

	2010-21				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	126,470,675	333,934,112	0.7	94.5		2.58	65.4	38.8	21.7	36.0	25.0	17.3	34.0	49.3	16.7
01. Affluent Estates	12,652,757	36,672,673	1.16	519.9		2.87	46.9	43.2	23.9	28.3	29.7	18.0	23.9	64.8	11.3
1A: Top Tier	2,105,241	6,013,997	0.36	988.7	Married Couples	2.82	40.2	48.2	23.3	22.4	31.6	22.7	22.5	67.3	10.2
1B: Professional Pride	2,062,246	6,434,089	1.17	1,006.3	Married Couples	3.11	47.2	40.9	25.3	29.9	32.0	12.7	23.9	67.4	8.6
1C: Boomburbs	2,286,627	7,411,338	3.38	1,131.8	Married Couples	3.23	65.5	34.3	32.1	36.9	23.3	7.6	25.8	64.1	10.1
1D: Savvy Suburbanites	3,755,303	10,662,414	0.65	351.2	Married Couples	2.82	38.8	45.8	21.2	27.7	31.2	19.9	24.3	63.8	11.9
1E: Exurbanites	2,443,340	6,150,835	0.58	290.8	Married Couples	2.47	37.4	52.1	17.9	23.1	30.8	28.2	22.5	62.3	15.3
02. Upscale Avenues	7,016,387	19,062,252	0.49	1,111.0		2.68	68.0	41.1	20.6	34.6	27.1	17.8	31.3	54.7	14.1
2A: Urban Chic	1,637,089	3,983,394	0.54	513.3	Married Couples	2.38	50.3	43.8	19.8	31.7	28.5	20.0	29.4	56.0	14.5
2B: Pleasantville	2,699,703	7,802,233	0.16	1,427.5	Married Couples	2.86	62.9	43.3	20.2	31.9	28.4	19.5	30.8	54.9	14.3
2C: Pacific Heights	867,620	2,764,952	0.16	3,116.2	Married Couples	3.15	74.3	43.4	18.9	33.0	26.9	21.2	31.6	55.3	13.1
2D: Enterprising Professionals	1,811,975	4,511,673	1.28	1,482.0	Married Couples	2.47	74.3	35.9	22.8	42.7	23.8	10.7	33.5	52.7	13.7
03. Uptown Individuals	4,871,418	9,302,305	1.44	7,924.9		1.84	66.3	35.6	11.6	55.0	21.1	12.4	51.0	37.0	12.0
3A: Laptops and Lattes	1,355,888	2,608,310	1.08	10,677.6	Singles	1.87	51.9	38.2	12.3	49.0	23.2	15.5	44.8	43.7	11.4
3B: Metro Renters	2,175,657	3,815,691	2.24	5,821.5	Singles	1.67	64.2	33.5	8.7	63.6	17.8	9.8	56.3	32.1	11.6
3C: Trendsetters	1,339,873	2,878,304	0.79	10,502.0	Singles	2.11	77.5	37.2	14.9	48.9	23.4	12.9	49.3	37.7	13.1
04. Family Landscapes	9,651,277	27,612,573	1.20	307.9		2.84	56.4	37.4	24.5	36.1	26.1	13.4	28.7	56.5	14.8
4A: Workday Drive	3,754,465	11,126,956	1.40	551.0	Married Couples	2.95	53.5	37.3	25.2	35.6	27.1	12.1	27.1	60.3	12.6
4B: Home Improvement	2,139,935	6,127,851	0.47	423.2	Married Couples	2.85	67.9	38.4	22.1	36.6	26.3	15.1	32.0	52.3	15.8
4C: Middleburg	3,756,877	10,357,766	1.45	188.3	Married Couples	2.73	51.2	36.9	25.1	36.3	24.8	13.8	28.4	55.0	16.6
05. GenXurban	14,241,071	34,874,262	0.36	415.4		2.41	43.7	44.2	19.1	31.8	26.6	22.5	29.2	51.9	18.9
5A: Comfortable Empty Nesters	3,089,400	7,790,469	0.39	285.6	Married Couples	2.49	35.4	49.0	18.2	27.0	28.7	26.1	24.0	59.1	16.9
5B: In Style	2,829,695	6,724,096	0.68	382.6	Married Couples w/No Kids	2.33	42.4	42.7	19.0	33.8	26.4	20.9	29.9	53.2	16.9
5C: Parks and Rec	2,472,037	6,217,229	0.28	1,251.8	Married Couples	2.49	53.6	41.6	19.9	34.4	26.6	19.1	33.1	48.1	18.9
5D: Rustbelt Traditions	2,742,205	6,788,099	0.21	662.7	Married Couples	2.45	49.5	39.7	21.4	35.4	25.4	17.8	33.2	46.5	20.3
5E: Midlife Constants	3,107,734	7,354,369	0.25	307.9	Married Couples w/No Kids	2.29	38.3	47.7	17.6	29.5	25.6	27.3	27.1	51.2	21.7
06. Cozy Country Living	15,248,302	38,708,763	0.50	22.4		2.50	28.6	45.7	19.7	29.4	29.2	21.7	24.6	58.0	17.4
6A: Green Acres	4,120,708	11,127,955	0.91	73.5	Married Couples	2.68	28.5	44.7	20.6	29.7	30.5	19.2	24.1	61.8	14.2
6B: Salt of the Earth	3,624,627	9,387,213	0.29	59.0	Married Couples	2.57	21.4	44.9	20.0	30.1	29.2	20.7	24.3	59.0	16.7
6C: The Great Outdoors	1,998,304	4,921,861	0.82	18.3	Married Couples	2.42	37.3	48.3	17.8	28.2	30.3	23.6	25.3	56.0	18.7
6D: Prairie Living	1,339,542	3,397,755	0.25	4.9	Married Couples	2.49	26.1	44.9	21.4	28.8	28.2	21.7	22.7	61.7	15.6
6E: Rural Resort Dwellers	1,293,754	2,893,723	0.66	7.5	Married Couples w/No Kids	2.20	24.9	55.3	14.6	22.3	32.3	30.8	20.1	60.0	19.9
6F: Heartland Communities	2,871,367	6,980,256	0.02	93.1	Married Couples	2.37	33.8	42.8	20.6	31.9	25.7	21.7	28.2	49.4	22.3
07. Sprouting Explorers	9,102,034	30,544,685	1.30	140.2		3.33	82.8	32.4	28.4	40.0	21.4	10.2	37.2	48.5	14.2
7A: Up and Coming Families	3,301,190	10,307,487	2.91	1,092.7	Married Couples	3.11	75.5	32.0	29.9	41.9	20.7	7.4	32.4	54.3	13.3
7B: Urban Villages	1,305,476	4,967,251	0.31	333.7	Married Couples	3.77	86.2	34.6	24.9	39.0	23.4	12.7	39.3	47.5	13.2
7C: Urban Edge Families	1,858,379	5,953,768	0.81	48.8	Married Couples	3.18	84.8	33.2	26.3	39.8	22.7	11.2	39.1	45.2	15.7
7D: Forging Opportunity	1,308,824	4,779,232	0.78	530.7	Married Couples	3.62	80.8	29.5	31.7	39.6	19.6	9.1	40.4	46.0	13.6
7E: Farm to Table	305,721	1,231,900	0.49	89.8	Married Couples	3.95	84.7	27.9	33.4	41.0	17.5	8.1	43.2	45.7	11.1
7F: Southwestern Families	1,022,444	3,305,047	0.36	67.8	Married Couples	3.18	64.7	35.1	26.2	35.6	22.1	16.1	38.6	43.4	18.0
08. Middle Ground	13,642,147	33,292,708	0.55	399.7		2.39	70.7	36.7	21.3	40.0	23.4	15.3	38.9	42.5	18.6
8A: City Lights	1,798,627	4,711,358	0.33	3,281.2	Married Couples	2.57	77.1	39.8	19.9	37.1	26.5	16.4	36.5	47.4	16.1
8B: Emerald City	1,789,730	3,748,231	0.70	402.6	Singles	2.05	53.1	38.3	15.7	44.1	24.7	15.5	42.0	41.3	16.6
8C: Bright Young Professionals	2,866,915	6,935,211	1.11	806.7	Married Couples	2.40	69.8	33.8	23.2	44.1	21.2	11.6	38.2	44.2	17.5
