



	2010-16				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	121,786,233	323,580,626	0.75	91.6		2.59	63.5	38.0	22.7	36.2	26.1	15.0	33.5	49.6	16.9
01. Affluent Estates	11,912,121	34,667,117	1.22	491.3		2.88	43.0	42.8	25.2	27.9	31.5	15.4	23.7	65.1	11.2
1A: Top Tier	2,089,329	6,006,895	0.64	987.8	Married Couples	2.84	37.2	46.8	24.7	22.6	33.5	19.3	22.9	66.9	10.3
1B: Professional Pride	1,954,257	6,137,289	1.28	951.4	Married Couples	3.13	43.7	40.7	27.5	28.8	33.4	10.2	24.2	67.4	8.5
1C: Boomburbs	1,880,553	6,138,021	3.26	961.4	Married Couples	3.25	62.7	33.8	33.3	37.3	23.0	6.4	23.9	66.3	9.8
1D: Savvy Suburbanites	3,621,946	10,375,472	0.72	341.0	Married Couples	2.84	35.6	44.7	22.9	27.5	33.4	16.2	24.6	63.8	11.7
1E: Exurbanites	2,366,036	6,009,440	0.69	283.2	Married Couples	2.49	34.7	50.5	18.9	23.6	32.8	24.7	22.5	62.2	15.3
02. Upscale Avenues	6,889,152	18,857,796	0.71	1,079.6		2.70	66.1	40.4	21.4	34.9	28.4	15.2	31.3	54.2	14.5
2A: Urban Chic	1,606,284	3,921,754	0.75	490.4	Married Couples	2.39	47.6	43.0	20.6	32.1	30.2	17.0	30.0	54.9	15.1
2B: Pleasantville	2,704,548	7,874,929	0.43	1,409.7	Married Couples	2.88	60.5	42.3	21.4	32.1	29.8	16.7	30.8	54.6	14.6
2C: Pacific Heights	881,976	2,820,788	0.57	3,177.2	Married Couples	3.16	75.1	42.4	20.0	33.4	28.4	18.2	31.7	54.7	13.6
2D: Enterprising Professional	1,696,344	4,240,325	1.30	1,415.0	Married Couples	2.48	72.7	35.0	23.3	43.7	24.2	8.9	33.3	52.4	14.3
03. Uptown Individuals	4,421,597	8,532,807	1.25	7,449.6		1.86	64.7	34.4	11.7	56.3	21.3	10.7	52.2	34.8	12.9
3A: Laptops and Lattes	1,280,897	2,462,454	1.04	10,303.9	Singles	1.87	49.8	37.1	12.2	50.7	23.7	13.4	47.2	40.4	12.3
3B: Metro Renters	1,836,337	3,250,070	1.59	5,150.2	Singles	1.67	61.4	32.2	8.5	65.6	17.7	8.2	57.7	29.8	12.4
3C: Trendsetters	1,304,363	2,820,283	1.03	10,241.9	Singles	2.12	76.6	35.9	15.0	50.4	23.3	11.3	50.0	35.9	14.1
04. Family Landscapes	9,003,417	25,945,653	1.14	288.8		2.86	53.4	36.6	25.9	36.1	26.9	11.1	27.9	57.4	14.6
4A: Soccer Moms	3,468,014	10,352,847	1.34	512.9	Married Couples	2.97	50.2	36.8	26.8	35.2	28.0	10.0	26.3	61.4	12.3
4B: Home Improvement	2,089,325	6,031,792	0.58	416.0	Married Couples	2.88	65.1	37.5	23.5	36.5	28.0	11.9	31.3	53.2	15.5
4C: Middleburg	3,446,078	9,561,014	1.30	173.4	Married Couples	2.75	47.8	35.9	26.3	36.7	25.1	11.9	27.5	55.9	16.6
05. GenXurban	13,961,295	34,433,499	0.44	407.1		2.42	40.5	43.2	20.1	32.1	28.2	19.6	28.3	52.7	18.9
5A: Comfortable Empty Nesters	3,002,700	7,635,878	0.41	280.3	Married Couples	2.51	32.4	47.5	19.3	27.4	30.8	22.6	23.6	59.8	16.7
5B: In Style	2,745,879	6,573,446	0.82	361.7	Married Couples w/No Kids	2.34	39.1	41.7	20.0	34.2	28.2	17.7	29.9	53.1	17.0
5C: Parks and Rec	2,439,415	6,178,445	0.38	1,236.4	Married Couples	2.50	50.0	40.7	20.8	34.7	28.0	16.5	32.0	48.9	19.2
5D: Rustbelt Traditions	2,706,769	6,737,307	0.26	658.1	Married Couples	2.46	46.2	38.8	22.3	35.6	26.4	15.6	31.5	48.3	20.2
5E: Midlife Constants	3,066,532	7,308,423	0.34	305.5	Married Couples w/No Kids	2.30	35.6	46.7	18.4	29.6	27.4	24.6	26.1	52.3	21.7
06. Cozy Country Living	14,765,188	37,744,426	0.50	21.8		2.52	26.0	44.6	21.0	29.5	30.8	18.6	24.1	58.7	17.2
6A: Green Acres	3,890,684	10,597,285	0.83	69.9	Married Couples	2.70	25.6	43.5	22.2	29.8	32.2	15.8	23.7	62.4	13.9
6B: Salt of the Earth	3,547,802	9,264,225	0.31	58.3	Married Couples	2.59	19.3	43.6	21.3	30.4	30.7	17.6	23.7	59.8	16.4
6C: The Great Outdoors	1,893,866	4,698,601	0.74	17.5	Married Couples	2.44	35.1	46.9	19.0	28.4	32.6	20.0	25.1	56.2	18.7
6D: Prairie Living	1,326,216	3,384,969	0.42	4.9	Married Couples	2.51	24.0	44.0	22.5	28.6	29.9	19.0	22.4	62.4	15.2
6E: Rural Resort Dwellers	1,237,755	2,789,464	0.55	7.3	Married Couples w/No Kids	2.22	22.9	53.5	15.5	22.8	34.4	27.3	19.9	60.6	19.4
6F: Heartland Communities	2,868,865	7,009,882	0.11	93.5	Married Couples	2.38	30.9	42.0	21.6	31.9	26.9	19.6	27.0	50.6	22.3
07. Ethnic Enclaves	8,464,290	28,639,106	1.30	131.5		3.35	82.3	31.5	29.5	40.0	21.5	8.9	36.2	49.4	14.4
7A: Up and Coming Families	2,779,606	8,761,089	2.64	944.1	Married Couples	3.13	73.5	31.2	31.2	42.6	20.0	6.1	30.9	55.9	13.2
7B: Urban Villages	1,306,884	4,983,158	0.60	334.7	Married Couples	3.78	85.9	33.8	26.0	39.1	24.0	11.0	38.8	47.9	13.3
7C: American Dreamers	1,794,185	5,757,554	0.90	47.1	Married Couples	3.19	83.9	32.3	27.8	39.7	23.2	9.3	38.0	46.0	16.0
7D: Barrios Urbanos	1,270,557	4,634,311	0.91	514.7	Married Couples	3.61	80.5	28.7	32.8	39.6	19.7	7.9	38.7	47.3	14.0
7E: Valley Growers	296,821	1,208,025	0.59	88.0	Married Couples	3.99	84.6	27.1	34.0	41.0	17.8	7.2	42.7	46.0	11.3
7F: Southwestern Families	1,016,237	3,294,969	0.59	67.6	Married Couples	3.19	65.0	34.4	27.0	35.6	22.8	14.6	37.2	44.6	18.2
08. Middle Ground	13,312,285	32,671,560	0.67	393.0		2.41	68.4	35.7	22.0	40.4	24.3	13.3	38.4	42.5	19.1
8A: City Lights	1,792,910	4,712,105	0.59	3,298.4	Married Couples	2.58	75.4	39.1	20.6	37.7	27.4	14.3	36.8	46.8	16.4
8B: Emerald City	1,723,398	3,632,184	0.74	390.5	Singles	2.06	49.9	37.0	16.0	45.4	25.6	13.1	42.6	39.8	17.6
8C: Bright Young Professional	2,711,744	6,593,069	1.14	763.7	Married Couples	2.41	67.0	32.7	23.9	44.5	21.9	9.7	37.5	44.6	17.9
8D: Downtown Melting Pot	798,966	2,361,356	0.65	25,474.3	Married Couples	2.92	77.3	37.5	21.4	38.6	25.4	14.6	35.9	50.9	13.3
8E: Front Porches	1,951,436	5,085,418	0.57	2,048.4	Married Couples	2.56	72.1	34.7	24.5	39.2	24.1	12.2	38.7	41.2	20.1
8F: Old and Newcomers	2,831,450	6,187,715	0.61	858.4	Singles	2.12	52.1	39.1	18.7	37.9	24.5	19.0	35.6	41.5	22.9
8G: Hardscrabble Road	1,502,381	4,099,713	0.19	75.9	Singles	2.66	75.3	32.2	28.0	38.5	23.1	10.4	43.5	34.7	21.8

