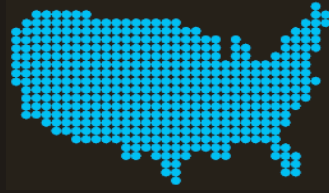


	2020-22				Household Type	Average HH Size	Diversity Index ²	Median Age	Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density ¹					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
United States	128,657,669	335,707,897	0.57	95.0		2.55	71.6	38.9	21.7	36.0	24.9	17.4	33.7	50.2	16.1
01. Principal Urban Center	9,412,239	22,320,152	0.64	2,633.1		2.32	86.4	34.1	20.4	46.8	20.9	12.0	48.8	38.7	12.5
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
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
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
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
02. Urban Periphery	21,493,476	60,856,513	0.30	269.4		2.80	87.8	34.8	24.7	38.9	22.7	13.7	40.2	43.9	15.9
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
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
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
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
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
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
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
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
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
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
03. Metro Cities	23,269,647	54,746,269	0.55	432.8		2.21	70.5	34.8	19.3	43.1	21.3	16.3	44.6	37.1	18.2
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
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
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
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
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
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
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
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
04. Suburban Periphery	41,514,840	112,712,224	0.84	495.0		2.68	62.7	41.9	22.2	31.8	26.8	19.2	26.9	58.9	14.2
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
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



	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
04. Suburban Periphery (Cont.)	41,514,840	112,712,224	0.84	495.0		2.68	62.7	41.9	22.2	31.8	26.8	19.2	26.9	58.9	14.2
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
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
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
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
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
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
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
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
05. Semirural	11,996,637	30,776,604	0.64	67.2		2.51	62.4	39.6	22.7	33.9	24.6	18.8	30.0	50.0	20.0
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
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
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
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
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
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
06. Rural	20,966,372	53,654,617	0.27	21.8		2.52	41.1	44.7	20.0	30.3	28.8	20.8	25.0	58.0	17.0
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
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
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

* 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	Kindergarten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Male		Female		Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree	
United States	1.5	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. Principal Urban Center	1.6	1.3	9.1	4.3	5.5	2.7	75.4	38.2	10.6	39.0	12.2	7.5	6.8	17.3	2.9	12.9	6.0	27.1	19.7	
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	
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	
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	
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	
02. Urban Periphery	1.6	1.4	11.3	5.8	5.6	1.2	73.0	43.3	5.8	44.4	6.6	8.3	8.7	25.8	4.2	19.2	9.0	16.8	8.0	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
03. Metro Cities	1.4	1.2	8.7	4.2	10.8	2.1	71.5	40.4	8.3	41.8	9.4	3.6	6.4	22.9	4.6	19.4	9.3	20.9	12.9	
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	
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	
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	
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	
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	
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	
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	
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	
04. Suburban Periphery	1.8	1.3	10.8	5.8	4.8	1.4	74.2	40.4	9.5	39.9	10.2	1.9	3.0	17.7	2.5	17.1	9.5	28.7	19.6	
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	
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	



	School Enrollment (%) ¹							By Sex and Type of School				Educational Attainment (%)							
	By Level of School																		
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School	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	1.5	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
04. Suburban Periphery (Cont.)	1.8	1.3	10.8	5.8	4.8	1.4	74.2	40.4	9.5	39.9	10.2	1.9	3.0	17.7	2.5	17.1	9.5	28.7	19.6
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
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
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
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
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
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
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
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
05. Semirural	1.5	1.3	11.0	5.5	4.0	0.8	75.9	43.8	5.8	44.1	6.3	4.7	7.9	29.4	5.8	20.6	10.4	14.2	6.9
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
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
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
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
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
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
06. Rural	1.3	1.2	10.0	5.4	3.3	0.7	78.1	42.9	6.9	42.9	7.3	3.4	6.9	30.3	5.5	19.5	10.8	15.4	8.2
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
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
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