8D: Downtown Melting Pot	790,930	2,327,339	0.20	24,935.0	Married Couples	2.91	77.1	38.3	20.8	38.2	24.4	16.6	34.8	51.9	13.3
8E: Front Porches	1,984,554	5,157,732	0.46	2,108.7	Married Couples	2.56	74.8	35.7	23.7	39.0	23.4	14.0	40.2	40.5	19.4
8F: Old and Newcomers	2,907,369	6,310,658	0.52	868.8	Singles	2.10	55.0	40.1	18.1	37.5	23.2	21.3	36.3	41.2	22.4
8G: Hometown Heritage	1,504,022	4,102,179	0.10	75.8	Singles	2.66	77.4	33.0	27.2	38.4	22.4	11.9	45.0	33.5	21.5

	2010-21				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	126,470,675	333,934,112	0.7	94.5		2.58	65.4	38.8	21.7	36.0	25.0	17.3	34.0	49.3	16.7
09. Senior Styles	7,333,485	14,822,967	0.72	91.2		1.93	49.5	59.0	11.8	23.3	24.6	40.3	26.2	47.8	26.0
9A: Silver & Gold	1,008,043	2,058,717	1.40	113.1	Married Couples w/No Kids	2.02	25.9	64.6	8.6	14.1	28.3	49.0	15.3	65.0	19.7
9B: Golden Years	1,676,953	3,556,164	0.55	1,060.3	Singles	2.04	46.0	53.5	14.2	26.4	26.1	33.3	26.9	50.2	22.9
9C: The Elders	942,434	1,605,390	0.85	488.7	Married Couples w/No Kids	1.67	24.5	73.3	2.8	5.8	16.1	75.3	11.6	56.4	32.0
9D: Senior Escapes	1,168,623	2,625,006	0.79	20.3	Married Couples w/No Kids	2.19	46.8	55.9	14.4	23.2	28.1	34.3	23.9	50.4	25.7
9E: Retirement Communities	1,516,584	3,001,684	0.46	421.6	Singles	1.86	51.9	55.4	12.8	27.6	21.8	37.8	30.3	39.9	29.8
9F: Social Security Set	1,020,848	1,976,006	0.56	1,379.2	Singles	1.71	76.8	46.5	13.1	35.3	24.6	27.0	46.6	25.7	27.7
10. Rustic Outposts	10,495,127	27,868,475	0.53	30.0		2.59	50.8	41.3	21.3	33.2	27.0	18.5	28.5	51.9	19.6
10A: Southern Satellites	4,024,955	10,792,130	0.76	53.1	Married Couples	2.65	42.5	41.0	21.7	33.3	27.6	17.4	26.5	55.1	18.4
10B: Rooted Rural	2,500,032	6,293,684	0.31	21.6	Married Couples	2.46	30.6	46.0	18.8	30.0	28.5	22.7	23.9	56.0	20.1
10C: Economic BedRock	819,840	2,133,623	0.24	12.3	Married Couples	2.52	44.3	42.1	21.2	32.4	26.9	19.6	26.6	52.9	20.5
10D: Down the Road	1,470,860	4,108,677	0.92	32.9	Married Couples	2.74	73.3	35.7	25.1	36.9	23.8	14.2	35.1	45.0	19.9
10E: Rural Bypasses	1,679,440	4,540,361	0.11	33.4	Married Couples	2.53	61.3	41.1	20.6	34.1	26.6	18.6	35.1	44.2	20.8
11. Midtown Singles	7,785,848	18,821,573	0.63	2,418.8		2.37	79.4	31.6	24.6	45.0	19.8	10.6	50.2	32.2	17.7
11A: City Strivers	945,579	2,635,951	0.23	12,702.4	Singles	2.75	64.8	36.0	24.0	38.2	24.2	13.5	51.3	33.9	14.8
11B: Young and Restless	2,218,754	4,578,652	1.17	3,433.4	Singles	2.04	78.8	30.4	20.0	55.4	16.6	8.0	50.0	33.4	16.6
11C: Metro Fusion	1,774,728	4,754,478	0.77	2,693.2	Singles	2.65	85.4	29.7	28.3	44.7	18.6	8.4	47.1	35.8	17.1
11D: Set to Impress	1,749,340	3,843,274	0.53	2,767.2	Singles	2.10	69.3	34.8	19.9	43.8	22.2	14.1	47.3	31.6	21.1
11E: City Commons	1,097,447	3,009,218	0.14	975.1	Single Parents	2.66	50.9	29.2	32.2	37.4	19.7	10.7	58.7	23.3	18.0
12. Hometown	7,604,984	19,246,021	-0.01	200.4		2.46	66.6	38.7	22.8	34.7	24.5	18.1	41.1	36.0	22.9
12A: Family Foundations	1,284,685	3,506,616	0.02	1,337.9	Singles	2.69	43.9	40.4	22.3	32.9	25.4	19.4	45.3	34.1	20.6
12B: Traditional Living	2,398,928	6,078,905	0.09	237.8	Married Couples	2.50	58.2	36.3	23.9	37.7	24.0	14.4	37.9	40.5	21.6
12C: Small Town Simplicity	2,313,058	5,438,067	0.05	87.6	Singles	2.25	53.1	41.4	20.6	33.3	24.1	21.9	33.7	40.1	26.2
12D: Modest Income Homes	1,608,313	4,222,433	-0.26	728.7	Singles	2.55	34.5	37.9	24.5	33.5	24.7	17.2	51.9	25.8	22.3
13. Next Wave	4,785,802	15,952,859	0.37	4,242.1		3.29	89.6	30.3	28.9	42.8	19.6	8.8	48.2	39.1	12.8
13A: Diverse Convergence	1,514,014	4,675,914	0.39	8,779.5	Married Couples w/ Kids	3.05	89.0	33.4	24.9	42.8	22.0	10.3	44.4	42.5	13.1
13B: Family Extensions	899,445	3,719,198	0.22	7,367.1	Married Couples	4.10	85.6	28.8	31.0	42.7	18.8	7.6	47.1	42.4	10.4
13C: NeWest Residents	968,266	3,273,866	0.64	2,539.7	Married Couples w/ Kids	3.34	87.5	27.6	32.1	46.0	16.1	5.8	49.0	39.1	11.9
13D: Fresh Ambitions	793,205	2,545,398	0.28	2,047.7	Single Parents	3.15	90.9	29.3	30.8	40.9	19.6	8.8	51.6	33.4	15.0
13E: High Rise Renters	610,872	1,738,483	0.27	9,098.9	Single Parents	2.77	90.3	33.0	26.3	39.7	21.4	12.5	54.1	30.9	15.0
14. Scholars and Patriots	2,038,372	6,620,324	0.81	471.2		2.26	60.2	22.9	10.2	76.5	7.9	5.4	74.7	19.1	6.3
14A: Military Proximity	183,895	956,125	0.71	83.1	Married Couples	3.35	69.8	22.6	26.6	70.0	3.0	0.5	49.4	47.1	3.5
14B: College Towns	1,210,583	3,026,384	0.88	1,481.7	Singles	2.12	58.5	24.7	10.9	65.9	13.4	9.8	66.5	23.1	10.4
14C: Dorms to Diplomas	643,894	2,637,815	0.78	5,306.4	Nonfam HHs w/ 2+ Persons	2.21	57.8	21.6	3.5	91.0	3.3	2.1	90.5	6.9	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 65.4 which means there is a 65.4 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.



	School Enrollment (%) ¹							By Sex and Type of School					Educational Attainment (%)							
	By Level of School							Male		Female			Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/AIT 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	Not Enrolled in School	Public School	Private School	Public School	Private School									
United States	1.6	1.3	10.5	5.4	5.8	1.4	74.1	41.7	7.8	42.0	8.5	4.7	6.4	22.9	4.0	19.8	8.7	20.6	13.0	
01. Affluent Estates	2.1	1.3	12.0	6.8	4.6	1.4	71.8	39.6	11.0	38.3	11.2	1.2	1.8	12.0	1.4	15.3	7.4	33.9	26.9	
