

	2020-22				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	128,657,669	335,707,897	0.57	95.0		2.55	71.6	38.9	21.7	36.0	24.9	17.4	33.7	50.2	16.1
01. Affluent Estates	12,965,442	37,366,955	0.88	531.3		2.86	55.5	43.1	24.0	28.4	29.5	18.1	23.6	65.4	11.0
1A: Top Tier	2,095,163	6,037,976	-0.05	1,007.1	Married Couples	2.85	49.3	48.2	23.4	22.3	31.4	22.9	22.0	68.1	9.9
1B: Professional Pride	2,116,777	6,427,610	0.86	991.1	Married Couples	3.03	55.4	40.9	25.4	29.9	31.8	12.9	23.6	68.1	8.4
1C: Boomburbs	2,465,725	7,819,423	2.58	1,198.8	Married Couples	3.16	71.8	34.3	32.0	36.9	23.3	7.8	25.8	64.3	9.9
1D: Savvy Suburbanites	3,813,449	10,770,551	0.50	360.2	Married Couples	2.80	47.9	45.8	21.2	27.7	31.0	20.1	24.0	64.5	11.5
1E: Exurbanites	2,474,328	6,311,395	0.40	294.5	Married Couples	2.51	47.1	52.0	18.0	23.2	30.5	28.3	22.3	63.0	14.8
02. Upscale Avenues	7,156,348	19,543,297	0.32	1,190.5		2.70	74.2	41.1	20.6	34.5	27.0	17.9	30.9	55.6	13.5
2A: Urban Chic	1,647,700	4,077,801	0.42	562.5	Married Couples	2.43	57.8	43.9	19.8	31.6	28.4	20.2	29.1	57.0	13.9
2B: Pleasantville	2,730,615	7,911,394	-0.04	1,502.1	Married Couples	2.87	71.7	43.3	20.3	31.8	28.2	19.7	30.4	55.8	13.8
2C: Pacific Heights	893,814	2,817,256	-0.03	3,191.3	Married Couples	3.12	75.7	43.4	18.9	33.1	26.7	21.3	31.2	56.1	12.7
2D: Enterprising Professionals	1,884,219	4,736,846	1.05	1,570.4	Married Couples	2.49	78.2	36.0	22.8	42.5	23.7	11.0	33.1	53.8	13.1
03. Uptown Individuals	5,048,100	9,729,863	1.24	7,897.3		1.87	69.8	35.7	11.8	54.6	21.0	12.7	50.3	38.1	11.5
3A: Laptops and Lattes	1,393,362	2,749,493	0.87	10,824.8	Singles	1.92	59.2	38.2	12.5	48.7	23.2	15.7	44.3	44.7	11.0
3B: Metro Renters	2,271,888	4,031,085	1.89	5,523.2	Singles	1.70	68.1	33.6	9.0	62.9	17.8	10.3	55.3	33.5	11.2
3C: Trendsetters	1,382,850	2,949,285	0.70	11,882.4	Singles	2.08	78.7	37.3	14.9	48.6	23.3	13.1	48.9	38.6	12.6
04. Family Landscapes	10,029,784	28,274,615	1.11	320.4		2.80	64.2	37.4	24.4	36.1	25.9	13.6	28.4	57.3	14.2
4A: Workday Drive	3,928,142	11,420,075	1.24	552.9	Married Couples	2.89	61.3	37.4	25.2	35.6	27.0	12.3	26.8	61.1	12.1
4B: Home Improvement	2,175,359	6,138,394	0.32	422.3	Married Couples	2.81	75.9	38.4	22.0	36.6	26.2	15.2	31.7	53.2	15.1
4C: Middleburg	3,926,283	10,716,146	1.45	202.0	Married Couples	2.70	58.6	37.0	25.0	36.4	24.6	14.0	28.2	55.8	16.0
05. GenXurban	14,390,288	35,275,199	0.20	401.7		2.41	52.8	44.3	19.1	31.7	26.4	22.7	28.9	52.8	18.2
5A: Comfortable Empty Nesters	3,109,219	7,853,962	0.19	286.0	Married Couples	2.50	45.2	49.0	18.2	27.0	28.5	26.3	23.8	59.9	16.3
5B: In Style	2,879,095	6,856,233	0.47	387.0	Married Couples w/No Kids	2.33	49.9	42.8	18.9	33.7	26.2	21.1	29.6	54.1	16.3
5C: Parks and Rec	2,528,921	6,351,280	0.27	1,258.4	Married Couples	2.48	62.3	41.7	19.9	34.4	26.5	19.2	32.9	49.0	18.2
5D: Rustbelt Traditions	2,760,960	6,782,450	0.06	658.6	Married Couples	2.43	59.4	39.8	21.4	35.4	25.2	18.0	33.0	47.4	19.6
5E: Midlife Constants	3,112,093	7,431,274	0.03	272.3	Married Couples w/No Kids	2.31	47.1	47.8	17.6	29.4	25.6	27.5	26.9	52.1	21.0
06. Cozy Country Living	15,123,491	38,109,665	0.27	22.0		2.49	35.2	45.8	19.7	29.4	29.1	21.8	24.4	58.9	16.8
6A: Green Acres	4,185,053	11,190,638	0.82	74.4	Married Couples	2.66	36.4	44.8	20.6	29.7	30.3	19.4	23.8	62.6	13.6
6B: Salt of the Earth	3,583,798	9,152,966	-0.07	57.6	Married Couples	2.53	27.5	44.9	20.0	30.1	29.0	20.9	24.0	59.9	16.1
6C: The Great Outdoors	1,981,372	4,864,236	0.60	17.6	Married Couples	2.41	44.5	48.3	17.8	28.3	30.2	23.8	25.1	56.9	18.0
6D: Prairie Living	1,267,725	3,233,600	-0.25	4.7	Married Couples	2.50	30.5	44.9	21.3	28.8	28.0	21.9	22.5	62.5	15.1
6E: Rural Resort Dwellers	1,273,653	2,825,421	0.41	7.5	Married Couples w/No Kids	2.19	29.7	55.4	14.6	22.1	32.2	31.0	19.9	61.0	19.2
6F: Heartland Communities	2,831,890	6,842,804	-0.23	84.9	Married Couples	2.36	40.3	42.9	20.6	31.9	25.7	21.9	28.0	50.4	21.5
07. Sprouting Explorers	9,553,549	30,803,004	1.10	143.5		3.20	87.7	32.5	28.4	40.0	21.3	10.3	36.7	49.6	13.7
7A: Up and Coming Families	3,583,932	11,018,369	2.75	1,155.7	Married Couples	3.06	81.3	32.1	29.9	41.9	20.6	7.6	32.0	55.2	12.8
7B: Urban Villages	1,343,142	4,874,990	-0.18	324.2	Married Couples	3.59	87.4	34.6	24.8	39.0	23.3	12.9	39.0	48.3	12.7
7C: Urban Edge Families	1,946,148	6,064,637	0.61	48.8	Married Couples	3.10	88.4	33.2	26.3	39.8	22.5	11.4	38.8	46.1	15.1
7D: Forging Opportunity	1,347,741	4,590,494	0.25	481.2	Married Couples	3.38	83.6	29.6	31.6	39.6	19.5	9.3	40.0	46.9	13.1
7E: Farm to Table	306,301	1,154,582	-0.06	84.7	Married Couples	3.70	77.6	28.0	33.4	40.8	17.5	8.3	42.9	46.5	10.6
7F: Southwestern Families	1,026,285	3,099,932	0.10	72.5	Married Couples	2.98	80.5	35.2	26.1	35.6	22.1	16.3	38.3	44.2	17.5
08. Middle Ground	14,006,165	33,942,845	0.54	521.1		2.38	75.5	36.9	21.2	39.9	23.3	15.6	38.6	43.6	17.9
8A: City Lights	1,864,779	4,898,910	0.39	2,934.9	Married Couples	2.58	82.0	39.9	19.9	37.1	26.4	16.6	36.2	48.4	15.4
8B: Emerald City	1,839,736	3,867,303	0.79	401.8	Singles	2.05	57.6	38.4	15.7	43.9	24.6	15.8	41.7	42.3	16.0
