

	Households	Population	2020-23		Household Type	Average HH Size	Diversity Index <sup>2</sup>	Median Age	Population by Age (%)				Marital Status (%)		
			Ann. Pop. Chg (%)	Pop. Density <sup>1</sup>					<18	18-44	45-64	65+	Never Married	Married	Widowed/ Divorced
<b>United States</b>	129,917,449	337,470,185	0.56	95.5		2.53	72.1	39.1	21.6	36.0	24.6	17.8	34.1	50.2	15.6
<b>01. Affluent Estates</b>	13,123,915	37,662,684	0.85	535.5		2.85	56.5	43.2	24.0	28.4	29.2	18.4	23.9	65.5	10.6
1A: Top Tier	2,101,951	6,030,564	-0.07	1,005.8	Married Couples	2.84	50.3	48.3	23.5	22.3	31.1	23.2	22.3	68.1	9.6
1B: Professional Pride	2,140,351	6,465,744	0.78	996.9	Married Couples	3.01	56.2	41.0	25.1	30.1	31.4	13.4	23.7	68.0	8.3
1C: Boomburbs	2,533,347	7,999,230	2.49	1,226.1	Married Couples	3.15	72.4	34.5	31.8	36.9	23.3	8.0	26.2	64.4	9.4
1D: Savvy Suburbanites	3,852,282	10,826,839	0.51	362.0	Married Couples	2.79	48.9	45.8	21.2	27.7	30.6	20.4	24.0	64.8	11.2
1E: Exurbanites	2,495,984	6,340,307	0.42	295.9	Married Couples	2.50	48.2	52.2	18.0	23.1	30.3	28.6	22.6	63.2	14.2
<b>02. Upscale Avenues</b>	7,195,976	19,559,854	0.25	1,191.5		2.69	74.9	41.3	20.5	34.6	26.6	18.3	31.5	55.3	13.2
2A: Urban Chic	1,651,238	4,070,678	0.24	561.5	Married Couples	2.42	59.0	43.9	19.7	31.7	28.0	20.6	29.7	56.8	13.5
2B: Pleasantville	2,745,350	7,909,701	-0.04	1,501.8	Married Couples	2.85	72.4	43.4	20.2	31.8	27.9	20.1	30.9	55.6	13.5
2C: Pacific Heights	896,501	2,813,511	-0.06	3,187.0	Married Couples	3.10	75.9	43.5	18.8	33.0	26.4	21.7	31.7	55.6	12.7
2D: Enterprising Professionals	1,902,887	4,765,964	0.92	1,580.0	Married Couples	2.49	78.8	36.2	22.6	42.6	23.5	11.3	34.0	53.1	12.9
<b>03. Uptown Individuals</b>	5,108,697	9,780,786	1.02	7,923.1		1.85	71.0	35.8	11.7	54.6	20.7	13.0	51.0	37.6	11.3
3A: Laptops and Lattes	1,403,292	2,746,635	0.57	10,808.8	Singles	1.90	60.5	38.4	12.4	48.7	22.9	16.0	44.4	44.4	11.2
3B: Metro Renters	2,311,776	4,082,040	1.70	5,575.4	Singles	1.69	69.2	33.7	8.9	62.9	17.7	10.6	56.2	32.9	10.8
3C: Trendsetters	1,393,629	2,952,111	0.51	11,893.7	Singles	2.07	79.6	37.4	14.8	48.7	23.0	13.5	49.6	38.1	12.2
<b>04. Family Landscapes</b>	10,199,573	28,625,306	1.15	324.4		2.79	64.9	37.6	24.3	36.2	25.6	14.0	28.5	57.6	13.9
4A: Workday Drive	3,997,117	11,567,195	1.25	560.0	Married Couples	2.88	62.1	37.5	24.9	35.7	26.7	12.7	26.8	61.3	11.8
4B: Home Improvement	2,186,334	6,137,961	0.22	422.2	Married Couples	2.80	76.4	38.6	21.9	36.6	25.8	15.6	31.7	53.7	14.6
4C: Middleburg	4,016,122	10,920,150	1.59	205.8	Married Couples	2.69	59.5	37.2	24.9	36.4	24.3	14.4	28.4	56.0	15.6
<b>05. GenXurban</b>	14,496,674	35,387,128	0.24	403.0		2.40	53.8	44.4	19.1	31.7	26.2	23.1	29.4	52.9	17.7
5A: Comfortable Empty Nesters	3,138,379	7,895,275	0.29	287.5	Married Couples	2.49	46.1	49.2	18.2	26.9	28.2	26.6	24.2	59.9	15.9
5B: In Style	2,901,322	6,880,605	0.43	388.4	Married Couples w/No Kids	2.32	50.9	43.0	18.8	33.7	25.9	21.6	30.0	54.2	15.8
5C: Parks and Rec	2,545,696	6,362,771	0.24	1,260.7	Married Couples	2.47	63.3	41.8	19.8	34.4	26.2	19.6	33.2	49.4	17.4
5D: Rustbelt Traditions	2,775,553	6,788,611	0.07	659.2	Married Couples	2.42	60.2	40.0	21.3	35.4	24.9	18.4	33.7	47.5	18.8
5E: Midlife Constants	3,135,724	7,459,866	0.14	273.4	Married Couples w/No Kids	2.30	48.0	48.0	17.5	29.3	25.3	27.9	27.6	52.0	20.4
<b>06. Cozy Country Living</b>	15,305,032	38,409,849	0.43	22.2		2.48	36.1	45.9	19.7	29.3	28.8	22.3	24.8	58.8	16.4
6A: Green Acres	4,257,643	11,336,834	0.97	75.3	Married Couples	2.65	37.4	44.8	20.6	29.7	29.9	19.8	23.8	63.0	13.3
6B: Salt of the Earth	3,616,750	9,201,632	0.11	57.9	Married Couples	2.52	28.3	45.0	20.0	30.1	28.6	21.3	24.2	59.7	16.1
6C: The Great Outdoors	2,015,755	4,926,358	0.81	17.8	Married Couples	2.40	45.4	48.4	17.8	28.1	30.0	24.1	25.5	57.1	17.4
6D: Prairie Living	1,271,392	3,227,893	-0.23	4.7	Married Couples	2.49	31.0	45.0	21.3	28.7	27.7	22.4	24.0	61.2	14.8
6E: Rural Resort Dwellers	1,291,862	2,854,202	0.59	7.6	Married Couples w/No Kids	2.18	30.4	55.7	14.5	21.9	31.9	31.7	20.5	60.8	18.8
6F: Heartland Communities	2,851,630	6,862,930	-0.07	85.2	Married Couples	2.35	41.1	43.0	20.5	31.8	25.4	22.3	29.2	49.8	21.0
<b>07. Sprouting Explorers</b>	9,707,331	31,137,839	1.09	145.0		3.18	87.7	32.7	28.3	40.1	21.1	10.6	36.8	50.0	13.2
7A: Up and Coming Families	3,700,960	11,329,787	2.77	1,188.4	Married Couples	3.05	81.6	32.3	29.8	42.0	20.4	7.8	31.9	55.9	12.1
7B: Urban Villages	1,347,056	4,870,081	-0.16	323.8	Married Couples	3.58	87.2	34.9	24.7	39.0	23.1	13.2	39.7	48.1	12.2
7C: Urban Edge Families	1,961,677	6,083,953	0.52	49.0	Married Couples	3.08	88.5	33.5	26.2	39.8	22.3	11.7	38.8	46.4	14.7
7D: Forging Opportunity	1,358,216	4,599,569	0.24	482.2	Married Couples	3.36	83.4	29.8	31.6	39.6	19.4	9.5	40.1	47.2	12.7
7E: Farm to Table	309,537	1,161,888	0.15	85.3	Married Couples	3.69	77.1	28.2	33.3	40.9	17.3	8.5	44.2	45.5	10.3
7F: Southwestern Families	1,029,885	3,092,561	0.00	72.4	Married Couples	2.96	80.6	35.5	26.0	35.6	21.8	16.6	38.2	44.5	17.3
<b>08. Middle Ground</b>	14,092,783	33,991,454	0.42	521.8		2.37	76.1	37.0	21.1	39.9	23.1	15.9	39.2	43.5	17.3
8A: City Lights	1,873,655	4,898,288	0.27	2,934.5	Married Couples	2.57	82.6	40.1	19.8	37.2	26.1	16.9	36.9	48.0	15.1
8B: Emerald City	1,849,927	3,872,560	0.59	402.4	Singles	2.05	58.6	38.6	15.6	44.0	24.3	16.1	41.8	43.1	15.1
8C: Bright Young Professionals	3,002,126	7,203,509	0.92	814.0	Married Couples	2.38	75.5	34.1	23.0	44.0	20.9	12.1	38.3	45.5	16.2
8D: Downtown Melting Pot	829,698	2,407,426	-0.09	26,064.1	Married Couples	2.86	80.4	38.5	20.8	38.1	24.0	17.1	35.5	51.4	13.1
8E: Front Porches	2,051,681	5,220,956	0.22	2,138.4	Married Couples	2.50	79.6	36.0	23.5	38.9	23.1	14.5	40.4	41.6	18.0
8F: Old and Newcomers	2,965,423	6,448,969	0.49	871.4	Singles	2.11	62.3	40.5	18.0	37.2	22.9	21.9	37.1	42.0	21.0
8G: Hometown Heritage	1,520,273	3,939,746	-0.01	112.4	Singles	2.54	80.4	33.3	27.1	38.4	22.0	12.5	45.6	34.4	20.1

