.1	15.0	7.7	5.3	0.5	67.3	44.7	4.0	46.2	5.1	18.6	17.2	26.7	5.5	17.9	5.3	6.3	2.5	
13E: High Rise Renters	1.8	1.6	12.8	7.4	6.6	0.9	68.8	43.4	5.3	44.2	7.1	19.0	16.6	22.6	5.5	16.3	5.9	10.0	4.1	
<b>14. Scholars and Patriots</b>	0.9	0.7	4.2	1.9	50.2	5.6	36.4	39.9	9.5	40.2	10.4	2.7	4.5	14.7	3.1	22.8	7.8	24.9	19.6	
14A: Military Proximity	2.4	2.1	11.7	3.6	11.4	1.5	67.2	46.5	8.6	38.7	6.2	1.0	2.5	17.3	3.5	37.7	13.0	17.4	7.7	
14B: College Towns	1.0	0.7	4.7	2.5	38.5	6.4	46.2	38.7	10.8	38.8	11.7	3.1	5.1	15.3	3.1	20.2	7.0	25.6	20.6	
14C: Dorms to Diplomas	0.2	0.2	1.0	0.6	77.5	6.2	14.3	39.8	8.7	41.3	10.1	2.7	4.0	10.9	2.5	18.8	6.2	28.7	26.2	

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

<sup>1</sup> 2009-2013 American Community Survey





	Employment by Industry (%)													Employment by Occupation (%)										
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) <sup>1</sup>	Unemployment Rate (%)	Agriculture/ Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins./ Real Estate	Services	Public Admin.	Mgmt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
<b>United States</b>	\$53,200	\$84,500	62.2	6.4	2.0	6.4	10.6	2.5	11.6	5.0	2.0	6.6	48.5	4.8	14.2	21.5	10.8	13.8	18.3	0.7	5.3	3.6	5.8	6.0
<b>09. Senior Styles</b>	\$41,800	\$92,700	43.5	7.0	1.2	5.5	7.3	2.3	12.1	4.3	2.0	7.9	52.7	4.6	15.6	23.2	12.4	14.1	18.9	0.5	4.0	2.7	3.9	4.8
9A: Silver & Gold	\$65,500	\$313,200	41.0	5.6	1.3	6.2	5.7	2.6	12.2	3.6	1.8	10.2	52.2	4.2	20.5	24.4	15.9	12.1	15.2	0.4	3.6	2.3	2.4	3.2
9B: Golden Years	\$64,000	\$157,100	54.8	4.8	0.7	4.4	7.3	2.6	10.2	3.7	2.5	9.5	54.3	4.8	20.5	30.2	12.4	12.8	13.5	0.2	2.9	2.1	2.3	3.2
9C: The Elders	\$38,200	\$209,800	21.3	8.3	0.7	5.1	5.3	2.4	16.0	4.5	1.7	9.5	51.0	3.9	14.4	19.3	16.2	17.0	19.0	0.4	3.2	2.4	2.9	5.1
9D: Senior Escapes	\$37,300	\$102,000	41.7	9.5	3.0	8.4	6.8	2.0	14.2	5.3	1.4	5.1	48.5	5.4	10.4	15.3	11.5	14.8	23.7	1.3	6.6	4.6	5.2	6.6
9E: Retirement Communities	\$36,900	\$43,500	47.5	6.2	0.9	5.2	9.0	2.4	12.4	4.5	2.0	7.3	51.7	4.5	13.2	22.2	11.5	15.8	19.5	0.4	4.1	2.9	5.1	5.4
9F: Social Security Set	\$16,800	\$9,900	41.1	11.4	0.8	4.5	7.6	1.7	11.6	4.3	1.9	5.6	57.9	4.0	9.6	18.4	10.0	14.0	28.9	0.4	4.0	2.4	5.7	6.5