8C: Bright Young Professionals	2,973,517	7,165,609	1.09	809.8	Married Couples	2.39	74.9	33.9	23.1	44.0	21.1	11.8	37.9	45.3	16.8
8D: Downtown Melting Pot	830,340	2,425,281	0.20	26,254.1	Married Couples	2.88	80.3	38.3	20.9	38.1	24.3	16.7	34.3	52.9	12.8
8E: Front Porches	2,041,467	5,219,183	0.30	2,137.7	Married Couples	2.52	79.0	35.8	23.6	38.9	23.3	14.2	40.0	41.4	18.6
8F: Old and Newcomers	2,942,559	6,426,641	0.55	868.4	Singles	2.11	61.5	40.2	18.1	37.3	23.1	21.5	36.1	42.2	21.7
8G: Hometown Heritage	1,513,767	3,939,918	-0.02	112.4	Singles	2.55	79.9	33.1	27.2	38.4	22.2	12.2	44.9	34.4	20.7

	Households	Population	2020-22		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	128,657,669	335,707,897	0.57	95.0		2.55	71.6	38.9	21.7	36.0	24.9	17.4	33.7	50.2	16.1
09. Senior Styles	7,416,448	15,406,587	1.11	96.6		1.99	57.8	58.9	12.0	23.4	24.5	40.2	26.3	48.6	25.1
9A: Silver & Gold	1,023,955	2,096,602	1.18	115.2	Married Couples w/No Kids	2.03	33.4	64.6	8.7	14.0	28.2	49.1	15.2	65.7	19.1
9B: Golden Years	1,699,402	3,737,612	0.80	1,093.3	Singles	2.11	54.9	53.4	14.3	26.5	26.1	33.1	26.7	51.3	22.0
9C: The Elders	937,356	1,661,908	1.09	486.6	Married Couples w/No Kids	1.72	38.7	73.2	3.0	6.4	16.1	74.5	12.0	57.0	31.0
9D: Senior Escapes	1,149,233	2,583,912	0.79	20.5	Married Couples w/No Kids	2.20	55.6	56.2	14.4	22.9	27.9	34.9	23.6	51.6	24.8
9E: Retirement Communities	1,529,877	3,183,881	1.08	448.9	Singles	1.95	60.7	55.2	12.9	27.4	22.0	37.6	30.2	41.1	28.7
9F: Social Security Set	1,076,625	2,142,672	2.08	1,481.6	Singles	1.80	79.4	46.4	13.7	34.8	24.1	27.3	46.5	27.0	26.6
10. Rustic Outposts	10,158,048	26,466,343	0.24	28.3		2.55	56.2	41.3	21.4	33.1	26.8	18.7	28.2	52.9	18.9
10A: Southern Satellites	3,976,846	10,512,260	0.59	51.6	Married Couples	2.61	49.1	41.0	21.7	33.4	27.4	17.6	26.3	55.9	17.7
10B: Rooted Rural	2,375,526	5,886,852	-0.18	19.8	Married Couples	2.42	34.4	46.1	18.8	29.9	28.3	23.0	23.6	57.0	19.4
10C: Economic BedRock	750,512	1,920,919	-0.51	10.7	Married Couples	2.49	50.1	42.1	21.3	32.2	26.6	19.9	26.2	54.0	19.8
10D: Down the Road	1,483,277	4,078,587	0.88	34.1	Married Couples	2.71	79.1	35.8	25.1	36.7	23.7	14.5	34.9	46.0	19.2
10E: Rural Bypasses	1,571,887	4,067,725	-0.34	30.4	Married Couples	2.44	62.8	41.2	20.8	33.8	26.4	18.9	34.5	45.4	20.2
11. Midtown Singles	8,083,294	19,039,042	0.71	2,494.1		2.30	81.4	31.8	24.4	44.9	19.8	10.9	49.8	33.2	17.0
11A: City Strivers	1,016,171	2,788,982	0.26	14,770.7	Singles	2.70	71.0	36.1	23.9	38.2	24.1	13.8	50.9	34.8	14.3
11B: Young and Restless	2,282,070	4,696,287	1.32	3,496.1	Singles	2.03	81.1	30.6	20.0	54.9	16.7	8.4	49.4	34.7	16.0
11C: Metro Fusion	1,874,088	4,817,941	0.71	2,835.8	Singles	2.54	86.6	29.8	28.1	44.6	18.6	8.7	46.8	36.8	16.4
11D: Set to Impress	1,783,398	3,830,286	0.80	2,596.8	Singles	2.07	71.7	34.9	20.0	43.5	22.1	14.5	47.1	32.6	20.4
11E: City Commons	1,127,567	2,905,546	0.08	992.5	Single Parents	2.49	58.8	29.4	31.9	37.5	19.6	11.1	58.8	23.8	17.4
12. Hometown	7,646,023	18,921,143	-0.04	168.3		2.42	70.9	38.8	22.8	34.6	24.3	18.3	40.9	37.0	22.2
12A: Family Foundations	1,326,115	3,521,212	0.06	1,404.7	Singles	2.62	53.8	40.3	22.3	33.0	25.2	19.5	45.3	34.7	20.0
12B: Traditional Living	2,424,030	5,993,732	-0.20	160.2	Married Couples	2.44	65.0	36.3	23.9	37.6	23.9	14.6	37.7	41.4	20.8
12C: Small Town Sincerity	2,299,653	5,400,573	0.08	82.9	Singles	2.25	58.0	41.5	20.6	33.2	24.1	22.1	33.5	41.1	25.4
12D: Modest Income Homes	1,596,225	4,005,626	-0.01	545.1	Singles	2.44	46.8	37.9	24.6	33.4	24.5	17.5	51.8	26.5	21.7
13. Next Wave	5,058,290	15,593,482	0.09	1,943.2		3.04	86.8	30.5	28.7	42.6	19.6	9.1	47.7	39.9	12.3
13A: Diverse Convergence	1,599,232	4,681,995	0.27	8,847.6	Married Couples w/ Kids	2.89	88.3	33.5	24.9	42.7	21.9	10.6	44.0	43.4	12.6
13B: Family Extensions	941,430	3,535,461	-0.27	6,645.1	Married Couples	3.72	75.9	28.9	30.9	42.6	18.7	7.8	46.8	43.2	10.1
13C: NeWest Residents	1,030,730	3,111,874	0.22	557.6	Married Couples w/ Kids	2.97	85.7	27.7	31.9	45.9	16.0	6.1	48.5	40.0	11.5
13D: Fresh Ambitions	846,205	2,540,215	-0.03	2,047.1	Single Parents	2.95	88.4	29.4	30.6	40.8	19.5	9.0	51.3	34.2	14.5
13E: High Rise Renters	640,693	1,723,937	0.24	12,150.7	Single Parents	2.62	86.8	33.4	26.2	39.2	21.6	13.0	53.7	32.0	14.4
14. Scholars and Patriots	2,017,941	6,594,339	0.42	445.1		2.18	66.4	22.9	10.3	76.7	7.7	5.4	74.2	19.7	6.2
14A: Military Proximity	188,485	909,752	-0.35	74.1	Married Couples	3.11	73.0	22.7	26.9	69.2	3.3	0.6	46.8	49.2	4.1
14B: College Towns	1,201,232	2,960,568	0.79	1,468.4	Singles	2.08	64.2	24.7	11.0	65.7	13.3	9.9	65.7	24.2	10.2
14C: Dorms to Diplomas	628,224	2,724,019	0.29	5,201.3	Nonfam HHs w/ 2+ Persons	2.10	66.0	21.7	3.8	91.1	3.1	2.0	89.8	7.5	2.7

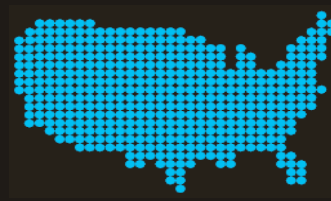
* Segment 15, *Unclassified*, is not displayed in the Summary Table.

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 71.6 which means there is a 71.6 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.