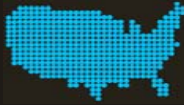


	2010-16				Household Type	Average HH Size	Diversity Index ²	Median Age	Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density ¹					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
United States	121,786,233	323,580,626	0.75	91.6		2.59	63.5	38.0	22.7	36.2	26.1	15.0	33.5	49.6	16.9
09. Senior Styles	7,016,476	14,302,917	0.69	87.7		1.94	47.0	56.7	12.6	24.1	26.4	37.0	25.5	47.9	26.7
9A: Silver & Gold	924,151	1,903,736	1.24	104.6	Married Couples w/No Kids	2.04	23.8	62.6	9.5	14.9	31.4	44.2	15.2	65.0	19.7
9B: Golden Years	1,632,636	3,492,468	0.69	1,039.6	Singles	2.06	43.1	51.8	14.9	26.9	27.8	30.4	26.8	49.9	23.3
9C: The Elders	886,644	1,522,160	0.64	463.6	Married Couples w/No Kids	1.68	21.9	72.0	3.2	6.6	19.0	71.3	10.3	57.3	32.4
9D: Senior Escapes	1,107,368	2,500,441	0.61	19.3	Married Couples w/No Kids	2.20	44.0	53.9	15.3	23.9	29.6	31.2	22.8	51.2	26.1
9E: Retirement Communities	1,480,889	2,947,438	0.57	414.1	Singles	1.87	48.7	53.2	13.5	28.2	23.0	35.2	29.0	40.1	30.9
9F: Social Security Set	984,788	1,936,674	0.52	1,221.4	Singles	1.73	75.3	45.1	13.8	36.1	25.6	24.5	44.9	26.0	29.2
10. Rustic Outposts	10,173,345	27,176,861	0.54	29.2		2.60	48.7	40.4	22.4	33.4	28.1	16.1	27.7	52.7	19.5
10A: Southern Satellites	3,845,197	10,371,092	0.70	51.1	Married Couples	2.66	39.6	40.1	23.0	33.5	28.6	15.0	25.7	55.8	18.4
10B: Rooted Rural	2,447,450	6,207,137	0.35	21.3	Married Couples	2.47	28.9	44.8	19.9	30.3	29.9	19.8	23.4	56.9	19.7
10C: Diners & Miners	821,124	2,149,053	0.54	12.3	Married Couples	2.53	43.0	41.0	22.2	32.7	28.1	17.0	25.8	54.3	19.9
10D: Down the Road	1,390,358	3,904,632	0.82	31.4	Married Couples	2.76	71.4	34.8	26.1	36.9	24.6	12.4	33.6	46.1	20.3
10E: Rural Bypasses	1,669,216	4,544,947	0.20	33.4	Married Couples	2.54	60.3	40.1	21.7	34.5	27.7	16.1	34.4	44.6	21.0
11. Midtown Singles	7,543,771	18,361,049	0.73	2,316.5		2.38	78.2	30.7	25.2	45.3	20.4	9.0	49.6	32.1	18.2
11A: City Strivers	951,582	2,679,572	0.67	12,810.5	Singles	2.78	63.5	35.0	24.7	38.6	25.1	11.6	51.5	33.0	15.4
11B: Young and Restless	2,087,061	4,319,086	1.13	3,230.1	Singles	2.04	77.0	29.6	20.3	55.9	17.0	6.9	49.6	33.1	17.3
11C: Metro Fusion	1,714,524	4,594,794	0.84	2,618.7	Singles	2.65	84.5	29.2	29.0	44.9	19.0	7.1	46.1	36.4	17.5
11D: Set to Impress	1,693,222	3,746,537	0.55	2,694.0	Singles	2.11	66.5	33.6	20.3	44.5	23.0	12.1	46.4	31.6	22.0
11E: City Commons	1,097,382	3,021,060	0.32	933.9	Single Parents	2.67	50.0	28.1	33.0	37.7	20.2	9.1	58.1	23.6	18.4
12. Hometown	7,624,728	19,382,128	0.09	200.1		2.48	65.2	37.7	23.7	34.9	25.5	15.9	39.8	37.0	23.2
12A: Family Foundations	1,293,443	3,548,785	0.23	1,349.2	Singles	2.71	43.4	39.4	23.3	33.3	26.9	16.5	44.3	34.9	20.8
12B: Traditional Living	2,384,074	6,060,376	0.12	230.0	Married Couples	2.50	54.9	35.3	24.8	37.7	24.8	12.7	36.0	42.1	21.9
12C: Small Town Simplicity	2,316,006	5,468,733	0.18	88.1	Singles	2.26	50.5	40.6	21.4	33.5	25.2	19.9	32.4	41.2	26.4
12D: Modest Income Homes	1,631,205	4,304,234	-0.17	742.9	Singles	2.56	33.7	36.7	25.2	33.9	25.9	15.0	51.2	26.1	22.7
13. Next Wave	4,747,111	15,907,461	0.63	4,182.9		3.30	89.4	29.6	29.7	43.0	19.7	7.6	47.9	39.3	12.8
13A: International Marketplace	1,500,507	4,655,424	0.66	8,793.7	Married Couples w/ Kids	3.07	88.7	32.7	25.5	43.3	22.2	9.0	44.4	42.1	13.5
13B: Las Casas	902,280	3,749,494	0.53	7,424.7	Married Couples	4.12	85.4	28.1	32.0	42.6	18.8	6.7	46.8	43.0	10.2
13C: NeWest Residents	946,550	3,205,904	0.81	2,486.1	Married Couples w/ Kids	3.35	87.3	27.3	32.8	46.3	15.9	5.0	47.8	40.6	11.6
13D: Fresh Ambitions	787,217	2,534,198	0.42	2,042.9	Single Parents	3.16	90.5	28.4	31.6	41.0	19.8	7.6	51.5	33.4	15.1
13E: High Rise Renters	610,557	1,762,441	0.70	7,387.6	Single Parents	2.81	90.1	31.8	27.1	39.9	22.0	10.9	54.5	30.1	15.4
14. Scholars and Patriots	1,949,820	6,398,577	1.00	457.9		2.28	57.6	22.8	10.5	77.1	7.9	4.5	74.9	18.8	6.3
14A: Military Proximity	183,397	941,843	1.15	82.0	Married Couples	3.37	67.6	22.5	27.7	68.8	3.1	0.4	46.7	49.3	4.0
14B: College Towns	1,149,051	2,896,713	0.99	1,451.9	Singles	2.13	55.7	24.4	11.1	67.0	13.5	8.3	67.2	22.5	10.4
14C: Dorms to Diplomas	617,372	2,560,021	0.95	5,162.6	Nonfam HHs w/ 2+ Persons	2.22	55.1	21.6	3.5	91.5	3.2	1.8	91.0	6.5	2.6

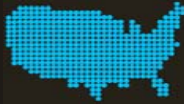
* Segment 15, *Unclassified*, is not displayed in the Summary Table.

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 63.5 which means there is a 63.5 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.



