



	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	0.70	94.5		2.58	65.4	38.8	21.7	36.0	25.0	17.3	34.0	49.3	16.7
01. Principal Urban Center	8,980,270	21,823,342	0.79	5,198.7		2.37	84.9	33.9	20.6	46.9	20.9	11.6	49.3	37.7	13.0
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
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
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
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
02. Urban Periphery	20,851,675	61,083,557	0.44	268.9		2.89	84.4	34.7	24.9	38.9	22.8	13.4	40.6	43.0	16.5
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
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
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
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
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
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
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
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
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
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
03. Metro Cities	22,871,748	54,194,834	0.53	406.9		2.24	65.9	34.7	19.4	43.2	21.4	16.0	45.0	36.1	18.9
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
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
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
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
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
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
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
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
04. Suburban Periphery	40,477,610	110,070,730	1.00	492.7		2.68	54.3	41.9	22.1	31.8	27.0	19.1	27.2	58.1	14.7
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
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



	Households	Population	2010-21		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	126,470,675	333,934,112	0.70	94.5		2.58	65.4	38.8	21.7	36.0	25.0	17.3	34.0	49.3	16.7
04. Suburban Periphery (Cont.)	40,477,610	110,070,730	1.00	492.7		2.68	54.3	41.9	22.1	31.8	27.0	19.1	27.2	58.1	14.7
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
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
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
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
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
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
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
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
05. Semirural	11,886,506	30,741,672	0.69	66.9		2.53	55.8	39.5	22.7	33.9	24.7	18.6	30.3	49.0	20.7
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
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
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
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
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
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
06. Rural	21,401,202	55,488,305	0.55	22.5		2.55	35.6	44.6	20.0	30.4	29.0	20.6	25.4	57.0	17.7
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
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
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

* 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/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	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	20.6	13.0	
01. Principal Urban Center	1.7	1.3	9.3	4.4	5.7	2.7	75.0	38.4	10.5	39.2	12.0	8.6	7.4	17.0	2.9	13.9	5.5	19.0	
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	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	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	24.1	
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	12.0	
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	9.3	
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	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	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	5.2	
02. Urban Periphery	1.6	1.5	11.6	5.9	5.7	1.1	72.6	43.6	5.5	44.5	6.4	9.4	9.3	25.3	4.1	20.5	8.1	7.6	
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	15.7	
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	8.2	
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	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	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	2.5	
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	3.3	
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	15.2	
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	11.7	
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	6.0	
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	7.6	
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	4.1	
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	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	2.4	
03. Metro Cities	1.4	1.2	8.9	4.3	11.0	2.1	71.0	40.8	8.1	42.0	9.2	4.1	6.9	22.6	4.5	20.9	8.5	12.5	
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	21.3	
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	24.5	
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	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	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	3.3	
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	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	9.2	
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	13.2	
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	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	4.2	
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	4.9	
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	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	27.0	
04. Suburban Periphery	1.8	1.3	10.8	5.9	5.0	1.4	73.9	40.5	9.5	40.0	10.1	2.1	3.3	17.6	2.5	18.7	8.8	19.3	
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	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	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	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	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	26.5	
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	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	15.9	



	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. Credential	Some College/ No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree		
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	
04. Suburban Periphery (Cont.)	1.8	1.3	10.8	5.9	5.0	1.4	73.9	40.5	9.5	40.0	10.1	2.1	3.3	17.6	2.5	18.7	8.8	27.7	19.3	
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	
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	
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	
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	
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	
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	
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	
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	
05. Semirural	1.5	1.4	11.1	5.6	4.0	0.7	75.6	44.1	5.5	44.3	6.0	5.3	8.5	28.9	5.8	22.1	9.5	13.3	6.6	
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	
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	
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	
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	
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	
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	
06. Rural	1.3	1.2	10.2	5.5	3.4	0.7	77.9	43.2	6.7	43.0	7.1	3.8	7.5	29.9	5.5	21.0	9.8	14.6	7.9	
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	
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	
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	

* 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. Principal Urban Center	\$64,000	\$32,500	67.9	8.7	0.6	6.1	5.9	2.1	8.8	5.4	3.3	8.5	55.2	4.1	20.3	28.8	8.4	9.0	17.0	0.4	4.8	1.5	3.2	6.6
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
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
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
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
02. Urban Periphery	\$54,400	\$71,800	64.3	8.4	1.2	8.4	9.4	2.6	11.6	7.3	1.6	6.0	47.2	4.6	12.8	19.1	9.2	12.4	19.4	0.6	6.8	3.1	6.1	10.5
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
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
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
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
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
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
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
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
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
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
03. Metro Cities	\$47,400	\$33,300	62.4	7.1	0.9	5.8	9.2	2.1	11.9	5.2	1.7	6.5	52.1	4.5	15.0	25.1	9.6	11.8	18.0	0.4	4.3	2.4	5.5	7.9
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
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
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	1.1	4.1	45.1	3.3	8.0	12.7	9.1	11.3	23.6	0.6	7.2	3.2	11.2	13.1
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
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
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
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
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
04. Suburban Periphery	\$97,300	\$362,900	63.9	4.8	0.9	5.9	8.8	2.8	9.8	5.4	2.1	9.1	49.4	5.9	23.5	30.2	9.8	10.6	11.1	0.2	3.6	2.4	3.2	5.5
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
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