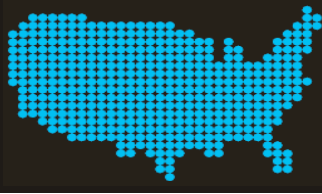
	School Enrollment (%) ¹								Educational Attainment (%)										
	By Level of School				By Sex and Type of School														
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School	Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School 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	1.5	1.3	10.3	5.4	5.7	1.4	74.5	41.5	8.0	41.8	8.7	4.1	5.9	23.1	4.0	18.3	9.4	21.7	13.4
01. Affluent Estates	2.0	1.3	11.9	6.7	4.5	1.4	72.1	39.5	11.0	38.3	11.2	1.1	1.7	12.0	1.4	13.9	7.9	34.8	27.1
1A: Top Tier	2.3	1.4	12.0	7.0	4.0	1.3	72.0	35.2	15.9	33.1	15.9	0.7	1.0	7.0	0.7	8.9	4.7	37.3	39.7
1B: Professional Pride	2.1	1.4	13.0	7.7	4.5	1.5	69.9	40.6	9.9	39.3	10.2	0.9	1.3	10.0	1.1	12.3	7.4	38.3	28.6
1C: Boomburbs	2.4	1.7	15.3	7.6	5.0	1.6	66.4	42.4	7.9	41.5	8.3	1.4	1.9	11.8	1.6	15.7	9.2	35.9	22.5
1D: Savvy Suburbanites	1.8	1.2	10.7	6.2	4.6	1.4	74.1	40.0	10.5	38.9	10.6	1.2	2.0	15.4	1.8	15.7	9.3	32.2	22.5
1E: Exurbanites	1.6	1.0	9.2	5.2	4.4	1.3	77.3	37.3	12.9	36.5	13.3	1.1	1.9	12.9	1.6	15.0	7.9	32.8	26.8
02. Upscale Avenues	1.8	1.2	9.6	5.1	5.5	1.8	74.9	38.8	11.0	38.1	12.1	2.6	3.0	16.4	1.9	15.1	8.5	30.6	21.9
2A: Urban Chic	2.2	1.2	9.6	5.0	4.9	2.0	75.1	34.0	15.5	33.4	17.1	1.3	1.6	8.9	1.1	11.3	6.0	36.1	33.8
2B: Pleasantville	1.7	1.1	9.6	5.4	5.5	1.5	75.2	40.0	9.8	39.1	11.2	2.8	3.6	21.3	2.5	17.4	9.7	26.2	16.5
2C: Pacific Heights	1.6	1.1	9.0	4.9	6.3	1.5	75.5	39.9	10.5	38.5	11.1	4.7	4.2	18.8	2.0	15.3	9.3	29.7	16.0
2D: Enterprising Professionals	2.0	1.5	10.1	4.8	5.3	2.3	74.0	40.3	9.5	40.3	10.0	2.1	2.5	12.8	1.6	14.4	8.0	34.2	24.5
03. Uptown Individuals	1.4	0.7	4.6	2.1	5.6	4.8	80.8	29.6	18.4	30.7	21.3	2.0	2.1	7.8	1.3	10.1	4.8	39.5	32.4
3A: Laptops and Lattes	1.8	0.9	5.4	2.2	4.5	3.8	81.4	23.3	23.5	25.2	27.9	1.1	1.2	5.1	0.7	7.2	3.3	40.8	40.6
3B: Metro Renters	1.0	0.6	3.1	1.4	6.7	6.5	80.7	29.5	18.3	30.7	21.4	1.3	1.8	6.8	1.4	10.4	5.0	41.0	32.4
3C: Trendsetters	1.6	0.9	5.9	2.8	5.2	3.4	80.3	34.9	14.2	35.2	15.7	3.8	3.5	11.9	1.8	12.3	5.8	36.1	24.7
04. Family Landscapes	1.7	1.4	11.9	6.3	4.9	1.2	72.5	42.3	7.3	42.4	7.9	2.3	4.2	21.9	3.7	20.6	11.4	23.7	12.2
4A: Workday Drive	1.8	1.4	12.3	6.7	5.0	1.4	71.3	42.0	8.0	41.6	8.4	1.7	2.9	18.1	2.6	19.0	11.2	28.7	15.8
4B: Home Improvement	1.6	1.3	10.9	6.0	5.4	1.2	73.6	42.5	6.7	43.2	7.7	2.9	4.6	23.1	3.8	21.9	11.5	22.1	10.2
4C: Middleburg	1.6	1.4	12.1	6.0	4.6	1.1	73.1	42.7	6.9	42.9	7.5	2.6	5.4	25.2	4.7	21.5	11.7	19.4	9.5
05. GenXurban	1.5	1.1	9.4	5.0	4.7	1.2	77.1	40.6	8.8	40.9	9.7	2.1	4.2	23.8	3.8	19.4	10.8	22.4	13.5
5A: Comfortable Empty Nesters	1.4	1.1	9.2	5.2	4.2	1.1	77.8	40.5	9.4	39.9	10.2	1.5	3.2	22.1	3.0	19.0	11.2	24.7	15.2
5B: In Style	1.7	1.2	9.2	4.8	5.8	1.8	75.6	38.7	10.7	38.6	12.0	1.3	2.5	15.9	2.4	16.9	9.4	30.1	21.6
5C: Parks and Rec	1.4	1.2	9.4	5.0	4.6	1.2	77.1	41.2	7.9	42.1	8.8	2.8	5.1	27.2	4.2	19.7	10.6	20.1	10.3
5D: Rustbelt Traditions	1.5	1.3	10.2	5.2	4.6	1.1	76.2	41.9	7.3	42.7	8.0	2.7	5.5	27.5	5.1	21.6	11.5	17.7	8.4
5E: Midlife Constants	1.3	1.0	8.9	4.7	4.7	1.0	78.3	40.8	8.5	41.2	9.5	2.4	4.9	26.7	4.3	20.0	11.2	19.2	11.3
06. Cozy Country Living	1.4	1.1	9.9	5.3	3.4	0.7	78.2	42.5	7.2	42.6	7.7	2.5	5.3	29.5	4.6	19.8	11.4	17.6	9.3
6A: Green Acres	1.5	1.2	10.6	5.8	3.8	1.0	76.2	41.8	8.2	41.3	8.6	1.7	3.9	25.1	3.6	19.5	11.5	22.5	12.2
6B: Salt of the Earth	1.3	1.1	10.1	5.4	3.3	0.7	78.1	42.3	7.2	42.7	7.9	2.7	5.8	33.8	5.0	19.0	11.6	14.7	7.4
6C: The Great Outdoors	1.1	1.0	8.5	4.7	3.6	0.8	80.3	42.0	7.9	41.8	8.3	2.2	5.3	25.5	4.7	21.0	11.0	19.0	11.3
6D: Prairie Living	1.5	1.3	11.0	5.5	2.6	0.6	77.4	42.9	6.8	43.1	7.1	3.7	4.9	31.2	4.1	20.4	12.8	16.5	6.5
6E: Rural Resort Dwellers	0.9	0.8	7.0	3.9	2.5	0.6	84.4	42.4	7.3	42.5	7.7	2.0	5.2	27.3	4.4	21.0	10.7	18.2	11.1
6F: Heartland Communities	1.4	1.3	10.2	5.2	3.3	0.6	77.9	44.2	5.2	44.8	5.8	3.3	7.3	34.0	6.0	19.9	11.1	12.5	6.0
07. Sprouting Explorers	1.6	1.6	13.2	6.8	5.7	1.0	70.0	44.5	4.8	45.4	5.4	10.2	9.0	24.5	4.2	19.4	9.3	16.4	7.0
7A: Up and Coming Families	1.9	1.7	14.2	6.8	5.9	1.5	68.0	43.0	6.2	44.0	6.8	3.2	4.3	19.9	3.4	21.5	11.7	24.4	11.5
7B: Urban Villages	1.4	1.3	10.8	6.3	7.1	1.1	72.1	44.2	4.9	45.3	5.6	12.1	9.7	26.3	3.3	19.0	8.5	15.4	5.8
7C: Urban Edge Families	1.5	1.5	12.7	6.6	5.6	1.0	71.1	44.3	5.0	45.1	5.6	7.7	9.1	27.5	4.9	20.7	10.0	14.2	5.8
7D: Forging Opportunity	1.6	1.8	14.9	7.5	4.7	0.5	69.0	46.4	3.0	47.3	3.4	18.8	14.8	27.6	5.5	16.3	6.2	8.0	2.7
7E: Farm to Table	1.6	1.9	15.4	7.7	4.8	0.4	68.2	47.5	2.2	48.0	2.3	30.6	14.5	23.8	4.0	14.0	5.3	5.8	1.9
7F: Southwestern Families	1.5	1.5	11.9	6.3	4.9	0.7	73.2	46.3	3.3	46.5	3.9	17.6	14.0	27.4	5.2	15.8	6.7	9.9	3.5
08. Middle Ground	1.6	1.3	9.7	4.7	5.8	1.7	75.3	40.8	8.3	41.7	9.2	4.2	6.0	22.6	4.1	18.9	9.5	22.1	12.7
8A: City Lights	1.7	1.2	8.9	4.7	5.9	1.7	75.9	39.7	9.6	39.5	11.2	4.5	4.8	21.2	2.7	16.8	8.6	25.7	15.7
8B: Emerald City	1.6	0.9	6.8	3.3	6.5	3.3	77.5	36.9	12.3	37.5	13.3	1.5	2.6	12.4	2.2	15.1	7.7	33.7	24.9
8C: Bright Young Professionals	1.6	1.3	10.3	4.9	6.3	1.9	73.7	41.5	7.0	43.6	7.9	2.6	4.2	20.7	3.6	21.4	11.1	24.3	12.1
8D: Downtown Melting Pot	1.7	1.4	9.6	4.8	5.8	1.6	75.1	36.1	14.1	35.5	14.3	10.3	7.9	23.7	2.7	11.8	7.8	23.4	12.4
8E: Front Porches	1.5	1.4	10.9	5.3	5.0	1.1	74.7	43.4	5.9	43.7	6.9	5.3	7.8	27.7	5.4	21.2	9.9	15.6	7.2
