



	2010-15				Household Type	Average HH Size	Diversity Index ²	Median Age	Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density ¹					<18	18-44	45-64	65+	Never Married	Married	Widowed/ Divorced
United States	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
01. Principal Urban Center	8,423,258	20,695,319	0.71	4,909.1		2.4	84.5	33	21.5	47.2	21.4	9.9	49.8	36.5	13.6
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
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
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
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
02. Urban Periphery	20,359,086	59,475,172	0.43	261.8		2.89	83.5	33.7	25.8	39.2	23.6	11.4	39.5	43.7	16.7
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
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
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
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
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
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
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
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
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
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
03. Metro Cities	22,059,619	52,283,411	0.43	388.3		2.23	62.7	33.5	20.2	43.6	22.4	13.8	44.1	36.3	19.5
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
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
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
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
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
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
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
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
04. Suburban Periphery	37,990,318	102,895,855	0.87	460.2		2.67	50.0	41.3	23.2	31.7	28.6	16.4	26.5	58.7	14.8
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
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



	Households	Population	2010-15		Household Type	Average HH Size	Diversity Index ²	Median Age	Population by Age (%)				Marital Status (%)		
			Ann. Pop. Chg (%)	Pop. Density ¹					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
United States	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
04. Suburban Periphery (Cont.)	37,990,318	102,895,855	0.87	460.2		2.67	50.0	41.3	23.2	31.7	28.6	16.4	26.5	58.7	14.8
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
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
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
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
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
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
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
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
05. Semirural	11,344,343	29,249,923	0.51	63.6		2.52	52.4	38.6	23.8	34.2	25.7	16.4	28.9	50.0	21.0
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
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
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
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
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
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
06. Rural	20,568,119	53,375,372	0.42	21.7		2.55	33.0	43.4	21.3	30.6	30.7	17.3	24.8	57.8	17.4
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
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
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

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

¹ Population density is population per square mile.

² The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity). For example, the diversity score for the U.S. is 63.0 which means there is a 63.0 percent



	School Enrollment (%) ¹											Educational Attainment (%)								
	By Level of School							By Sex and Type of School												
	Nursery/ Preschool	Kindergarten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree	
United States	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	
01. Principal Urban Center	1.7	1.4	9.5	4.8	6.4	2.9	73.3	38.1	10.4	39.2	12.3	10.7	8.8	17.6	3.0	14.9	5.5	22.9	16.5	
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	
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	
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	
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	
02. Urban Periphery	1.7	1.6	12.1	6.4	6.3	1.1	70.9	43.5	5.5	44.6	6.4	11.0	10.5	25.2	4.1	21.5	7.6	13.6	6.4	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
03. Metro Cities	1.5	1.3	9.1	4.6	12.2	2.1	69.1	40.4	8.1	42.3	9.3	4.9	8.2	23.1	4.7	22.3	8.0	17.9	10.9	
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	
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	
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	
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	
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	
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	
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	
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	
04. Suburban Periphery	1.9	1.4	11.5	6.0	5.5	1.4	72.2	39.9	9.8	39.6	10.6	2.3	3.7	18.8	2.5	20.5	8.6	26.0	17.4	
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	
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	



	School Enrollment (%) ¹								By Sex and Type of School				Educational Attainment (%)							
	By Level of School							Not Enrolled in School	Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree
	Nursery/Preschool	Kindergarten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Public School		Private School	Public School	Private School									
United States	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	
04. Suburban Periphery (Cont.)	1.9	1.4	11.5	6.0	5.5	1.4	72.2	39.9	9.8	39.6	10.6	2.3	3.7	18.8	2.5	20.5	8.6	26.0	17.4	
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	
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	
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	
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	
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	
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	
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	
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	
05. Semirural	1.6	1.5	11.4	5.7	4.6	0.7	74.5	43.8	5.3	45.0	5.9	6.5	9.8	29.2	6.0	22.8	8.6	11.7	5.6	
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	
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	
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	
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	
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	
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	
06. Rural	1.4	1.3	10.7	5.8	3.9	0.7	76.2	43.4	6.3	43.5	6.8	4.9	8.8	30.6	5.7	21.7	8.8	12.7	6.7	
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	
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	
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	