1A: Top Tier	2.3	1.3	12.0	7.0	4.2	1.3	71.9	34.7	16.2	32.8	16.2	0.9	1.1	7.1	0.7	9.9	4.4	36.5	39.4	
1B: Professional Pride	2.1	1.4	13.2	8.0	4.5	1.5	69.3	40.9	9.8	39.3	10.1	1.0	1.4	10.1	1.1	13.5	6.9	37.5	28.4	
1C: Boomburbs	2.6	1.8	15.6	7.7	4.9	1.5	65.9	42.5	7.8	41.5	8.2	1.7	2.1	11.7	1.6	17.3	8.6	34.7	22.3	
1D: Savvy Suburbanites	1.8	1.2	10.7	6.4	4.7	1.4	73.8	40.4	10.2	39.1	10.3	1.3	2.2	15.5	1.8	17.2	8.6	31.2	22.1	
1E: Exurbanites	1.6	1.0	9.2	5.2	4.5	1.3	77.1	37.2	12.9	36.7	13.3	1.2	2.1	12.9	1.6	16.6	7.4	31.7	26.5	
02. Upscale Avenues	1.9	1.2	9.6	5.1	5.6	1.8	74.7	38.8	10.9	38.3	11.9	3.0	3.3	16.4	1.9	16.6	7.9	29.4	21.4	
2A: Urban Chic	2.2	1.3	9.6	5.0	5.1	2.0	74.8	34.0	15.4	33.5	17.2	1.5	1.7	9.0	1.1	12.6	5.7	35.0	33.4	
2B: Pleasantville	1.7	1.2	9.6	5.4	5.7	1.5	74.9	40.0	9.8	39.5	10.8	3.2	3.9	21.3	2.5	19.0	9.0	25.1	15.9	
2C: Pacific Heights	1.6	1.1	9.0	5.0	6.4	1.5	75.4	40.1	10.2	38.8	10.9	5.4	4.6	18.7	2.0	16.7	8.6	28.3	15.7	
2D: Enterprising Professionals	2.1	1.4	10.1	4.8	5.5	2.3	73.8	40.3	9.4	40.4	9.9	2.4	2.8	12.8	1.7	15.8	7.4	32.9	24.1	
03. Uptown Individuals	1.4	0.7	4.7	2.1	5.9	4.8	80.4	29.3	18.7	30.5	21.4	2.3	2.4	8.0	1.4	11.2	4.5	38.3	32.0	
3A: Laptops and Lattes	1.8	0.8	5.3	2.2	4.7	3.8	81.3	22.9	24.2	25.0	27.9	1.3	1.3	5.3	0.8	8.1	3.2	39.7	40.3	
3B: Metro Renters	1.0	0.5	3.2	1.4	7.1	6.7	80.1	29.3	18.7	30.5	21.5	1.4	2.0	6.9	1.4	11.5	4.7	39.9	32.1	
3C: Trendsetters	1.5	0.9	5.9	2.8	5.5	3.4	80.0	34.7	14.1	35.2	16.0	4.5	3.8	12.0	1.8	13.6	5.4	34.8	24.1	
04. Family Landscapes	1.8	1.4	12.1	6.4	5.0	1.2	72.1	42.6	7.1	42.5	7.8	2.6	4.5	21.6	3.6	22.4	10.6	22.8	11.9	
4A: Workday Drive	1.9	1.4	12.5	6.8	5.1	1.4	70.8	41.9	7.9	41.8	8.4	1.9	3.1	18.0	2.6	20.8	10.4	27.7	15.5	
4B: Home Improvement	1.6	1.3	10.9	6.0	5.5	1.2	73.5	43.0	6.5	43.1	7.4	3.2	4.9	22.8	3.8	23.8	10.6	21.0	9.9	
4C: Middleburg	1.7	1.5	12.3	6.1	4.6	1.0	72.7	43.1	6.6	43.1	7.2	2.9	5.7	24.8	4.6	23.3	10.8	18.6	9.3	
05. GenXurban	1.5	1.1	9.4	5.0	4.9	1.2	76.8	40.8	8.6	41.0	9.5	2.4	4.5	23.6	3.7	21.1	10.0	21.6	13.2	
5A: Comfortable Empty Nesters	1.4	1.1	9.3	5.2	4.3	1.2	77.6	40.5	9.4	40.0	10.1	1.7	3.5	22.0	3.0	20.7	10.3	23.8	15.0	
5B: In Style	1.7	1.2	9.3	4.8	5.9	1.8	75.4	39.0	10.6	38.5	11.8	1.5	2.7	15.7	2.4	18.5	8.7	29.2	21.3	
5C: Parks and Rec	1.5	1.2	9.5	4.9	4.7	1.2	76.9	41.6	7.6	42.1	8.7	3.2	5.5	26.9	4.1	21.3	9.7	19.2	10.0	
5D: Rustbelt Traditions	1.5	1.3	10.3	5.3	4.7	1.0	75.8	42.2	7.1	43.0	7.8	3.0	5.9	27.2	5.0	23.2	10.6	16.9	8.2	
5E: Midlife Constants	1.3	1.0	8.9	4.8	4.9	1.0	78.2	41.0	8.3	41.6	9.1	2.6	5.3	26.3	4.3	21.6	10.3	18.5	11.0	
06. Cozy Country Living	1.4	1.1	10.0	5.4	3.4	0.7	77.9	42.7	7.0	42.6	7.6	2.8	5.7	29.3	4.6	21.4	10.5	16.8	9.0	
6A: Green Acres	1.5	1.2	10.6	6.0	3.9	1.0	75.9	41.9	8.1	41.4	8.6	1.9	4.2	25.0	3.6	21.2	10.6	21.6	11.9	
6B: Salt of the Earth	1.3	1.1	10.2	5.5	3.3	0.6	77.9	42.7	7.0	42.6	7.7	3.0	6.2	33.4	4.9	20.5	10.6	14.1	7.2	
6C: The Great Outdoors	1.1	1.0	8.7	4.8	3.6	0.8	79.9	42.1	7.6	42.0	8.3	2.5	5.6	25.4	4.6	22.7	10.1	18.1	10.9	
6D: Prairie Living	1.5	1.3	11.1	5.6	2.7	0.5	77.3	43.2	6.8	43.0	7.0	4.0	5.2	30.9	4.0	21.8	11.8	15.9	6.3	
6E: Rural Resort Dwellers	0.9	0.8	7.0	4.0	2.6	0.6	84.2	43.1	6.7	42.7	7.5	2.3	5.7	27.1	4.4	22.7	9.8	17.4	10.8	
6F: Heartland Communities	1.5	1.3	10.4	5.3	3.4	0.6	77.7	44.4	5.0	44.9	5.7	3.7	7.8	33.5	5.9	21.4	10.1	11.8	5.8	
07. Sprouting Explorers	1.7	1.6	13.4	6.8	5.8	1.0	69.6	44.8	4.6	45.5	5.1	11.6	9.7	23.9	4.1	20.6	8.4	15.1	6.6	
7A: Up and Coming Families	2.0	1.8	14.3	6.8	6.1	1.5	67.4	43.1	6.1	44.1	6.7	3.6	4.7	19.6	3.4	23.4	10.8	23.2	11.2	
7B: Urban Villages	1.4	1.3	11.0	6.3	7.2	1.0	71.8	44.4	4.8	45.4	5.4	13.6	10.3	25.6	3.1	20.2	7.6	14.1	5.5	
7C: Urban Edge Families	1.6	1.6	12.9	6.7	5.7	0.9	70.6	44.7	4.7	45.4	5.3	8.7	9.7	26.9	4.8	22.2	9.1	13.2	5.5	
7D: Forging Opportunity	1.7	1.8	15.4	7.6	4.7	0.5	68.4	46.7	2.7	47.7	3.0	20.7	15.5	26.4	5.2	17.0	5.6	7.1	2.5	
7E: Farm to Table	1.6	2.0	15.7	7.7	4.7	0.3	67.9	48.4	1.8	47.5	2.3	32.7	14.9	22.4	3.8	14.5	4.7	5.2	1.7	
7F: Southwestern Families	1.6	1.5	12.2	6.3	4.7	0.6	73.1	46.5	3.1	46.7	3.7	19.2	14.6	26.3	5.0	16.6	6.0	9.0	3.3	
08. Middle Ground	1.6	1.3	9.8	4.8	5.9	1.6	74.9	41.1	8.1	41.9	8.9	4.8	6.5	22.3	4.0	20.5	8.7	21.0	12.2	
8A: City Lights	1.7	1.3	9.1	4.7	5.9	1.6	75.7	39.9	9.6	39.4	11.1	5.2	5.2	21.1	2.7	18.3	7.9	24.5	15.2	
8B: Emerald City	1.6	0.9	6.9	3.3	6.7	3.3	77.3	37.0	12.1	37.6	13.3	1.7	2.8	12.3	2.2	16.6	7.1	32.8	24.5	
8C: Bright Young Professionals	1.7	1.4	10.5	5.0	6.4	1.8	73.3	41.9	6.9	43.5	7.6	2.9	4.6	20.4	3.6	23.3	10.2	23.2	11.7	
8D: Downtown Melting Pot	1.6	1.4	9.6	4.8	5.9	1.6	75.0	36.8	13.5	35.9	13.8	11.7	8.4	23.1	2.7	12.7	7.1	22.3	12.0	
8E: Front Porches	1.6	1.4	11.1	5.5	5.0	1.1	74.3	43.4	5.8	44.2	6.7	5.9	8.3	27.2	5.3	22.8	9.0	14.7	6.9	
8F: Old and Newcomers	1.4	1.2	8.4	4.1	6.8	1.6	76.5	40.3	8.5	41.9	9.3	2.9	5.3	22.4	4.1	22.7	9.6	20.8	12.2	
8G: Hometown Heritage	1.6	1.7	13.1	6.1	4.0	0.6	73.0	45.0	4.6	45.5	4.9	8.3	13.8	30.6	7.8	20.9	7.5	7.8	3.3	

	School Enrollment (%) ¹							By Sex and Type of School				Educational Attainment (%)							
	By Level of School							Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/AIT 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	Not Enrolled in School	Public School	Private School	Public School	Private School								