8F: Old and Newcomers	1.3	1.1	8.3	4.1	6.6	1.6	77.0	39.9	8.7	41.8	9.6	2.5	5.0	22.7	4.1	21.0	10.4	21.7	12.5
8G: Hometown Heritage	1.6	1.6	12.9	5.9	4.0	0.6	73.5	44.7	4.8	45.4	5.1	7.5	13.1	31.6	7.9	19.7	8.3	8.3	3.5



	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	1.5	1.3	10.3	5.4	5.7	1.4	74.5	41.5	8.0	41.8	8.7	4.1	5.9	23.1	4.0	18.3	9.4	21.7	13.4	
09. Senior Styles	1.0	0.7	5.9	3.2	4.1	1.2	84.0	38.5	10.5	38.9	12.1	3.0	5.4	22.7	3.6	18.7	8.7	22.2	15.8	
9A: Silver & Gold	0.6	0.5	4.5	2.7	2.5	0.8	88.4	38.4	11.6	38.1	11.9	1.0	2.6	16.9	2.2	18.2	9.0	28.2	22.0	
9B: Golden Years	1.4	0.9	7.1	3.8	4.8	1.6	80.4	35.8	13.1	35.6	15.5	1.8	2.8	16.5	2.0	15.2	7.8	29.9	24.0	
9C: The Elders	0.3	0.2	1.9	1.1	1.8	0.5	94.3	36.2	12.0	38.6	13.2	1.9	4.3	26.1	3.1	20.6	9.0	20.5	14.5	
9D: Senior Escapes	0.9	0.8	7.2	3.8	2.9	0.5	83.9	43.1	6.5	43.2	7.1	3.5	8.5	29.6	6.1	22.6	9.9	12.9	6.9	
9E: Retirement Communities	1.0	0.8	6.4	3.3	5.1	1.3	82.2	39.0	10.0	39.7	11.3	3.3	5.2	24.8	3.5	18.8	9.3	21.4	13.7	
9F: Social Security Set	1.0	0.9	5.9	3.1	6.4	1.8	81.0	38.5	9.9	39.8	11.8	7.6	10.7	24.8	5.9	18.3	7.3	15.9	9.6	
10. Rustic Outposts	1.2	1.3	10.6	5.5	3.4	0.6	77.4	44.1	5.6	44.3	6.0	5.3	10.1	32.4	7.2	19.3	9.6	10.7	5.4	
10A: Southern Satellites	1.2	1.3	10.9	5.7	3.5	0.6	76.8	43.5	6.1	43.8	6.6	4.6	9.1	31.3	7.2	19.8	10.3	11.8	5.9	
10B: Rooted Rural	1.1	1.1	9.4	5.1	2.8	0.5	80.0	43.8	6.3	43.6	6.3	4.5	9.0	34.2	7.2	18.8	9.6	10.9	5.8	
10C: Economic BedRock	1.2	1.2	11.0	5.4	3.0	0.5	77.6	45.3	4.6	45.2	5.0	6.0	10.7	34.9	7.3	18.2	8.5	9.5	4.9	
10D: Down the Road	1.4	1.5	12.3	6.1	4.0	0.6	74.0	45.0	4.6	45.4	5.1	7.3	11.3	30.1	7.0	20.4	8.9	10.3	4.7	
10E: Rural Bypasses	1.3	1.2	9.9	5.4	3.3	0.5	78.4	44.5	5.2	44.8	5.4	6.3	12.7	33.5	7.7	18.0	8.7	8.5	4.6	
11. Midtown Singles	1.7	1.5	10.6	4.8	6.6	1.9	73.0	41.7	6.4	44.2	7.6	5.0	8.0	24.7	4.8	20.5	9.3	18.4	9.3	
11A: City Strivers	1.8	1.4	10.6	5.5	5.9	1.5	73.3	39.8	7.5	43.0	9.6	5.8	8.0	27.5	5.0	18.3	8.3	17.4	9.6	
11B: Young and Restless	1.4	1.2	8.0	3.5	8.0	3.2	74.7	40.5	7.2	44.1	8.2	3.0	4.5	18.4	3.4	20.4	10.3	26.5	13.6	
11C: Metro Fusion	1.8	1.8	12.6	5.6	5.9	1.3	71.2	44.1	4.9	45.1	5.9	7.0	9.0	26.3	4.8	21.4	9.7	15.5	6.3	
11D: Set to Impress	1.3	1.1	8.3	3.8	7.4	2.0	76.1	40.4	8.5	41.9	9.3	3.9	7.3	23.8	5.6	21.0	9.6	18.6	10.2	
11E: City Commons	2.4	2.2	14.4	6.4	5.1	0.9	68.6	42.7	4.9	46.4	6.0	5.7	14.2	31.6	6.3	20.9	7.7	9.2	4.5	
12. Hometown	1.5	1.4	10.8	5.5	4.4	0.8	75.7	43.2	5.6	44.7	6.5	4.5	10.0	31.5	6.4	21.3	9.4	11.3	5.6	
12A: Family Foundations	1.5	1.2	10.7	5.9	5.2	1.2	74.3	41.5	6.1	44.9	7.5	3.9	8.6	28.9	4.5	23.2	9.3	13.7	7.9	
12B: Traditional Living	1.5	1.5	11.2	5.5	4.3	0.8	75.2	43.8	5.6	44.3	6.3	4.0	8.7	31.6	7.0	21.3	10.5	11.8	5.1	
12C: Small Town Sincerity	1.4	1.2	9.9	4.9	4.1	0.7	77.8	43.9	5.8	44.0	6.2	4.8	9.7	31.8	7.1	20.1	9.5	11.3	5.7	
12D: Modest Income Homes	1.6	1.4	11.4	5.8	4.4	0.7	74.7	42.9	5.0	45.8	6.3	5.3	13.6	33.3	6.0	21.2	7.8	8.6	4.3	
13. Next Wave	1.7	1.7	13.0	6.4	5.8	1.0	70.4	44.8	4.7	45.2	5.3	16.6	12.5	26.7	3.9	15.7	6.5	12.8	5.2	
13A: Diverse Convergence	1.6	1.4	10.8	5.4	6.2	1.4	73.1	42.6	6.5	43.6	7.3	11.9	8.7	25.8	3.1	16.2	7.4	18.6	8.2	
13B: Family Extensions	1.7	1.7	13.6	7.4	6.4	0.7	68.6	46.6	3.0	46.9	3.4	23.2	14.9	27.4	3.0	14.6	5.5	8.8	2.6	
13C: NeWest Residents	1.8	2.0	14.8	6.7	4.7	0.7	69.3	46.3	4.2	45.0	4.5	21.1	13.7	26.2	3.8	14.7	5.6	10.8	4.1	
13D: Fresh Ambitions	1.9	1.9	14.3	6.9	5.2	0.8	69.0	44.7	4.2	46.0	5.1	14.1	14.6	29.5	5.3	17.4	6.8	8.9	3.4	
13E: High Rise Renters	1.9	1.7	12.2	6.2	6.1	1.2	70.7	43.2	5.5	44.5	6.8	13.7	14.0	24.8	6.0	15.9	7.1	13.0	5.5	
14. Scholars and Patriots	0.8	0.6	4.1	1.8	47.4	5.6	39.7	38.7	9.9	40.2	11.2	2.0	3.5	14.7	2.9	18.9	8.9	27.7	21.5	
14A: Military Proximity	2.3	1.7	10.8	3.2	9.9	1.9	70.2	45.4	9.2	37.9	7.4	0.9	1.8	16.9	2.5	29.6	15.4	22.3	10.6	
14B: College Towns	0.9	0.7	4.6	2.4	34.1	6.3	51.0	38.7	10.1	39.6	11.6	2.2	4.0	15.0	3.1	17.2	8.0	28.2	22.3	
14C: Dorms to Diplomas	0.3	0.1	1.1	0.7	75.0	6.2	16.6	37.9	9.8	40.9	11.4	2.1	3.4	11.8	2.5	16.4	6.9	30.1	26.9	

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

¹ 2016-2020 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	\$72,400	\$155,900	62.4	4.1	1.5	7.1	9.6	2.5	10.8	6.4	1.9	6.8	48.5	4.9	17.6	24.0	9.2	11.1	15.9	0.6	5.2	3.0	5.4	8.1
01. Affluent Estates	\$143,800	\$786,400	65.3	2.8	0.7	5.3	8.6	2.9	8.7	4.7	2.4	10.3	51.4	5.0	28.6	33.1	10.2	8.7	8.8	0.1	2.7	1.7	2.1	3.8
1A: Top Tier	\$200,000	\$1,552,600	61.1	2.8	0.5	3.8	6.9	3.0	6.7	2.9	3.1	13.6	55.6	3.9	34.7	37.2	10.3	6.6	5.8	0.1	1.6	0.8	1.1	2.0
1B: Professional Pride	\$162,400	\$958,800	68.6	2.6	0.7	4.6	10.1	3.2	8.6	4.5	2.5	10.7	50.6	4.6	30.9	33.4	10.5	8.2	8.0	0.1	2.1	1.4	1.9	3.4
1C: Boomburbs	\$136,000	\$522,700	70.0	2.8	0.9	4.9	9.0	3.0	9.5	5.7	2.4	10.1	48.9	5.6	27.3	32.1	10.3	9.3	9.7	0.1	2.5	1.9	2.4	4.4
1D: Savvy Suburbanites	\$128,200	\$699,800	66.2	2.8	0.7	6.3	9.1	2.9	9.2	5.2	2.1	9.0	50.1	5.3	25.9	31.4	9.8	9.7	9.9	0.2	3.6	2.3	2.6	4.6
1E: Exurbanites	\$120,800	\$748,400	59.3	2.7	1.0	5.8	7.4	2.6	8.5	4.3	2.1	9.6	53.6	5.2	27.2	33.3	10.2	8.8	9.4	0.3	3.0	1.7	2.2	3.9
02. Upscale Avenues	\$115,900	\$379,200	66.8	3.8	0.4	5.7	7.3	2.5	9.2	5.7	2.9	8.4	52.4	5.4	23.2	31.8	8.9	10.3	12.2	0.1	3.6	2.1	2.7	5.0