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

¹ 2009-2013 American Community Survey



	Employment by Industry (%)													Employment by Occupation (%)										
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) ¹	Unemployment Rate (%)	Agriculture/ Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins/ Real Estate	Services	Public Admin.	Mgmt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
United States	\$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
01. Principal Urban Center	\$47,500	\$15,000	67.3	7.5	0.6	5.7	6.5	2.1	9.6	4.2	3.2	8.0	56.2	3.8	15.3	24.9	10.0	11.7	21.7	0.4	4.9	2.0	4.0	5.1
3A: Laptops and Lattes	\$101,600	\$87,400	77.2	3.9	0.3	1.9	4.9	2.0	6.4	1.8	5.7	13.5	58.8	4.7	28.9	40.2	11.0	7.9	8.1	0.0	1.0	0.6	1.0	1.2
3B: Metro Renters	\$58,800	\$17,500	75.9	4.1	0.6	2.5	6.0	1.9	8.2	2.7	3.8	10.2	59.7	4.4	22.8	36.9	10.7	10.1	13.0	0.1	1.6	1.2	1.6	2.1
3C: Trendsetters	\$57,100	\$21,700	72.9	6.1	0.2	4.1	5.4	1.9	9.1	3.6	5.2	7.5	59.6	3.5	17.0	30.7	9.9	12.1	19.1	0.1	3.3	1.7	2.5	3.6
8D: Downtown Melting Pot	\$45,900	\$20,600	60.2	7.1	0.2	6.6	6.5	3.0	11.3	6.3	2.1	7.7	53.3	3.0	11.4	18.6	11.1	13.9	25.4	0.1	5.6	2.5	5.0	6.4
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
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
02. Urban Periphery	\$45,000	\$38,900	63.6	8.0	1.3	7.3	10.2	2.7	12.2	5.9	1.8	5.7	48.5	4.3	9.9	16.1	10.3	15.1	23.0	0.6	6.4	3.8	6.9	7.7
2C: Pacific Heights	\$87,200	\$251,700	62.7	5.6	0.4	5.2	9.8	3.2	11.1	5.8	2.6	7.9	48.8	5.3	16.3	25.0	11.6	14.7	16.7	0.2	3.7	2.9	4.3	4.5
5D: Rustbelt Traditions	\$51,100	\$97,600	66.7	5.7	1.1	6.1	12.6	2.5	12.4	5.2	1.8	6.0	47.4	4.8	11.0	19.2	10.3	16.1	19.2	0.3	5.5	4.2	7.5	6.6
7B: Urban Villages	\$58,900	\$114,300	63.1	8.0	1.8	8.1	12.4	3.3	12.4	6.5	1.8	4.9	45.1	3.7	8.9	13.3	10.1	15.4	22.2	1.2	6.9	4.7	8.4	8.9
7C: American Dreamers	\$49,600	\$59,000	66.1	8.1	1.4	8.4	8.7	2.7	13.2	6.4	1.8	5.7	47.4	4.5	9.3	14.3	10.7	16.3	22.9	0.6	7.1	4.6	6.3	7.8
7D: Barrios Urbanos	\$36,900	\$27,300	60.1	8.7	3.9	13.5	14.6	3.0	12.1	5.5	1.0	3.3	40.2	2.8	5.4	8.2	8.7	12.5	23.3	2.1	12.8	5.1	11.5	10.4
7F: Southwestern Families	\$27,800	\$15,600	50.9	8.7	3.0	10.1	6.9	2.9	12.9	5.9	1.1	3.8	49.2	4.1	6.3	11.0	10.2	14.0	27.9	1.3	9.4	4.7	6.5	8.8
8A: City Lights	\$63,600	\$77,100	67.5	6.3	0.4	6.2	7.3	2.5	11.3	5.5	2.7	7.4	52.0	4.7	14.4	23.0	10.7	15.1	19.6	0.2	5.0	3.0	3.8	5.2