United States	1.6	1.3	10.5	5.4	5.8	1.4	74.1	41.7	7.8	42.0	8.5	4.7	6.4	22.9	4.0	19.8	8.7	20.6	13.0
09. Senior Styles	1.0	0.7	5.9	3.2	4.3	1.1	83.9	38.6	10.6	38.9	11.9	3.4	5.8	22.5	3.6	20.2	8.0	21.1	15.3
9A: Silver & Gold	0.7	0.5	4.5	2.7	2.8	0.8	88.1	39.1	11.8	37.8	11.3	1.2	2.8	16.9	2.1	19.9	8.2	27.3	21.6
9B: Golden Years	1.4	0.8	7.0	3.9	4.9	1.6	80.4	35.9	13.4	35.5	15.2	2.0	3.0	16.6	2.0	16.7	7.2	28.9	23.5
9C: The Elders	0.2	0.2	1.8	1.0	1.7	0.5	94.5	35.9	11.7	39.6	12.7	2.1	4.7	26.1	3.1	22.4	8.2	19.5	14.1
9D: Senior Escapes	0.8	0.8	7.2	3.9	3.0	0.5	83.8	43.2	6.4	43.8	6.6	4.0	9.1	29.0	6.1	24.2	9.0	12.0	6.6
9E: Retirement Communities	1.1	0.8	6.3	3.4	5.4	1.3	81.7	38.5	10.2	39.4	11.9	3.8	5.6	24.8	3.5	20.3	8.5	20.3	13.3
9F: Social Security Set	1.0	0.9	6.0	3.1	6.6	1.7	80.7	39.0	9.8	39.3	11.8	8.6	11.4	24.2	5.8	19.5	6.5	14.9	9.2
10. Rustic Outposts	1.3	1.3	10.8	5.6	3.4	0.5	77.2	44.5	5.4	44.5	5.7	5.9	10.7	31.6	7.2	20.6	8.7	10.1	5.2
10A: Southern Satellites	1.3	1.3	11.0	5.7	3.5	0.6	76.6	43.9	5.8	44.1	6.2	5.1	9.6	30.6	7.0	21.3	9.4	11.2	5.8
10B: Rooted Rural	1.1	1.1	9.7	5.1	2.9	0.5	79.6	44.0	6.0	43.8	6.2	5.0	9.6	33.4	7.1	20.1	8.8	10.4	5.6
10C: Economic BedRock	1.3	1.2	11.1	5.5	2.9	0.5	77.4	45.7	4.4	45.1	4.8	6.8	11.5	33.7	7.3	19.4	7.7	8.9	4.7
10D: Down the Road	1.5	1.6	12.5	6.2	4.0	0.6	73.6	45.3	4.3	45.7	4.7	8.0	12.1	29.2	7.0	21.7	8.0	9.6	4.5
10E: Rural Bypasses	1.3	1.3	10.0	5.5	3.4	0.5	78.1	45.0	5.1	44.7	5.2	6.9	13.6	32.2	7.6	19.3	7.9	8.0	4.4
11. Midtown Singles	1.8	1.6	10.8	4.9	6.8	1.8	72.4	42.1	6.2	44.3	7.4	5.6	8.6	24.1	4.8	22.1	8.5	17.4	8.9
11A: City Strivers	1.9	1.5	10.7	5.7	6.0	1.5	72.8	40.3	7.3	43.0	9.5	6.6	8.6	26.8	4.8	19.7	7.5	16.7	9.3
11B: Young and Restless	1.5	1.3	8.3	3.6	8.4	3.1	74.0	41.4	7.0	43.6	8.0	3.4	4.8	18.1	3.3	22.3	9.5	25.3	13.2
11C: Metro Fusion	1.8	1.8	12.8	5.7	5.8	1.2	70.8	44.0	4.7	45.6	5.8	7.9	9.5	25.6	4.8	23.0	8.8	14.4	6.0
11D: Set to Impress	1.4	1.1	8.4	3.9	7.7	1.9	75.6	40.7	8.2	42.1	9.0	4.4	7.7	23.2	5.5	22.6	8.8	17.9	9.9
11E: City Commons	2.5	2.2	15.0	6.5	5.1	0.8	67.8	43.0	4.5	46.9	5.7	6.3	15.1	30.6	6.1	22.2	7.0	8.5	4.2
12. Hometown	1.6	1.4	10.9	5.5	4.6	0.8	75.3	43.4	5.3	44.9	6.4	5.0	10.6	30.7	6.2	22.8	8.6	10.7	5.4
12A: Family Foundations	1.6	1.3	10.8	5.9	5.3	1.1	73.9	41.9	5.8	44.9	7.4	4.4	9.2	28.1	4.4	24.9	8.5	13.0	7.6
12B: Traditional Living	1.6	1.4	11.5	5.7	4.4	0.7	74.7	43.8	5.4	44.6	6.2	4.4	9.3	30.9	6.9	22.8	9.6	11.2	4.9
12C: Small Town Simplicity	1.5	1.3	10.0	4.8	4.1	0.7	77.7	44.2	5.4	44.4	6.0	5.4	10.3	31.0	6.9	21.5	8.7	10.7	5.5
12D: Modest Income Homes	1.7	1.5	11.5	5.9	4.7	0.7	74.2	43.3	4.8	45.8	6.1	5.8	14.3	32.2	5.9	22.6	7.1	8.0	4.1
13. Next Wave	1.8	1.8	13.3	6.5	5.8	0.9	69.9	45.1	4.4	45.4	5.0	18.4	13.2	25.6	3.8	16.5	5.8	11.8	4.9
13A: Diverse Convergence	1.7	1.5	11.2	5.5	6.3	1.3	72.5	43.0	6.2	43.9	6.9	13.4	9.3	25.0	3.0	17.3	6.7	17.4	7.9
13B: Family Extensions	1.8	1.8	14.0	7.4	6.3	0.6	68.1	46.9	2.7	47.1	3.3	25.3	15.6	26.0	2.9	15.2	4.8	7.8	2.4
13C: NeWest Residents	1.9	2.1	15.2	6.6	4.6	0.6	69.0	46.6	3.9	45.4	4.1	23.0	14.4	24.9	3.6	15.4	5.1	9.8	3.8
13D: Fresh Ambitions	2.0	1.9	14.5	6.9	5.2	0.7	68.7	45.1	4.1	45.8	5.0	15.5	15.4	28.3	5.1	18.2	6.0	8.2	3.2
13E: High Rise Renters	1.9	1.7	12.4	6.4	6.4	1.1	70.2	43.2	5.3	45.2	6.4	15.3	14.7	23.7	5.9	16.7	6.3	12.3	5.2
14. Scholars and Patriots	0.8	0.6	4.1	1.8	47.8	5.6	39.2	39.5	9.5	40.3	10.6	2.2	3.7	14.3	2.8	20.6	8.2	26.8	21.3
14A: Military Proximity	2.3	1.8	10.7	3.4	10.4	1.8	69.6	46.7	8.8	37.3	7.2	0.9	1.7	16.3	2.3	32.7	14.2	21.6	10.4
14B: College Towns	0.9	0.7	4.7	2.4	35.6	6.2	49.6	38.7	10.5	38.7	12.2	2.5	4.2	14.8	3.0	18.7	7.3	27.3	22.1
14C: Dorms to Diplomas	0.2	0.2	1.1	0.7	75.3	6.3	16.3	39.2	8.9	41.9	10.0	2.4	3.6	11.4	2.5	17.8	6.4	29.1	27.0

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

¹ 2015-2019 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	\$64,700	\$143,000	62.3	6.2	1.7	7.1	9.9	2.5	10.7	6.0	1.8	7.1	48.0	5.2	17.9	24.8	9.3	11.2	15.1	0.6	5.2	2.9	5.2	7.9		
01. Affluent Estates	\$770,800	\$770,800	65.2	4.2	0.8	5.1	8.8	3.0	8.5	4.4	2.3	10.7	51.1	5.3	29.1	34.1	10.2	8.6	8.2	0.1	2.5	1.6	2.0	3.6		
1A: Top Tier	\$191,000	\$1,460,200	61.5	4.4	0.6	3.7	7.0	3.0	6.5	2.7	3.0	14.0	55.4	4.1	34.8	38.0	10.2	6.5	5.4	0.1	1.5	0.7	1.0	1.9		
1B: Professional Pride	\$154,400	\$938,800	68.5	3.9	0.7	4.4	10.2	3.2	8.4	4.2	2.4	11.1	50.3	4.8	31.3	34.4	10.5	8.1	7.3	0.1	2.0	1.3	1.8	3.2		
1C: Boomburbs	\$126,400	\$518,400	70.0	4.2	1.1	4.7	9.2	3.0	9.2	5.3	2.4	10.6	48.5	6.0	28.1	33.3	10.3	9.1	8.9	0.1	2.2	1.8	2.2	4.1		
1D: Savvy Suburbanites	\$119,200	\$694,900	66.1	4.4	0.8	6.3	9.2	2.9	9.0	4.9	2.1	9.3	49.8	5.7	26.3	32.3	9.8	9.6	9.3	0.2	3.4	2.2	2.5	4.4		
1E: Exurbanites	\$112,200	\$688,100	58.8	4.2	1.1	5.6	7.5	2.7	8.3	4.1	2.0	9.9	53.3	5.5	27.7	34.2	10.2	8.7	8.7	0.3	2.9	1.6	2.0	3.7		
02. Upscale Avenues	\$107,200	\$354,100	67.6	5.8	0.5	5.6	7.5	2.6	9.1	5.3	2.8	8.7	52.1	5.8	23.5	32.7	9.0	10.3	11.5	0.1	3.5	2.0	2.5	4.8		
2A: Urban Chic	\$123,800	\$504,700	67.3	4.8	0.6	4.1	6.3	2.3	7.3	3.2	3.7	10.2	57.5	4.7	29.5	38.8	9.0	7.4	8.0	0.2	2.2	1.0	1.4	2.6		
2B: Pleasantville	\$106,100	\$486,500	66.5	6.4	0.4	7.2	7.1	2.6	9.9	6.3	2.4	8.0	49.7	6.3	20.7	28.4	9.1	11.9	13.3	0.2	4.8	2.7	2.9	6.1		