2A: Urban Chic	\$137,300	\$551,200	67.2	3.1	0.6	4.3	6.2	2.3	7.4	3.4	3.8	9.8	57.7	4.5	29.1	37.9	9.0	7.5	8.7	0.2	2.3	1.0	1.5	2.8
2B: Pleasantville	\$114,300	\$513,200	65.4	4.0	0.4	7.3	7.0	2.6	9.9	6.7	2.5	7.6	50.0	5.9	20.3	27.5	9.0	11.9	13.9	0.2	5.0	2.8	3.1	6.3
2C: Pacific Heights	\$116,000	\$430,300	60.8	4.8	0.3	5.5	8.4	3.0	10.0	7.3	2.5	7.6	50.3	5.2	19.9	28.7	9.4	11.7	14.7	0.2	3.7	2.4	3.6	5.8
2D: Enterprising Professionals	\$106,600	\$167,300	72.8	3.4	0.4	4.4	8.2	2.4	9.1	5.1	3.0	8.7	52.9	5.6	24.5	34.9	8.5	9.5	11.1	0.1	2.6	1.8	2.5	4.5
03. Uptown Individuals	\$105,500	\$78,600	73.6	3.5	0.3	2.9	4.9	2.0	7.3	3.6	4.9	10.7	59.2	4.2	29.2	39.0	8.3	7.3	9.5	0.1	1.6	0.9	1.4	2.8
3A: Laptops and Lattes	\$151,600	\$189,200	72.9	3.1	0.3	2.1	4.3	1.9	5.7	2.5	5.8	13.9	59.0	4.5	35.3	40.8	8.5	5.8	5.7	0.0	0.9	0.5	0.8	1.6
3B: Metro Renters	\$93,000	\$50,500	75.3	3.0	0.4	2.8	5.5	2.0	7.7	3.7	3.7	10.6	59.2	4.3	28.9	40.0	8.4	7.4	9.0	0.1	1.3	0.9	1.3	2.7
3C: Trendsetters	\$95,900	\$67,800	71.9	4.7	0.2	4.0	4.7	1.9	8.1	4.4	5.7	7.6	59.5	3.8	23.7	35.6	8.0	8.6	13.9	0.1	2.7	1.2	1.9	4.3
04. Family Landscapes	\$90,200	\$253,000	68.3	3.1	1.1	7.2	10.1	2.8	11.1	6.9	1.7	7.4	45.9	5.8	19.0	24.7	9.5	11.9	13.6	0.3	4.9	3.5	5.0	7.5
4A: Workday Drive	\$108,300	\$360,800	69.7	2.8	0.8	6.5	9.8	2.9	10.4	6.5	1.9	8.4	46.8	6.0	22.4	27.9	9.7	11.1	11.8	0.2	4.0	2.9	3.9	6.1
4B: Home Improvement	\$85,800	\$243,800	69.5	3.8	0.7	7.4	8.6	2.7	11.7	7.5	1.9	7.4	46.7	5.5	17.4	23.0	9.5	13.2	15.0	0.2	5.1	3.5	4.8	8.2
4C: Middleburg	\$76,600	\$177,100	66.0	3.1	1.6	8.0	11.3	2.6	11.6	7.0	1.5	6.2	44.4	5.8	16.2	22.2	9.3	12.0	14.9	0.5	5.7	4.1	6.4	8.7
05. GenXurban	\$76,400	\$219,000	63.2	3.2	0.9	6.6	10.0	2.5	11.2	6.0	1.6	6.9	48.9	5.4	17.4	25.8	9.2	11.9	14.7	0.3	4.7	3.1	5.3	7.5
5A: Comfortable Empty Nesters	\$89,300	\$363,500	61.0	2.8	1.0	6.5	10.1	2.6	10.6	6.0	1.6	7.5	48.5	5.8	19.8	27.6	9.5	11.6	12.5	0.3	4.4	3.2	4.6	6.5
5B: In Style	\$88,900	\$241,500	66.5	2.6	1.0	5.4	7.7	2.3	10.1	4.8	1.9	8.0	53.5	5.4	21.8	31.9	9.5	10.2	12.3	0.3	3.4	2.2	3.2	5.2
5C: Parks and Rec	\$76,800	\$185,100	66.1	4.1	0.6	7.4	9.7	2.6	11.6	6.8	1.7	6.6	47.5	5.4	15.7	23.0	8.9	12.8	16.3	0.2	5.5	3.5	5.4	8.6
5D: Rustbelt Traditions	\$62,200	\$152,400	65.8	3.6	0.8	7.2	11.8	2.5	12.0	6.5	1.6	6.3	46.5	4.8	13.7	21.2	8.9	13.1	17.0	0.3	5.6	3.7	7.2	9.4
5E: Midlife Constants	\$64,700	\$191,700	57.5	3.2	1.3	6.6	10.8	2.3	11.7	6.1	1.5	6.2	48.2	5.5	15.6	24.3	9.3	12.2	15.7	0.5	4.9	3.4	6.2	8.0
06. Cozy Country Living	\$73,200	\$233,300	61.6	2.9	3.8	8.8	13.4	2.5	10.7	6.7	1.2	5.3	42.3	5.1	16.5	20.7	8.4	11.0	14.6	1.2	6.5	4.2	7.6	9.2
6A: Green Acres	\$94,600	\$347,000	65.4	2.6	2.2	8.8	12.2	2.8	10.2	6.6	1.4	6.4	44.0	5.3	19.5	24.1	8.7	11.1	12.6	0.6	6.0	3.9	5.8	7.6
6B: Salt of the Earth	\$71,700	\$231,200	62.5	2.8	3.0	8.9	17.4	2.5	10.6	7.3	1.1	4.8	39.9	4.5	14.5	19.2	7.9	11.3	14.2	1.0	6.7	4.8	9.8	10.6
6C: The Great Outdoors	\$73,600	\$235,500	58.6	3.4	3.3	10.2	7.7	2.0	11.2	6.0	1.4	5.4	46.6	6.1	16.8	22.0	9.1	10.6	16.6	1.2	7.5	3.8	4.8	7.7
6D: Prairie Living	\$68,700	\$214,300	65.1	1.9	13.7	8.6	11.9	3.1	9.5	7.2	1.1	4.5	35.8	4.5	19.9	17.2	7.1	10.2	12.9	3.8	6.8	4.4	7.6	10.3
6E: Rural Resort Dwellers	\$63,800	\$238,900	51.7	3.1	4.2	10.2	9.6	1.9	11.3	6.0	1.3	5.6	44.4	5.5	16.7	19.9	9.5	10.2	16.6	1.6	7.5	3.8	6.0	8.1
6F: Heartland Communities	\$53,600	\$123,300	59.0	3.6	2.7	7.4	16.4	2.3	11.9	6.7	1.2	4.5	42.2	4.9	11.6	18.0	8.3	11.4	17.7	1.0	6.0	4.2	10.6	11.2
07. Sprouting Explorers	\$70,000	\$129,500	65.4	4.9	2.5	9.4	8.8	2.8	11.6	8.0	1.5	5.9	44.9	4.7	13.1	17.7	9.2	12.1	18.4	1.7	7.5	3.5	6.0	10.7
7A: Up and Coming Families	\$89,500	\$190,100	70.6	3.4	1.0	6.8	8.1	2.8	11.3	7.8	1.9	7.8	46.4	6.2	18.4	24.4	9.7	12.5	14.4	0.3	4.6	3.2	4.3	8.2
7B: Urban Villages	\$82,900	\$192,900	64.2	5.7	1.5	9.1	10.3	3.1	11.6	8.8	1.6	5.0	45.0	3.9	11.6	16.1	9.2	12.7	19.7	1.1	7.5	3.5	7.1	11.6
7C: Urban Edge Families	\$63,100	\$107,600	65.9	5.3	1.1	9.8	7.9	2.6	12.4	8.6	1.5	5.6	46.3	4.2	11.5	15.8	9.3	13.1	20.7	0.6	8.0	3.8	6.0	11.3
7D: Forging Opportunity	\$51,700	\$66,400	62.4	5.9	3.3	15.2	12.1	2.7	11.7	7.5	0.9	3.7	40.1	2.8	7.1	9.5	8.1	10.3	21.4	2.1	13.6	3.9	9.9	13.9
7E: Farm to Table	\$45,300	\$24,700	59.3	6.4	32.3	7.3	7.4	3.3	8.8	5.4	0.7	2.0	29.9	3.0	5.9	7.5	6.4	7.1	16.8	27.8	6.4	3.0	6.0	13.1
7F: Southwestern Families	\$40,000	\$34,100	55.1	6.5	2.5	11.6	6.5	2.5	12.3	8.1	1.0	4.4	47.2	3.7	7.9	12.0	9.7	11.7	24.4	1.2	10.5	3.8	6.0	12.7
08. Middle Ground	\$62,100	\$70,300	65.4	4.5	0.8	6.5	8.6	2.3	11.5	6.3	1.9	6.7	50.9	4.6	15.8	23.9	9.2	11.7	18.1	0.3	4.9	2.7	5.2	8.1
8A: City Lights	\$88,400	\$151,300	65.9	4.8	0.3	6.9	6.6	2.4	10.1	6.9	2.7	7.2	51.9	4.9	18.5	26.3	8.6	11.6	16.8	0.2	5.0	2.5	3.5	7.1
8B: Emerald City	\$80,700	\$113,500	72.5	2.9	0.6	4.7	6.3	2.2	9.1	4.3	2.4	8.0	57.9	4.6	22.4	34.5	8.8	9.4	13.1	0.2	2.9	1.6	2.7	4.5
8C: Bright Young Professionals	\$67,400	\$72,800	71.0	3.5	0.8	6.2	8.4	2.4	12.2	6.4	1.9	7.3	49.0	5.3	16.7	24.4	9.7	12.6	16.5	0.2	4.5	3.0	4.7	7.7
8D: Downtown Melting Pot	\$67,500	\$52,200	56.9	6.9	0.2	6.8	5.1	2.8	9.8	8.6	2.4	7.3	53.5	3.4	14.7	22.9	9.1	11.1	22.2	0.1	5.2	1.9	3.7	9.1
8E: Front Porches	\$56,200	\$57,400	64.9	5.4	1.0	7.9	10.1	2.4	12.6	6.8	1.5	5.4	47.8	4.4	11.9	18.3	9.0	12.4	21.1	0.6	6.2	3.3	6.9	10.3