	Households	Population	2020-23		Household Type	Average HH Size	Diversity Index <sup>2</sup>	Median Age	Population by Age (%)				Marital Status (%)		
			Ann. Pop. Chg (%)	Pop. Density <sup>1</sup>					<18	18-44	45-64	65+	Never Married	Married	Widowed/ Divorced
<b>United States</b>	129,917,449	337,470,185	0.56	95.5		2.53	72.1	39.1	21.6	36.0	24.6	17.8	34.1	50.2	15.6
<b>09. Senior Styles</b>	7,502,712	15,513,810	0.99	97.3		1.98	58.5	59.3	11.9	23.2	24.2	40.7	26.7	48.9	24.3
9A: Silver & Gold	1,043,406	2,127,595	1.27	116.9	Married Couples w/No Kids	2.02	34.0	64.9	8.6	13.8	27.8	49.8	15.2	65.9	18.9
9B: Golden Years	1,710,462	3,743,095	0.60	1,094.9	Singles	2.10	55.9	53.6	14.2	26.4	25.9	33.5	27.3	51.4	21.3
9C: The Elders	948,103	1,675,587	1.02	490.6	Married Couples w/No Kids	1.72	39.5	73.1	3.0	6.4	15.8	74.8	12.3	57.3	30.4
9D: Senior Escapes	1,166,916	2,612,594	0.89	20.7	Married Couples w/No Kids	2.19	56.3	56.6	14.3	22.6	27.4	35.7	23.8	52.3	24.0
9E: Retirement Communities	1,542,802	3,198,224	0.88	450.9	Singles	1.94	61.5	55.5	12.9	27.3	21.9	38.0	30.9	41.4	27.7
9F: Social Security Set	1,091,023	2,156,715	1.64	1,491.3	Singles	1.79	79.9	46.8	13.6	34.6	24.0	27.8	47.5	27.0	25.4
<b>10. Rustic Outposts</b>	10,267,011	26,658,460	0.39	28.5		2.54	57.0	41.5	21.3	33.1	26.5	19.1	28.8	52.5	18.7
10A: Southern Satellites	4,039,778	10,644,960	0.80	52.2	Married Couples	2.60	50.1	41.2	21.6	33.3	27.0	18.1	26.7	55.8	17.5
10B: Rooted Rural	2,394,837	5,913,763	0.01	19.9	Married Couples	2.41	35.1	46.2	18.8	29.8	27.9	23.5	24.5	56.0	19.5
10C: Economic BedRock	751,529	1,915,296	-0.44	10.7	Married Couples	2.48	50.5	42.3	21.2	32.2	26.3	20.3	27.4	53.1	19.5
10D: Down the Road	1,503,536	4,117,937	0.91	34.4	Married Couples	2.70	79.5	36.1	24.9	36.7	23.5	14.9	35.3	46.3	18.4
10E: Rural Bypasses	1,577,331	4,066,504	-0.24	30.4	Married Couples	2.43	63.2	41.4	20.8	33.7	26.1	19.4	35.3	44.4	20.3
<b>11. Midtown Singles</b>	8,128,444	19,038,477	0.49	2,494.0		2.29	81.7	32.0	24.3	44.9	19.6	11.2	50.2	33.3	16.5
11A: City Strivers	1,017,118	2,769,695	-0.03	14,668.5	Singles	2.68	70.9	36.3	23.8	38.2	23.8	14.1	50.8	34.9	14.3
11B: Young and Restless	2,298,630	4,709,529	1.00	3,505.9	Singles	2.02	81.5	30.8	19.9	54.9	16.5	8.7	49.9	34.8	15.3
11C: Metro Fusion	1,881,689	4,813,828	0.46	2,833.4	Singles	2.52	86.8	30.0	28.0	44.6	18.4	8.9	47.5	36.7	15.8
11D: Set to Impress	1,798,446	3,843,301	0.66	2,605.6	Singles	2.06	72.4	35.1	19.9	43.5	21.9	14.8	47.7	32.6	19.7
11E: City Commons	1,132,561	2,902,124	0.02	991.3	Single Parents	2.48	58.9	29.6	31.9	37.5	19.3	11.3	58.5	24.1	17.4
<b>12. Hometown</b>	7,672,102	18,904,465	-0.05	168.2		2.41	71.3	39.0	22.7	34.6	24.0	18.7	41.5	36.8	21.7
12A: Family Foundations	1,326,104	3,505,321	-0.10	1,398.4	Singles	2.61	53.8	40.5	22.3	32.9	24.9	19.9	45.4	35.0	19.6
12B: Traditional Living	2,434,798	5,995,965	-0.13	160.2	Married Couples	2.43	65.8	36.6	23.8	37.6	23.6	15.0	38.5	41.3	20.2
12C: Small Town Sincerity	2,314,844	5,414,767	0.13	83.1	Singles	2.24	58.8	41.8	20.5	33.2	23.8	22.5	34.5	40.5	24.9
12D: Modest Income Homes	1,596,356	3,988,412	-0.14	542.7	Singles	2.43	46.8	38.1	24.5	33.3	24.2	17.9	52.2	26.5	21.3
<b>13. Next Wave</b>	5,077,248	15,547,494	-0.03	1,937.4		3.02	86.6	30.7	28.7	42.6	19.4	9.3	48.3	39.5	12.2
13A: Diverse Convergence	1,609,172	4,680,365	0.17	8,844.5	Married Couples w/ Kids	2.87	88.3	33.7	24.8	42.7	21.7	10.8	44.7	42.7	12.6
13B: Family Extensions	942,355	3,522,004	-0.30	6,619.8	Married Couples	3.70	75.4	29.1	30.8	42.6	18.6	8.0	47.9	42.3	9.8
13C: NeWest Residents	1,033,225	3,100,829	0.04	555.6	Married Couples w/ Kids	2.95	85.5	27.8	31.9	45.9	16.0	6.3	48.7	40.0	11.3
13D: Fresh Ambitions	848,883	2,533,223	-0.10	2,041.4	Single Parents	2.93	88.3	29.6	30.6	40.8	19.4	9.3	51.2	34.6	14.2
13E: High Rise Renters	643,613	1,711,073	-0.06	12,060.1	Single Parents	2.59	86.8	33.5	26.2	39.2	21.3	13.3	53.9	31.2	14.8
<b>14. Scholars and Patriots</b>	2,035,441	6,611,221	0.37	446.3		2.17	67.3	22.9	10.3	76.5	7.7	5.5	74.5	19.5	6.0
14A: Military Proximity	189,587	909,741	-0.24	74.1	Married Couples	3.09	73.9	22.8	26.8	69.3	3.3	0.6	49.2	47.0	3.8
14B: College Towns	1,213,410	2,974,334	0.69	1,475.2	Singles	2.07	65.0	24.7	11.1	65.4	13.3	10.2	65.3	24.6	10.1
14C: Dorms to Diplomas	632,444	2,727,146	0.23	5,207.2	Nonfam HHs w/ 2+ Persons	2.10	66.9	21.7	3.9	91.0	3.1	2.0	90.3	7.2	2.5

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

<sup>1</sup> Population density is population per square mile.

<sup>2</sup> 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 72.1 which means there is a 72.1 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.