	School Enrollment (%) ¹								Educational Attainment (%)										
	By Level of School				By Sex and Type of School														
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School	Male				Female							
								Public School	Private School	Public School	Private School	Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credentia l	Some College/ No Degree	Associate Degree	Bachelor' s Degree	Grad/Prof Degree
United States	1.7	1.4	10.9	5.6	6.4	1.4	72.6	41.6	7.7	42.1	8.6	5.5	7.3	23.6	4.0	20.9	8.2	18.8	11.6
01. Affluent Estates	2.1	1.4	12.9	6.9	4.9	1.5	70.3	39.0	11.3	37.8	11.9	1.3	2.0	12.9	1.4	16.7	7.5	32.8	25.3
1A: Top Tier	2.3	1.4	12.9	7.1	4.5	1.5	70.3	33.9	16.4	32.6	17.1	1.0	1.2	7.9	0.7	11.2	4.7	35.8	37.6
1B: Professional Pride	2.3	1.5	15.0	8.4	4.8	1.4	66.5	40.7	10.0	39.1	10.2	1.1	1.5	10.9	1.1	15.2	7.3	36.6	26.3
1C: Boomburbs	3.0	2.2	16.8	6.9	5.0	1.6	64.5	41.6	8.7	40.6	9.0	1.8	2.3	11.8	1.6	19.2	8.7	34.3	20.4
1D: Savvy Suburbanites	1.8	1.2	11.6	6.8	5.2	1.4	72.0	40.2	10.1	38.8	10.9	1.4	2.5	16.7	1.8	18.6	8.7	29.8	20.5
1E: Exurbanites	1.6	1.1	9.4	5.5	4.9	1.4	76.1	36.9	13.1	36.2	13.8	1.4	2.3	14.0	1.6	18.0	7.5	30.4	24.8
02. Upscale Avenues	1.9	1.3	10.0	5.4	6.2	1.8	73.4	38.5	11.1	38.3	12.0	3.3	3.8	17.9	1.9	18.3	8.0	27.5	19.3
2A: Urban Chic	2.3	1.3	9.8	4.7	5.6	2.3	73.9	33.6	15.7	33.4	17.3	1.6	1.9	10.2	1.1	14.3	5.8	33.7	31.3
2B: Pleasantville	1.7	1.2	10.2	5.9	6.2	1.4	73.4	40.0	9.9	39.3	10.8	3.5	4.6	23.1	2.5	20.6	9.0	22.7	13.8
2C: Pacific Heights	1.5	1.2	9.4	5.4	7.2	1.6	73.8	40.1	10.2	38.8	10.8	5.9	5.0	20.3	1.8	18.1	8.7	25.9	14.1
2D: Enterprising Professional	2.2	1.5	10.1	4.9	6.1	2.4	72.8	39.2	9.8	40.5	10.4	2.6	3.0	13.5	1.7	17.7	7.6	31.9	22.0
03. Uptown Individuals	1.4	0.8	4.6	2.1	7.1	5.5	78.5	29.1	18.9	30.2	21.8	3.0	2.9	9.0	1.4	12.9	4.8	36.4	29.6
3A: Laptops and Lattes	1.7	0.9	4.9	2.0	5.3	4.8	80.4	22.5	24.8	23.5	29.2	1.5	1.5	5.7	0.8	9.3	3.4	39.3	38.6
3B: Metro Renters	1.0	0.5	3.0	1.3	8.8	7.6	77.6	28.7	19.2	29.7	22.3	1.7	2.4	7.6	1.5	13.2	5.1	38.4	30.1
3C: Trendsetters	1.5	0.9	6.0	3.1	6.7	3.7	77.9	34.6	14.0	35.9	15.5	5.8	4.8	13.5	1.9	15.8	5.9	31.6	20.7
04. Family Landscapes	1.9	1.6	12.9	6.6	5.7	1.2	70.1	42.3	7.2	42.6	7.9	2.8	4.9	22.5	3.7	24.1	10.3	21.1	10.5
4A: Soccer Moms	2.1	1.6	13.7	7.0	5.7	1.4	68.5	41.8	8.0	41.4	8.8	2.0	3.4	19.1	2.6	22.5	10.4	26.1	13.8
4B: Home Improvement	1.7	1.4	11.6	6.5	6.4	1.3	71.1	42.5	6.7	43.0	7.8	3.3	5.3	23.1	3.6	25.9	10.4	19.5	8.9
4C: Middleburg	1.9	1.7	12.8	6.3	5.2	1.0	71.2	42.9	6.4	43.6	7.0	3.5	6.4	25.7	4.8	24.7	10.1	16.9	8.0
05. GenXurban	1.5	1.2	9.7	5.2	5.6	1.3	75.5	40.6	8.7	41.1	9.6	2.7	5.1	24.6	3.7	22.3	9.6	20.0	12.0
5A: Comfortable Empty Nesters	1.4	1.1	9.5	5.5	4.9	1.1	76.5	40.3	9.3	40.0	10.3	1.9	4.0	23.3	3.1	21.9	9.8	22.2	13.8
5B: In Style	1.8	1.2	9.5	5.0	6.7	2.0	73.8	38.6	10.7	38.8	11.8	1.6	3.0	16.6	2.3	20.1	8.7	27.8	19.8
5C: Parks and Rec	1.6	1.2	9.8	5.3	5.5	1.2	75.4	41.4	7.9	41.7	8.9	3.5	6.4	28.0	4.3	22.7	9.3	17.1	8.6
5D: Rustbelt Traditions	1.6	1.4	10.6	5.4	5.7	1.1	74.3	41.9	7.2	43.1	7.8	3.2	6.6	27.9	4.9	24.5	10.3	15.4	7.3
5E: Midlife Constants	1.4	1.1	9.0	4.8	5.5	1.0	77.3	40.9	8.2	41.8	9.1	3.3	6.0	27.3	4.1	22.5	9.6	17.1	10.1
06. Cozy Country Living	1.4	1.2	10.5	5.7	4.0	0.7	76.4	42.9	6.8	42.9	7.4	3.3	6.5	30.5	4.6	22.3	9.8	15.0	8.0
6A: Green Acres	1.5	1.3	11.3	6.2	4.5	1.0	74.1	41.7	8.1	41.6	8.7	2.2	4.7	26.4	3.7	22.5	10.3	19.5	10.7
6B: Salt of the Earth	1.3	1.3	10.7	5.8	4.0	0.6	76.3	43.2	6.5	43.1	7.3	3.6	7.2	34.8	5.1	20.8	9.7	12.4	6.3
6C: The Great Outdoors	1.2	1.1	9.2	5.3	4.1	0.8	78.3	42.2	7.4	42.6	7.8	3.0	6.4	26.3	4.4	24.2	9.5	16.4	9.8
6D: Prairie Living	1.5	1.4	11.2	5.9	3.1	0.6	76.3	43.7	6.3	43.2	6.8	4.7	5.8	32.0	4.0	22.6	10.8	14.3	5.6
6E: Rural Resort Dwellers	0.9	0.9	7.5	4.4	3.0	0.6	82.8	43.8	6.1	43.2	6.9	2.9	6.4	28.4	4.6	23.5	8.9	15.7	9.5
6F: Heartland Communities	1.5	1.3	10.5	5.5	4.0	0.6	76.5	44.4	5.0	44.9	5.6	4.6	8.8	33.9	6.0	21.8	9.1	10.6	5.2
07. Ethnic Enclaves	1.8	1.8	14.2	7.0	6.1	0.9	68.1	45.0	4.5	45.3	5.1	13.7	10.8	23.6	4.1	21.5	7.7	13.1	5.5
7A: Up and Coming Families	2.3	2.0	15.3	6.8	6.8	1.6	65.3	43.1	6.3	43.7	6.9	4.0	5.1	19.7	3.3	25.8	10.6	21.9	9.6
7B: Urban Villages	1.4	1.5	12.1	7.1	7.2	0.9	69.9	45.2	4.8	44.6	5.4	15.7	11.2	25.6	3.1	20.6	7.3	11.9	4.6
7C: American Dreamers	1.7	1.7	13.7	7.1	6.4	0.9	68.5	44.6	4.5	45.4	5.5	9.5	10.4	26.4	4.8	23.8	8.4	11.8	4.9
7D: Barrios Urbanos	1.7	2.1	15.9	7.5	4.6	0.4	67.8	47.3	2.5	47.1	3.0	23.8	17.2	24.8	5.1	16.7	4.6	5.5	2.1
7E: Valley Growers	1.7	2.3	16.0	7.7	4.4	0.3	67.7	47.8	1.6	48.5	2.1	37.0	15.5	19.8	3.8	14.0	4.2	4.1	1.5
7F: Southwestern Families	1.7	1.7	12.6	6.6	5.1	0.5	71.9	46.7	2.8	47.3	3.2	22.9	15.3	25.3	4.9	16.4	5.2	7.2	2.7
08. Middle Ground	1.6	1.4	10.0	5.0	6.9	1.7	73.4	40.8	8.1	42.0	9.2	5.5	7.4	23.0	4.1	21.8	8.4	19.1	10.7
8A: City Lights	1.7	1.2	9.3	5.2	6.6	1.7	74.4	39.7	9.7	39.6	11.1	5.8	5.8	22.6	2.7	19.9	8.1	22.1	12.9
8B: Emerald City	1.6	1.0	6.9	3.3	8.1	3.7	75.4	36.0	12.4	37.9	13.7	2.1	3.4	13.4	2.3	19.0	7.2	30.6	21.9
8C: Bright Young Professional	1.8	1.5	10.6	5.1	7.7	1.9	71.4	41.6	6.9	43.6	8.0	3.1	5.1	21.1	3.6	25.1	10.0	21.5	10.4
8D: Downtown Melting Pot	1.5	1.5	9.6	5.2	6.7	1.6	73.8	36.5	13.8	36.2	13.5	13.5	9.5	23.7	2.8	13.4	6.9	20.2	10.0
8E: Front Porches	1.6	1.5	11.4	5.7	5.9	1.0	73.0	43.3	5.6	44.3	6.8	6.9	9.7	27.7	5.3	23.2	8.3	12.9	5.9
8F: Old and Newcomers	1.4	1.2	8.5	4.2	7.9	1.6	75.1	40.2	8.4	41.7	9.7	3.2	5.9	23.5	4.1	24.1	9.3	19.0	11.0
8G: Hardscrabble Road	1.8	1.9	13.1	6.2	5.1	0.5	71.5	44.4	4.1	46.3	5.1	9.4	16.0	29.8	8.0	20.9	6.6	6.7	2.7