8C: Bright Young Professional	\$53,900	\$35,700	72.4	5.3	1.2	5.4	8.7	2.5	13.0	5.1	2.1	7.4	49.2	5.3	13.8	21.6	11.6	15.7	18.7	0.3	4.4	3.6	4.8	5.6
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
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
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
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
03. Metro Cities	\$37,600	\$16,500	61.0	7.5	1.1	5.1	9.4	2.1	12.5	4.2	1.9	6.0	53.5	4.2	11.6	21.5	10.9	14.5	22.0	0.4	4.5	3.0	5.8	5.9
5B: In Style	\$67,700	\$151,600	67.7	4.1	1.2	4.6	7.8	2.4	10.8	3.8	2.0	7.9	54.4	5.1	18.0	29.8	11.6	13.3	14.6	0.3	3.3	2.4	3.2	3.5
8B: Emerald City	\$54,200	\$46,500	72.5	4.7	0.8	4.3	6.2	2.1	9.9	3.3	2.6	7.4	59.0	4.5	17.4	31.7	10.6	12.2	16.7	0.2	3.2	1.9	2.8	3.3
8E: Front Porches	\$41,000	\$24,300	63.0	8.4	1.2	7.0	11.3	2.5	13.2	5.3	1.6	5.4	48.2	4.2	9.4	15.3	10.1	15.3	23.6	0.7	6.2	4.0	7.7	7.7
8F: Old and Newcomers	\$40,100	\$28,700	62.0	5.9	1.3	5.2	8.6	2.3	13.0	4.3	1.9	6.4	52.1	5.0	12.3	22.1	11.6	15.2	20.6	0.3	4.3	3.1	5.1	5.4
8G: Hardscrabble Road	\$27,600	\$12,600	55.6	12.4	1.4	7.2	16.7	2.3	13.2	5.0	1.3	3.6	46.0	3.3	5.7	10.2	9.6	13.2	27.0	0.8	7.3	3.7	11.9	10.6
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
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
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
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
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
04. Suburban Periphery	\$80,200	\$265,700	64.5	4.7	1.0	5.4	9.6	2.8	10.8	4.6	2.4	8.5	49.5	5.4	19.3	26.8	12.0	13.5	13.8	0.2	3.7	3.0	3.7	4.1
1A: Top Tier	\$166,000	\$564,700	61.8	3.6	0.7	3.6	8.0	3.1	7.6	2.3	3.0	12.9	54.9	3.9	30.0	35.8	13.4	8.3	7.1	0.1	1.5	0.9	1.2	1.5
1B: Professional Pride	\$131,900	\$541,300	69.9	3.5	1.0	4.1	11.7	3.4	9.7	3.8	2.7	10.4	49.0	4.4	27.2	30.8	13.7	10.5	9.4	0.1	2.1	1.7	2.1	2.5
1C: Boomburbs	\$111,200	\$348,600	71.8	3.8	1.3	4.6	10.4	3.2	10.5	4.5	2.8	9.8	47.5	5.4	23.8	29.1	13.0	11.8	11.4	0.1	2.5	2.4	2.7	3.2
1D: Savvy Suburbanites	\$110,400	\$515,600	68.4	4.1	0.9	5.6	10.3	3.0	10.2	4.2	2.3	8.7	49.5	5.2	21.5	28.9	12.4	12.8	11.8	0.2	3.5	2.6	2.9	3.3
1E: Exurbanites	\$101,800	\$483,900	58.7	4.1	1.3	5.2	8.2	2.9	9.5	3.4	2.1	9.1	53.3	4.9	22.9	31.7	12.9	11.2	11.2	0.3	2.9	1.9	2.2	2.7
2A: Urban Chic	\$103,600	\$272,500	69.0	4.0	0.7	4.0	6.7	2.4	8.1	2.7	3.7	9.6	57.8	4.3	24.4	36.0	11.4	9.6	11.0	0.2	2.3	1.4	1.6	2.1
2B: Pleasantville	\$89,300	\$314,900	66.3	5.5	0.4	6.5	8.1	2.8	11.2	5.5	2.6	7.7	49.4	5.7	16.5	24.2	11.1	15.5	15.8	0.2	4.8	3.6	3.5	4.7