<b>10. Rustic Outposts</b>	\$39,300	\$67,900	53.6	7.8	5.7	8.9	14.7	2.3	12.2	6.1	1.2	3.9	39.8	5.2	9.4	14.6	9.5	13.3	18.7	1.7	8.7	5.6	9.8	8.8
10A: Southern Satellites	\$45,000	\$88,800	58.7	6.9	3.8	9.5	15.1	2.4	12.4	6.3	1.2	4.2	39.9	5.1	10.2	15.2	9.8	13.7	17.4	1.3	8.3	6.0	9.8	8.4
10B: Rooted Rural	\$39,500	\$89,800	50.3	7.1	6.2	8.7	16.5	2.0	11.7	6.4	1.1	3.6	38.5	5.3	9.9	15.3	9.1	12.7	17.0	2.5	8.2	5.4	10.5	9.2
10C: Diners & Miners	\$39,300	\$67,900	48.8	6.8	22.3	7.1	6.2	1.8	10.7	5.8	1.0	3.5	36.3	5.3	9.1	15.4	8.7	12.7	17.0	1.4	14.2	5.5	6.6	9.3
10D: Down the Road	\$37,500	\$39,600	58.7	9.0	3.6	9.7	12.3	2.4	13.1	5.7	1.3	4.1	43.2	4.5	8.0	11.9	10.1	13.8	23.3	1.6	8.9	5.3	8.7	8.5
10E: Rural Bypasses	\$29,600	\$31,500	45.0	10.9	4.2	7.6	17.8	2.0	12.0	5.7	1.0	3.5	40.1	6.1	7.9	13.9	9.1	12.6	21.0	1.9	7.3	4.7	12.0	9.5
<b>11. Midtown Singles</b>	\$32,100	\$12,000	65.4	9.3	0.7	5.5	7.5	2.0	12.9	5.3	2.0	6.2	53.5	4.4	9.6	17.4	10.7	15.5	26.3	0.3	5.0	3.0	5.4	6.9
11A: City Strivers	\$42,200	\$16,000	63.7	10.7	0.1	4.5	3.7	1.4	10.3	8.3	2.0	6.6	57.1	6.1	9.2	18.4	9.0	16.6	29.5	0.1	4.0	2.5	3.1	7.6
11B: Young and Restless	\$37,600	\$11,900	74.8	5.8	0.7	5.1	7.5	2.2	13.5	4.6	2.4	7.6	52.2	4.2	12.2	21.2	11.6	16.0	21.8	0.2	4.2	3.1	4.4	5.3
11C: Metro Fusion	\$33,900	\$12,300	68.3	8.8	1.0	7.2	8.4	2.4	13.8	5.6	1.7	5.7	50.3	4.0	8.2	13.6	10.8	15.5	26.6	0.5	6.6	3.7	6.4	8.2
11D: Set to Impress	\$28,900	\$12,000	62.4	8.6	0.9	5.6	8.9	2.0	13.4	4.1	1.9	5.2	54.0	3.9	9.5	18.1	10.7	14.3	26.0	0.5	5.2	2.9	6.2	6.6
11E: City Commons	\$17,800	\$9,900	51.0	18.0	0.6	4.0	7.9	1.6	12.2	5.2	1.3	4.4	58.5	4.3	6.1	13.0	10.3	14.9	34.2	0.4	4.0	2.2	6.7	8.0
<b>12. Hometown</b>	\$32,300	\$20,100	55.4	10.7	1.3	5.5	12.7	2.0	12.5	5.9	1.6	4.7	48.8	5.1	8.0	15.0	9.8	15.2	25.0	0.5	5.4	3.7	8.8	8.7
12A: Family Foundations	\$41,400	\$60,300	58.6	11.5	0.4	4.1	8.0	1.8	10.6	8.2	2.1	5.9	51.7	7.2	9.4	17.6	9.2	17.4	24.4	0.2	3.9	3.0	5.8	9.2
12B: Traditional Living	\$38,600	\$34,100	63.9	8.0	1.2	6.1	16.3	2.3	13.4	5.3	1.6	4.7	45.0	4.1	8.0	14.1	10.0	15.1	22.6	0.4	6.1	4.4	10.7	8.7
12C: Small Town Simplicity	\$28,500	\$15,000	49.9	9.0	2.3	6.4	13.1	2.0	13.6	4.8	1.4	4.2	47.4	4.9	8.3	15.7	10.5	14.0	23.7	0.8	6.1	3.9	9.0	7.9