2C: Pacific Heights	\$106,400	\$400,400	61.8	7.1	0.4	5.4	8.6	3.0	9.9	6.9	2.4	8.0	49.9	5.6	20.3	29.5	9.5	11.7	13.8	0.2	3.5	2.3	3.4	5.6		
2D: Enterprising Professionals	\$99,400	\$158,400	73.4	5.1	0.4	4.3	8.4	2.4	9.0	4.8	3.0	9.1	52.6	6.0	24.8	36.0	8.5	9.4	10.4	0.1	2.4	1.7	2.4	4.3		
03. Uptown Individuals	\$94,600	\$68,500	74.3	5.3	0.4	2.9	5.0	2.0	7.1	3.3	4.7	11.1	59.0	4.5	29.4	40.0	8.3	7.2	8.7	0.1	1.5	0.8	1.3	2.7		
3A: Laptops and Lattes	\$134,200	\$176,800	73.5	4.7	0.3	2.0	4.3	1.9	5.6	2.3	5.6	14.5	58.6	4.9	35.4	41.7	8.3	5.7	5.2	0.0	0.9	0.4	0.8	1.5		
3B: Metro Renters	\$82,800	\$43,200	75.6	4.5	0.5	2.7	5.5	2.0	7.6	3.4	3.6	11.0	59.1	4.6	29.1	41.2	8.3	7.3	8.2	0.1	1.2	0.8	1.3	2.5		
3C: Trendsetters	\$83,600	\$58,700	73.1	7.0	0.3	4.0	4.8	1.9	8.1	4.2	5.5	8.0	59.1	4.1	24.2	36.5	8.1	8.6	12.9	0.1	2.6	1.2	1.8	4.2		
04. Family Landscapes	\$83,000	\$243,900	67.8	4.7	1.2	7.1	10.3	2.8	11.0	6.5	1.7	7.7	45.5	6.2	19.5	25.6	9.6	12.0	12.9	0.3	4.7	3.3	4.8	7.3		
4A: Workday Drive	\$102,300	\$352,100	69.4	4.2	0.9	6.4	10.0	2.9	10.2	6.1	1.8	8.7	46.5	6.4	22.9	28.9	9.8	11.1	11.1	0.2	3.8	2.7	3.7	5.9		
4B: Home Improvement	\$79,800	\$239,100	69.2	5.7	0.8	7.3	8.8	2.8	11.6	7.0	1.9	7.8	46.2	5.8	17.8	23.9	9.6	13.3	14.2	0.2	5.0	3.4	4.6	8.0		
4C: Middleburg	\$69,200	\$168,400	65.3	4.5	1.8	7.9	11.5	2.7	11.5	6.7	1.5	6.5	43.8	6.2	16.7	23.0	9.4	12.1	14.1	0.5	5.6	4.0	6.2	8.5		
05. GenXurban	\$69,100	\$205,700	62.9	4.9	1.0	6.5	10.2	2.5	11.0	5.7	1.6	7.3	48.5	5.7	17.9	26.7	9.3	12.0	13.9	0.3	4.6	3.0	5.0	7.3		
5A: Comfortable Empty Nesters	\$82,300	\$344,900	60.5	4.3	1.1	6.4	10.3	2.7	10.4	5.7	1.5	7.8	48.0	6.2	20.2	28.6	9.6	11.6	11.8	0.3	4.2	3.0	4.4	6.3		
5B: In Style	\$81,500	\$223,400	66.4	4.0	1.1	5.3	7.8	2.3	9.9	4.5	1.9	8.3	53.1	5.7	22.2	33.0	9.5	10.2	11.5	0.3	3.3	2.0	3.0	5.0		
5C: Parks and Rec	\$69,300	\$174,400	66.2	6.3	0.7	7.4	9.9	2.6	11.5	6.4	1.7	7.0	47.0	5.8	16.1	23.9	9.0	12.9	15.5	0.2	5.4	3.3	5.2	8.4		
5D: Rustbelt Traditions	\$57,400	\$143,500	65.9	5.4	0.9	7.2	12.1	2.6	11.9	6.1	1.5	6.6	46.0	5.1	14.1	22.2	9.1	13.2	16.1	0.3	5.5	3.5	6.9	9.1		
5E: Midlife Constants	\$59,100	\$179,100	56.9	4.7	1.4	6.5	11.0	2.3	11.5	5.7	1.4	6.4	47.8	5.8	16.1	25.3	9.4	12.2	14.9	0.5	4.8	3.2	5.9	7.7		
06. Cozy Country Living	\$65,400	\$212,600	60.5	4.4	4.1	8.7	13.7	2.5	10.6	6.4	1.2	5.6	41.7	5.4	16.9	21.5	8.5	11.1	13.9	1.2	6.4	4.1	7.4	9.1		
6A: Green Acres	\$86,100	\$326,900	64.6	3.9	2.4	8.7	12.5	2.8	10.1	6.3	1.3	6.7	43.6	5.6	20.0	25.0	8.8	11.2	11.9	0.6	5.8	3.8	5.6	7.4		
6B: Salt of the Earth	\$64,600	\$213,700	61.6	4.2	3.3	8.8	17.7	2.5	10.5	6.9	1.1	5.0	39.4	4.8	15.0	20.0	8.0	11.4	13.6	1.0	6.6	4.6	9.5	10.4		
6C: The Great Outdoors	\$65,200	\$208,500	57.3	5.3	3.6	10.2	7.9	2.0	11.1	5.7	1.3	5.5	46.1	6.6	17.2	22.8	9.2	10.7	15.8	1.2	7.4	3.7	4.7	7.5		
6D: Prairie Living	\$62,500	\$197,200	63.6	3.1	14.7	8.4	12.0	3.1	9.4	6.8	1.0	4.7	35.1	4.7	20.4	17.7	7.2	10.3	12.3	3.8	6.7	4.2	7.3	10.1		
6E: Rural Resort Dwellers	\$57,400	\$209,200	49.0	4.8	4.7	10.1	9.8	2.0	11.2	5.7	1.3	5.7	43.6	5.9	17.2	20.6	9.7	10.3	15.8	1.6	7.4	3.7	5.9	7.9		
6F: Heartland Communities	\$49,800	\$111,600	58.2	5.4	2.9	7.3	16.8	2.3	11.8	6.4	1.1	4.7	41.6	5.2	11.9	18.7	8.5	11.6	17.0	1.0	6.0	4.1	10.3	11.1		
07. Sprouting Explorers	\$62,300	\$117,400	65.0	7.3	2.9	9.4	9.1	2.8	11.6	7.6	1.5	6.1	44.2	5.0	13.3	18.2	9.4	12.3	17.7	1.7	7.5	3.5	5.9	10.5		
7A: Up and Coming Families	\$82,300	\$177,800	70.2	5.0	1.1	6.7	8.2	2.8	11.2	7.4	1.8	8.1	45.9	6.8	18.8	25.4	9.8	12.6	13.7	0.2	4.4	3.1	4.1	7.9		
7B: Urban Villages	\$75,600	\$178,900	64.2	8.8	1.7	9.1	10.6	3.1	11.6	8.3	1.6	5.2	44.6	4.2	12.0	16.8	9.4	12.9	18.8	1.0	7.3	3.5	6.9	11.3		
7C: Urban Edge Families	\$57,400	\$100,700	65.8	7.9	1.2	9.8	8.2	2.7	12.4	8.1	1.5	5.9	45.7	4.5	11.8	16.5	9.6	13.4	19.7	0.6	7.8	3.7	5.8	11.1		
7D: Forging Opportunity	\$46,000	\$60,600	62.5	8.7	3.7	15.2	12.4	2.8	11.7	7.1	0.9	3.9	39.3	2.9	7.5	10.1	8.5	10.6	20.4	2.1	13.4	3.8	9.7	13.8		
7E: Farm to Table	\$40,200	\$23,700	58.8	9.1	34.1	7.2	7.5	3.3	8.5	5.0	0.6	2.0	28.7	3.1	6.1	7.9	6.6	7.3	16.0	27.6	6.4	3.0	5.9	13.1		
7F: Southwestern Families	\$36,300	\$31,500	54.8	9.5	3.0	11.5	6.7	2.6	12.3	7.6	1.0	4.6	46.6	4.1	8.4	12.7	10.0	12.1	23.3	1.2	10.3	3.8	5.8	12.4		
08. Middle Ground	\$56,300	\$62,700	66.0	6.8	0.9	6.5	8.8	2.4	11.5	5.9	1.9	7.0	50.3	4.9	16.1	24.8	9.4	11.8	17.2	0.3	4.8	2.6	5.1	8.0		
8A: City Lights	\$80,500	\$132,900	67.6	7.5	0.4	6.9	6.8	2.5	10.1	6.5	2.6	7.5	51.5	5.3	19.0	27.1	8.7	11.6	15.9	0.2	4.9	2.4	3.3	6.9		
8B: Emerald City	\$73,000	\$98,300	72.7	4.4	0.7	4.6	6.4	2.2	9.1	4.0	2.4	8.3	57.5	4.8	22.7	35.7	8.8	9.3	12.1	0.2	2.8	1.5	2.6	4.3		
8C: Bright Young Professionals	\$61,000	\$64,200	71.1	5.3	1.0	6.2	8.6	2.4	12.1	6.1	1.8	7.6	48.4	5.6	17.0	25.3	9.8	12.7	15.6	0.2	4.4	2.9	4.5	7.5		
8D: Downtown Melting Pot	\$59,600	\$48,200	59.9	9.3	0.2	6.7	5.3	2.9	9.9	8.1	2.4	7.8	53.3	3.6	15.3	23.8	9.3	11.2	21.1	0.1	5.1	1.8	3.5	8.8		
8E: Front Porches	\$51,400	\$52,700	65.4	8.2	1.1	7.9	10.4	2.4	12.6	6.4	1.4	5.7	47.2	4.8	12.3	19.1	9.3	12.6	20.0	0.6	6.1	3.2	6.7	10.1		
8F: Old and Newcomers	\$51,200	\$60,200	62.5	5.4	1.1	5.8	8.9	2.2	12.3	5.3	1.7	6.9	50.5	5.4	15.7	25.5	10.0	12.3	16.9	0.3	4.3	2.6	5.1	7.4		
8G: Hometown Heritage	\$32,900	\$14,000	58.7	10.9	1.1	8.3	15.5	2.4	12.9	6.2	1.															