	School Enrollment (%) <sup>1</sup>							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		
<b>United States</b>	1.5	1.3	10.4	5.4	5.5	1.4	74.5	41.4	8.1	41.7	8.9	4.1	5.5	22.9	4.1	17.7	9.5	22.3	13.9
<b>01. Affluent Estates</b>	2.0	1.4	12.0	6.7	4.4	1.4	72.1	39.5	11.0	38.2	11.3	1.1	1.6	11.8	1.5	13.3	7.9	35.2	27.6
1A: Top Tier	2.2	1.4	12.1	7.0	4.0	1.4	71.9	35.2	15.9	33.0	15.9	0.8	1.0	6.9	0.7	8.3	4.7	37.5	40.1
1B: Professional Pride	2.0	1.4	12.9	7.8	4.4	1.5	70.1	40.3	10.0	39.5	10.1	1.0	1.3	9.7	1.1	11.7	7.4	38.5	29.2
1C: Boomburbs	2.3	1.7	15.2	7.7	4.9	1.6	66.7	42.5	7.9	41.3	8.4	1.5	1.8	11.6	1.7	15.1	8.9	36.0	23.3
1D: Savvy Suburbanites	1.8	1.3	10.8	6.2	4.4	1.4	74.1	40.2	10.5	38.6	10.7	1.2	2.0	15.2	1.9	15.1	9.3	32.6	22.8
1E: Exurbanites	1.6	1.1	9.3	5.2	4.3	1.3	77.2	37.4	12.9	36.6	13.1	1.1	1.8	12.6	1.6	14.5	8.0	33.3	27.1
<b>02. Upscale Avenues</b>	1.8	1.2	9.7	5.2	5.3	1.8	75.0	38.8	11.1	38.0	12.1	2.7	2.9	16.0	2.0	14.6	8.4	30.9	22.4
2A: Urban Chic	2.1	1.2	9.8	5.1	4.8	1.9	75.1	34.3	15.6	33.3	16.9	1.3	1.4	8.6	1.1	10.9	5.9	36.3	34.5
2B: Pleasantville	1.6	1.2	9.7	5.5	5.4	1.5	75.2	39.9	9.9	38.9	11.3	2.9	3.5	20.8	2.7	16.9	9.7	26.7	16.9
2C: Pacific Heights	1.5	1.1	9.2	5.0	6.1	1.5	75.6	39.9	10.7	38.2	11.3	4.9	4.2	18.6	2.1	14.6	9.4	29.4	16.8
2D: Enterprising Professionals	1.9	1.4	10.2	4.9	5.2	2.3	74.1	40.2	9.5	40.3	10.0	2.2	2.4	12.7	1.8	13.8	8.0	34.4	24.8
<b>03. Uptown Individuals</b>	1.4	0.7	4.8	2.1	5.4	4.6	81.0	29.7	18.3	30.9	21.2	2.0	2.0	7.6	1.4	9.7	4.8	39.6	33.0
3A: Laptops and Lattes	1.8	0.9	5.7	2.3	4.4	3.6	81.3	24.0	22.7	25.9	27.4	1.2	1.0	4.9	0.7	7.0	3.3	40.7	41.2
3B: Metro Renters	0.9	0.5	3.1	1.4	6.5	6.4	81.2	29.3	18.1	31.2	21.3	1.2	1.6	6.8	1.5	10.2	5.0	41.0	32.6
3C: Trendsetters	1.5	0.9	6.0	2.8	5.0	3.3	80.5	35.1	14.6	34.8	15.5	3.8	3.3	11.5	1.9	11.7	5.8	36.5	25.6
<b>04. Family Landscapes</b>	1.6	1.4	11.9	6.3	4.8	1.3	72.7	42.4	7.4	42.2	8.0	2.4	3.9	21.6	3.8	19.9	11.4	24.4	12.6
4A: Workday Drive	1.8	1.4	12.3	6.7	4.8	1.4	71.6	42.1	8.0	41.4	8.5	1.8	2.7	17.9	2.8	18.3	11.1	29.3	16.1
4B: Home Improvement	1.5	1.3	11.0	5.9	5.1	1.3	73.9	42.6	6.8	42.8	7.7	3.0	4.4	22.9	3.9	21.0	11.4	22.7	10.6
4C: Middleburg	1.6	1.4	12.0	6.1	4.5	1.1	73.3	42.5	7.1	42.7	7.7	2.6	4.9	24.8	4.7	21.0	11.8	20.2	9.9
<b>05. GenXurban</b>	1.4	1.1	9.5	5.1	4.6	1.2	77.0	40.5	8.9	40.9	9.8	2.1	4.0	23.5	3.8	18.9	10.9	23.1	13.8
5A: Comfortable Empty Nesters	1.4	1.1	9.4	5.2	4.0	1.1	77.7	40.2	9.6	39.9	10.3	1.6	3.1	21.7	3.1	18.3	11.4	25.3	15.5
5B: In Style	1.6	1.2	9.4	4.9	5.6	1.8	75.5	38.5	10.7	38.7	12.1	1.3	2.3	15.5	2.4	16.4	9.3	30.8	22.1
5C: Parks and Rec	1.4	1.2	9.6	5.1	4.4	1.2	77.1	41.2	7.9	42.2	8.8	2.9	4.9	26.7	4.2	19.2	10.8	20.7	10.6
5D: Rustbelt Traditions	1.4	1.3	10.3	5.3	4.4	1.1	76.2	41.7	7.4	42.7	8.2	2.7	5.2	27.4	5.1	20.9	11.7	18.4	8.6
5E: Midlife Constants	1.3	1.0	9.1	4.8	4.6	1.0	78.2	40.8	8.6	41.1	9.5	2.3	4.6	26.4	4.4	19.6	11.3	19.9	11.5
<b>06. Cozy Country Living</b>	1.3	1.1	10.0	5.3	3.3	0.8	78.1	42.4	7.4	42.2	8.0	2.4	4.9	29.1	4.7	19.4	11.5	18.3	9.7
6A: Green Acres	1.4	1.2	10.7	5.8	3.7	1.0	76.2	41.8	8.3	41.1	8.9	1.6	3.6	24.6	3.6	18.8	11.6	23.3	12.8
6B: Salt of the Earth	1.3	1.2	10.1	5.4	3.2	0.7	78.1	42.1	7.4	42.4	8.1	2.5	5.4	33.5	5.1	18.7	11.8	15.4	7.6
6C: The Great Outdoors	1.1	1.0	8.5	4.7	3.4	0.8	80.4	41.9	8.2	41.1	8.8	2.1	4.7	25.4	4.7	20.5	11.0	19.9	11.8
6D: Prairie Living	1.6	1.3	11.2	5.7	2.7	0.6	77.0	43.0	7.1	42.7	7.3	3.7	4.7	30.7	4.1	20.1	12.9	16.9	6.7
6E: Rural Resort Dwellers	0.8	0.8	7.1	4.0	2.4	0.6	84.2	42.3	7.7	41.9	8.1	1.9	4.8	26.6	4.5	20.4	10.9	19.2	11.7
6F: Heartland Communities	1.4	1.3	10.3	5.3	3.3	0.6	77.8	44.2	5.4	44.4	6.1	3.2	6.8	34.0	6.1	19.5	11.2	13.1	6.1
<b>07. Sprouting Explorers</b>	1.5	1.6	13.2	6.9	5.5	1.1	70.2	44.5	4.9	45.1	5.5	10.1	8.5	24.5	4.4	18.6	9.4	16.9	7.6
7A: Up and Coming Families	1.8	1.7	14.1	6.9	5.7	1.5	68.3	43.1	6.3	43.7	6.9	3.4	4.1	19.8	3.6	20.5	11.5	25.0	12.1
7B: Urban Villages	1.3	1.3	10.9	6.3	6.9	1.1	72.3	44.2	5.0	45.2	5.7	12.4	9.4	26.7	3.6	17.9	8.6	15.4	6.0
7C: Urban Edge Families	1.4	1.5	12.6	6.7	5.4	1.0	71.2	44.3	5.1	44.7	5.8	7.9	8.6	27.3	5.1	20.0	10.0	14.6	6.4
7D: Forging Opportunity	1.5	1.8	14.9	7.6	4.6	0.5	69.2	46.5	3.0	47.1	3.4	18.5	14.0	28.0	5.7	15.7	6.5	8.4	3.1
7E: Farm to Table	1.5	2.0	15.6	7.8	4.8	0.4	68.0	47.6	2.0	47.9	2.5	30.0	13.6	25.1	4.4	13.8	5.3	5.7	2.0
7F: Southwestern Families	1.4	1.5	12.0	6.3	4.8	0.7	73.3	45.8	3.4	46.9	3.9	17.0	13.4	27.3	5.4	15.4	7.0	10.4	4.1
<b>08. Middle Ground</b>	1.5	1.3	9.7	4.8	5.6	1.7	75.4	40.7	8.5	41.4	9.4	4.2	5.6	22.2	4.2	18.3	9.5	22.8	13.1
8A: City Lights	1.6	1.2	9.1	4.8	5.7	1.7	75.9	39.7	9.6	39.6	11.2	4.6	4.6	20.4	2.9	16.3	8.8	26.2	16.1
8B: Emerald City	1.5	1.0	6.8	3.4	6.3	3.3	77.7	36.5	12.5	37.3	13.6	1.4	2.3	12.0	2.1	14.5	7.5	34.6	25.6
8C: Bright Young Professionals	1.5	1.3	10.4	5.0	6.0	1.9	73.9	41.5	7.2	43.3	8.0	2.7	4.0	20.5	3.8	20.5	11.0	24.9	12.6
8D: Downtown Melting Pot	1.6	1.3	9.9	5.0	5.6	1.6	75.0	35.8	14.3	35.2	14.6	10.8	7.5	22.8	3.0	11.6	7.7	24.1	12.6
8E: Front Porches	1.4	1.4	11.0	5.4	4.8	1.1	74.8	43.4	6.2	43.2	7.1	5.4	7.3	27.5	5.6	20.3	10.0	16.2	7.8
8F: Old and Newcomers	1.3	1.1	8.4	4.1	6.4	1.6	77.1	39.9	9.0	41.4	9.7	2.4	4.5	22.4	4.3	20.3	10.6	22.4	12.9
8G: Hometown Heritage	1.5	1.6	12.9	5.9	3.8	0.6	73.6	44.5	5.0	45.1	5.4	7.3	12.1	31.8	8.2	19.3	8.5	9.0	3.8