	Employment by Industry (%)													Employment by Occupation (%)										
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) ¹	Unemployment Rate (%)	Agriculture/ Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins/ Real Estate	Services	Public Admin.	Mgmt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
United States	\$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
04. Suburban Periphery (Cont.)	\$80,200	\$265,700	64.5	4.7	1.0	5.4	9.6	2.8	10.8	4.6	2.4	8.5	49.5	5.4	19.3	26.8	12.0	13.5	13.8	0.2	3.7	3.0	3.7	4.1
2D: Enterprising Professional	\$81,500	\$93,100	75.2	4.6	0.5	4.1	9.7	2.5	10.2	3.9	3.2	8.9	51.3	5.7	20.6	31.1	11.0	12.9	13.3	0.1	2.7	2.3	2.8	3.2
4A: Soccer Moms	\$88,600	\$272,200	71.3	4.3	1.2	5.7	10.9	3.0	11.4	5.4	2.2	8.0	46.4	5.9	18.4	25.1	11.9	14.2	13.8	0.2	4.0	3.6	4.2	4.6
4B: Home Improvement	\$69,600	\$186,300	71.4	5.5	0.9	6.3	9.5	2.8	12.5	6.0	2.2	7.3	46.8	5.6	14.0	20.9	11.4	16.4	16.9	0.2	4.8	4.5	5.0	5.8
5A: Comfortable Empty Nesters	\$70,200	\$280,000	60.6	4.7	1.3	5.5	10.9	2.7	11.2	4.9	1.8	7.2	48.8	5.7	16.2	25.4	11.4	15.1	14.4	0.3	4.1	3.5	4.9	4.8
5C: Parks and Rec	\$57,000	\$118,900	66.4	6.1	0.7	6.8	11.1	2.7	12.8	5.4	1.9	6.7	46.7	5.3	12.4	19.6	10.6	16.2	18.4	0.3	5.7	4.2	6.2	6.5
5E: Midlife Constants	\$48,000	\$121,800	55.1	5.5	1.5	5.5	10.9	2.3	12.5	4.7	1.7	6.0	49.4	5.5	13.0	22.6	10.9	15.2	18.0	0.4	4.6	3.6	6.1	5.6
7A: Up and Coming Families	\$67,700	\$114,000	70.9	5.2	1.3	6.0	9.2	2.8	12.1	6.1	2.1	7.7	46.4	6.4	15.2	21.8	11.3	15.1	17.0	0.3	4.5	4.1	4.8	5.9
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
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
05. Semirural	\$41,700	\$60,300	57.7	7.2	3.9	7.2	13.3	2.4	12.8	5.4	1.4	4.8	43.6	5.0	10.3	16.4	10.2	13.9	19.9	2.1	6.5	4.6	8.3	7.8
4C: Middleburg	\$58,200	\$110,600	66.3	5.5	2.2	7.2	12.2	2.7	12.5	5.6	1.7	6.0	44.1	5.7	13.0	19.7	10.8	14.5	17.0	0.6	6.1	4.8	6.9	6.6
6F: Heartland Communities	\$40,900	\$69,700	58.2	6.1	3.1	6.5	18.1	2.3	12.7	5.6	1.3	4.3	41.5	4.6	9.4	15.9	9.3	13.6	19.4	1.1	6.5	4.7	10.9	9.1
7E: Valley Growers	\$34,000	\$14,700	58.9	11.7	37.9	5.6	7.3	3.8	8.4	3.8	0.5	1.9	28.3	2.5	4.3	5.9	6.1	7.6	17.6	35.3	5.0	3.2	5.9	9.1
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
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
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
06. Rural	\$51,400	\$128,300	58.8	5.9	5.4	8.4	14.6	2.4	11.6	5.8	1.3	4.7	40.8	5.0	12.4	17.3	9.7	13.4	16.6	1.6	7.6	5.2	8.6	7.7
6A: Green Acres	\$76,600	\$261,200	67.3	4.3	2.8	8.0	13.7	2.7	11.2	5.5	1.6	6.2	43.2	5.1	15.4	21.2	10.4	14.2	14.4	0.7	6.4	4.7	6.6	6.0
6B: Salt of the Earth	\$55,400	\$163,500	63.1	5.1	3.6	7.8	20.1	2.5	11.5	5.9	1.2	4.4	38.6	4.1	11.3	16.7	9.2	13.5	15.7	1.1	7.2	5.5	11.0	8.8
6C: The Great Outdoors	\$54,300	\$142,600	59.8	5.9	4.0	9.4	7.5	2.1	11.7	4.9	1.6	5.2	47.9	5.8	13.7	20.0	10.3	13.3	18.9	1.4	7.5	4.5	4.8	5.5
6D: Prairie Living	\$52,300	\$145,900	66.6	3.0	16.3	7.9	11.9	2.8	10.3	6.0	1.1	4.3	35.3	4.2	16.9	15.2	8.0	12.8	14.5	4.7	7.3	4.9	7.8	7.9
6E: Rural Resort Dwellers	\$47,100	\$147,600	51.8	5.9	5.3	9.2	9.7	1.9	12.0	5.1	1.3	5.4	44.6	5.4	13.8	17.8	10.9	12.5	18.3	1.9	7.8	4.2	6.3	6.4
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
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