	School Enrollment (%) ¹								Educational Attainment (%)													
	By Level of School							By Sex and Type of School														
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School	Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/ No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree			
								Public School	Private School	Public School	Private School											
United States	1.7	1.4	10.9	5.6	6.4	1.4	72.6	41.6	7.7	42.1	8.6	5.5	7.3	23.6	4.0	20.9	8.2	18.8	11.6			
09. Senior Styles	1.0	0.8	6.0	3.3	4.8	1.2	83.0	38.4	10.4	39.4	11.8	4.2	6.6	23.8	3.6	21.3	7.5	19.4	13.6			
9A: Silver & Gold	0.7	0.6	4.9	2.8	3.2	0.8	87.0	38.8	11.0	38.7	11.5	1.4	2.9	18.7	2.2	21.0	8.2	26.2	19.6			
9B: Golden Years	1.4	0.9	7.2	3.9	5.4	1.8	79.5	35.4	13.3	36.1	15.1	2.3	3.6	18.0	1.9	18.2	7.2	27.1	21.6			
9C: The Elders	0.2	0.2	1.6	1.0	1.7	0.4	94.9	35.9	10.1	41.1	12.9	2.6	5.6	28.2	3.2	23.4	7.3	17.5	12.2			
9D: Senior Escapes	0.9	0.9	7.5	4.0	3.5	0.5	82.6	45.2	5.6	43.0	6.1	5.0	9.9	29.6	6.1	25.0	8.1	10.7	5.6			
9E: Retirement Communities	1.1	0.8	6.3	3.3	6.0	1.3	81.0	37.4	10.6	40.2	11.7	4.6	6.6	26.2	3.4	21.4	8.0	18.4	11.4			
9F: Social Security Set	1.1	0.9	6.2	3.4	7.5	1.5	79.3	38.2	9.6	40.5	11.7	10.7	13.3	24.5	5.8	19.9	6.2	12.2	7.4			
10. Rustic Outposts	1.3	1.4	11.1	5.7	3.8	0.5	76.0	44.6	4.8	45.3	5.3	7.3	12.2	31.8	7.3	20.7	7.5	8.7	4.4			
10A: Southern Satellites	1.4	1.4	11.5	5.9	4.1	0.6	75.1	44.0	5.3	45.0	5.7	6.1	11.0	31.4	7.2	21.6	8.1	9.7	4.8			
10B: Rooted Rural	1.2	1.2	9.9	5.2	3.4	0.5	78.7	44.5	5.3	44.5	5.6	6.5	11.0	33.6	7.3	20.1	7.7	9.1	4.9			
10C: Diners & Miners	1.4	1.5	11.0	5.4	3.1	0.5	77.1	45.9	4.0	45.8	4.3	8.8	12.5	33.0	7.2	19.7	6.5	8.2	4.2			
10D: Down the Road	1.5	1.8	12.8	6.0	4.4	0.5	73.0	45.1	4.0	46.2	4.7	9.2	13.6	29.1	7.1	22.2	7.5	7.9	3.4			
10E: Rural Bypasses	1.3	1.4	10.6	5.8	3.9	0.5	76.5	44.9	4.5	46.0	4.7	8.9	15.4	31.9	7.8	18.9	6.5	6.9	3.7			
11. Midtown Singles	1.8	1.7	11.1	5.3	8.2	1.8	70.1	41.5	6.1	44.9	7.5	6.6	10.1	24.4	4.9	23.6	8.0	14.9	7.4			
11A: City Strivers	2.0	1.5	11.4	6.5	6.9	1.4	70.3	39.8	7.3	43.2	9.7	7.8	10.3	27.1	5.0	21.0	7.7	13.8	7.3			
11B: Young and Restless	1.5	1.3	8.1	3.7	10.6	3.3	71.5	39.8	7.3	44.4	8.5	4.1	5.5	18.8	3.3	24.9	8.9	22.9	11.5			
11C: Metro Fusion	1.9	1.9	13.1	5.8	7.0	1.2	69.1	43.7	4.7	45.7	6.0	8.7	10.9	25.9	4.8	24.4	8.2	12.1	5.1			
11D: Set to Impress	1.4	1.3	8.5	4.2	9.1	1.9	73.6	41.1	7.7	42.4	8.7	5.5	8.9	23.8	5.8	24.0	8.3	15.4	8.3			
11E: City Commons	2.7	2.5	15.3	7.1	6.4	0.8	65.2	42.3	4.2	47.9	5.7	7.6	17.7	29.6	6.4	22.5	6.2	6.9	3.3			
12. Hometown	1.7	1.5	11.1	5.8	5.6	0.8	73.5	42.8	5.2	45.6	6.4	5.9	12.0	30.6	6.2	23.2	7.8	9.6	4.8			
12A: Family Foundations	1.6	1.3	11.0	6.3	6.7	1.2	71.9	40.4	6.1	45.4	8.0	4.8	10.1	28.3	4.2	25.9	7.9	12.0	6.8			
12B: Traditional Living	1.7	1.6	11.8	5.8	5.5	0.8	72.9	43.5	5.4	44.9	6.2	4.9	10.2	31.0	6.9	23.8	9.0	10.0	4.2			
12C: Small Town Simplicity	1.5	1.4	10.1	5.0	4.9	0.6	76.6	43.6	5.0	45.3	6.0	6.8	11.7	30.8	7.0	21.4	7.7	9.6	5.0			
12D: Modest Income Homes	1.8	1.6	11.7	6.5	5.8	0.6	72.0	42.9	4.4	46.9	5.8	7.0	16.6	31.5	5.8	22.6	6.2	6.9	3.5			
13. Next Wave	1.9	1.9	13.6	6.9	5.8	0.8	69.2	45.2	4.2	45.7	4.9	21.9	14.9	24.7	3.7	16.3	5.3	9.4	3.8			
13A: International Marketplace	1.8	1.6	11.4	5.9	6.4	1.2	71.6	43.3	6.1	44.0	6.6	15.9	10.9	25.3	3.1	17.9	6.3	14.3	6.3			
13B: Las Casas	1.9	2.0	14.8	8.0	5.8	0.4	67.1	47.0	2.4	47.6	2.9	30.2	17.2	23.9	2.7	14.2	4.2	5.8	1.7			
13C: NeWest Residents	2.0	2.3	15.0	6.4	4.3	0.6	69.5	46.7	3.5	46.1	3.8	27.6	16.5	23.6	3.6	14.6	4.1	7.3	2.7			
13D: Fresh Ambitions	2.1	2.1	14.8	7.5	5.5	0.5	67.5	45.0	3.8	46.1	5.1	18.0	16.7	27.3	5.3	18.1	5.5	6.5	2.6			
13E: High Rise Renters	1.8	1.7	12.5	7.3	6.7	1.0	69.0	43.4	5.3	44.5	6.8	18.4	16.8	22.4	5.6	16.5	6.0	10.1	4.2			
14. Scholars and Patriots	0.9	0.7	4.2	1.9	50.0	5.6	36.7	39.9	9.5	40.3	10.4	2.7	4.3	14.7	3.0	22.5	7.9	24.9	19.9			
14A: Military Proximity	2.4	2.1	11.6	3.6	11.8	1.4	67.0	46.5	8.6	38.7	6.3	1.0	2.3	17.0	3.3	37.2	13.2	17.8	8.1			
14B: College Towns	1.0	0.7	4.7	2.4	38.1	6.4	46.7	38.9	10.6	38.8	11.7	3.1	5.0	15.4	3.1	19.9	7.1	25.6	20.9			
14C: Dorms to Diplomas	0.2	0.2	1.0	0.6	77.1	6.2	14.6	39.7	8.8	41.5	10.0	2.7	3.9	10.8	2.5	18.7	6.5	28.5	26.5			