12D: Modest Income Homes	\$22,300	\$12,300	48.1	17.2	0.8	4.4	9.7	1.6	11.0	6.1	1.4	4.0	55.8	5.2	5.9	12.7	9.2	14.8	32.6	0.4	4.4	2.5	7.8	9.7
<b>13. Next Wave</b>	\$33,600	\$12,500	62.5	9.8	1.2	10.0	11.2	2.8	11.8	5.4	1.5	4.3	49.5	2.4	6.2	10.2	9.4	12.5	29.9	0.9	9.2	3.4	9.1	9.4
13A: International Marketplace	\$42,900	\$15,100	67.6	8.0	0.5	8.3	9.2	2.7	11.7	5.9	1.9	5.2	51.9	2.6	8.4	13.4	9.8	13.3	28.8	0.4	7.4	3.2	7.0	8.3
13B: Las Casas	\$37,200	\$14,500	61.0	9.4	1.8	9.8	17.3	3.7	12.0	6.1	1.2	3.4	42.9	2.0	4.8	7.2	9.3	12.6	26.0	1.5	9.1	4.0	13.4	12.2
13C: NeWest Residents	\$30,000	\$11,000	67.9	8.3	1.7	16.7	10.7	2.4	10.7	3.9	1.0	3.5	47.7	1.5	4.6	6.9	8.0	9.9	31.5	1.3	15.8	3.8	9.7	8.4
13D: Fresh Ambitions	\$26,900	\$11,200	53.9	14.6	1.6	7.4	11.5	2.7	12.6	5.2	1.3	3.9	50.8	3.1	5.4	10.1	9.5	13.1	31.3	1.2	6.9	3.1	9.4	9.9
13E: High Rise Renters	\$22,100	\$9,700	54.3	13.4	0.3	4.5	4.7	1.8	13.0	6.2	1.8	5.9	58.7	3.3	5.8	12.6	10.7	14.5	37.6	0.3	4.0	2.2	4.2	8.1
<b>14. Scholars and Patriots</b>	\$28,700	\$10,300	48.8	8.3	0.9	2.9	4.6	1.1	13.0	2.0	1.8	4.0	65.8	3.8	8.8	27.2	11.4	14.9	25.8	0.5	2.6	2.0	3.0	3.8
14A: Military Proximity	\$43,400	\$11,100	25.0	10.3	0.9	3.7	3.6	1.1	12.4	3.5	1.2	4.2	45.3	24.1	11.4	21.0	10.0	15.8	22.4	0.5	4.0	6.6	3.2	5.1
14B: College Towns	\$29,400	\$11,300	59.0	7.1	1.0	3.5	5.7	1.3	12.8	2.3	1.9	4.5	64.0	3.0	9.9	28.0	11.1	14.0	24.0	0.5	3.0	1.9	3.6	4.0
14C: Dorms to Diplomas	\$18,100	\$8,800	44.9	9.6	0.7	2.1	3.3	0.9	13.3	1.3	1.7	3.2	71.5	1.9	6.8	27.0	12.1	16.1	28.8	0.4	1.8	1.4	2.2	3.3

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

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





Housing Type	Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) <sup>1</sup>										Year Structure Built (%) <sup>1</sup>					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2010 or later	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier	
<b>United States</b>	\$200,000	63.0	11.6	61.7	5.8	3.8	4.4	4.8	4.5	8.5	6.5	0.1	0.6	14.7	13.9	13.9	15.9	41.0	
<b>09. Senior Styles</b>	\$219,700	59.4	22.2	41.0	8.0	2.6	4.3	5.1	5.0	23.1	10.7	0.2	0.4	15.1	15.7	19.4	20.4	29.0	
9A: Silver & Gold	Single Family/Seasonal	\$343,800	83.3	43.1	65.0	7.1	1.9	3.1	3.4	3.3	11.9	4.2	0.1	0.5	24.9	21.4	20.9	15.4	16.8