	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	\$64,700	\$143,000	62.3	6.2	1.7	7.1	9.9	2.5	10.7	6.0	1.8	7.1	48.0	5.2	17.9	24.8	9.3	11.2	15.1	0.6	5.2	2.9	5.2	7.9
09. Senior Styles	\$52,700	\$153,300	44.7	6.3	1.1	6.1	7.3	2.4	11.3	5.2	1.8	8.4	51.3	5.0	19.7	26.3	10.6	11.3	15.2	0.5	4.1	2.3	3.6	6.5
9A: Silver & Gold	\$81,100	\$507,800	39.1	4.2	1.2	6.9	5.9	2.6	10.9	4.5	1.5	11.2	50.7	4.7	26.2	26.6	13.0	9.9	11.4	0.5	3.7	2.2	2.2	4.5
9B: Golden Years	\$80,200	\$245,700	55.5	5.1	0.6	4.7	7.0	2.5	9.5	4.6	2.2	10.0	53.5	5.3	24.9	33.2	10.2	9.9	10.7	0.1	2.8	1.6	2.3	4.2
9C: The Elders	\$50,200	\$289,500	23.7	5.5	0.8	6.0	5.4	2.5	13.6	5.5	1.6	9.7	50.5	4.4	18.7	22.6	13.3	13.3	15.9	0.2	3.9	2.3	2.7	7.2
9D: Senior Escapes	\$44,200	\$151,600	43.2	6.7	3.0	9.8	7.1	2.1	13.2	6.2	1.3	5.5	46.2	5.7	13.6	17.9	10.2	12.5	19.3	1.3	7.4	4.0	4.7	9.2
9E: Retirement Communities	\$47,400	\$81,400	49.4	5.8	0.9	5.5	8.7	2.5	11.8	5.5	1.6	7.9	50.8	4.8	17.1	26.2	9.9	12.3	15.9	0.3	4.0	2.4	4.7	7.2
9F: Social Security Set	\$22,100	\$10,800	45.4	11.2	0.7	5.1	8.1	1.8	11.4	5.5	2.1	6.0	54.9	4.4	13.7	23.0	9.2	11.4	22.4	0.3	3.9	1.9	5.4	8.7
10. Rustic Outposts	\$49,100	\$116,000	54.1	6.3	4.3	9.9	14.0	2.3	11.5	7.2	1.0	4.3	39.9	5.7	12.1	17.4	8.6	11.2	16.3	1.3	8.1	4.8	9.0	11.3
10A: Southern Satellites	\$54,800	\$150,000	57.6	5.5	3.3	10.3	14.3	2.5	11.4	7.4	1.0	4.6	39.6	5.5	13.1	18.0	8.6	11.4	15.0	1.1	7.9	5.1	8.8	11.0
10B: Rooted Rural	\$49,900	\$146,000	51.7	5.6	5.2	9.6	15.2	2.1	11.0	7.1	0.9	4.2	38.8	5.8	12.7	18.3	8.1	10.8	15.1	1.8	7.8	4.8	9.4	11.1
10C: Economic BedRock	\$45,500	\$103,600	48.9	6.9	10.8	9.1	7.5	2.0	11.3	7.3	0.9	4.1	40.7	6.2	11.3	18.3	8.5	10.8	16.0	1.2	11.2	4.9	6.5	11.3
10D: Down the Road	\$44,800	\$77,300	58.8	7.8	3.2	10.9	12.0	2.3	12.8	6.5	1.1	4.4	42.0	4.9	10.7	14.6	9.2	11.5	19.5	1.4	9.1	4.3	8.1	11.5
10E: Rural Bypasses	\$37,900	\$64,000	47.7	8.0	3.8	8.2	16.6	2.1	11.4	6.9	0.9	3.6	39.9	6.6	10.2	16.4	8.3	10.9	18.2	1.4	6.8	4.3	11.1	12.3
11. Midtown Singles	\$41,400	\$13,700	67.2	9.4	0.7	6.3	7.5	2.1	12.3	6.8	1.8	6.5	51.4	4.6	12.7	21.0	9.6	12.6	21.9	0.3	5.0	2.5	5.0	9.5
11A: City Strivers	\$53,300	\$28,400	63.6	13.9	0.1	5.0	3.4	1.4	9.6	10.1	2.1	6.2	55.8	6.4	12.1	21.6	7.7	12.7	27.2	0.0	4.1	2.0	2.5	10.1
11B: Young and Restless	\$49,500	\$13,900	75.5	5.8	0.6	5.4	7.3	2.3	12.7	6.0	2.2	8.4	50.7	4.4	15.9	26.1	10.1	12.9	16.9	0.2	3.9	2.4	4.0	7.5
11C: Metro Fusion	\$41,700	\$13,800	69.2	8.7	0.9	8.7	8.1	2.4	12.9	7.4	1.5	5.9	48.1	4.1	10.9	16.4	9.6	12.9	22.5	0.5	7.2	2.9	5.9	11.2
11D: Set to Impress	\$39,400	\$14,200	65.1	7.5	0.9	6.2	8.9	2.0	12.7	5.1	1.7	5.7	52.5	4.3	12.9	22.3	9.6	12.0	21.0	0.4	4.9	2.5	5.9	8.5
11E: City Commons	\$22,600	\$10,500	55.9	17.3	0.5	4.9	8.6	1.6	12.4	7.5	1.2	4.7	54.1	4.6	8.2	14.5	10.2	12.5	29.3	0.3	4.3	2.0	6.9	11.9
12. Hometown	\$38,800	\$39,900	57.2	9.8	1.2	6.4	12.7	2.0	12.2	7.0	1.3	5.0	47.0	5.3	10.3	17.1	9.1	12.7	21.6	0.5	5.3	3.1	8.6	11.8
12A: Family Foundations	\$47,600	\$92,900	59.4	12.0	0.4	5.0	8.0	1.8	10.6	10.0	1.6	6.0	49.5	7.1	11.6	19.0	8.4	14.4	21.7	0.2	4.1	2.5	5.6	12.4
12B: Traditional Living	\$44,500	\$61,700	63.5	7.3	1.2	7.1	15.9	2.3	12.7	6.1	1.3	5.0	44.1	4.2	10.3	16.7	9.0	12.6	19.6	0.5	5.9	3.6	10.2	11.6
12C: Small Town Simplicity	\$36,600	\$29,400	52.9	7.4	2.0	7.1	13.4	2.0	13.1	5.7	1.2	4.6	45.5	5.3	10.7	18.0	9.5	11.8	20.2	0.8	5.9	3.5	9.0	10.7
12D: Modest Income Homes	\$28,000	\$13,900	52.0	15.6	0.7	5.2	10.1	1.7	11.4	7.8	1.2	4.5	52.1	5.4	8.3	14.6	9.0	12.4	27.7	0.3	4.4	2.3	7.8	13.3
13. Next Wave	\$42,300	\$14,100	64.3	11.2	1.3	11.2	9.7	2.7	11.3	7.5	1.4	4.6	47.7	2.7	8.7	13.2	8.7	10.7	25.1	1.0	9.8	2.7	7.5	12.6
13A: Diverse Convergence	\$56,500	\$30,400	67.8	9.4	0.6	9.3	8.0	2.5	10.8	7.9	2.0	5.4	50.5	3.0	11.8	17.8	8.7	10.9	23.5	0.4	7.8	2.5	5.5	10.9
13B: Family Extensions	\$47,400	\$22,700	63.0	11.2	2.0	10.9	14.1	3.8	11.4	8.5	1.1	3.5	42.3	2.4	6.8	9.6	8.9	11.2	22.2	1.6	9.8	3.2	10.8	16.0
13C: NeWest Residents	\$37,800	\$12,300	69.4	8.7	1.8	18.0	9.6	2.4	10.7	5.5	1.1	4.2	44.7	1.9	7.1	9.4	8.2	8.9	26.2	1.3	16.1	2.9	8.2	11.7
13D: Fresh Ambitions	\$32,300	\$12,100	59.2	14.7	1.8	8.9	10.3	2.6	12.5	7.4	1.1	4.1	48.0	3.2	7.3	12.2	9.0	11.2	26.3	1.5	7.9	2.7	8.1	13.9
13E: High Rise Renters	\$27,500	\$10,300	55.7	17.7	0.2	5.3	4.0	1.7	11.9	8.3	1.7	5.9	57.5	3.5	8.6	15.8	9.2	11.7	34.1	0.2	4.5	1.9	3.5	10.6
14. Scholars and Patriots	\$35,900	\$11,800	50.8	8.0	0.8	3.1	5.0	1.2	12.5	2.6	1.6	4.4	64.4	4.4	12.0	31.7	10.8	12.4	20.5	0.4	2.4	1.6	2.9	5.3
14A: Military Proximity	\$56,000	\$12,900	23.0	9.2	0.6	3.0	3.1	0.9	11.8	3.2	0.9	3.2	39.4	33.9	14.5	25.2	9.5	12.8	18.5	0.4	2.9	6.6	2.7	6.9
14B: College Towns	\$40,000	\$13,400	61.2	6.5	1.0	3.8	6.0	1.5	12.2	3.1	1.7	5.1	62.4	3.3	13.6	32.2	10.2	11.5	18.7	0.4	2.8	1.6	3.4	5.6
14C: Dorms to Diplomas	\$21,900	\$9,400	47.4	9.9	0.7	2.1	3.7	0.9	13.0	1.8	1.6	3.6	70.6	2.0	9.3	32.0	11.8	13.7	23.2	0.4	1.6	1.0	2.2	4.7

* 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	2014 or later	2010 to 2013	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier
United States	\$264,000	64.8	11.5	61.6	5.9	3.6	4.4	4.7	4.4	9.2	6.2	0.1	2.5	2.7	14.0	13.9	13.4	53.6