	School Enrollment (%) <sup>1</sup>							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	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								
<b>United States</b>	1.5	1.3	10.4	5.4	5.5	1.4	74.5	41.4	8.1	41.7	8.9	4.1	5.5	22.9	4.1	17.7	9.5	22.3	13.9
<b>09. Senior Styles</b>	0.9	0.7	6.0	3.2	4.0	1.2	83.9	38.2	10.9	38.9	12.0	2.9	4.9	22.4	3.7	18.1	8.9	22.7	16.3
9A: Silver & Gold	0.6	0.5	4.6	2.7	2.5	0.8	88.2	38.2	11.8	38.0	12.0	1.0	2.2	16.7	2.1	17.4	9.1	29.0	22.5
9B: Golden Years	1.4	0.9	7.2	3.9	4.7	1.6	80.3	35.9	13.5	35.6	15.0	1.8	2.6	16.0	2.0	14.9	7.9	30.2	24.6
9C: The Elders	0.3	0.2	1.9	1.1	1.8	0.5	94.2	35.5	12.2	38.8	13.5	1.8	3.7	25.8	3.2	20.1	9.3	21.0	15.1
9D: Senior Escapes	0.9	0.9	7.3	3.8	2.8	0.6	83.7	42.8	7.2	42.9	7.2	3.4	7.5	29.9	6.1	21.8	10.1	13.9	7.3
9E: Retirement Communities	1.0	0.8	6.4	3.4	4.9	1.3	82.2	38.6	10.1	39.8	11.5	3.2	4.8	24.5	3.7	18.6	9.5	21.6	14.2
9F: Social Security Set	0.9	0.9	6.1	3.1	6.2	1.9	80.9	37.7	10.1	40.2	12.0	7.3	10.3	24.3	6.0	17.6	7.5	16.7	10.4
<b>10. Rustic Outposts</b>	1.2	1.3	10.7	5.6	3.3	0.6	77.4	43.8	5.9	43.9	6.3	5.0	9.4	32.4	7.3	19.0	9.7	11.4	5.8
10A: Southern Satellites	1.2	1.3	11.0	5.7	3.4	0.6	76.7	43.2	6.5	43.4	6.9	4.3	8.4	31.3	7.2	19.4	10.3	12.7	6.3
10B: Rooted Rural	1.1	1.1	9.5	5.1	2.8	0.5	79.9	43.3	6.6	43.5	6.7	4.1	8.4	34.2	7.2	18.6	9.8	11.6	6.1
10C: Economic BedRock	1.1	1.3	11.0	5.5	3.0	0.5	77.6	45.2	4.9	44.6	5.3	5.4	10.5	34.7	7.3	18.1	8.7	10.0	5.2
10D: Down the Road	1.4	1.5	12.3	6.1	3.9	0.6	74.2	44.8	4.6	45.4	5.2	7.1	10.5	30.1	7.1	19.9	9.3	11.0	5.2
10E: Rural Bypasses	1.2	1.2	9.9	5.4	3.3	0.5	78.5	44.4	5.6	44.2	5.8	5.7	11.9	33.8	8.0	17.9	8.9	8.9	4.7
<b>11. Midtown Singles</b>	1.6	1.5	10.6	4.9	6.3	1.9	73.2	41.6	6.6	43.9	7.8	4.9	7.4	24.4	5.0	19.9	9.4	19.2	9.8
11A: City Strivers	1.7	1.4	10.7	5.4	5.7	1.6	73.4	39.7	7.8	42.6	9.8	5.8	7.5	26.4	5.0	18.0	8.4	18.4	10.5
11B: Young and Restless	1.3	1.2	8.1	3.5	7.6	3.1	75.1	40.4	7.2	44.1	8.3	3.0	4.2	18.7	3.4	19.6	10.2	26.9	13.9
11C: Metro Fusion	1.7	1.7	12.5	5.6	5.6	1.3	71.6	44.0	5.1	44.9	6.0	7.0	8.3	26.2	5.0	20.4	9.9	16.3	6.8
11D: Set to Impress	1.2	1.1	8.4	3.9	7.1	2.0	76.3	40.1	8.6	41.8	9.5	3.8	6.5	23.4	5.8	20.6	9.4	19.6	10.9
11E: City Commons	2.2	2.1	14.4	6.5	5.0	1.0	68.8	43.0	5.3	45.6	6.1	5.6	13.2	31.4	6.6	20.2	7.9	10.1	4.9
<b>12. Hometown</b>	1.5	1.4	10.9	5.5	4.2	0.8	75.8	42.9	5.8	44.6	6.7	4.3	9.3	31.7	6.5	20.7	9.6	11.9	6.0
12A: Family Foundations	1.5	1.3	10.8	5.8	4.9	1.2	74.6	41.3	6.2	44.9	7.6	4.1	7.9	29.1	4.6	22.4	9.3	14.3	8.3
12B: Traditional Living	1.5	1.4	11.3	5.6	4.1	0.8	75.2	43.7	5.7	44.2	6.4	4.0	8.1	31.6	7.2	20.7	10.7	12.3	5.3
12C: Small Town Sincerity	1.4	1.3	10.0	4.9	3.9	0.7	77.9	43.5	6.0	44.1	6.4	4.4	9.0	32.3	7.2	19.8	9.6	11.8	6.0
12D: Modest Income Homes	1.6	1.5	11.4	5.8	4.3	0.7	74.8	42.6	5.2	45.7	6.6	4.9	12.6	33.4	6.3	20.7	8.1	9.2	4.8
<b>13. Next Wave</b>	1.7	1.7	12.9	6.6	5.6	1.0	70.6	44.6	4.9	45.0	5.5	16.7	11.9	26.4	4.2	15.2	6.7	13.3	5.7
13A: Diverse Convergence	1.6	1.4	10.8	5.6	6.0	1.4	73.3	42.5	6.5	43.6	7.4	12.1	8.4	25.1	3.4	15.5	7.5	19.2	8.9
13B: Family Extensions	1.5	1.7	13.4	7.4	6.1	0.7	69.1	46.4	3.2	46.8	3.6	23.3	14.2	27.6	3.3	14.2	5.5	9.0	3.0
13C: NeWest Residents	1.7	2.0	14.7	6.9	4.7	0.8	69.4	46.0	4.5	44.7	4.8	20.9	12.9	26.0	4.1	14.3	5.9	11.4	4.6
13D: Fresh Ambitions	1.8	1.8	14.3	7.0	5.0	0.8	69.3	44.6	4.5	45.6	5.3	14.2	13.3	29.6	5.6	16.9	7.1	9.4	4.0
13E: High Rise Renters	1.9	1.6	12.3	6.3	5.9	1.1	70.9	43.0	5.8	44.5	6.7	13.9	13.7	23.9	6.2	15.5	7.5	13.4	5.8
<b>14. Scholars and Patriots</b>	0.8	0.6	4.2	1.9	46.6	5.5	40.4	38.2	10.1	40.2	11.5	1.9	3.3	14.7	3.1	18.1	8.9	28.2	21.8
14A: Military Proximity	2.1	1.8	11.0	3.2	9.4	1.9	70.5	44.7	9.4	38.1	7.8	0.8	1.6	17.3	2.5	28.2	15.4	23.2	11.0
14B: College Towns	0.9	0.7	4.8	2.4	33.2	6.2	51.8	38.3	10.3	39.6	11.9	2.2	3.8	15.0	3.4	16.4	8.0	28.7	22.7
14C: Dorms to Diplomas	0.2	0.1	1.1	0.7	74.7	6.1	17.1	37.3	10.0	40.9	11.8	1.9	3.1	11.9	2.7	15.9	7.2	30.5	26.7