9B: Golden Years	Single Family; Multi-Units	\$326,100	63.0	13.0	41.0	12.8	3.0	4.5	5.7	5.4	26.1	1.6	0.1	0.4	12.1	13.6	17.9	19.4	36.6
9C: The Elders	SF; High-Rises; Mob. Hm/Seas.	\$180,100	81.5	24.7	39.1	11.1	1.3	3.5	3.8	4.1	18.7	17.9	0.5	0.5	17.4	21.2	25.9	23.5	11.5
9D: Senior Escapes	SF; Mobile Homes/Seasonal	\$121,600	75.3	25.6	49.4	2.3	1.2	1.8	1.7	1.6	2.2	39.1	0.7	0.4	16.5	17.9	22.1	22.7	20.3
9E: Retirement Communities	Multi-Units; Single Family	\$175,900	45.4	12.6	31.5	9.0	3.1	5.7	7.6	7.5	32.2	3.3	0.1	0.4	10.7	13.0	18.5	22.9	34.5
9F: Social Security Set	Multi-Unit Rentals	\$145,300	14.0	14.5	12.7	4.5	5.5	7.8	8.1	8.3	51.2	1.7	0.1	0.4	8.6	6.3	11.1	18.9	54.7
<b>10. Rustic Outposts</b>		\$109,400	75.2	14.8	63.7	0.9	1.1	1.1	1.0	0.6	0.6	30.9	0.2	0.7	15.2	20.5	17.1	17.9	28.6
10A: Southern Satellites	Single Family; Mobile Homes	\$127,000	77.9	11.5	64.8	0.7	0.8	0.7	0.7	0.3	0.4	31.3	0.2	0.9	18.5	23.2	17.4	16.3	23.7
10B: Rooted Rural	Single Family; Mobile Homes	\$106,800	79.9	19.4	72.1	0.7	0.7	0.6	0.4	0.2	0.3	24.6	0.2	0.6	13.7	18.5	15.7	17.9	33.6
10C: Diners & Miners	Single Family; Mobile Homes	\$91,400	75.7	15.3	69.4	0.8	1.1	1.1	1.1	0.5	0.7	25.1	0.2	0.7	11.5	14.6	15.5	19.3	38.5
10D: Down the Road	Mobile Homes; Single Family	\$110,700	65.5	12.6	41.7	1.8	1.5	1.9	2.2	1.8	1.8	46.8	0.3	0.8	16.6	22.6	19.9	19.8	20.3
10E: Rural Bypasses	Single Family; Mobile Homes	\$84,600	70.0	16.2	63.0	0.8	1.8	1.7	1.5	0.6	0.7	29.9	0.1	0.5	11.1	18.7	17.0	19.2	33.4
<b>11. Midtown Singles</b>		\$153,500	22.9	13.4	22.3	7.8	8.1	11.9	14.5	15.2	18.2	1.9	0.0	0.5	10.9	11.0	15.9	18.5	43.2
11A: City Strivers	High Density Apartments	\$352,400	32.3	10.5	15.6	11.9	19.8	18.9	8.0	6.6	19.0	0.2	0.0	0.3	6.1	4.1	4.1	7.1	78.3
11B: Young and Restless	Multi-Unit Rentals	\$177,500	13.2	11.3	10.6	5.4	2.3	8.5	19.0	25.8	27.1	1.2	0.0	0.7	16.0	18.7	26.4	21.9	16.4
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$149,000	24.2	13.0	23.1	8.1	4.6	10.5	16.4	17.7	16.3	3.2	0.1	0.4	11.9	12.4	20.7	25.8	28.7
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$133,400	28.0	14.3	31.6	6.1	9.7	13.1	12.1	10.0	15.2	2.2	0.1	0.4	7.1	7.5	11.2	16.3	57.5