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

¹ 2010-2014 American Community Survey



	Employment by Industry (%)													Employment by Occupation (%)										
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%)	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	\$54,100	\$87,000	62.3	5.9	2.0	6.2	10.2	2.7	11.3	4.9	1.9	6.5	49.5	4.7	14.7	22.2	10.5	13.1	18.4	0.8	5.0	3.2	5.9	6.3
01. Affluent Estates	\$116,300	\$521,300	65.9	3.6	1.0	4.7	9.5	3.3	9.2	3.7	2.5	10.0	51.4	4.8	25.2	31.7	12.2	10.5	10.4	0.2	2.6	1.8	2.4	2.9
1A: Top Tier	\$160,800	\$573,100	62.0	3.3	0.6	3.6	7.8	3.3	7.3	2.3	3.0	13.1	55.1	3.8	30.6	36.2	12.6	8.0	7.2	0.1	1.6	0.9	1.2	1.5
1B: Professional Pride	\$132,900	\$547,200	69.5	3.3	0.9	4.1	11.1	3.6	9.3	3.7	2.6	10.3	50.0	4.4	27.6	31.7	12.9	9.9	9.5	0.2	2.1	1.5	2.1	2.6
1C: Boomburbs	\$112,100	\$348,000	71.0	3.5	1.1	4.3	10.0	3.5	10.0	4.5	2.6	9.7	48.7	5.5	24.7	30.6	12.3	11.0	11.0	0.1	2.3	2.1	2.6	3.2
1D: Savvy Suburbanites	\$107,800	\$513,500	67.7	3.8	0.9	5.7	9.8	3.2	9.8	4.2	2.2	8.7	50.4	5.1	22.2	29.7	11.6	11.9	11.9	0.2	3.5	2.4	3.0	3.5
1E: Exurbanites	\$97,900	\$467,700	59.1	3.7	1.3	5.2	8.1	2.9	9.1	3.4	2.1	9.1	54.0	4.8	23.5	32.2	12.0	10.6	11.2	0.4	3.0	1.7	2.3	3.0
02. Upscale Avenues	\$91,400	\$247,700	68.2	4.6	0.6	5.1	8.1	2.8	9.9	4.6	2.8	8.2	52.7	5.3	19.6	29.4	10.7	12.7	14.5	0.2	3.6	2.4	3.1	3.9
2A: Urban Chic	\$104,800	\$280,100	68.3	3.8	0.7	3.9	6.6	2.4	7.8	2.7	3.6	9.5	58.5	4.2	25.0	36.6	10.7	9.1	11.0	0.2	2.3	1.2	1.6	2.2
2B: Pleasantville	\$90,000	\$324,600	66.8	5.1	0.5	6.5	7.7	2.9	10.7	5.5	2.5	7.3	50.6	5.7	16.9	25.2	10.6	14.5	16.1	0.2	4.8	3.1	3.5	5.0
2C: Pacific Heights	\$87,100	\$263,200	62.6	4.9	0.5	4.8	9.7	3.3	10.8	5.6	2.3	7.5	50.5	5.0	16.8	25.8	11.2	13.9	17.0	0.3	3.7	2.5	4.2	4.6
2D: Enterprising Professional	\$84,900	\$102,300	74.5	4.3	0.5	4.0	9.1	2.7	9.8	4.0	3.0	8.7	52.4	5.8	21.1	32.3	10.4	12.0	13.3	0.1	2.6	2.1	2.8	3.4
03. Uptown Individuals	\$74,900	\$34,800	75.2	3.9	0.4	2.6	5.2	2.1	7.7	2.6	4.8	10.4	60.3	4.0	24.6	36.8	10.1	9.3	12.8	0.1	1.6	1.0	1.6	2.2
3A: Laptops and Lattes	\$106,200	\$100,700	76.6	3.2	0.3	1.8	4.4	2.1	6.3	1.8	5.8	13.7	59.4	4.3	30.6	40.2	10.6	7.5	7.7	0.0	0.9	0.5	0.9	1.1
3B: Metro Renters	\$64,300	\$20,000	75.7	3.6	0.5	2.3	5.8	2.1	7.8	2.6	3.7	10.2	60.7	4.3	24.5	38.2	10.2	9.4	11.9	0.1	1.3	0.9	1.5	2.0
3C: Trendsetters	\$60,400	\$23,100	73.4	5.1	0.3	3.7	5.2	2.0	8.8	3.3	5.2	7.5	60.5	3.5	18.8	31.8	9.5	10.9	18.7	0.1	2.9	1.4	2.3	3.6
04. Family Landscapes	\$73,700	\$182,700	69.0	4.7	1.4	6.3	10.6	3.1	11.8	5.5	1.9	7.0	46.8	5.6	16.0	23.0	11.1	14.1	15.7	0.4	4.7	3.7	5.4	5.8
4A: Soccer Moms	\$89,500	\$280,400	70.8	4.0	1.0	5.7	10.5	3.2	11.0	5.2	2.0	7.9	47.6	5.8	19.1	26.2	11.3	13.3	13.8	0.3	3.8	3.2	4.2	4.7
4B: Home Improvement	\$69,200	\$182,100	69.7	5.3	0.9	6.4	9.1	3.0	12.2	5.8	2.0	7.1	48.0	5.3	14.3	21.5	11.2	15.6	17.1	0.3	4.8	3.9	5.1	6.1
4C: Middleburg	\$59,300	\$111,300	66.5	5.0	2.1	6.9	11.8	2.8	12.5	5.6	1.6	5.9	45.0	5.7	13.5	20.4	10.7	14.1	16.9	0.7	5.7	4.2	6.9	6.9
05. GenXurban	\$57,800	\$151,500	63.3	4.8	1.2	5.7	10.4	2.7	11.7	4.7	1.7	6.7	50.0	5.1	14.6	24.2	10.6	14.3	16.8	0.4	4.5	3.2	5.6	5.7
5A: Comfortable Empty Nesters	\$70,500	\$275,400	61.2	4.3	1.3	5.7	10.7	2.8	11.0	4.8	1.7	7.2	49.3	5.5	16.8	26.2	11.0	13.9	14.4	0.3	4.2	3.2	4.9	5.0
5B: In Style	\$68,200	\$152,500	67.1	3.8	1.2	4.7	7.8	2.6	10.7	3.8	1.9	7.7	54.6	5.0	18.4	30.5	11.1	12.4	14.7	0.4	3.2	2.2	3.3	3.9
5C: Parks and Rec	\$57,800	\$117,300	66.9	5.7	0.8	6.7	10.4	2.9	12.3	5.4	1.8	6.6	48.1	5.2	12.8	20.8	10.3	15.5	18.5	0.4	5.3	3.7	6.0	6.7
5D: Rustbelt Traditions	\$50,600	\$93,700	66.2	5.4	1.0	6.1	12.5	2.7	12.5	5.0	1.6	6.0	48.0	4.5	11.4	19.6	10.2	15.6	19.2	0.4	5.2	3.8	7.6	7.1
5E: Midlife Constants	\$51,500	\$126,700	56.7	5.0	1.6	5.6	10.9	2.5	12.2	4.7	1.5	6.0	49.7	5.3	13.2	23.1	10.6	14.4	17.9	0.6	4.6	3.3	6.2	6.0
06. Cozy Country Living	\$55,000	\$155,100	62.1	4.7	4.8	7.7	14.3	2.6	11.3	5.4	1.3	5.0	42.8	4.7	13.8	19.1	9.4	13.0	16.5	1.7	6.4	4.3	8.3	7.5
6A: Green Acres	\$74,200	\$256,800	66.7	4.0	2.9	7.9	13.2	2.9	10.9	5.4	1.4	6.1	44.2	5.0	16.2	22.4	10.0	13.4	14.4	0.9	5.9	4.1	6.5	6.2
6B: Salt of the Earth	\$55,000	\$159,900	63.2	4.8	3.7	7.7	18.9	2.7	11.2	5.7	1.1	4.5	40.3	4.1	12.0	17.6	8.9	13.3	15.8	1.3	6.6	4.9	10.9	8.7
6C: The Great Outdoors	\$54,300	\$144,100	59.1	5.3	4.1	8.9	7.8	2.2	11.6	4.9	1.3	5.1	48.3	5.8	14.1	20.4	10.2	12.6	19.0	1.6	7.1	3.9	5.0	6.1
6D: Prairie Living	\$53,200	\$143,200	65.4	3.1	17.2	7.6	11.8	3.1	9.6	5.7	1.0	4.2	35.7	4.0	17.9	15.9	7.7	11.8	14.5	5.5	6.7	4.4	7.6	8.1
6E: Rural Resort Dwellers	\$48,100	\$150,900	51.3	5.2	5.4	8.8	9.8	2.0	11.6	5.1	1.2	5.4	45.3	5.4	14.2	18.4	10.6	12.0	18.7	2.2	7.3	3.9	6.3	6.5
6F: Heartland Communities	\$41,000	\$65,700	58.8	5.9	3.2	6.4	17.2	2.4	12.5	5.3	1.2	4.3	42.9	4.6	9.6	16.7	9.2	13.3	19.5	1.3	5.8	4.3	11.2	9.1
07. Ethnic Enclaves	\$52,100	\$67,400	63.8	7.0	3.5	7.9	9.6	3.2	11.9	6.1	1.5	5.5	46.4	4.4	10.5	15.8	10.3	14.0	21.2	2.4	6.8	3.8	6.9	8.2
7A: Up and Coming Families	\$70,800	\$120,100	70.4	4.8	1.3	5.6	8.7	3.1	11.8	6.2	1.9	7.6	47.6	6.3	15.6	22.9	11.1	14.7	16.9	0.4	4.1	3.5	4.7	6.1
7B: Urban Villages	\$60,000	\$115,800	63.1	7.3	2.0	7.6	11.8	3.6	11.8	6.5	1.7	4.9	46.7	3.5	9.3	14.1	10.1	14.8	22.3	1.4	6.7	3.9	8.3	9.1
7C: American Dreamers	\$49,200	\$57,300	65.0	7.8	1.5	8.2	8.4	2.9	12.9	6.4	1.6	5.5	48.6	4.2	9.6	14.5	10.6	15.4	23.1	0.9	7.0	4.0	6.5	8.5
7D: Barrios Urbanos	\$37,300	\$25,500	60.2	8.5	4.3	13.0	13.4	3.2	11.7	5.5	0.9	3.4	42.1	2.6	5.6	8.5	8.9	11.7	24.0	2.8	12.1	4.2	11.5	10.7
7E: Valley Growers	\$33,300	\$14,200	60.3	9.2	39.9	4.8	7.3	3.7	7.9	3.9	0.5	1.7	28.1	2.2	4.5	5.9	6.1	7.2	17.2	35.8	4.6	2.8	6.1	9.9
7F: Southwestern Families	\$29,400	\$14,800	52.2	9.1	3.0	9.9	6.8	3.0	12.6	6.1	1.1	3.9	50.0	3.7	6.6	11.3	10.6	13.4	27.6	1.4	9.3	4.1	6.4	9.3
08. Middle Ground	\$47,100	\$31,000	65.7	6.2	1.0	5.6	8.9	2.5	12.1	4.8	2.0	6.5	52.3	4.4	13.0	21.7	10.6	13.8	21.1	0.4	4.6	2.8	5.6	6.4
8A: City Lights	\$66,500	\$80,700	67.7	5.7	0.5	6.1	7.1	2.6	10.9	5.5	2.6	7.2	53.0	4.5	15.0	23.5	10.1	14.1	19.9	0.3	4.9	2.7	3.9	5.6
8B: Emerald City	\$57,000	\$49,900	72.4	4.2	0.8	4.1	6.3	2.3	9.8	3.2	2.5	7.4	59.5	4.3	18.4	32.5	10.4	11.3	16.4	0.3	2.9	1.7	2.8	3.5
8C: Bright Young Professional	\$52,900	\$34,000	71.4	5.0	1.1	5.3	8.5	2.6	12.8	5.0	2.0	7.2	50.2	5.2	14.0	22.2	11.2	14.9	19.0	0.3	4.2	3.1	4.9	6.0
8D: Downtown Melting Pot	\$47,500	\$21,200	61.1	5.5	0.2	6.1	5.8	3.1	11.1	6.4	2.1	7.3	54.8	3.0	11.8	19.6	10.7	13.1	25.8	0.1	5.2	2.1	4.5	7.1
8E: Front Porches	\$41,500	\$23,300	64.0	7.9	1.3	6.7	10.8	2.7	13.1	5.0	1.5	5.3	49.3	4.3	9.6	15.9	10.3	14.5	23.9	0.8	5.8	3.5	7.6	8.1
8F: Old and Newcomers	\$42,400	\$30,000	62.4	5.5	1.2	4.9	8.6	2.3	12.9	4.3	1.7	6.4	52.8	4.9	12.8	22.7	11.2	14.4	20.6	0.4	4.0	2.8	5.3	5.7
8G: Hardscrabble Road	\$27,100	\$12,300	57.2	11.7	1.4	6.9	15.8	2.4	13.2															