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

¹ This rate measures the participation of the *civilian* labor force only.



Housing Type	Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) ¹										Year Structure Built (%) ¹					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2010 or later	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier	
United States	\$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	
01. Principal Urban Center	\$416,600	25.0	10.6	12.9	8.0	8.9	11.7	10.5	11.0	36.2	0.9	0.1	0.5	10.9	6.9	8.5	11.6	61.6	
3A: Laptops and Lattes	High Density Apartments	\$713,300	37.6	10.5	11.7	7.9	5.8	8.9	9.6	9.8	46.1	0.1	0.1	0.5	12.0	6.4	7.6	8.7	64.8
3B: Metro Renters	Multi-Unit Rentals	\$354,800	20.4	11.4	7.7	5.1	3.0	6.4	9.6	13.1	54.8	0.2	0.1	1.1	23.0	12.8	10.5	10.0	42.6
3C: Trendsetters	High Density Apartments	\$497,000	24.6	8.4	13.0	6.7	8.3	13.3	13.7	12.3	32.4	0.3	0.1	0.5	8.1	4.7	7.4	11.9	67.3
8D: Downtown Melting Pot	High Density Apartments	\$574,300	31.4	7.6	12.9	10.3	17.8	14.7	8.1	6.1	29.7	0.4	0.0	0.3	5.1	3.8	5.8	8.7	76.3
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
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
02. Urban Periphery		\$161,900	52.6	10.0	56.9	7.7	5.7	6.1	6.5	6.1	8.0	2.9	0.1	0.4	9.6	9.4	12.9	16.5	51.3
2C: Pacific Heights	Single Family	\$561,000	71.9	4.5	66.4	14.3	5.7	3.1	2.4	1.6	5.6	0.8	0.0	0.2	5.5	7.0	13.0	21.6	52.7
5D: Rustbelt Traditions	Single Family	\$129,200	71.5	8.2	81.0	3.7	3.7	2.9	2.8	2.1	1.9	1.9	0.0	0.2	5.0	5.8	7.9	14.5	66.6
7B: Urban Villages	Single Family	\$279,400	69.7	5.2	80.9	5.3	2.2	2.2	2.0	1.6	3.1	2.7	0.1	0.2	6.3	7.6	11.1	14.8	59.9
7C: American Dreamers	Single Family	\$153,000	63.9	9.3	72.7	7.6	2.2	3.1	3.9	3.4	3.6	3.3	0.1	0.4	15.2	14.9	22.8	22.0	24.7
7D: Barrios Urbanos	Single Family	\$109,600	59.8	10.3	74.0	2.9	2.9	3.0	2.7	2.3	2.3	9.7	0.1	0.5	13.1	10.3	12.1	15.7	48.4
7F: Southwestern Families	Single Family	\$109,300	54.2	10.4	65.0	4.7	3.8	4.6	4.1	3.3	7.8	6.6	0.1	0.4	8.2	9.3	12.9	17.7	51.4
8A: City Lights	Multi-Units; Single Family	\$369,600	52.2	6.7	41.1	9.8	12.5	9.0	6.6	6.0	13.9	1.0	0.1	0.2	5.3	5.2	9.7	14.2	65.4
8C: Bright Young Professional	Single Family; Multi-Units	\$193,900	43.1	8.7	39.8	10.4	2.8	6.4	12.0	13.8	11.9	2.9	0.1	0.8	22.2	21.4	21.9	17.9	15.8