01. Affluent Estates	\$476,000	89.0	5.1	87.6	5.2	0.7	0.9	1.0	1.1	2.6	0.9	0.0	4.1	4.1	20.8	18.5	14.8	37.7
1A: Top Tier	Single Family	\$881,000	90.4	5.7	89.6	3.9	0.7	0.7	0.7	3.3	0.3	0.0	2.2	1.8	9.6	11.9	13.6	60.8
1B: Professional Pride	Single Family	\$479,100	91.5	3.1	90.3	4.9	0.4	0.6	0.8	0.9	1.7	0.5	4.5	4.1	23.2	37.0	15.2	15.9
1C: Boomburbs	Single Family	\$416,100	85.5	3.9	82.8	7.6	0.3	0.9	1.6	2.4	3.6	0.7	10.4	11.4	54.8	15.5	3.5	4.4
1D: Savvy Suburbanites	Single Family	\$402,700	91.1	3.9	91.0	4.2	0.8	0.7	0.7	0.6	1.0	1.0	2.7	2.4	12.5	17.2	20.6	44.6
1E: Exurbanites	Single Family	\$481,100	85.8	9.1	83.1	6.2	1.1	1.4	1.5	1.2	4.0	1.4	2.4	2.1	12.3	13.9	16.4	52.8
02. Upscale Avenues	\$527,200	71.0	6.5	62.7	11.7	3.2	3.3	4.5	5.0	8.8	0.8	0.0	2.2	2.1	10.0	11.7	13.2	60.8
2A: Urban Chic	Single Family	\$751,000	67.4	9.9	60.9	8.7	3.9	4.4	4.8	4.8	11.9	0.6	2.3	2.0	9.9	9.9	11.0	65.0
2B: Pleasantville	Single Family	\$444,100	84.1	5.1	83.8	5.6	3.2	1.6	1.3	1.2	2.4	1.0	0.9	1.0	5.2	6.0	9.1	77.8
2C: Pacific Heights	Single Family	\$790,600	73.3	5.5	66.6	14.3	5.1	3.1	2.3	1.8	6.0	0.7	0.9	0.9	5.1	6.6	13.3	73.1
2D: Enterprising Professionals	Multi-Units; Single Family	\$413,300	53.5	5.8	30.5	22.4	1.6	4.8	10.0	12.8	17.0	0.9	4.6	4.4	20.0	24.5	21.4	25.1
03. Uptown Individuals	\$707,800	27.2	10.3	10.2	6.3	4.8	8.3	10.2	10.9	49.1	0.2	0.0	4.7	3.9	14.1	8.6	8.8	59.8
3A: Laptops and Lattes	High Density Apartments	\$968,400	38.6	11.0	11.9	7.8	5.4	8.1	9.0	8.8	48.8	0.1	3.8	3.1	11.5	6.6	7.8	67.2
3B: Metro Renters	Multi-Unit Rentals	\$461,600	20.9	10.6	7.3	5.2	2.5	5.6	8.6	11.7	58.9	0.2	6.8	5.5	20.1	12.2	9.9	45.6
3C: Trendsetters	High Density Apartments	\$744,200	26.0	9.2	12.7	6.5	7.8	12.7	13.7	11.7	34.5	0.3	2.6	2.3	7.8	5.3	8.1	73.9
04. Family Landscapes	\$263,700	81.2	5.4	81.3	5.5	1.2	1.7	2.0	1.8	2.0	4.5	0.1	3.9	4.1	24.1	24.0	17.3	26.6
4A: Workday Drive	Single Family	\$310,000	86.1	3.9	85.8	5.9	0.7	1.0	1.4	1.4	2.0	1.9	4.7	4.8	28.9	31.2	13.7	16.7
4B: Home Improvement	Single Family	\$248,400	81.0	5.0	83.8	6.8	1.0	1.6	1.7	1.6	1.7	1.7	1.4	1.4	8.3	16.7	30.9	41.2
4C: Middleburg	Single Family	\$222,300	76.4	7.1	75.3	4.4	1.9	2.3	2.7	2.3	2.3	8.7	4.5	5.0	28.5	21.2	12.9	27.9
05. GenXurban	\$219,100	75.8	7.9	76.0	5.7	2.9	3.2	3.4	2.7	3.8	2.4	0.0	1.5	1.7	9.0	10.5	12.0	65.3
5A: Comfortable Empty Nesters	Single Family	\$244,600	87.9	6.4	88.3	3.9	1.1	1.0	1.1	0.8	1.4	2.3	1.7	1.7	10.2	12.3	13.8	60.3
5B: In Style	Single Family	\$298,100	69.7	8.9	65.8	7.9	2.8	4.3	5.6	5.1	6.8	1.7	2.7	3.0	13.3	14.4	15.4	51.2
5C: Parks and Rec	Single Family	\$235,500	72.0	6.7	67.6	9.2	4.9	4.5	4.2	3.5	4.2	2.0	1.1	1.2	6.3	7.7	10.9	72.8
5D: Rustbelt Traditions	Single Family	\$147,500	73.2	8.0	80.3	3.8	3.7	3.2	2.9	2.1	2.1	1.9	0.8	0.9	4.9	6.3	7.8	79.3
5E: Midlife Constants	Single Family	\$185,700	74.9	9.4	75.8	4.5	2.6	3.1	3.3	2.3	4.5	3.8	1.2	1.6	9.7	11.2	11.8	64.5
06. Cozy Country Living	\$219,800	81.8	18.0	81.8	2.0	1.6	1.5	1.3	0.9	1.2	9.6	0.1	2.1	2.4	14.6	15.3	13.0	52.6
6A: Green Acres	Single Family	\$283,600	87.4	7.2	87.2	2.4	1.1	0.8	0.8	0.6	0.8	6.3	3.3	3.4	19.3	19.6	14.5	39.9
6B: Salt of the Earth	Single Family	\$188,300	84.4	10.4	84.1	1.5	1.3	1.0	0.8	0.4	0.5	10.4	1.8	2.1	13.4	15.6	11.8	55.2
6C: The Great Outdoors	Single Family	\$302,300	80.0	21.4	76.8	2.2	1.6	1.5	1.4	0.9	1.2	14.2	2.4	2.8	17.5	17.0	16.7	43.5
6D: Prairie Living	Single Family	\$179,800	80.5	16.7	85.0	1.0	0.9	1.2	0.9	0.6	0.6	9.6	1.8	2.3	10.6	10.5	9.5	65.3
6E: Rural Resort Dwellers	Single Family/Seasonal	\$259,700	83.4	51.6	78.6	1.8	1.1	1.3	1.2	1.1	1.9	12.7	1.9	2.3	18.0	17.3	16.3	44.2
6F: Heartland Communities	Single Family	\$116,400	71.5	12.9	77.0	2.5	3.3	3.4	2.7	1.7	2.1	7.3	0.9	1.3	6.9	9.0	9.0	73.0
07. Sprouting Explorers	\$242,800	68.8	7.4	75.0	5.3	2.0	2.8	3.1	3.0	4.1	4.8	0.1	3.9	4.3	25.0	13.2	11.9	41.7
7A: Up and Coming Families	Single Family	\$263,400	78.0	5.8	80.0	5.6	0.6	1.6	2.4	3.2	3.8	2.6	8.3	9.3	53.1	16.7	5.7	6.9
7B: Urban Villages	Single Family	\$429,900	70.9	5.0	80.5	5.3	2.2	2.2	2.1	1.6	3.3	2.8	0.8	0.8	6.1	7.9	11.0	73.5
7C: Urban Edge Families	Single Family	\$216,000	66.7	8.1	72.5	7.5	2.1	3.2	4.0	3.4	3.9	3.4	2.0	1.9	14.0	15.3	22.4	44.4
7D: Forging Opportunity	Single Family	\$144,300	62.0	9.4	73.5	2.8	2.8	3.2	2.7	2.3	2.5	10.1	1.9	2.2	12.1	10.4	11.0	62.3
7E: Farm to Table	Single Family	\$204,300	47.7	9.2	60.1	3.3	4.3	6.6	5.6	3.1	3.8	12.9	1.5	2.3	12.6	14.4	13.1	56.1
7F: Southwestern Families	Single Family	\$114,900	55.3	10.4	64.4	4.6	3.5	4.5	4.3	3.7	8.3	6.5	1.6	2.0	8.1	9.5	12.6	66.1
08. Middle Ground	\$259,400	47.6	10.6	43.6	8.8	7.3	8.2	8.8	8.1	13.0	2.2	0.1	1.9	2.0	9.5	10.9	13.0	62.6
8A: City Lights	Multi-Units; Single Family	\$478,300	53.8	6.9	41.4	9.9	11.7	8.6	6.7	6.1	14.6	0.9	1.2	1.2	5.0	5.8	10.0	76.7
8B: Emerald City	Single Family; Multi-Units	\$344,400	50.6	11.9	46.3	9.2	6.4	7.5	7.4	7.2	15.3	0.7	2.8	2.1	8.5	8.3	10.3	68.0
8C: Bright Young Professionals	Single Family; Multi-Units	\$243,700	46.3	8.4	39.8	10.3	2.5	6.6	11.8	13.5	12.7	2.7	3.5	3.8	19.1	21.3	20.9	31.3
8D: Downtown Melting Pot	High Density Apartments	\$735,000	33.0	9.2	12.8	10.3	17.5	14.0	8.0	6.4	30.6	0.4	0.8	1.2	4.9	4.3	5.9	82.9