	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	\$54,100	\$87,000	62.3	5.9	2.0	6.2	10.2	2.7	11.3	4.9	1.9	6.5	49.5	4.7	14.7	22.2	10.5	13.1	18.4	0.8	5.0	3.2	5.9	6.3
09. Senior Styles	\$42,600	\$98,800	44.3	6.2	1.3	5.3	7.4	2.5	11.7	4.2	1.9	7.8	53.5	4.5	16.1	24.0	11.8	13.2	18.9	0.6	3.9	2.5	3.9	5.0
9A: Silver & Gold	\$68,400	\$332,000	40.8	4.8	1.3	5.9	5.8	2.7	11.6	3.5	1.7	10.0	53.2	4.3	21.5	25.1	14.7	11.4	15.2	0.5	3.5	2.2	2.4	3.4
9B: Golden Years	\$65,900	\$167,100	55.6	4.4	0.7	4.4	7.3	2.8	10.0	3.7	2.3	9.5	54.7	4.8	21.0	30.7	11.8	12.2	13.5	0.2	2.8	1.9	2.5	3.4
9C: The Elders	\$41,300	\$233,900	22.0	6.9	1.0	5.0	5.3	2.6	14.5	4.3	1.6	9.3	52.6	3.9	15.2	20.3	14.7	15.9	19.7	0.4	3.4	2.2	2.8	5.4
9D: Senior Escapes	\$37,500	\$102,900	42.6	8.1	3.2	8.0	7.0	2.0	13.6	5.3	1.2	5.0	49.4	5.2	10.8	16.4	11.1	14.0	23.4	1.6	6.6	4.1	5.3	6.8
9E: Retirement Communities	\$38,400	\$47,400	48.6	5.7	1.1	4.8	9.0	2.5	12.2	4.5	1.7	7.3	52.6	4.3	13.6	23.3	11.1	14.4	19.9	0.5	3.8	2.5	5.1	5.8
9F: Social Security Set	\$17,500	\$10,200	43.0	10.0	0.8	4.1	7.6	1.9	11.5	4.1	2.0	5.5	58.5	4.0	10.5	19.6	9.9	12.9	28.4	0.5	3.6	2.0	5.7	6.9
10. Rustic Outposts	\$40,100	\$66,400	54.5	7.5	5.2	8.5	14.3	2.4	12.3	6.0	1.1	3.9	41.0	5.2	9.7	15.2	9.4	12.9	18.8	1.9	8.0	5.1	10.0	9.0
10A: Southern Satellites	\$45,800	\$86,700	58.9	6.6	3.9	9.0	14.8	2.6	12.4	6.2	1.1	4.2	40.7	5.1	10.6	15.9	9.7	13.4	17.3	1.5	7.7	5.4	9.9	8.6
10B: Rooted Rural	\$40,500	\$88,700	51.9	6.7	6.2	8.2	15.8	2.2	11.6	6.3	1.0	3.7	39.7	5.3	10.3	16.2	8.8	12.5	17.4	2.7	7.6	5.0	10.4	9.2
10C: Diners & Miners	\$40,300	\$66,800	48.9	7.1	13.6	7.4	7.1	2.1	11.9	6.1	1.0	3.7	41.2	5.9	9.4	16.7	9.0	12.4	18.3	1.6	11.9	4.8	6.9	9.2
10D: Down the Road	\$37,200	\$37,800	58.9	8.5	3.7	9.4	11.9	2.5	13.2	5.5	1.2	4.1	44.1	4.4	8.4	12.2	10.1	13.0	23.3	2.0	8.5	4.7	9.0	8.9
10E: Rural Bypasses	\$31,100	\$30,300	47.3	10.2	4.5	7.2	16.8	2.1	12.5	5.8	0.9	3.4	40.6	6.1	8.1	14.4	9.2	12.3	20.8	2.1	6.8	4.5	12.1	9.8
11. Midtown Singles	\$33,600	\$12,000	65.6	8.6	0.8	5.3	7.4	2.1	12.9	5.3	1.8	5.9	54.4	4.1	9.8	18.0	10.7	14.6	26.3	0.4	4.6	2.7	5.5	7.3
11A: City Strivers	\$42,200	\$15,000	63.3	9.6	0.1	4.4	3.6	1.4	10.3	8.5	2.0	6.2	57.9	5.7	9.4	18.9	8.9	15.5	29.8	0.1	4.0	2.3	3.1	8.0
11B: Young and Restless	\$39,800	\$12,100	74.4	5.4	0.7	4.6	7.3	2.4	13.4	4.5	2.3	7.4	53.4	4.0	12.5	22.1	11.6	15.3	21.7	0.2	3.7	2.7	4.5	5.7
11C: Metro Fusion	\$34,500	\$12,200	67.6	8.3	1.0	7.2	8.2	2.5	13.4	5.5	1.6	5.4	51.6	3.7	8.4	14.0	10.8	14.4	27.0	0.6	6.4	3.1	6.6	8.5
11D: Set to Impress	\$31,500	\$12,100	63.8	7.7	1.0	5.3	8.7	2.1	13.4	4.0	1.8	5.2	54.8	3.7	9.9	19.1	10.6	13.7	25.7	0.6	4.7	2.7	6.3	6.8
11E: City Commons	\$18,500	\$9,900	52.8	17.2	0.7	4.1	8.2	1.6	12.5	5.3	1.2	4.1	58.2	4.1	6.0	13.1	10.7	13.7	33.9	0.5	4.0	2.1	7.1	8.8
12. Hometown	\$32,500	\$19,600	56.2	10.2	1.3	5.4	12.6	2.1	12.6	5.7	1.4	4.6	49.5	4.7	8.2	15.3	9.8	14.5	24.9	0.6	5.0	3.3	9.2	9.2
12A: Family Foundations	\$40,200	\$58,600	57.9	11.3	0.4	4.2	8.1	1.9	11.0	8.1	1.9	5.7	52.2	6.5	9.6	17.4	9.4	16.8	24.6	0.2	3.7	2.7	6.0	9.6
12B: Traditional Living	\$37,800	\$32,200	63.7	7.6	1.3	6.0	16.1	2.4	13.3	5.0	1.4	4.5	46.3	3.7	8.0	14.7	9.8	14.5	22.4	0.6	5.6	3.9	11.3	9.1
12C: Small Town Simplicity	\$30,100	\$14,900	52.0	8.4	2.2	6.2	13.1	2.1	13.6	4.6	1.2	4.3	48.0	4.7	8.6	16.3	10.1	13.4	23.5	1.0	5.7	3.6	9.4	8.3
12D: Modest Income Homes	\$23,500	\$12,400	49.7	16.2	0.8	4.4	9.6	1.7	11.7	6.1	1.2	4.1	55.5	5.0	6.3	12.9	9.6	14.0	32.1	0.5	4.1	2.4	8.0	10.1
13. Next Wave	\$33,700	\$12,400	62.5	8.8	1.5	9.4	10.4	2.9	11.5	5.6	1.4	4.2	50.9	2.2	6.3	10.6	9.4	11.8	30.3	1.3	8.9	2.9	8.8	9.8
13A: International Marketplace	\$44,200	\$15,000	67.3	7.0	0.6	8.1	8.6	2.7	11.3	6.1	1.9	5.0	53.2	2.5	8.5	14.1	9.7	12.6	29.1	0.5	7.4	2.8	6.6	8.6
13B: Las Casas	\$37,300	\$14,200	61.1	8.4	2.3	9.1	15.9	4.0	11.5	6.1	1.1	3.3	44.8	1.9	4.8	7.6	9.3	11.8	26.2	2.1	8.9	3.5	13.3	12.7
13C: NeWest Residents	\$29,600	\$10,700	67.0	7.9	2.1	15.5	10.1	2.5	10.5	4.0	1.0	3.7	49.3	1.4	4.7	7.1	8.4	9.2	32.5	1.8	14.8	3.1	9.7	8.7
13D: Fresh Ambitions	\$26,300	\$11,000	55.9	13.4	2.1	7.4	10.8	2.8	12.4	5.4	1.1	3.8	51.4	2.8	5.4	10.3	9.6	12.2	31.0	1.9	7.0	2.7	9.1	10.7
13E: High Rise Renters	\$23,100	\$10,000	54.2	11.0	0.3	4.4	4.3	1.8	13.1	6.2	1.6	5.7	59.5	3.2	6.2	12.9	10.4	13.6	38.0	0.3	4.1	2.0	4.1	8.4
14. Scholars and Patriots	\$27,400	\$10,400	48.9	7.6	1.0	2.6	4.5	1.2	12.6	2.0	1.7	3.8	66.8	4.0	9.1	28.2	11.5	13.9	25.9	0.6	2.3	1.7	2.9	3.9
14A: Military Proximity	\$49,000	\$11,600	21.4	8.8	0.7	2.9	2.8	0.9	11.8	2.8	1.0	2.5	40.2	34.5	12.1	21.8	9.5	14.8	21.9	0.6	3.4	7.8	3.0	5.1
14B: College Towns	\$30,700	\$11,600	59.7	6.3	1.1	3.2	5.6	1.4	12.5	2.3	1.7	4.5	64.8	2.8	10.3	29.0	11.2	13.0	23.8	0.6	2.7	1.6	3.5	4.2
14C: Dorms to Diplomas	\$16,300	\$8,700	45.3	9.1	0.7	1.7	3.1	0.9	12.8	1.3	1.6	3.0	73.0	1.7	7.1	27.9	12.2	15.1	29.2	0.5	1.5	1.1	2.1	3.3