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
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
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
13A: International Marketplace	High Density Apartments; 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
03. Metro Cities		\$160,300	40.8	12.2	43.4	6.9	6.3	7.9	9.3	9.0	14.9	2.2	0.1	0.4	9.9	10.0	13.1	16.8	49.8
5B: In Style	Single Family	\$243,000	68.1	8.8	66.5	7.9	3.0	4.2	5.5	5.0	6.2	1.8	0.0	0.6	14.2	14.6	16.0	17.3	37.2
8B: Emerald City	Single Family; Multi-Units	\$248,700	48.8	12.4	46.6	9.3	7.0	7.9	7.7	7.2	13.5	0.8	0.0	0.4	9.0	7.7	10.1	12.9	59.8
8E: Front Porches	Single Family; Multi-Units	\$168,700	47.0	9.9	47.5	9.6	8.9	9.8	8.1	6.3	7.0	2.7	0.1	0.4	7.3	7.6	10.6	16.9	57.3
8F: Old and Newcomers	Single Family; Multi-Units	\$170,400	45.5	11.4	43.2	7.3	4.4	7.4	10.4	9.8	14.1	3.3	0.1	0.4	10.7	12.1	16.6	21.7	38.5
8G: Hardscrabble Road	Single Family	\$76,300	40.4	17.8	58.9	5.5	11.3	7.8	5.9	3.6	3.8	3.2	0.0	0.2	4.6	4.7	6.3	11.0	73.2
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
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
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
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
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
04. Suburban Periphery		\$286,400	79.5	8.3	76.6	7.2	1.8	2.1	2.5	2.5	5.0	2.2	0.0	0.7	20.2	17.3	15.4	15.2	31.2
1A: Top Tier	Single Family	\$783,600	90.3	5.4	90.2	3.9	0.8	0.7	0.7	0.6	2.7	0.3	0.0	0.4	10.1	12.1	13.7	13.0	50.5
1B: Professional Pride	Single Family	\$452,800	91.7	3.1	91.3	4.8	0.4	0.6	0.7	0.7	0.9	0.6	0.0	0.9	25.5	40.4	16.1	7.0	10.2
1C: Boomburbs	Single Family	\$353,200	84.0	4.0	84.2	7.6	0.3	0.8	1.7	2.0	2.5	0.8	0.0	3.0	69.7	18.2	3.9	2.1	3.1
1D: Savvy Suburbanites	Single Family	\$356,400	90.7	4.0	91.7	4.0	0.8	0.7	0.6	0.5	0.7	1.1	0.0	0.6	13.1	17.6	21.8	20.2	26.7
1E: Exurbanites	Single Family	\$399,400	85.0	9.2	83.7	6.2	1.1	1.4	1.5	1.1	3.4	1.5	0.0	0.5	12.6	14.3	17.2	20.1	35.4
2A: Urban Chic	Single Family	\$577,200	66.2	9.8	61.9	8.8	4.1	4.3	4.8	4.6	10.8	0.7	0.0	0.4	10.1	9.7	11.1	11.8	56.9
2B: Pleasantville	Single Family	\$355,600	83.3	4.6	84.3	5.4	3.2	1.6	1.4	1.1	2.0	1.0	0.0	0.2	5.3	6.0	9.1	13.5	66.0