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

<sup>1</sup> 2017-2021 American Community Survey



	Employment by Industry (%)														Employment by Occupation (%)									
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%)	Unemployment Rate (%)	Agriculture/ Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins/ Real Estate	Services	Public Admin.	Mgmt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
<b>United States</b>	\$72,600	\$157,200	62.5	4.3	1.5	7.0	10.0	1.9	10.4	6.4	1.9	6.8	49.4	4.8	17.9	25.4	8.6	10.4	16.2	0.5	5.0	2.9	5.4	7.8
<b>01. Affluent Estates</b>	\$144,800	\$773,400	65.7	3.1	0.8	5.2	9.1	2.2	8.3	4.5	2.5	10.2	52.3	5.0	28.2	34.6	9.4	8.2	9.4	0.1	2.5	1.6	2.2	3.7
1A: Top Tier	\$200,000	\$1,512,900	62.4	3.1	0.5	3.8	7.7	2.2	6.5	2.7	3.3	13.5	55.9	3.8	34.3	38.7	9.6	6.0	6.2	0.1	1.4	0.8	1.2	1.8
1B: Professional Pride	\$163,900	\$930,800	69.0	2.9	0.6	4.4	10.3	2.3	8.4	4.3	2.6	10.5	52.0	4.5	30.4	35.2	9.7	7.6	8.6	0.1	1.9	1.3	1.9	3.3
1C: Boomburbs	\$137,200	\$512,800	71.2	3.0	0.9	4.9	9.1	2.2	9.0	5.5	2.5	9.9	50.3	5.6	26.9	33.9	9.3	8.7	10.3	0.1	2.3	1.7	2.4	4.4
1D: Savvy Suburbanites	\$129,300	\$695,700	66.1	3.1	0.7	6.3	9.7	2.2	8.8	4.8	2.1	8.9	51.0	5.4	25.5	32.8	9.2	9.1	10.6	0.1	3.4	2.2	2.8	4.3
1E: Exurbanites	\$121,200	\$771,700	59.2	3.2	1.0	5.8	8.1	2.0	8.3	4.3	2.1	9.4	54.0	5.1	26.8	34.4	9.7	8.4	10.1	0.2	2.8	1.6	2.3	3.8
<b>02. Upscale Avenues</b>	\$115,600	\$382,200	68.2	3.7	0.4	5.5	7.9	1.9	8.8	5.5	3.1	8.1	53.4	5.3	22.9	33.7	8.2	9.7	12.5	0.1	3.3	2.0	2.8	4.9
2A: Urban Chic	\$134,000	\$535,900	68.2	3.2	0.6	4.2	6.7	1.7	7.2	3.5	4.1	9.6	58.3	4.2	28.4	39.7	8.3	6.9	9.1	0.1	2.1	1.1	1.5	2.8
2B: Pleasantville	\$115,400	\$522,700	66.8	3.9	0.4	7.1	7.7	1.9	9.6	6.2	2.6	7.4	51.2	5.9	20.6	29.5	8.4	11.1	14.0	0.2	4.6	2.6	3.3	5.9
2C: Pacific Heights	\$116,000	\$435,000	62.4	4.2	0.3	5.4	8.9	2.3	9.0	7.1	2.8	7.1	51.9	5.2	19.4	31.0	8.1	11.2	15.3	0.2	3.6	2.2	3.5	5.6
2D: Enterprising Professionals	\$105,800	\$169,300	74.2	3.4	0.4	4.4	8.9	1.9	8.9	5.2	3.2	8.4	53.5	5.3	23.8	36.5	7.7	9.2	11.4	0.1	2.3	1.6	2.8	4.6
<b>03. Uptown Individuals</b>	\$102,600	\$77,500	76.6	3.5	0.3	2.8	5.5	1.5	6.9	3.6	5.3	10.6	59.4	4.2	29.2	41.2	7.4	6.8	9.1	0.0	1.4	0.8	1.4	2.7
3A: Laptops and Lattes	\$143,700	\$183,500	76.1	3.1	0.3	2.1	4.6	1.3	5.6	2.5	6.2	13.7	59.2	4.5	35.1	42.4	7.6	5.3	5.9	0.0	0.8	0.4	0.9	1.5
3B: Metro Renters	\$89,000	\$51,100	78.1	3.1	0.4	2.6	6.2	1.5	7.3	3.9	4.0	10.5	59.3	4.3	28.4	42.3	7.4	7.0	8.7	0.0	1.1	0.8	1.4	2.8
3C: Trendsetters	\$94,800	\$68,400	74.9	4.4	0.2	3.8	5.3	1.5	7.7	4.1	6.2	7.6	59.9	3.7	24.7	38.2	7.1	8.0	12.9	0.1	2.3	1.1	1.9	3.7
<b>04. Family Landscapes</b>	\$90,900	\$255,400	67.8	3.4	1.1	7.3	10.5	2.1	10.7	6.8	1.7	7.2	46.9	5.8	19.1	25.9	8.8	11.2	14.2	0.3	4.7	3.3	5.1	7.4
4A: Workday Drive	\$108,600	\$362,200	69.5	3.2	0.9	6.5	10.2	2.1	10.0	6.3	1.9	8.2	47.9	6.0	22.4	29.0	9.0	10.6	12.4	0.2	3.7	2.8	4.0	6.1
4B: Home Improvement	\$86,900	\$247,800	68.6	4.0	0.7	7.5	9.2	2.0	11.3	7.3	1.8	7.3	47.5	5.5	17.3	24.0	8.9	12.3	15.7	0.2	5.1	3.5	5.1	8.0
4C: Middleburg	\$77,300	\$181,000	65.6	3.4	1.5	8.0	11.6	2.0	11.2	6.9	1.4	6.0	45.5	5.7	16.5	23.5	8.5	11.4	15.3	0.4	5.5	3.8	6.4	8.7
<b>05. GenXurban</b>	\$76,400	\$221,800	62.9	3.7	1.0	6.6	10.6	1.9	10.8	6.0	1.6	7.0	49.5	5.2	17.7	26.7	8.6	11.2	15.1	0.3	4.5	3.0	5.5	7.3
5A: Comfortable Empty Nesters	\$89,200	\$362,800	60.8	3.3	0.9	6.7	10.7	2.0	10.1	5.9	1.6	7.4	49.0	5.7	20.0	28.4	8.8	10.9	13.2	0.2	4.3	3.1	4.7	6.4
5B: In Style	\$87,800	\$243,800	65.9	3.1	1.0	5.3	8.4	1.7	9.5	4.8	1.9	8.0	54.2	5.2	21.7	33.1	8.9	9.6	12.9	0.2	3.1	2.0	3.4	5.1
5C: Parks and Rec	\$77,100	\$188,900	66.3	4.2	0.7	7.4	10.3	2.0	11.5	6.7	1.7	6.6	48.0	5.2	16.0	24.2	8.4	11.9	16.5	0.2	5.3	3.3	5.9	8.3
5D: Rustbelt Traditions	\$62,900	\$155,800	65.6	4.1	0.9	7.1	12.4	1.9	11.5	6.7	1.5	6.4	47.1	4.5	14.1	22.3	8.3	12.2	17.2	0.3	5.5	3.6	7.4	9.1
5E: Midlife Constants	\$64,700	\$193,600	57.0	3.8	1.3	6.5	11.2	1.7	11.4	6.0	1.4	6.3	48.7	5.4	16.0	25.1	8.8	11.5	16.2	0.4	4.7	3.2	6.3	7.8
<b>06. Cozy Country Living</b>	\$73,600	\$234,600	60.0	3.4	3.7	8.9	13.7	1.9	10.5	6.5	1.3	5.4	43.0	5.0	17.1	21.7	8.2	10.4	15.0	1.0	6.4	4.2	7.6	8.6
6A: Green Acres	\$95,600	\$346,700	64.3	3.0	2.2	9.0	12.5	2.1	10.0	6.4	1.4	6.6	44.6	5.2	20.0	25.1	8.4	10.4	13.0	0.5	5.8	3.8	5.7	7.1
6B: Salt of the Earth	\$72,300	\$231,300	60.8	3.3	3.1	9.1	17.5	1.9	10.3	7.0	1.1	4.9	40.6	4.6	15.3	20.0	7.5	10.8	14.6	0.8	6.7	4.9	9.6	9.8
6C: The Great Outdoors	\$74,100	\$238,700	56.9	3.9	3.1	10.1	8.2	1.6	10.9	5.8	1.5	5.4	47.4	6.1	17.5	22.9	8.8	10.2	16.7	1.0	7.0	3.9	5.0	7.0
6D: Prairie Living	\$68,600	\$213,900	62.2	2.4	13.3	8.7	12.0	2.3	9.5	7.1	1.1	4.5	36.8	4.5	19.9	18.2	7.2	9.9	13.9	3.1	6.7	4.5	7.5	9.0
6E: Rural Resort Dwellers	\$63,900	\$244,900	49.3	3.9	3.9	10.0	9.8	1.5	11.1	5.7	1.4	5.8	45.4	5.5	17.7	21.1	9.4	9.7	16.5	1.2	7.2	3.8	5.9	7.5
6F: Heartland Communities	\$53,700	\$127,100	57.8	4.1	2.7	7.5	16.8	1.8	11.7	6.5	1.2	4.5	42.7	4.7	12.1	18.6	8.0	10.7	18.1	0.8	6.0	4.3	10.6	10.7
<b>07. Sprouting Explorers</b>	\$72,000	\$131,100	65.5	4.7	2.3	9.1	9.2	2.1	11.1	8.2	1.5	5.7	46.1	4.7	13.7	19.1	8.6	11.5	18.8	1.3	7.1	3.5	6.1	10.4
7A: Up and Coming Families	\$91,700	\$186,900	71.0	3.7	0.9	6.7	8.6	2.0	10.9	7.8	1.8	7.7	47.6	6.0	18.7	25.5	9.0	11.8	14.8	0.2	4.3	3.1	4.4	8.2
7B: Urban Villages	\$85,200	\$199,900	64.1	4.9	1.5	9.0	10.8	2.4	10.9	8.8	1.7	4.5	46.3	4.1	11.8	17.8	8.2	12.2	20.1	0.9	7.1	3.5	7.3	11.0
7C: Urban Edge Families	\$64,600	\$108,600	66.1	5.0	1.1	9.6	8.2	2.0	11.7	9.0	1.5	5.6	47.0	4.3	12.1	16.9	8.6	12.3	20.8	0.5	7.5	3.8	6.0	11.4
7D: Forging Opportunity	\$52,600	\$69,500	61.8	5.6	3.1	14.4	12.1	2.1	11.3	7.9	0.9	3.7	41.6	2.9	8.1	11.0	8.0	9.9	22.1	1.7	12.7	4.0	9.7	12.9
7E: Farm to Table	\$47,600	\$26,000	60.6	8.3	28.5	7.9	8.1	2.8	8.8	5.8	0.7	1.9	32.4	3.1	6.5	9.1	6.6	7.5	18.8	21.0	7.1	3.4	6.8	13.3
7F: Southwestern Families	\$40,500	\$35,200	54.5	5.8	2.3	11.4	6.9	1.9	11.2	8.3	1.1	4.2	48.7	4.0	9.0	13.7	9.1	10.8	24.9	0.9	10.0	3.9	6.0	11.7
<b>08. Middle Ground</b>	\$61,900	\$71,700	66.1	4.6	0.7	6.5	9.0	1.8	11.0	6.4	2.0	6.5	51.7	4.5	16.2	25.4	8.5	11.0	18.2	0.3	4.7	2.5	5.3	8.0
8A: City Lights	\$87,900	\$152,800	67.7	4.3	0.3	6.6	7.2	1.8	9.5	6.4	2.8	7.0	53.3	4.9	18.8	28.5	7.9	10.8	16.9	0.1	4.6	2.4	3.5	6.5
8B: Emerald City	\$79,600	\$112,200	73.0	3.2	0.6	4.6	7.0	1.7	8.8	4.3	2.3	8.0	58.2	4.6	22.9	36.3	8.2	8.7	12.9	0.1	2.6	1.5	2.7	4.2
8C: Bright Young Professionals	\$67,200	\$75,000	71.1	3.8	0.8	6.1	8.8	1.9	11.7	7.0	1.8	7.0	49.8	5.0	16.9	25.4	8.9	12.0	16.6	0.2	4.2	2.8	4.9	8.0
8D: Downtown Melting Pot	\$65,300	\$54,300	59.8	5.9	0.1	6.4	5.3	2.0	9.3	8.1	2.7	6.8	55.8	3.4	15.5	24.6	8.1	10.9	22.7	0.1	4.8	1.8	3.6	8.0
8E: Front Porches	\$56,700	\$57,800	65.3	5.5	0.9	8.1	10.4	1.8	12.2	7.1	1.4	5.3	48.5	4.2	12.3	19.7	8.5	11.6	20.7	0.5	6.4	3.1	7.1	10.1
8F: Old and Newcomers	\$55,400	\$63,100	62.7	4.0	1.0	5.9	9.2	1.7	11.8	5.8	1.7	6.5	51.6	4.9	15.5	25.6	8.9	11.4	18.1	0.3	4.2	2.6	5.5	7.8
8G: Hometown Heritage	\$36,600	\$14,600	58.0	7.8	1.0	8.2	15.0	1.6	12.8	7.0	1.2	3.9												