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

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



Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) ¹										Year Structure Built (%) ¹					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2010 or later	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier	
United States	\$198,900	62.8	11.7	61.7	5.8	3.7	4.4	4.8	4.5	8.6	6.4	0.1	1.0	14.9	13.9	13.8	15.8	40.5	
01. Affluent Estates	\$423,900	88.5	5.4	88.4	5.1	0.7	0.8	1.0	0.9	2.0	0.9	0.0	1.6	22.5	19.6	15.8	14.0	26.5	
1A: Top Tier	Single Family	\$803,400	90.2	5.5	90.0	3.9	0.9	0.7	0.6	2.8	0.4	0.0	0.8	10.1	12.1	13.8	13.0	50.1	
1B: Professional Pride	Single Family	\$433,300	91.7	3.3	91.2	4.7	0.4	0.5	0.7	1.0	0.6	0.0	1.6	25.5	39.9	16.1	6.9	10.1	
1C: Boomburbs	Single Family	\$343,600	83.9	4.3	84.1	7.5	0.3	0.9	1.7	2.1	2.6	0.8	5.1	68.0	17.9	3.9	2.1	3.0	
1D: Savvy Suburbanites	Single Family	\$359,900	90.6	4.2	91.6	4.1	0.8	0.6	0.6	0.5	0.7	1.0	0.9	13.2	17.6	21.7	20.0	26.6	
1E: Exurbanites	Single Family	\$419,900	84.9	9.4	83.5	6.3	1.1	1.4	1.5	1.1	3.6	1.5	0.8	12.7	14.4	17.1	20.0	35.1	
02. Upscale Avenues	\$425,100	70.0	6.2	63.6	11.6	3.3	3.3	4.5	5.0	7.9	0.9	0.0	0.7	10.9	11.7	13.4	14.3	49.0	
2A: Urban Chic	Single Family	\$609,400	66.1	9.9	61.8	8.7	4.0	4.4	4.8	4.5	11.0	0.7	0.7	10.4	9.8	11.1	11.7	56.3	
2B: Pleasantville	Single Family	\$375,000	83.1	4.8	84.2	5.4	3.2	1.6	1.4	1.1	2.1	1.0	0.4	5.4	6.1	9.1	13.5	65.6	
2C: Pacific Heights	Single Family	\$601,700	72.3	4.6	66.4	14.3	5.7	3.1	2.3	1.7	5.7	0.7	0.4	5.5	6.9	13.1	21.3	52.8	
2D: Enterprising Professional	Multi-Units; Single Family	\$330,300	51.5	5.7	30.3	22.9	1.6	5.0	10.4	13.5	15.4	0.9	1.6	23.0	25.5	22.7	14.3	12.8	
03. Uptown Individuals	\$531,800	26.4	10.3	10.4	6.4	5.3	9.0	10.8	11.8	46.0	0.2	0.1	1.3	15.8	8.6	8.7	10.2	55.5	
3A: Laptops and Lattes	High Density Apartments	\$758,500	37.3	10.6	11.8	7.8	5.7	8.8	9.6	9.7	46.4	0.1	0.9	12.4	6.4	7.6	8.6	64.0	
3B: Metro Renters	Multi-Unit Rentals	\$352,000	20.2	11.3	7.6	5.2	2.9	6.3	9.5	13.0	55.2	0.2	1.9	23.5	12.8	10.3	10.0	41.6	
3C: Trendsetters	High Density Apartments	\$518,700	24.5	8.5	12.9	6.6	8.2	13.1	13.8	12.2	32.7	0.3	0.9	8.5	4.8	7.5	11.9	66.4	
04. Family Landscapes	\$204,300	79.3	5.9	81.6	5.5	1.3	1.7	2.0	1.6	1.6	4.7	0.0	1.6	26.3	25.4	18.3	14.9	13.5	
4A: Soccer Moms	Single Family	\$249,400	84.9	4.4	86.4	5.9	0.8	1.0	1.3	1.2	1.5	2.0	1.8	31.7	33.7	14.6	8.6	9.6	
4B: Home Improvement	Single Family	\$186,700	79.4	5.6	84.4	6.8	1.0	1.5	1.9	1.5	1.3	1.5	0.5	8.5	16.5	32.0	28.1	14.3	
4C: Middleburg	Single Family	\$168,500	73.4	7.6	75.1	4.4	1.9	2.4	2.7	2.1	2.0	9.3	2.0	31.9	22.6	13.7	13.0	16.8	
05. GenXurban	\$176,200	74.0	8.0	76.3	5.7	3.0	3.1	3.3	2.6	3.4	2.4	0.0	0.6	9.4	10.5	12.2	17.5	49.8	
5A: Comfortable Empty Nesters	Single Family	\$199,000	86.9	6.5	88.8	3.9	1.1	1.1	1.0	0.8	1.1	2.3	0.6	10.4	12.3	14.1	22.0	40.6	
5B: In Style	Single Family	\$238,500	67.8	9.0	66.3	7.9	3.0	4.3	5.6	5.0	6.2	1.8	1.1	14.3	14.6	16.1	17.1	36.8	
5C: Parks and Rec	Single Family	\$193,800	69.9	6.9	67.8	9.2	5.1	4.5	4.1	3.4	3.8	2.0	0.5	6.6	7.6	10.8	15.4	59.1	
5D: Rustbelt Traditions	Single Family	\$119,400	71.2	8.3	80.7	3.7	3.7	3.0	2.9	2.1	1.9	1.9	0.4	5.1	5.9	7.9	14.5	66.2	
5E: Midlife Constants	Single Family	\$148,400	72.7	9.3	76.1	4.6	2.6	3.1	3.3	2.2	4.2	3.8	0.5	10.1	11.3	11.9	17.6	48.5	
06. Cozy Country Living	\$169,900	80.1	18.1	81.7	1.9	1.6	1.5	1.3	0.8	1.0	10.0	0.1	0.9	14.9	15.6	13.4	16.5	38.8	
6A: Green Acres	Single Family	\$228,900	86.2	7.6	87.1	2.3	1.1	0.8	0.8	0.5	0.6	6.7	1.3	20.6	20.5	15.2	16.6	25.8	
6B: Salt of the Earth	Single Family	\$148,200	83.2	10.2	84.0	1.5	1.3	1.0	0.7	0.4	0.4	10.7	0.8	13.5	15.8	12.2	17.2	40.4	
6C: The Great Outdoors	Single Family	\$229,800	77.4	22.0	76.2	2.1	1.6	1.6	1.3	0.9	1.0	14.9	1.0	18.0	17.3	17.4	17.6	28.9	
6D: Prairie Living	Single Family	\$133,600	79.3	16.4	85.2	1.0	0.9	1.1	0.9	0.6	0.5	9.7	0.9	10.4	10.4	9.4	15.4	53.5	
6E: Rural Resort Dwellers	Single Family/Seasonal	\$204,000	81.2	51.8	78.0	1.7	1.2	1.2	1.3	1.2	1.9	13.4	0.7	18.1	17.5	16.7	16.6	30.3	
6F: Heartland Communities	Single Family	\$92,600	69.5	12.4	77.1	2.5	3.4	3.3	2.7	1.6	2.0	7.4	0.5	7.0	8.8	9.0	15.1	59.7	
07. Ethnic Enclaves	\$163,200	65.4	8.1	75.2	5.4	2.1	2.8	3.1	2.8	3.6	4.9	0.1	1.6	28.0	13.4	12.5	13.4	31.2	
7A: Up and Coming Families	Single Family	\$187,300	74.0	6.7	80.8	5.9	0.6	1.5	2.4	3.0	2.8	2.9	3.7	64.5	18.3	5.9	3.6	4.0	
7B: Urban Villages	Single Family	\$305,400	70.0	5.2	80.9	5.3	2.3	2.2	2.0	1.6	3.1	2.7	0.3	6.4	7.6	11.2	14.8	59.7	
7C: American Dreamers	Single Family	\$138,300	63.6	9.3	72.5	7.6	2.2	3.2	4.0	3.4	3.7	3.3	0.7	15.3	14.8	22.7	21.8	24.7	
7D: Barrios Urbanos	Single Family	\$87,500	59.4	10.3	73.6	2.9	3.0	3.1	2.8	2.4	2.3	9.8	0.9	13.1	10.4	12.0	15.6	48.1	
7E: Valley Growers	Single Family	\$130,900	43.5	10.1	59.2	3.5	4.5	7.3	5.3	2.9	3.3	13.9	0.8	14.4	14.1	13.6	18.0	39.1	
7F: Southwestern Families	Single Family	\$83,900	53.5	10.4	65.2	4.6	3.8	4.6	4.2	3.4	7.8	6.4	0.8	8.4	9.3	12.8	17.4	51.3	
08. Middle Ground	\$189,100	44.8	10.8	43.5	8.8	7.7	8.3	8.8	8.3	12.3	2.3	0.1	0.8	10.6	10.5	13.1	16.0	49.1	
8A: City Lights	Multi-Units; Single Family	\$372,900	51.8	6.8	41.1	9.7	12.6	8.9	6.7	6.0	14.0	1.0	0.4	5.5	5.3	9.9	13.9	65.0	
8B: Emerald City	Single Family; Multi-Units	\$244,700	48.5	12.4	46.5	9.3	7.0	7.8	7.8	7.2	13.7	0.8	0.8	9.3	7.8	10.1	12.9	59.1	
8C: Bright Young Professional	Single Family; Multi-Units	\$180,500	42.9	8.8	39.6	10.4	2.7	6.6	12.0	13.8	12.1	2.8	1.4	22.0	21.4	21.7	17.8	15.6	
8D: Downtown Melting Pot	High Density Apartments	\$557,700	31.3	7.9	13.0	10.2	17.8	14.7	7.8	6.3	29.8	0.4	0.5	5.4	3.8	5.9	8.8	75.7	
8E: Front Porches	Single Family; Multi-Units	\$160,900	46.7	10.2	47.5	9.6	8.9	9.7	8.0	6.3	7.2	2.7	0.6	7.6	7.7	10.8	16.7	56.7	
8F: Old and Newcomers	Single Family; Multi-Units	\$158,100	45.2	11.5	43.2	7.3	4.3	7.4	10.4	9.9	14.2	3.3	0.7	10.8	12.2	16.5	21.6	38.2	
8G: Hardscrabble Road	Single Family	\$71,300	40.0	17.7	58.9	5.6	11.1	7.9	5.8	3.6	3.9	3.2	0.4	4.7	4.8	6.2	11.0	72.8	



Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) ¹										Year Structure Built (%) ¹					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2010 or later	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1969 or Earlier	
United States	\$198,900	62.8	11.7	61.7	5.8	3.7	4.4	4.8	4.5	8.6	6.4	0.1	1.0	14.9	13.9	13.8	15.8	40.5	
09. Senior Styles	\$219,600	59.2	22.3	41.1	8.0	2.6	4.3	5.1	5.0	23.2	10.6	0.2	0.7	15.4	15.7	19.3	20.2	28.8	
9A: Silver & Gold	Single Family/Seasonal	\$387,700	83.2	43.4	65.2	7.1	1.8	3.0	3.4	3.3	11.9	4.2	0.1	0.8	25.4	21.3	20.6	15.3	16.5
9B: Golden Years	Single Family; Multi-Units	\$323,900	62.7	13.3	40.8	12.7	3.0	4.4	5.6	5.5	26.3	1.6	0.1	0.7	12.3	13.6	17.8	19.3	36.3
9C: The Elders	SF; High-Rises; Mob. Hm/Seas.	\$170,300	81.4	24.9	39.5	11.0	1.3	3.6	3.8	4.1	18.7	17.7	0.5	0.7	17.6	21.1	25.6	23.5	11.5
9D: Senior Escapes	SF; Mobile Homes/Seasonal	\$110,100	75.2	25.9	49.6	2.3	1.2	1.8	1.7	1.6	2.3	38.8	0.7	0.7	17.0	17.9	21.8	22.3	20.2
9E: Retirement Communities	Multi-Units; Single Family	\$166,500	45.1	12.8	31.3	9.0	3.1	5.7	7.8	7.5	32.3	3.3	0.1	0.6	10.8	13.1	18.3	22.8	34.3
9F: Social Security Set	Multi-Unit Rentals	\$130,300	13.9	14.1	12.6	4.6	5.4	7.8	8.1	8.3	51.5	1.7	0.1	0.7	8.4	6.4	11.2	18.6	54.6
10. Rustic Outposts		\$99,400	75.0	15.0	63.8	0.9	1.1	1.1	1.0	0.6	0.6	30.7	0.2	1.2	15.8	20.3	16.8	17.7	28.1
10A: Southern Satellites	Single Family; Mobile Homes	\$119,600	77.7	11.7	65.2	0.7	0.9	0.7	0.7	0.3	0.4	30.8	0.2	1.4	19.0	23.0	17.1	16.0	23.5
10B: Rooted Rural	Single Family; Mobile Homes	\$105,700	79.8	19.7	72.1	0.7	0.7	0.6	0.5	0.3	0.3	24.6	0.2	1.0	14.6	18.4	15.5	17.7	32.8
10C: Diners & Miners	Single Family; Mobile Homes	\$84,800	75.4	15.5	68.9	0.8	1.1	1.1	1.1	0.5	0.7	25.6	0.2	1.1	12.2	14.7	15.3	19.1	37.5
10D: Down the Road	Mobile Homes; Single Family	\$83,100	65.1	12.8	42.2	1.9	1.6	2.0	2.2	1.8	1.9	46.1	0.3	1.4	16.8	22.4	19.6	19.7	20.1
10E: Rural Bypasses	Single Family; Mobile Homes	\$79,200	69.9	16.5	62.9	0.8	1.8	1.7	1.5	0.6	0.7	29.9	0.1	0.9	11.9	18.7	16.9	19.0	32.7
11. Midtown Singles		\$139,800	22.7	13.5	22.4	7.8	8.1	11.8	14.6	15.1	18.3	1.8	0.1	0.8	11.0	11.2	15.8	18.3	42.9
11A: City Strivers	High Density Apartments	\$330,500	31.9	10.9	15.3	11.9	19.7	18.8	8.1	6.6	19.4	0.2	0.0	0.5	6.3	4.2	4.2	7.2	77.6
11B: Young and Restless	Multi-Unit Rentals	\$159,800	13.1	11.3	10.7	5.4	2.3	8.6	19.0	25.6	27.4	1.1	0.0	1.2	16.1	18.8	26.1	21.5	16.4
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$130,500	24.0	13.1	23.3	8.1	4.7	10.5	16.6	17.5	16.2	3.2	0.1	0.7	12.0	12.8	20.5	25.3	28.6
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$124,000	27.7	14.3	31.6	6.1	9.5	13.0	12.3	10.0	15.3	2.1	0.1	0.7	7.3	7.5	11.1	16.4	57.1
11E: City Commons	Multi-Unit Rentals; Single Family	\$80,600	23.1	18.6	33.0	10.8	11.3	12.1	13.1	8.1	9.7	1.9	0.0	0.9	10.1	6.7	7.6	14.3	60.4
12. Hometown		\$85,200	54.3	15.1	67.6	5.8	6.3	4.9	4.3	2.7	4.5	3.7	0.0	0.4	5.4	5.6	7.2	13.1	68.2
12A: Family Foundations	Single Family	\$110,700	65.8	11.6	73.8	8.6	3.5	2.9	2.9	2.3	4.4	1.7	0.0	0.4	5.2	4.3	6.6	15.1	68.4
12B: Traditional Living	Single Family	\$80,900	59.0	12.3	75.8	3.2	6.3	4.3	3.4	2.3	2.1	2.4	0.0	0.3	4.0	4.2	5.4	10.3	75.9
12C: Small Town Simplicity	Single Family	\$89,000	49.7	14.4	60.7	3.5	5.9	6.5	6.1	3.4	6.8	7.0	0.1	0.5	7.0	8.6	10.7	16.7	56.5
12D: Modest Income Homes	Single Family	\$69,500	44.9	22.1	61.5	10.2	9.0	5.4	4.2	2.7	4.6	2.4	0.0	0.6	5.4	4.4	5.6	10.7	73.3
13. Next Wave		\$228,700	23.8	10.2	23.5	8.1	10.2	13.3	10.9	10.2	21.8	2.0	0.1	0.5	6.6	6.0	9.7	14.4	62.9
13A: International Marketplace	High Density Apts; Single Family	\$335,700	27.6	8.3	22.3	6.9	14.1	15.9	11.4	9.3	19.0	0.8	0.1	0.5	6.6	5.5	8.7	12.4	66.3
13B: Las Casas	Single Family; Multi-Unit Rentals	\$249,900	35.6	7.6	45.5	8.7	10.3	11.7	7.7	5.7	7.9	2.7	0.1	0.4	5.9	6.0	8.7	11.3	67.7
13C: NeWest Residents	Multi-Unit Rentals	\$116,100	16.6	14.4	17.1	4.3	5.6	12.0	16.2	19.6	20.3	4.8	0.1	0.7	8.6	8.5	16.7	25.2	40.3
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$119,900	27.2	13.8	25.0	17.7	13.5	17.3	9.6	5.8	9.3	1.5	0.1	0.5	6.4	5.3	7.6	10.6	69.6
13E: High Rise Renters	High-Rise Rentals	\$302,900	3.7	6.8	1.6	2.9	3.1	5.2	7.3	9.8	69.7	0.2	0.2	0.6	4.8	3.8	4.7	11.3	74.9
14. Scholars and Patriots		\$179,600	17.2	9.7	25.5	9.1	7.2	9.9	12.3	13.9	20.3	1.7	0.0	1.9	17.4	13.0	12.5	15.9	39.5
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$177,200	2.8	14.9	25.2	43.5	12.2	10.3	4.6	1.3	2.2	0.6	0.0	5.7	33.7	14.2	10.1	12.4	23.9
14B: College Towns	Multi-Unit Rentals; Single Family	\$178,300	24.6	9.9	31.1	5.6	7.2	10.0	12.1	12.9	18.9	2.2	0.0	1.2	14.2	11.9	12.1	16.1	44.4
14C: Dorms to Diplomas	Multi-Unit Rentals	\$188,800	7.6	7.5	14.2	3.8	5.7	9.7	15.6	20.4	29.7	0.9	0.0	1.8	17.9	14.6	14.0	16.6	35.0

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

¹ 2010-2014 American Community Survey