Housing Type	Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) ¹										Year Structure Built (%) ¹					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2010 or later	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier	
United States	\$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	
04. Suburban Periphery (Cont.)	\$286,400	79.5	8.3	76.6	7.2	1.8	2.1	2.5	2.5	5.0	2.2	0.0	0.7	20.2	17.3	15.4	15.2	31.2	
2D: Enterprising Professional	Multi-Units; Single Family	\$342,400	51.5	5.6	30.4	23.0	1.6	4.8	10.4	13.7	15.3	0.9	0.1	1.0	23.0	25.7	22.9	14.3	13.0
4A: Soccer Moms	Single Family	\$259,400	85.1	4.2	86.4	5.9	0.8	1.0	1.3	1.3	1.4	2.0	0.0	1.1	31.8	34.1	14.6	8.7	9.7
4B: Home Improvement	Single Family	\$199,000	79.7	5.6	84.6	6.8	1.0	1.5	1.8	1.5	1.3	1.5	0.0	0.3	8.2	16.5	32.4	28.2	14.4
5A: Comfortable Empty Nesters	Single Family	\$209,300	87.1	6.3	89.0	3.9	1.0	1.0	1.0	0.7	1.0	2.2	0.0	0.3	10.2	12.2	14.2	22.2	41.0
5C: Parks and Rec	Single Family	\$197,700	70.2	6.8	67.9	9.2	5.1	4.5	4.1	3.4	3.8	2.0	0.0	0.3	6.4	7.4	10.8	15.4	59.6
5E: Midlife Constants	Single Family	\$155,800	73.0	9.1	76.2	4.5	2.7	3.0	3.3	2.3	4.2	3.8	0.1	0.3	10.0	11.3	11.8	17.6	49.0
7A: Up and Coming Families	Single Family	\$201,200	74.2	6.2	81.0	5.9	0.6	1.5	2.3	3.0	2.7	2.9	0.0	2.2	65.8	18.2	6.0	3.7	4.1
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; Mobile Homes/Seasonal	\$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
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
05. Semirural		\$125,800	66.2	12.7	65.4	3.2	3.1	3.5	3.3	2.2	3.0	16.3	0.2	0.6	16.2	15.4	13.5	16.4	37.9
4C: Middleburg	Single Family	\$176,900	73.7	7.4	75.2	4.3	1.9	2.4	2.6	2.1	2.0	9.4	0.1	1.2	31.8	22.9	13.6	13.1	17.3
6F: Heartland Communities	Single Family	\$94,900	69.7	12.1	77.4	2.5	3.4	3.3	2.7	1.6	1.9	7.3	0.0	0.3	6.7	8.7	8.9	15.0	60.4
7E: Valley Growers	Single Family	\$139,600	43.1	9.9	58.6	3.7	4.5	7.1	5.5	2.8	3.4	14.0	0.3	0.6	13.8	14.0	13.6	18.2	39.9
9D: Senior Escapes	Single Family; 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
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
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
06. Rural		\$149,300	80.2	17.4	76.3	1.4	1.1	1.0	0.9	0.5	0.6	18.0	0.1	0.6	15.7	18.4	15.4	17.3	32.6
6A: Green Acres	Single Family	\$223,400	86.3	7.4	87.2	2.3	1.1	0.8	0.8	0.5	0.6	6.7	0.1	0.8	20.2	20.6	15.4	16.9	26.1
6B: Salt of the Earth	Single Family	\$144,200	83.3	10.0	84.0	1.5	1.3	1.0	0.7	0.4	0.4	10.6	0.1	0.5	13.1	15.9	12.1	17.4	41.0
6C: The Great Outdoors	Single Family	\$210,000	77.6	21.8	76.2	2.1	1.6	1.6	1.3	0.9	1.0	15.1	0.2	0.6	17.3	17.5	17.6	17.6	29.3
6D: Prairie Living	Single Family	\$129,200	79.4	16.2	85.4	1.0	0.9	1.1	0.9	0.5	0.5	9.6	0.1	0.5	9.9	10.4	9.4	15.5	54.3
6E: Rural Resort Dwellers	Single Family/Seasonal	\$176,300	81.4	51.5	78.0	1.7	1.2	1.2	1.3	1.1	1.8	13.5	0.2	0.4	17.0	17.8	16.7	17.0	31.1
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
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

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

¹ 2009-2013 American Community Survey