	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
04. Suburban Periphery (Cont.)	\$97,300	\$362,900	63.9	4.8	0.9	5.9	8.8	2.8	9.8	5.4	2.1	9.1	49.4	5.9	23.5	30.2	9.8	10.6	11.1	0.2	3.6	2.4	3.2	5.5
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
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
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
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
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
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
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
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
05. Semirural	\$51,300	\$104,100	58.3	5.9	3.4	8.1	12.7	2.4	12.0	6.3	1.2	5.3	43.0	5.5	13.3	19.2	9.1	11.7	16.9	1.8	6.3	3.9	7.7	10.0
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
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
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
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
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
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
06. Rural	\$60,300	\$185,200	57.7	4.9	4.4	9.3	13.6	2.5	10.7	6.7	1.1	5.2	40.9	5.6	15.8	20.4	8.5	11.0	14.2	1.3	7.1	4.4	7.7	9.7
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
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
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

* 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	10.7	12.6	8.0	8.3	10.8	10.1	10.3	38.9	0.9	0.1	2.5	2.7	14.0	13.9	13.4	53.6
01. Principal Urban Center	\$563,000	26.1	10.7	12.6	8.0	8.3	10.8	10.1	10.3	38.9	0.9	0.1	3.0	2.8	10.2	7.3	8.6	68.2		
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	0.0	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	0.0	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	0.0	2.6	2.3	7.8	5.3	8.1	73.9	
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	0.0	0.8	1.2	4.9	4.3	5.9	82.9	
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	
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	
02. Urban Periphery	\$220,600	54.5	9.7	56.6	7.7	5.5	6.2	6.5	6.1	8.5	2.9	0.1	1.5	1.7	8.8	10.0	12.8	65.2		
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	0.0	0.9	0.9	5.1	6.6	13.3	73.1	
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	0.0	0.8	0.9	4.9	6.3	7.8	79.3	
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	0.1	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	0.0	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	0.1	1.9	2.2	12.1	10.4	11.0	62.3	
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	0.1	1.6	2.0	8.1	9.5	12.6	66.1	
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	0.1	1.2	1.2	5.0	5.8	10.0	76.7	
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	0.1	3.5	3.8	19.1	21.3	20.9	31.3	
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	
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	
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	
13A: Diverse Convergence	High Density Apartments; 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	
03. Metro Cities	\$208,000	42.7	12.0	43.1	7.0	5.9	7.8	9.2	8.8	16.0	2.2	0.1	1.9	2.2	9.0	10.7	12.9	63.3		
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	0.0	2.7	3.0	13.3	14.4	15.4	51.2	
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	0.1	2.8	2.1	8.5	8.3	10.3	68.0	
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	0.1	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	0.1	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	0.1	0.8	1.0	4.3	5.2	6.5	82.1	
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	0.1	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	0.1	2.1	2.0	7.2	7.1	10.3	71.3	
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	
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	
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	
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	
04. Suburban Periphery	\$354,400	80.8	8.2	76.1	7.2	1.7	2.1	2.5	2.5	5.6	2.1	0.1	3.3	3.4	18.8	16.7	14.6	43.2		
1A: Top Tier	Single Family	\$881,000	90.4	5.7	89.6	3.9	0.7	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	0.0	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	0.0	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	0.0	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	0.0	2.4	2.1	12.3	13.9	16.4	52.8	
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	0.0	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	0.0	0.9	1.0	5.2	6.0	9.1	77.8	



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	2014 or later	2010 to 2013	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier	
United States	\$354,400	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	
04. Suburban Periphery (Cont.)	\$354,400	80.8	8.2	76.1	7.2	1.7	2.1	2.5	2.5	5.6	2.1	0.1	3.3	3.4	18.8	16.7	14.6	43.2	
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	0.0	4.6	4.4	20.0	24.5	21.4	25.1
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	0.0	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	0.0	1.4	1.4	8.3	16.7	30.9	41.2
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	0.0	1.7	1.7	10.2	12.3	13.8	60.3
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	0.0	1.1	1.2	6.3	7.7	10.9	72.8
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	0.0	1.2	1.6	9.7	11.2	11.8	64.5
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	0.0	8.3	9.3	53.1	16.7	5.7	6.9
9A: Silver & Gold	Single Family/Seasonal	\$434,200	86.1	42.1	65.5	7.3	1.6	3.1	3.3	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	0.0	2.2	2.2	11.3	13.3	17.3	53.8
9C: The Elders	SF; High-Rises; Mobile Homes/Seasonal	\$251,700	83.4	23.6	39.6	10.9	1.2	3.5	3.7	4.2	18.6	17.9	0.4	1.9	1.7	16.9	20.7	24.3	34.4
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
05. Semirural		\$164,200	69.0	12.7	65.8	3.2	3.0	3.5	3.3	2.3	3.3	15.5	0.2	2.4	2.7	15.5	15.1	13.0	51.3
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	0.1	4.5	5.0	28.5	21.2	12.9	27.9
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	0.1	0.9	1.3	6.9	9.0	9.0	73.0
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	0.3	1.5	2.3	12.6	14.4	13.1	56.1
9D: Senior Escapes	Single Family; 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	0.8	2.0	2.0	16.9	18.0	20.9	40.2
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
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
06. Rural		\$202,200	81.9	17.6	76.7	1.4	1.1	1.1	0.9	0.6	0.8	17.3	0.2	2.3	2.7	16.1	17.8	14.6	46.4
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	0.1	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	0.1	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	0.3	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	0.1	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	0.2	1.9	2.3	18.0	17.3	16.3	44.2
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
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

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

¹ 2015-2019 American Community Survey