8F: Old and Newcomers	\$55,600	\$62,400	62.7	3.5	0.9	5.9	8.6	2.2	12.4	5.6	1.7	6.6	51.1	5.0	15.3	24.5	9.8	12.2	17.9	0.3	4.4	2.7	5.3	7.6
8G: Hometown Heritage	\$36,400	\$14,300	57.6	7.3	1.0	8.2	15.0	2.3	12.8	6.5	1.1	3.9	45.9	3.1	7.6									

	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	\$72,400	\$155,900	62.4	4.1	1.5	7.1	9.6	2.5	10.8	6.4	1.9	6.8	48.5	4.9	17.6	24.0	9.2	11.1	15.9	0.6	5.2	3.0	5.4	8.1
09. Senior Styles	\$58,000	\$165,000	45.5	4.3	1.0	6.2	7.1	2.3	11.3	5.5	1.8	8.2	51.7	4.7	19.3	25.4	10.4	11.2	16.1	0.4	4.2	2.4	3.8	6.7
9A: Silver & Gold	\$89,600	\$551,300	41.3	3.1	1.1	7.0	5.7	2.5	11.1	4.7	1.6	10.9	51.0	4.4	25.6	25.7	12.9	9.9	12.2	0.5	3.9	2.4	2.3	4.7
9B: Golden Years	\$89,000	\$267,900	55.3	3.3	0.5	4.8	6.9	2.5	9.6	4.8	2.3	9.7	53.8	5.0	24.6	32.2	10.2	10.0	11.5	0.1	2.9	1.7	2.4	4.5
9C: The Elders	\$55,100	\$316,200	25.4	4.3	0.7	6.0	5.3	2.5	13.5	5.9	1.6	9.3	50.9	4.3	18.2	21.7	13.0	13.0	17.0	0.3	3.9	2.4	2.8	7.6
9D: Senior Escapes	\$50,000	\$163,900	45.6	5.0	2.6	9.7	6.9	2.1	13.1	6.5	1.3	5.3	47.1	5.4	13.2	17.3	10.0	12.3	20.2	1.3	7.4	4.1	4.8	9.4
9E: Retirement Communities	\$53,100	\$91,200	49.5	3.9	0.8	5.6	8.5	2.5	11.8	5.9	1.6	7.7	51.1	4.5	16.8	25.2	9.8	12.3	16.7	0.4	4.1	2.5	4.8	7.4
9F: Social Security Set	\$24,000	\$10,900	44.3	7.3	0.6	5.1	7.9	1.8	11.4	5.9	2.1	5.8	55.2	4.2	13.3	21.9	8.9	11.3	23.7	0.3	4.1	2.0	5.5	8.9
10. Rustic Outposts	\$53,600	\$129,100	55.9	4.2	3.8	10.0	13.7	2.3	11.6	7.5	1.0	4.2	40.6	5.3	11.8	16.7	8.4	11.0	16.9	1.3	8.2	4.9	9.3	11.5
10A: Southern Satellites	\$60,200	\$162,000	58.9	3.7	3.0	10.4	13.9	2.5	11.5	7.8	1.0	4.4	40.3	5.2	12.7	17.3	8.5	11.3	15.7	1.0	8.0	5.2	9.0	11.2
10B: Rooted Rural	\$54,000	\$155,300	53.5	3.7	4.8	9.7	15.0	2.1	11.2	7.5	0.9	4.0	39.3	5.5	12.3	17.5	7.9	10.7	15.8	1.8	7.9	5.0	9.8	11.4
10C: Economic BedRock	\$47,200	\$116,500	52.2	4.4	9.1	9.2	7.5	2.0	11.7	7.8	1.0	3.9	42.0	5.9	10.9	17.8	8.4	10.6	16.7	1.2	11.3	5.0	6.7	11.4
10D: Down the Road	\$50,700	\$83,500	59.9	5.4	2.8	10.9	11.6	2.3	12.8	6.8	1.1	4.3	42.9	4.6	10.5	14.0	9.0	11.3	20.4	1.4	9.2	4.4	8.3	11.6
10E: Rural Bypasses	\$42,200	\$68,400	50.1	5.3	3.4	8.2	16.4	2.1	11.5	7.3	0.9	3.5	40.5	6.2	9.9	15.7	8.1	10.6	18.9	1.4	6.9	4.4	11.5	12.6
11. Midtown Singles	\$46,400	\$14,400	65.8	6.2	0.6	6.3	7.2	2.0	12.3	7.3	1.8	6.2	51.9	4.3	12.3	20.2	9.4	12.4	22.9	0.3	5.1	2.5	5.2	9.7
11A: City Strivers	\$59,800	\$31,900	59.5	9.7	0.1	5.1	3.3	1.4	9.7	10.7	2.1	5.9	55.8	5.9	11.7	20.8	7.6	12.6	27.9	0.0	4.3	2.1	2.7	10.4
11B: Young and Restless	\$53,800	\$15,100	74.9	3.9	0.5	5.5	7.2	2.3	12.6	6.4	2.2	8.0	51.2	4.1	15.7	25.0	10.0	12.7	18.0	0.2	4.0	2.4	4.2	7.7
11C: Metro Fusion	\$47,000	\$14,300	68.2	5.8	0.8	8.7	7.8	2.3	12.9	7.8	1.5	5.7	48.8	3.8	10.5	15.6	9.4	12.7	23.6	0.5	7.3	3.0	6.1	11.4
11D: Set to Impress	\$44,200	\$16,300	64.4	4.9	0.8	6.2	8.6	2.0	12.7	5.4	1.7	5.5	53.1	4.0	12.4	21.3	9.3	11.8	22.4	0.4	5.0	2.6	6.1	8.7
11E: City Commons	\$24,200	\$10,600	53.3	11.5	0.5	5.0	8.2	1.5	12.3	8.0	1.2	4.5	54.5	4.2	7.9	14.0	9.8	12.2	30.1	0.3	4.5	2.0	7.0	12.2
12. Hometown	\$42,800	\$43,400	56.7	6.5	1.1	6.4	12.3	2.0	12.2	7.4	1.3	4.8	47.6	4.9	9.9	16.4	8.8	12.4	22.5	0.5	5.4	3.2	8.8	12.0
12A: Family Foundations	\$52,300	\$95,000	58.2	7.9	0.3	5.1	7.7	1.8	10.7	10.6	1.6	5.7	49.9	6.5	11.2	18.1	8.2	14.3	22.6	0.2	4.3	2.5	5.8	12.8
12B: Traditional Living	\$49,500	\$66,300	63.1	4.9	1.1	7.1	15.5	2.2	12.8	6.5	1.3	4.7	44.8	4.0	9.9	15.9	8.8	12.3	20.5	0.5	6.0	3.7	10.5	11.8
12C: Small Town Sincerity	\$40,400	\$30,000	53.4	5.0	1.8	7.1	13.1	2.0	13.2	6.0	1.2	4.4	46.2	4.9	10.4	17.2	9.3	11.5	21.1	0.8	6.0	3.6	9.2	10.9
12D: Modest Income Homes	\$31,000	\$14,100	50.5	10.5	0.6	5.3	9.7	1.7	11.4	8.3	1.2	4.3	52.6	5.0	7.9	13.9	8.6	12.1	28.7	0.3	4.5	2.3	8.0	13.5
13. Next Wave	\$47,400	\$14,400	62.8	7.5	1.2	11.0	9.3	2.7	11.2	8.0	1.4	4.4	48.3	2.5	8.3	12.5	8.4	10.4	26.4	1.0	9.8	2.7	7.7	12.8
13A: Diverse Convergence	\$63,300	\$33,300	66.1	6.2	0.5	9.3	7.7	2.5	10.8	8.4	2.0	5.1	50.9	2.8	11.3	16.9	8.5	10.7	24.8	0.4	7.9	2.6	5.7	11.2
13B: Family Extensions	\$53,400	\$23,300	63.2	7.3	1.9	10.9	13.6	3.7	11.3	9.0	1.1	3.3	42.9	2.2	6.3	9.0	8.5	10.8	23.3	1.6	9.9	3.2	11.1	16.1
13C: NeWest Residents	\$42,400	\$12,800	68.3	5.8	1.7	17.8	9.3	2.4	10.6	5.8	1.1	4.0	45.5	1.7	6.7	8.9	7.9	8.7	27.6	1.3	16.0	2.8	8.3	11.7
13D: Fresh Ambitions	\$34,400	\$12,100	56.8	9.6	1.6	8.9	10.0	2.5	12.5	7.9	1.1	3.9	48.6	3.0	7.0	11.5	8.8	10.9	27.4	1.5	8.0	2.7	8.3	14.0
13E: High Rise Renters	\$29,300	\$10,400	52.2	12.8	0.2	5.4	3.8	1.7	11.8	8.9	1.7	5.7	57.5	3.2	8.2	15.0	8.9	11.4	35.2	0.2	4.6	1.9	3.7	10.9
14. Scholars and Patriots	\$38,400	\$11,600	47.9	5.3	0.8	3.1	4.8	1.2	12.5	2.8	1.7	4.3	64.7	4.1	11.8	30.5	10.5	12.2	22.0	0.4	2.4	1.7	3.0	5.4
14A: Military Proximity	\$62,100	\$13,300	21.8	5.9	0.6	3.0	3.1	1.0	11.9	3.5	1.0	3.2	40.7	32.0	14.3	24.6	9.3	12.5	19.2	0.4	3.0	6.7	2.8	7.2
14B: College Towns	\$43,200	\$13,200	59.7	4.3	0.9	3.8	6.0	1.5	12.3	3.3	1.7	4.9	62.5	3.2	13.3	30.9	10.0	11.3	20.2	0.4	2.9	1.6	3.6	5.7
14C: Dorms to Diplomas	\$23,000	\$9,200	42.8	6.8	0.6	2.0	3.5	0.9	12.8	2.0	1.7	3.5	71.1	1.9	9.3	30.8	11.4	13.5	25.0	0.4	1.6	1.1	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	\$283,300	64.6	10.0	61.7	5.9	3.5	4.3	4.6	4.3	9.4	6.0	0.1	3.5	2.7	13.6	13.9	13.4	52.9	