11E: City Commons	Multi-Unit Rentals; Single Family	\$86,600	23.4	18.6	32.8	10.9	11.5	12.4	13.0	8.0	9.6	1.9	0.0	0.5	10.0	6.5	7.7	14.4	60.8
<b>12. Hometown</b>		\$91,900	54.6	15.0	67.7	5.8	6.4	5.0	4.3	2.7	4.4	3.7	0.0	0.3	5.3	5.4	7.2	13.1	68.7
12A: Family Foundations	Single Family	\$128,200	66.1	11.7	73.9	8.5	3.5	2.9	2.9	2.2	4.3	1.6	0.0	0.2	5.1	4.1	6.7	15.2	68.7
12B: Traditional Living	Single Family	\$86,200	59.3	12.4	76.0	3.2	6.3	4.3	3.4	2.3	2.1	2.4	0.0	0.1	3.9	4.1	5.2	10.2	76.5
12C: Small Town Simplicity	Single Family	\$93,700	50.0	14.1	60.6	3.6	6.0	6.5	6.1	3.3	6.7	7.1	0.1	0.3	6.9	8.4	10.8	16.8	56.8
12D: Modest Income Homes	Single Family	\$74,300	45.3	22.0	61.6	10.3	9.0	5.3	4.1	2.6	4.5	2.4	0.0	0.3	5.2	4.4	5.5	10.7	73.9
<b>13. Next Wave</b>		\$233,100	23.8	10.1	23.5	8.1	10.2	13.3	10.9	10.3	21.7	2.0	0.1	0.3	6.5	5.8	9.7	14.5	63.2
13A: International Marketplace	High Density Apts; Single Family	\$338,900	27.7	8.1	22.4	6.9	14.2	16.0	11.5	9.3	18.8	0.9	0.1	0.3	6.5	5.3	8.7	12.4	66.7
13B: Las Casas	Single Family; Multi-Unit Rentals	\$242,000	35.3	7.7	45.3	8.8	10.2	11.7	7.8	5.7	7.8	2.6	0.1	0.3	5.7	5.9	8.8	11.4	67.9
13C: NeWest Residents	Multi-Unit Rentals	\$140,700	16.7	14.4	17.1	4.3	5.5	12.0	16.1	19.9	20.2	4.8	0.1	0.4	8.5	8.1	16.7	25.7	40.6
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$127,500	27.4	13.8	24.9	17.6	13.6	17.3	9.8	5.8	9.2	1.5	0.1	0.3	6.4	5.0	7.5	10.6	70.2
13E: High Rise Renters	High-Rise Rentals	\$375,700	3.7	6.7	1.6	2.9	3.1	5.2	7.2	10.0	69.6	0.1	0.1	0.3	4.6	3.9	4.9	11.3	74.9
<b>14. Scholars and Patriots</b>		\$188,100	17.3	9.4	25.4	8.9	7.4	10.0	12.5	13.9	20.2	1.7	0.0	1.1	17.1	12.6	12.7	16.0	40.5
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$173,900	2.8	14.5	24.7	42.2	13.3	10.4	5.0	1.4	2.4	0.7	0.0	3.6	33.2	13.9	10.6	12.8	25.9
14B: College Towns	Multi-Unit Rentals; Single Family	\$186,600	24.8	9.8	31.2	5.6	7.1	10.1	12.2	12.8	18.7	2.2	0.0	0.7	14.1	11.6	12.2	16.0	45.4
14C: Dorms to Diplomas	Multi-Unit Rentals	\$203,900	7.7	7.2	14.2	3.7	5.7	9.7	15.7	20.6	29.4	0.9	0.1	1.0	17.4	14.1	14.5	17.0	35.9

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

<sup>1</sup> 2009-2013 American Community Survey