8E: Front Porches	Single Family; Multi-Units	\$214,500	49.8	9.4	47.8	9.9	8.4	9.4	8.2	6.1	7.4	2.6	1.2	1.4	6.9	8.1	10.9	71.5
8F: Old and Newcomers	Single Family; Multi-Units	\$208,100	48.2	11.3	43.1	7.4	4.1	7.6	10.3	9.3	14.7	3.2	1.6	2.0	9.8	12.8	16.2	57.5
8G: Hometown Heritage	Single Family	\$81,600	42.5	17.7	59.2	5.5	10.9	7.7	5.8	3.5	4.2	3.2	0.8	1.0	4.3	5.2	6.5	82.1

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	2014 or later	2010 to 2013	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier	
United States	\$264,000	64.8	11.5	61.6	5.9	3.6	4.4	4.7	4.4	9.2	6.2	0.1	2.5	2.7	14.0	13.9	13.4	53.6	
09. Senior Styles	\$297,500	61.6	21.9	41.2	8.0	2.4	4.3	5.0	4.9	23.6	10.2	0.2	2.2	2.2	14.5	15.4	18.4	47.3	
9A: Silver & Gold	Single Family/Seasonal	\$434,200	86.1	42.1	65.5	7.3	1.6	3.1	3.3	11.8	4.0	0.1	3.3	2.9	24.6	20.1	19.5	29.7	
9B: Golden Years	Single Family; Multi-Units	\$398,300	64.4	13.3	40.5	12.5	2.8	4.6	5.5	5.4	27.1	1.5	2.2	2.2	11.3	13.3	17.3	53.8	
9C: The Elders	SF; High-Rises; Mob. Hm/Seas.	\$251,700	83.4	23.6	39.6	10.9	1.2	3.5	3.7	4.2	18.6	17.9	1.9	1.7	16.9	20.7	24.3	34.4	
9D: Senior Escapes	SF; Mobile Homes/Seasonal	\$180,500	78.1	24.8	50.4	2.2	1.2	1.8	1.8	1.7	2.6	37.5	2.0	2.0	16.9	18.0	20.9	40.2	
9E: Retirement Communities	Multi-Units; Single Family	\$229,200	47.5	12.7	31.3	8.9	2.9	5.8	7.6	7.4	32.9	3.2	1.7	1.9	9.7	13.1	17.9	55.7	
9F: Social Security Set	Multi-Unit Rentals	\$195,400	15.2	14.0	12.4	4.7	5.0	7.4	8.1	7.8	53.0	1.5	2.1	2.0	7.2	7.1	10.3	71.3	
10. Rustic Outposts		\$147,300	77.2	15.0	64.4	0.9	1.1	1.1	1.0	0.6	0.7	29.8	0.3	2.5	2.9	15.8	19.6	16.0	43.2
10A: Southern Satellites	Single Family; Mobile Homes	\$174,900	79.9	11.6	66.3	0.8	0.9	0.7	0.6	0.4	0.5	29.5	0.2	3.0	3.4	18.7	21.6	16.0	37.3
10B: Rooted Rural	Single Family; Mobile Homes	\$146,200	81.6	19.9	72.4	0.7	0.7	0.7	0.5	0.3	0.3	24.2	0.3	2.0	2.6	14.9	18.2	15.2	47.2
10C: Economic BedRock	Single Family; Mobile Homes	\$108,800	77.2	15.9	68.4	0.8	1.1	1.2	1.2	0.6	0.9	25.6	0.3	1.9	2.7	12.1	14.5	15.0	53.7
10D: Down the Road	Mobile Homes; Single Family	\$139,400	68.4	12.1	43.5	1.9	1.6	2.1	2.3	2.0	2.3	43.9	0.4	3.4	3.2	16.2	21.1	18.3	37.7
10E: Rural Bypasses	Single Family; Mobile Homes	\$98,700	72.2	16.9	63.1	0.7	1.8	1.9	1.5	0.6	0.7	29.5	0.2	1.6	2.2	12.2	18.8	16.2	49.1
11. Midtown Singles		\$203,100	24.9	12.9	22.4	7.9	7.8	11.7	14.4	14.9	19.1	1.8	0.1	1.8	2.3	9.5	12.1	15.6	58.6
11A: City Strivers	High Density Apartments	\$431,100	34.3	11.2	15.1	12.3	19.8	17.6	8.3	6.5	20.2	0.2	0.0	0.9	1.4	5.4	4.4	4.1	83.7
11B: Young and Restless	Multi-Unit Rentals	\$236,500	15.2	10.6	11.0	5.7	2.3	8.9	18.5	24.6	27.9	1.1	0.1	2.7	3.3	13.6	20.2	24.6	35.6
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$191,500	26.9	12.2	23.7	7.9	4.4	10.9	16.1	17.4	16.6	3.1	0.1	1.7	2.1	10.4	14.0	20.7	51.0
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$177,300	30.0	13.8	31.6	6.2	8.8	12.7	12.1	10.1	16.4	2.1	0.1	1.5	1.8	6.3	8.4	11.6	70.5
11E: City Commons	Multi-Unit Rentals; Single Family	\$99,100	24.9	18.4	32.6	10.6	11.3	11.6	13.3	7.9	10.8	1.8	0.0	1.5	2.5	9.2	7.1	7.9	71.9
12. Hometown		\$101,400	56.7	15.1	67.5	5.8	6.2	5.0	4.3	2.7	4.8	3.6	0.0	0.8	1.2	5.0	6.0	7.3	79.7
12A: Family Foundations	Single Family	\$145,200	67.9	11.5	73.4	8.6	3.6	2.9	2.9	2.2	4.7	1.7	0.0	0.7	1.1	4.8	4.7	6.5	82.2
12B: Traditional Living	Single Family	\$93,400	61.3	12.4	75.7	3.3	6.2	4.3	3.4	2.3	2.4	2.4	0.0	0.8	1.0	3.8	4.6	5.5	84.3
12C: Small Town Simplicity	Single Family	\$108,700	52.6	14.6	60.6	3.6	5.7	6.6	6.1	3.5	7.1	6.8	0.1	0.9	1.4	6.5	8.9	10.8	71.5
12D: Modest Income Homes	Single Family	\$81,700	46.8	21.8	61.4	10.0	8.6	5.5	4.2	2.6	5.1	2.5	0.0	0.8	1.4	4.9	4.9	5.6	82.5
13. Next Wave		\$334,300	25.2	10.0	23.5	8.2	9.9	12.8	10.8	10.0	22.8	2.1	0.1	1.2	1.5	6.0	6.6	9.9	74.8
13A: Diverse Convergence	High Density Apts; Single Family	\$447,700	29.2	8.7	22.5	7.2	13.8	15.1	11.3	9.3	19.8	0.9	0.1	1.5	1.5	6.0	6.3	9.0	75.7
13B: Family Extensions	Single Family; Multi-Unit Rentals	\$374,200	36.7	7.3	45.5	8.6	10.3	11.7	7.8	5.3	8.1	2.6	0.1	0.7	1.1	5.3	6.5	8.7	77.6
13C: NeWest Residents	Multi-Unit Rentals	\$204,200	18.5	13.2	17.5	4.7	5.5	11.6	15.6	18.6	21.5	4.9	0.1	1.6	1.9	7.9	9.5	16.9	62.3
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$169,300	28.9	13.3	24.9	17.5	13.0	17.0	9.8	6.0	10.3	1.5	0.1	0.9	1.3	5.9	5.6	7.9	78.5
13E: High Rise Renters	High-Rise Rentals	\$461,600	4.3	7.2	1.8	2.9	2.9	5.0	7.2	9.8	70.2	0.2	0.1	1.1	1.7	4.5	4.1	5.0	83.6
14. Scholars and Patriots		\$234,500	19.2	9.8	24.9	9.7	6.7	9.7	11.9	13.2	22.3	1.6	0.1	3.6	5.4	14.3	14.3	12.3	50.1
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$196,200	4.0	15.1	25.0	48.0	9.3	8.8	4.3	1.4	2.4	0.7	0.0	3.6	12.0	26.9	17.0	10.0	30.5
14B: College Towns	Multi-Unit Rentals; Single Family	\$234,100	27.0	10.2	30.8	5.9	6.9	9.9	11.8	12.4	20.3	2.1	0.1	3.1	4.0	12.2	12.8	12.1	55.9
14C: Dorms to Diplomas	Multi-Unit Rentals	\$244,000	8.9	7.4	13.2	3.8	5.4	9.5	14.7	18.9	33.4	1.0	0.0	4.5	6.0	14.2	16.3	13.7	45.4

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

¹ 2015-2019 American Community Survey