01. Affluent Estates	\$483,600	88.7	5.3	87.2	5.4	0.7	0.9	1.1	1.1	2.8	0.8	0.0	5.6	4.1	20.2	18.3	14.6	37.2	
1A: Top Tier	Single Family	\$836,500	90.9	6.0	89.2	3.9	0.8	0.7	0.8	0.7	3.5	0.3	0.0	3.0	1.9	9.5	11.8	13.4	60.4
1B: Professional Pride	Single Family	\$488,900	91.1	3.4	89.9	4.9	0.4	0.6	0.8	0.9	1.9	0.5	0.0	5.9	4.1	22.6	36.4	15.2	15.8
1C: Boomburbs	Single Family	\$425,100	83.6	4.3	82.1	7.9	0.3	0.9	1.7	2.5	3.9	0.7	0.0	13.8	11.1	51.8	15.4	3.5	4.5
1D: Savvy Suburbanites	Single Family	\$418,100	91.1	4.2	90.4	4.4	0.8	0.7	0.7	0.6	1.2	1.0	0.1	3.7	2.5	12.2	17.1	20.4	44.1
1E: Exurbanites	Single Family	\$489,700	86.4	8.7	82.9	6.2	1.0	1.4	1.5	1.2	4.2	1.4	0.0	3.3	2.2	12.1	13.8	16.3	52.4
02. Upscale Avenues	\$555,300	71.5	6.0	62.6	11.7	3.2	3.2	4.4	4.9	9.1	0.8	0.0	2.9	2.1	9.7	11.7	13.1	60.5	
2A: Urban Chic	Single Family	\$743,100	69.5	9.6	60.6	8.9	3.8	4.3	4.9	4.8	12.2	0.6	0.0	3.1	2.1	9.5	10.0	10.8	64.5
2B: Pleasantville	Single Family	\$467,300	84.4	4.4	83.6	5.7	3.2	1.6	1.3	1.2	2.5	1.0	0.0	1.3	1.0	5.2	6.1	9.2	77.3
2C: Pacific Heights	Single Family	\$806,400	73.3	4.6	66.8	14.2	5.1	3.0	2.3	1.8	6.0	0.7	0.0	1.2	1.0	4.9	6.5	13.4	73.1
2D: Enterprising Professionals	Multi-Units; Single Family	\$442,200	53.6	5.8	30.7	22.4	1.7	4.8	9.7	12.3	17.4	0.9	0.1	5.9	4.4	19.2	24.4	21.1	25.0
03. Uptown Individuals	\$698,300	28.8	11.1	10.2	6.3	4.7	8.2	9.9	10.7	49.6	0.2	0.0	6.6	4.0	13.3	8.7	8.7	58.7	
3A: Laptops and Lattes	High Density Apartments	\$922,600	40.3	11.9	11.9	7.6	5.3	8.0	9.0	8.9	49.1	0.1	0.0	5.2	3.1	10.9	6.7	7.7	66.5
3B: Metro Renters	Multi-Unit Rentals	\$473,100	22.5	11.9	7.4	5.2	2.5	5.4	8.3	11.4	59.5	0.2	0.0	9.4	5.6	18.7	12.0	9.8	44.5
3C: Trendsetters	High Density Apartments	\$743,900	27.6	9.0	12.9	6.6	7.6	12.6	13.5	11.6	35.0	0.3	0.0	3.6	2.4	7.5	5.5	8.1	72.9
04. Family Landscapes	\$281,100	80.5	4.8	81.2	5.6	1.2	1.7	1.9	1.8	2.2	4.3	0.1	5.5	4.2	23.3	23.7	17.1	26.2	
4A: Workday Drive	Single Family	\$327,500	85.4	3.9	85.6	6.0	0.7	1.0	1.3	1.4	2.1	1.8	0.0	6.6	4.9	27.7	30.6	13.6	16.7
4B: Home Improvement	Single Family	\$269,300	80.1	4.1	83.4	7.0	0.9	1.6	1.7	1.7	1.9	1.7	0.0	2.1	1.5	8.2	16.7	30.8	40.7
4C: Middleburg	Single Family	\$239,300	75.7	6.1	75.6	4.5	1.9	2.4	2.6	2.3	2.4	8.2	0.1	6.5	5.0	27.6	20.9	12.7	27.4
05. GenXurban	\$238,900	75.7	7.2	75.8	5.8	2.9	3.2	3.3	2.7	3.9	2.3	0.0	2.1	1.7	8.9	10.6	12.1	64.6	
5A: Comfortable Empty Nesters	Single Family	\$262,100	87.7	6.1	87.9	4.1	1.1	1.1	1.2	0.8	1.5	2.3	0.0	2.4	1.7	10.1	12.4	13.9	59.5
5B: In Style	Single Family	\$319,300	70.5	8.4	65.5	7.9	2.9	4.4	5.5	5.1	7.0	1.6	0.0	3.7	3.0	13.0	14.4	15.4	50.5
5C: Parks and Rec	Single Family	\$255,900	71.5	5.8	67.7	9.3	4.8	4.5	4.0	3.3	4.3	2.0	0.0	1.6	1.2	6.3	7.9	10.8	72.1
5D: Rustbelt Traditions	Single Family	\$165,100	72.1	6.6	80.1	4.0	3.6	3.1	2.8	2.1	2.3	1.9	0.0	1.1	0.9	5.0	6.5	7.9	78.6
5E: Midlife Constants	Single Family	\$199,700	74.9	8.6	75.7	4.6	2.6	3.2	3.3	2.3	4.6	3.6	0.0	1.8	1.6	9.6	11.3	11.8	64.0
06. Cozy Country Living	\$238,700	82.5	16.0	82.0	2.0	1.6	1.5	1.3	0.9	1.2	9.4	0.1	2.9	2.5	14.3	15.3	12.9	52.1	
6A: Green Acres	Single Family	\$300,900	87.9	6.8	87.1	2.6	1.1	0.8	0.8	0.6	0.8	6.0	0.1	4.6	3.4	18.9	19.5	14.3	39.3
6B: Salt of the Earth	Single Family	\$203,900	85.2	9.1	84.3	1.5	1.3	1.0	0.8	0.5	0.5	10.2	0.1	2.5	2.2	13.2	15.6	11.8	54.8
6C: The Great Outdoors	Single Family	\$322,900	81.2	19.4	77.1	2.2	1.5	1.6	1.4	0.9	1.2	13.8	0.3	3.5	2.8	17.2	16.9	16.5	43.0
6D: Prairie Living	Single Family	\$191,400	81.3	15.2	85.1	1.1	0.9	1.2	0.9	0.6	0.7	9.4	0.1	2.4	2.4	10.4	10.5	9.3	64.9
6E: Rural Resort Dwellers	Single Family/Seasonal	\$272,600	84.6	47.6	78.7	1.8	1.1	1.3	1.3	1.1	1.9	12.5	0.2	2.7	2.5	17.7	17.1	16.3	43.7
6F: Heartland Communities	Single Family	\$126,400	71.6	11.3	77.1	2.5	3.3	3.3	2.7	1.7	2.2	7.2	0.1	1.3	1.3	6.8	9.1	9.0	72.4
07. Sprouting Explorers	\$258,500	67.2	5.5	74.9	5.4	1.9	2.8	3.0	2.9	4.3	4.7	0.1	5.5	4.3	24.2	13.3	11.8	40.9	
7A: Up and Coming Families	Single Family	\$277,600	74.4	4.9	79.9	5.7	0.7	1.7	2.3	3.1	4.0	2.5	0.1	11.5	9.1	50.3	16.6	5.7	6.7
7B: Urban Villages	Single Family	\$451,300	71.0	3.3	80.1	5.4	2.2	2.2	2.1	1.8	3.5	2.8	0.1	1.1	0.9	6.3	8.0	11.0	72.8
7C: Urban Edge Families	Single Family	\$234,400	64.7	4.9	72.6	7.6	2.1	3.1	3.7	3.3	4.1	3.4	0.1	2.8	1.9	14.0	15.3	22.3	43.8
7D: Forging Opportunity	Single Family	\$149,500	61.5	7.1	73.3	2.9	2.7	3.2	2.7	2.3	2.8	9.9	0.1	2.9	2.3	12.1	10.8	11.0	61.0
7E: Farm to Table	Single Family	\$214,200	46.3	6.7	61.0	3.5	4.0	6.2	5.3	3.1	4.1	12.5	0.3	2.3	2.6	12.4	14.8	12.7	55.2
7F: Southwestern Families	Single Family	\$124,200	55.3	9.1	64.4	4.6	3.5	4.6	4.1	3.5	8.7	6.5	0.2	2.2	2.0	8.0	9.6	12.5	65.7
08. Middle Ground	\$281,900	48.1	8.8	44.0	8.9	7.1	8.1	8.5	7.9	13.2	2.2	0.1	2.7	2.1	9.3	11.0	13.0	61.9	
8A: City Lights	Multi-Units; Single Family	\$509,800	55.1	5.8	42.0	9.9	11.4	8.6	6.4	6.0	14.9	0.9	0.1	1.7	1.3	5.0	5.9	9.9	76.3
8B: Emerald City	Single Family; Multi-Units	\$364,200	52.7	11.4	46.4	9.1	6.4	7.4	7.2	7.0	15.8	0.7	0.1	3.9	2.2	8.1	8.3	10.3	67.2
8C: Bright Young Professionals	Single Family; Multi-Units	\$261,900	46.4	7.4	40.3	10.4	2.5	6.7	11.5	13.1	13.0	2.6	0.1	5.0	3.8	18.4	21.2	20.5	31.0