	Employment by Industry (%)														Employment by Occupation (%)									
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) <sup>1</sup>	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
<b>United States</b>	\$72,600	\$157,200	62.5	4.3	1.5	7.0	10.0	1.9	10.4	6.4	1.9	6.8	49.4	4.8	17.9	25.4	8.6	10.4	16.2	0.5	5.0	2.9	5.4	7.8
<b>09. Senior Styles</b>	\$58,000	\$166,400	46.2	4.5	1.0	6.1	7.7	1.8	10.8	5.5	1.9	8.0	52.6	4.6	19.4	27.0	9.7	10.5	16.3	0.3	4.0	2.4	3.9	6.5
9A: Silver & Gold	\$89,600	\$545,300	40.3	3.6	1.0	6.9	6.4	2.0	10.4	4.6	1.7	10.5	52.0	4.5	25.2	27.4	12.1	9.5	12.9	0.3	3.5	2.0	2.5	4.6
9B: Golden Years	\$86,600	\$264,300	56.4	3.4	0.6	4.9	7.4	1.8	9.2	4.6	2.4	9.4	54.8	4.8	24.3	33.8	9.5	9.4	11.8	0.1	2.7	1.6	2.5	4.3
9C: The Elders	\$54,700	\$317,700	26.3	4.8	0.7	6.4	6.1	2.0	12.7	5.5	1.5	9.2	51.9	4.0	18.5	23.1	12.3	12.5	16.9	0.3	3.8	2.4	3.3	6.9
9D: Senior Escapes	\$50,300	\$168,300	44.7	5.1	2.3	9.5	7.5	1.5	12.6	6.4	1.4	5.4	48.1	5.3	13.9	18.6	9.8	11.5	20.3	0.8	7.0	4.1	5.2	8.7
9E: Retirement Communities	\$52,500	\$92,000	50.9	4.2	0.7	5.6	9.3	1.9	11.1	6.0	1.7	7.3	51.8	4.5	16.9	26.5	8.9	11.4	17.0	0.3	4.0	2.6	5.0	7.4
9F: Social Security Set	\$62,200	\$11,100	46.4	7.1	0.6	5.0	7.9	1.4	11.0	6.1	2.1	5.9	55.7	4.2	14.7	24.5	8.1	10.1	22.8	0.3	3.8	1.9	5.3	8.6
<b>10. Rustic Outposts</b>	\$53,800	\$130,700	54.1	4.7	3.7	10.0	13.6	1.7	11.4	7.4	1.0	4.1	41.8	5.3	12.6	17.8	8.1	10.5	17.5	1.0	8.0	4.8	9.0	10.7
10A: Southern Satellites	\$60,700	\$163,200	57.4	4.2	2.9	10.4	13.8	1.8	11.3	7.5	1.0	4.4	41.6	5.2	13.6	18.6	8.2	10.7	16.2	0.8	7.8	5.1	8.7	10.3
10B: Rooted Rural	\$53,700	\$155,200	51.1	4.4	4.6	9.6	15.0	1.6	10.9	7.4	1.0	3.9	40.5	5.3	13.2	18.4	7.8	10.3	16.3	1.4	7.5	4.9	9.7	10.4
10C: Economic BedRock	\$48,500	\$116,300	49.4	5.2	8.8	8.9	7.8	1.4	11.2	7.6	1.1	3.7	43.2	6.2	11.8	19.0	8.1	10.3	18.0	0.8	10.0	5.1	6.6	10.3
10D: Down the Road	\$51,700	\$85,300	59.3	5.4	2.5	11.0	11.7	1.8	12.2	7.2	1.1	4.4	43.8	4.4	11.1	15.3	8.5	10.6	20.4	1.0	9.1	4.2	8.2	11.5
10E: Rural Bypasses	\$41,400	\$69,800	47.5	6.0	3.2	8.5	16.0	1.4	11.6	7.4	1.0	3.3	41.7	6.0	10.3	16.4	8.0	10.4	19.4	1.0	6.9	4.4	11.1	12.0
<b>11. Midtown Singles</b>	\$47,200	\$14,600	66.8	6.0	0.5	6.0	7.7	1.5	11.8	7.8	1.9	6.1	52.5	4.2	13.0	22.0	8.6	11.7	22.2	0.2	4.7	2.4	5.3	9.9
11A: City Strivers	\$59,600	\$32,700	62.6	7.6	0.1	4.7	3.6	1.1	9.5	10.0	2.5	5.8	56.5	6.0	13.2	23.6	7.3	12.0	25.4	0.1	4.0	2.0	2.8	9.6
11B: Young and Restless	\$53,500	\$15,200	75.7	4.0	0.5	5.2	7.6	1.7	12.0	7.2	2.2	7.6	52.2	3.9	15.7	26.6	8.9	12.2	17.9	0.2	3.6	2.3	4.4	8.3
11C: Metro Fusion	\$48,100	\$14,800	69.2	5.6	0.7	8.1	8.5	1.7	12.5	8.6	1.6	5.5	49.2	3.7	11.1	17.1	8.8	12.0	23.0	0.3	6.6	2.9	6.3	11.8
11D: Set to Impress	\$44,700	\$17,000	64.7	5.4	0.8	6.1	9.2	1.5	12.0	5.8	1.8	5.5	53.5	3.9	13.3	23.2	8.7	10.8	21.7	0.3	4.8	2.4	6.0	8.8
11E: City Commons	\$27,100	\$10,900	53.8	11.1	0.5	4.7	8.6	1.3	12.0	8.6	1.1	4.5	54.6	4.1	8.9	15.8	8.9	11.2	29.3	0.2	4.1	1.9	7.1	12.5
<b>12. Hometown</b>	\$42,600	\$46,400	56.7	6.8	1.0	6.3	12.8	1.5	12.0	7.7	1.3	4.7	47.8	4.7	10.7	17.1	8.2	11.7	22.5	0.4	5.3	3.1	9.0	12.0
12A: Family Foundations	\$51,900	\$97,300	58.7	7.7	0.4	5.0	8.4	1.4	10.4	10.7	1.6	5.7	50.3	6.2	12.0	19.0	7.4	13.6	22.4	0.2	4.2	2.4	5.9	12.9
12B: Traditional Living	\$49,600	\$68,300	62.8	5.5	1.1	7.1	16.0	1.7	12.6	6.6	1.3	4.7	45.1	3.7	10.7	16.5	8.4	11.6	20.6	0.4	5.9	3.7	10.8	11.5
12C: Small Town Sincerity	\$39,900	\$31,600	52.8	5.6	1.7	7.0	13.6	1.5	12.8	6.3	1.2	4.4	46.6	4.8	10.8	18.1	8.8	10.8	21.5	0.6	5.7	3.5	9.4	10.9
12D: Modest Income Homes	\$30,900	\$14,400	51.0	10.1	0.6	5.3	9.9	1.3	11.4	8.9	1.2	4.2	52.5	4.8	8.9	14.8	8.0	11.4	27.9	0.2	4.6	2.2	8.2	13.8
<b>13. Next Wave</b>	\$50,300	\$14,600	63.5	6.4	1.1	10.4	9.3	2.0	10.8	8.1	1.7	4.4	49.5	2.7	9.4	14.7	7.9	10.1	26.0	0.7	9.1	2.8	7.4	11.8
13A: Diverse Convergence	\$64,500	\$35,300	67.5	5.2	0.5	8.9	8.0	1.9	10.3	7.9	2.4	5.1	52.0	3.0	12.4	19.6	8.0	10.4	23.9	0.3	7.4	2.5	5.6	9.9
13B: Family Extensions	\$55,900	\$25,100	62.8	6.2	1.7	10.8	13.3	2.9	11.1	9.1	1.1	3.3	44.2	2.5	7.3	10.7	8.1	10.5	23.9	1.2	9.5	3.4	10.9	14.4
13C: NeWest Residents	\$44,300	\$13,100	68.1	5.1	1.5	16.2	9.0	1.7	10.2	6.8	1.3	4.0	47.3	1.9	7.7	10.9	7.4	8.7	27.3	1.0	14.7	3.0	7.8	11.3
13D: Fresh Ambitions	\$39,000	\$12,600	58.1	8.3	1.6	8.4	10.1	2.0	12.3	8.6	1.1	4.0	48.7	3.3	8.0	13.4	8.3	10.0	26.8	1.1	7.4	2.9	8.4	13.8
13E: High Rise Renters	\$31,800	\$10,500	53.5	11.0	0.2	4.9	3.8	1.4	10.6	8.8	2.0	5.5	59.5	3.3	9.6	17.0	7.8	10.8	34.5	0.2	4.2	1.7	3.5	10.7
<b>14. Scholars and Patriots</b>	\$39,700	\$11,900	49.6	6.0	0.7	3.1	5.2	0.9	11.9	3.2	1.7	4.2	65.5	3.5	11.6	31.9	9.2	11.1	23.3	0.3	2.3	1.6	3.1	5.6
14A: Military Proximity	\$63,900	\$13,300	21.4	6.1	0.7	3.6	4.2	0.8	11.2	3.6	1.3	4.0	48.6	21.9	13.5	25.3	8.3	12.1	22.3	0.4	3.1	5.2	3.1	6.7
14B: College Towns	\$44,400	\$13,500	61.2	4.9	0.8	3.8	6.4	1.1	11.8	3.8	1.8	4.9	62.5	3.1	13.4	32.6	8.8	10.3	20.6	0.3	2.8	1.6	3.7	5.9
14C: Dorms to Diplomas	\$25,300	\$9,500	45.1	7.5	0.6	2.0	3.7	0.7	12.3	2.3	1.6	3.2	71.8	1.8	8.8	31.9	9.9	12.1	27.2	0.3	1.4	1.0	2.2	5.1