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

¹ 2016-2020 American Community Survey



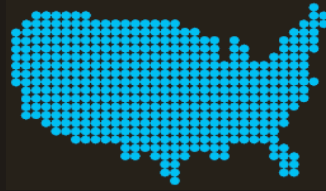
	Employment by Industry (%)														Employment by Occupation (%)									
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) ¹	Unemployment Rate (%)	Agriculture/ Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins/ Real Estate	Services	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. Principal Urban Center	\$72,300	\$37,800	66.2	5.8	0.6	6.0	5.7	2.1	8.8	5.7	3.4	8.2	55.7	3.9	20.3	28.3	8.3	8.9	17.7	0.4	4.7	1.5	3.3	6.7
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
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
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
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
02. Urban Periphery	\$59,700	\$78,700	63.9	5.6	1.1	8.4	9.1	2.5	11.6	7.8	1.7	5.7	47.8	4.3	12.5	18.4	9.0	12.2	20.4	0.6	6.9	3.1	6.3	10.6
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
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
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
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
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
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
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
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
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
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
03. Metro Cities	\$52,200	\$40,300	61.6	4.7	0.8	5.8	9.0	2.1	11.9	5.5	1.7	6.3	52.6	4.3	14.7	24.2	9.5	11.7	19.0	0.4	4.4	2.5	5.6	8.1
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
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
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	12.1	8.7	11.1	24.8	0.6	7.2	3.2	11.5	13.2
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
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
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
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
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
04. Suburban Periphery	\$104,700	\$383,100	64.1	3.2	0.8	6.0	8.6	2.7	9.9	5.8	2.2	8.7	49.8	5.5	23.1	29.2	9.7	10.6	11.9	0.2	3.7	2.5	3.4	5.7
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
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



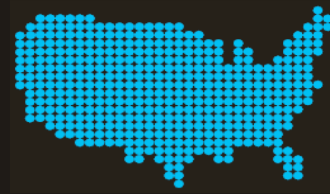
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) ¹	Unemployment Rate (%)	Employment by Industry (%)										Employment by Occupation (%)									
					Agriculture/ Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins/ Real Estate	Services	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
04. Suburban Periphery (Cont.)	\$104,700	\$383,100	64.1	3.2	0.8	6.0	8.6	2.7	9.9	5.8	2.2	8.7	49.8	5.5	23.1	29.2	9.7	10.6	11.9	0.2	3.7	2.5	3.4	5.7
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
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
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
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
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
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
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
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
05. Semirural	\$56,000	\$113,800	59.3	4.0	3.1	8.2	12.3	2.4	12.1	6.7	1.3	5.1	43.7	5.2	13.0	18.6	9.0	11.6	17.6	1.7	6.4	4.0	7.9	10.2
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
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
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
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
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
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
06. Rural	\$66,900	\$201,800	59.3	3.3	4.0	9.4	13.3	2.4	10.9	7.1	1.2	5.0	41.5	5.3	15.4	19.7	8.4	10.9	14.9	1.3	7.2	4.5	8.0	9.9
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
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
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

* 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. Principal Urban Center	\$576,500	27.2	9.4	12.8	8.0	8.2	10.6	9.9	10.1	39.5	0.9	0.1	4.2	2.8	9.8	7.5	8.6	67.0	
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
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
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
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
02. Urban Periphery		\$243,900	54.0	7.4	56.8	7.8	5.4	6.1	6.3	5.9	8.8	2.9	0.1	2.2	1.8	8.7	10.1	12.8	64.5
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
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
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
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
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
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
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
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
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
13A: Diverse Convergence	High Density Apartments; 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
03. Metro Cities		\$228,500	43.2	10.7	43.4	7.0	5.8	7.7	9.0	8.5	16.3	2.1	0.1	2.8	2.3	8.8	10.8	12.9	62.5
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
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
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
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
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
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
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
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
04. Suburban Periphery		\$370,000	80.4	7.6	76.0	7.3	1.7	2.1	2.5	2.5	5.8	2.1	0.1	4.6	3.4	18.3	16.6	14.5	42.7
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
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



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	
04. Suburban Periphery (Cont.)	\$370,000	80.4	7.6	76.0	7.3	1.7	2.1	2.5	2.5	5.8	2.1	0.1	4.6	3.4	18.3	16.6	14.5	42.7	
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
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
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
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
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
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
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; Mobile Homes/Seasonal	\$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
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
05. Semirural		\$176,500	68.7	10.9	66.2	3.3	2.9	3.4	3.2	2.3	3.4	15.0	0.2	3.4	2.8	15.1	15.1	12.9	50.7
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
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
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
9D: Senior Escapes	Single Family; 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
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
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
06. Rural		\$221,100	82.6	15.7	76.9	1.5	1.1	1.1	0.9	0.6	0.8	16.9	0.2	3.3	2.8	15.8	17.7	14.5	45.9
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
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
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

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

¹ 2016-2020 American Community Survey