8D: Downtown Melting Pot	High Density Apartments	\$769,900	34.4	6.0	12.8	10.6	17.3	13.7	7.8	6.4	30.9	0.4	0.0	1.2	1.3	4.8	4.5	6.1	82.1
8E: Front Porches	Single Family; Multi-Units	\$235,500	49.4	7.2	48.5	9.9	8.3	9.3	7.9	5.9	7.6	2.6	0.1	1.9	1.4	6.8	8.3	10.8	70.8
8F: Old and Newcomers	Single Family; Multi-Units	\$226,200	48.8	9.9	43.7	7.5	4.1	7.5	10.1	9.0	14.9	3.2	0.1	2.3	2.1	9.6	12.8	16.2	57.0
8G: Hometown Heritage	Single Family	\$84,000	41.9	13.5	59.6	5.6	10.4	7.5	5.7	3.4	4.5	3.3	0.1	1.2	1.0	4.5	5.3	6.7	81.3

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	\$283,300	64.6	10.0	61.7	5.9	3.5	4.3	4.6	4.3	9.4	6.0	0.1	3.5	2.7	13.6	13.9	13.4	52.9	
09. Senior Styles	\$311,100	62.0	19.7	41.7	8.0	2.5	4.3	5.0	4.8	23.4	10.0	0.2	3.2	2.2	14.2	15.2	18.3	46.9	
9A: Silver & Gold	Single Family/Seasonal	\$440,400	87.3	38.6	65.7	7.2	1.7	3.0	3.4	3.3	11.7	4.0	0.1	4.6	3.0	23.8	19.5	19.5	29.6
9B: Golden Years	Single Family; Multi-Units	\$418,800	65.6	12.5	40.9	12.7	2.9	4.5	5.5	5.3	26.8	1.5	0.1	3.0	2.3	11.0	13.2	17.0	53.5
9C: The Elders	SF; High-Rises; Mob. Hm/Seas.	\$262,100	82.9	21.8	40.4	10.8	1.3	3.6	3.6	4.1	18.3	17.5	0.3	2.7	1.8	16.7	20.3	24.4	34.1
9D: Senior Escapes	SF; Mobile Homes/Seasonal	\$178,300	78.0	21.7	50.9	2.4	1.2	1.8	1.7	1.7	2.6	36.9	0.8	2.9	2.2	16.6	17.8	20.7	39.9
9E: Retirement Communities	Multi-Units; Single Family	\$243,200	48.3	11.4	31.8	8.9	2.9	5.8	7.5	7.1	32.7	3.2	0.1	2.5	1.9	9.4	13.0	17.8	55.5
9F: Social Security Set	Multi-Unit Rentals	\$203,300	16.1	12.6	13.4	4.6	5.0	7.6	8.2	7.5	52.1	1.5	0.1	3.3	2.0	7.0	7.2	10.5	70.1
10. Rustic Outposts	\$158,200	77.3	13.3	64.9	1.0	1.1	1.1	1.0	0.6	0.8	29.1	0.3	3.5	3.0	15.6	19.5	15.8	42.6	
10A: Southern Satellites	Single Family; Mobile Homes	\$187,900	80.5	10.3	67.0	0.8	0.9	0.7	0.6	0.4	0.5	28.7	0.3	4.3	3.4	18.4	21.6	15.6	36.7
10B: Rooted Rural	Single Family; Mobile Homes	\$157,100	82.0	17.7	72.5	0.8	0.8	0.7	0.5	0.3	0.4	23.8	0.3	2.8	2.7	14.8	18.0	14.9	46.9
10C: Economic BedRock	Single Family; Mobile Homes	\$117,200	77.3	15.8	68.4	0.8	1.1	1.2	1.3	0.7	1.0	25.2	0.3	2.6	2.9	11.9	14.2	14.9	53.4
10D: Down the Road	Mobile Homes; Single Family	\$133,800	66.9	10.3	44.3	2.1	1.6	2.1	2.3	1.9	2.6	42.9	0.4	4.8	3.3	16.0	21.0	17.9	36.9
10E: Rural Bypasses	Single Family; Mobile Homes	\$104,100	72.0	14.9	63.3	0.8	1.9	1.8	1.6	0.6	0.8	29.1	0.2	2.3	2.3	12.2	18.8	16.1	48.4
11. Midtown Singles	\$219,300	25.5	10.2	23.0	8.1	7.7	11.7	14.0	14.1	19.6	1.7	0.1	2.7	2.4	9.3	12.4	15.5	57.8	
11A: City Strivers	High Density Apartments	\$465,100	35.3	7.9	15.6	12.5	19.5	17.4	8.2	6.4	20.2	0.2	0.0	1.3	1.6	5.4	4.8	4.3	82.6
11B: Young and Restless	Multi-Unit Rentals	\$241,000	16.2	9.5	11.7	6.0	2.3	9.1	18.0	23.3	28.4	1.1	0.1	4.0	3.5	13.3	20.2	24.1	35.0
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$200,200	26.5	8.3	24.6	8.1	4.3	11.0	15.4	16.3	17.2	3.0	0.1	2.5	2.1	10.4	14.2	20.3	50.4
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$190,600	31.0	11.8	31.7	6.3	9.0	12.8	11.7	9.6	16.7	2.1	0.1	2.2	1.7	6.1	8.6	11.5	69.9
11E: City Commons	Multi-Unit Rentals; Single Family	\$99,900	25.1	14.1	33.6	10.7	10.9	11.4	12.7	7.5	11.4	1.8	0.0	2.4	2.5	8.6	7.3	8.0	71.1
12. Hometown	\$111,700	55.6	12.3	67.5	5.9	6.1	5.0	4.2	2.7	5.0	3.6	0.1	1.2	1.2	5.0	6.1	7.5	79.0	
12A: Family Foundations	Single Family	\$164,700	64.9	8.9	73.1	8.7	3.5	3.0	2.8	2.3	4.8	1.7	0.0	1.0	1.1	4.9	4.9	6.9	81.2
12B: Traditional Living	Single Family	\$99,000	59.8	10.2	75.5	3.4	6.3	4.3	3.3	2.2	2.6	2.4	0.1	1.1	1.0	3.7	4.8	5.7	83.7
12C: Small Town Sincerity	Single Family	\$118,100	52.5	12.7	61.1	3.6	5.6	6.4	5.9	3.4	7.1	6.7	0.1	1.3	1.4	6.5	9.0	10.8	71.0
12D: Modest Income Homes	Single Family	\$82,900	46.1	17.1	61.4	10.2	8.3	5.5	4.1	2.5	5.5	2.5	0.0	1.2	1.4	5.0	5.0	5.9	81.6
13. Next Wave	\$348,800	25.8	6.6	23.9	8.3	9.8	12.5	10.6	9.6	23.2	2.1	0.1	1.8	1.5	6.0	7.0	10.1	73.6	
13A: Diverse Convergence	High Density Apts; Single Family	\$474,500	30.3	6.4	22.7	7.5	13.6	14.7	11.2	9.0	20.2	1.0	0.1	2.1	1.6	5.8	6.5	9.1	74.9
13B: Family Extensions	Single Family; Multi-Unit Rentals	\$387,500	38.1	4.2	45.8	8.7	10.1	11.4	7.8	5.2	8.3	2.8	0.1	1.1	1.1	5.3	6.8	9.3	76.4
13C: NeWest Residents	Multi-Unit Rentals	\$196,800	18.5	8.3	18.3	4.8	5.5	11.6	15.1	17.5	22.3	4.7	0.1	2.3	1.9	7.9	10.3	16.9	60.8
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$182,900	28.7	8.4	25.4	17.7	12.7	16.3	9.6	5.8	10.9	1.6	0.1	1.3	1.3	5.8	6.1	8.1	77.4
13E: High Rise Renters	High-Rise Rentals	\$458,800	4.4	5.5	1.7	3.0	2.9	5.0	7.2	9.8	70.1	0.2	0.1	1.8	1.9	4.5	4.6	5.3	81.9
14. Scholars and Patriots	\$252,700	19.9	13.5	24.7	9.8	6.5	9.7	11.6	13.0	23.1	1.5	0.1	5.0	5.3	13.5	14.5	12.3	49.4	
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$229,900	4.1	12.4	24.5	49.4	9.1	8.8	3.8	1.3	2.5	0.6	0.0	4.8	11.1	24.2	17.9	10.4	31.6
14B: College Towns	Multi-Unit Rentals; Single Family	\$252,800	27.9	12.8	30.5	6.0	6.7	10.0	11.5	12.3	20.9	2.0	0.1	4.4	4.0	11.6	13.0	12.0	55.1
14C: Dorms to Diplomas	Multi-Unit Rentals	\$256,600	9.2	15.1	13.4	3.7	5.1	9.4	14.5	18.2	34.7	0.9	0.0	6.3	5.8	13.4	16.4	13.8	44.2

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

¹ 2016-2020 American Community Survey