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

<sup>1</sup> This rate measures the participation of the *civilian* labor force only.



Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) <sup>1</sup>										Year Structure Built (%) <sup>1</sup>					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2020 or later	2010 to 2019	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier	
<b>United States</b>	\$308,900	64.9	9.8	61.6	6.0	3.5	4.3	4.6	4.3	9.7	5.9	0.1	0.2	7.3	13.6	13.6	13.2	13.2	52.2
<b>01. Affluent Estates</b>	\$534,500	88.6	5.1	86.9	5.4	0.7	0.9	1.1	1.2	2.9	0.8	0.0	0.3	11.0	19.9	17.9	14.4	14.4	36.5
1A: Top Tier	Single Family	\$892,900	90.7	5.8	89.1	3.9	0.7	0.7	0.8	0.8	3.6	0.3	0.0	0.2	5.6	9.5	11.8	13.4	59.7
1B: Professional Pride	Single Family	\$536,400	90.8	3.2	89.6	5.0	0.4	0.6	0.8	0.9	2.1	0.5	0.0	0.3	11.4	22.4	35.6	14.8	15.6
1C: Boomburbs	Single Family	\$467,300	83.5	4.2	81.6	7.9	0.4	1.0	1.7	2.5	4.2	0.7	0.0	0.7	27.5	49.5	14.5	3.4	4.4
1D: Savvy Suburbanites	Single Family	\$457,800	91.0	4.0	90.3	4.4	0.8	0.7	0.7	1.4	1.0	0.1	0.2	7.3	12.1	16.8	20.2	43.5	
1E: Exurbanites	Single Family	\$542,200	86.3	8.6	82.8	6.3	1.0	1.3	1.5	1.2	4.3	1.4	0.1	0.2	6.2	11.9	13.5	16.2	52.0
<b>02. Upscale Avenues</b>		\$610,200	71.4	5.9	62.3	11.9	3.1	3.3	4.4	4.9	9.3	0.8	0.0	0.1	5.8	9.7	11.5	13.1	59.8
2A: Urban Chic	Single Family	\$818,400	69.3	9.6	60.2	9.1	3.8	4.3	4.9	4.6	12.6	0.6	0.0	0.1	6.0	9.5	9.9	10.8	63.8
2B: Pleasantville	Single Family	\$518,800	84.4	4.2	83.6	5.8	3.1	1.6	1.3	1.1	2.6	1.0	0.0	0.1	2.8	5.1	6.1	9.2	76.7
2C: Pacific Heights	Single Family	\$874,600	73.3	4.5	66.4	14.4	5.2	3.0	2.3	1.8	6.1	0.8	0.0	0.1	2.5	4.9	6.5	13.3	72.6
2D: Enterprising Professionals	Multi-Units; Single Family	\$481,900	53.7	5.6	30.7	22.4	1.6	4.9	9.6	12.1	17.8	0.8	0.0	0.2	11.8	19.0	23.4	20.8	24.8
<b>03. Uptown Individuals</b>		\$732,700	28.6	11.0	10.1	6.2	4.6	8.1	9.8	10.5	50.4	0.2	0.0	0.2	12.1	13.2	8.2	8.6	57.7
3A: Laptops and Lattes	High Density Apartments	\$931,100	40.1	11.8	11.8	7.5	5.1	8.0	8.9	8.9	49.6	0.1	0.0	0.1	9.4	10.7	6.5	7.6	65.7
3B: Metro Renters	Multi-Unit Rentals	\$511,400	22.2	11.7	7.3	5.2	2.4	5.3	8.1	11.0	60.3	0.2	0.0	0.2	17.0	18.4	11.3	9.7	43.4
3C: Trendsetters	High Density Apartments	\$807,900	27.6	9.0	12.9	6.6	7.5	12.4	13.4	11.3	35.6	0.3	0.1	0.2	7.1	7.6	5.2	8.0	71.9
<b>04. Family Landscapes</b>		\$309,400	80.6	4.6	81.1	5.7	1.2	1.7	2.0	1.8	2.3	4.2	0.1	0.3	11.2	23.0	23.1	16.9	25.5
4A: Workday Drive	Single Family	\$358,100	85.4	3.8	85.3	6.1	0.7	1.0	1.4	1.5	2.2	1.8	0.0	0.4	13.2	27.2	29.7	13.3	16.1
4B: Home Improvement	Single Family	\$298,300	80.3	4.0	83.3	7.1	0.9	1.7	1.8	1.6	2.0	1.6	0.0	0.1	4.2	8.3	16.5	30.8	40.1
4C: Middleburg	Single Family	\$260,900	76.1	5.8	75.8	4.6	1.9	2.3	2.6	2.3	2.5	7.9	0.1	0.3	13.3	27.1	20.2	12.5	26.6
<b>05. GenXurban</b>		\$258,300	75.9	7.0	75.8	5.9	2.9	3.2	3.3	2.7	4.0	2.2	0.0	0.1	4.5	8.9	10.4	12.0	64.1
5A: Comfortable Empty Nesters	Single Family	\$283,300	87.7	5.9	87.9	4.1	1.1	1.1	1.2	0.9	1.6	2.2	0.0	0.1	4.9	10.0	12.2	13.7	59.1
5B: In Style	Single Family	\$348,500	70.7	8.3	65.4	8.0	2.8	4.4	5.5	5.1	7.1	1.6	0.1	0.2	7.6	12.8	14.0	15.4	49.9
5C: Parks and Rec	Single Family	\$283,800	71.7	5.5	67.7	9.4	4.7	4.6	4.0	3.3	4.4	1.9	0.0	0.1	3.3	6.3	7.8	10.8	71.7
5D: Rustbelt Traditions	Single Family	\$176,700	72.5	6.5	80.3	3.9	3.5	3.1	2.8	2.1	2.3	1.8	0.0	0.1	2.3	5.0	6.4	8.0	78.1
5E: Midlife Constants	Single Family	\$215,400	75.2	8.4	75.8	4.7	2.5	3.2	3.3	2.3	4.7	3.5	0.1	0.1	4.0	9.5	11.1	11.7	63.5
<b>06. Cozy Country Living</b>		\$258,000	82.8	15.8	82.2	2.1	1.5	1.5	1.3	0.9	1.2	9.1	0.1	0.2	6.4	14.2	15.0	12.8	51.4
6A: Green Acres	Single Family	\$329,300	88.0	6.6	87.1	2.6	1.1	0.8	0.8	0.6	0.9	5.9	0.1	0.3	9.5	18.8	18.9	14.0	38.6
6B: Salt of the Earth	Single Family	\$220,300	85.4	8.9	84.4	1.5	1.3	1.0	0.8	0.5	0.5	10.0	0.1	0.1	5.5	13.2	15.2	11.8	54.2
6C: The Great Outdoors	Single Family	\$360,800	81.4	19.1	77.4	2.3	1.5	1.6	1.4	0.9	1.2	13.4	0.3	0.3	7.6	16.9	16.7	16.4	42.2
6D: Prairie Living	Single Family	\$208,500	81.7	15.1	85.3	1.1	0.9	1.2	0.9	0.6	0.7	9.2	0.1	0.1	5.7	10.4	10.3	9.4	64.1
6E: Rural Resort Dwellers	Single Family/Seasonal	\$305,900	84.8	47.2	78.8	1.9	1.1	1.3	1.3	1.2	2.0	12.2	0.2	0.2	6.0	17.5	16.7	16.2	43.4
6F: Heartland Communities	Single Family	\$135,700	72.0	11.1	77.4	2.5	3.2	3.3	2.7	1.7	2.1	7.0	0.1	0.1	3.0	6.8	9.0	9.0	72.1
<b>07. Sprouting Explorers</b>		\$286,700	67.6	5.5	74.8	5.5	1.9	2.8	2.9	2.9	4.5	4.6	0.1	0.3	11.5	23.8	12.9	11.7	39.7
7A: Up and Coming Families	Single Family	\$311,300	74.7	4.8	79.8	5.8	0.6	1.7	2.3	3.1	4.2	2.5	0.1	0.7	23.6	48.0	15.7	5.6	6.5
7B: Urban Villages	Single Family	\$502,900	71.0	3.3	79.9	5.5	2.1	2.2	2.1	1.7	3.6	2.8	0.0	0.1	2.4	6.3	7.8	11.1	72.3
7C: Urban Edge Families	Single Family	\$258,200	65.1	5.0	72.4	7.7	2.0	3.1	3.6	3.3	4.3	3.4	0.1	0.2	5.5	13.9	15.0	22.1	43.3
7D: Forging Opportunity	Single Family	\$167,300	62.0	7.1	73.1	3.0	2.8	3.2	2.6	2.3	2.9	10.0	0.2	0.1	6.3	12.1	10.5	11.3	59.7
7E: Farm to Table	Single Family	\$226,900	46.5	6.4	60.6	3.7	3.8	6.2	5.1	3.0	4.6	12.7	0.3	0.1	5.6	12.5	14.8	12.6	54.4
7F: Southwestern Families	Single Family	\$142,700	55.8	9.2	64.3	4.6	3.6	4.6	4.1	3.5	8.7	6.4	0.2	0.1	4.9	8.0	9.6	12.8	64.6
<b>08. Middle Ground</b>		\$306,800	48.5	8.7	43.8	9.0	7.1	8.0	8.5	7.9	13.5	2.1	0.1	0.1	5.7	9.3	10.7	12.9	61.3
8A: City Lights	Multi-Units; Single Family	\$559,200	55.1	5.6	41.9	10.0	11.4	8.6	6.3	5.9	15.0	0.9	0.1	0.1	3.5	5.1	5.8	9.8	75.8
8B: Emerald City	Single Family; Multi-Units	\$399,800	52.6	11.4	46.1	9.3	6.4	7.3	7.1	6.9	16.3	0.7	0.1	0.2	7.1	8.0	8.0	10.3	66.4
8C: Bright Young Professionals	Single Family; Multi-Units	\$286,200	46.8	7.2	40.1	10.5	2.5	6.8	11.4	12.9	13.3	2.5	0.1	0.3	10.4	18.3	20.4	20.2	30.4
8D: Downtown Melting Pot	High Density Apartments	\$781,300	34.8	6.2	12.9	10.6	16.9	13.4	7.9	6.6	31.2	0.4	0.0	0.1	3.1	4.7	4.5	6.1	81.6
8E: Front Porches	Single Family; Multi-Units	\$257,200	49.8	7.1	48.3	10.0	8.1	9.4	7.8	5.9	7.9	2.5	0.1	0.1	3.9	6.9	8.2	10.7	70.2
8F: Old and Newcomers	Single Family; Multi-Units	\$242,900	49.3	9.8	43.5	7.6	4.1	7.4	10.1	9.0	15.2	3.1	0.1	0.1	5.2	9.7	12.4	16.0	56.5
8G: Hometown Heritage	Single Family	\$89,600	42.4	13.3	59.5	5.6	10.4	7.4	5.7	3.4	4.7	3.3	0.1	0.1	2.8	4.5	5.2	6.8	80.6

Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) <sup>1</sup>										Year Structure Built (%) <sup>1</sup>					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2020 or later	2010 to 2019	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier	
<b>United States</b>	\$308,900	64.9	9.8	61.6	6.0	3.5	4.3	4.6	4.3	9.7	5.9	0.1	0.2	7.3	13.6	13.6	13.2	52.2	
<b>09. Senior Styles</b>	\$344,900	62.1	19.3	41.6	8.1	2.5	4.3	5.0	4.8	23.7	9.8	0.2	0.2	6.3	14.0	14.8	18.1	46.6	
9A: Silver & Gold	Single Family/Seasonal	\$486,400	87.4	37.9	65.8	7.1	1.6	3.0	3.4	3.3	11.8	3.9	0.1	0.3	8.7	23.6	19.2	19.0	29.2
9B: Golden Years	Single Family; Multi-Units	\$459,400	65.6	12.3	40.8	12.8	2.9	4.5	5.4	5.2	26.9	1.5	0.1	0.2	6.1	10.8	12.9	17.0	53.0
9C: The Elders	SF; High-Rises; Mob. Hm/Seas.	\$292,500	83.0	21.1	40.3	10.9	1.4	3.6	3.7	4.0	18.7	17.0	0.3	0.2	5.5	16.3	19.8	24.0	34.4
9D: Senior Escapes	SF; Mobile Homes/Seasonal	\$201,100	78.3	21.2	51.1	2.4	1.2	1.8	1.7	1.7	2.7	36.5	0.8	0.2	6.1	16.5	17.3	20.7	39.3
9E: Retirement Communities	Multi-Units; Single Family	\$260,200	48.6	11.2	31.9	9.0	2.9	5.7	7.4	7.1	32.7	3.2	0.1	0.1	5.0	9.3	12.6	17.7	55.3
9F: Social Security Set	Multi-Unit Rentals	\$222,800	16.1	12.3	13.3	4.6	5.0	7.4	8.0	7.5	52.6	1.5	0.1	0.2	6.4	7.2	7.0	10.3	69.0
<b>10. Rustic Outposts</b>		\$169,400	77.7	13.1	65.0	1.0	1.1	1.1	1.0	0.6	0.8	28.9	0.3	0.2	7.7	15.6	19.2	15.6	41.7
10A: Southern Satellites	Single Family; Mobile Homes	\$201,100	80.9	10.1	67.3	0.8	0.9	0.7	0.6	0.4	0.5	28.4	0.3	0.3	9.3	18.2	21.2	15.4	35.8
10B: Rooted Rural	Single Family; Mobile Homes	\$170,600	82.3	17.5	72.7	0.8	0.8	0.7	0.5	0.3	0.4	23.6	0.4	0.2	6.4	14.7	17.8	14.8	46.1
10C: Economic BedRock	Single Family; Mobile Homes	\$128,100	77.5	15.8	68.7	0.9	1.1	1.2	1.3	0.7	0.9	24.8	0.3	0.1	6.5	11.8	14.0	14.9	52.8
10D: Down the Road	Mobile Homes; Single Family	\$144,600	67.5	10.1	44.5	2.1	1.5	2.1	2.3	2.0	2.6	42.5	0.4	0.4	9.5	16.0	20.6	17.6	36.0
10E: Rural Bypasses	Single Family; Mobile Homes	\$112,100	72.6	14.9	63.4	0.8	1.9	1.9	1.6	0.6	0.8	28.9	0.2	0.1	5.5	12.2	18.3	16.0	47.8
<b>11. Midtown Singles</b>		\$234,600	25.9	10.1	22.8	8.1	7.6	11.7	13.9	14.1	20.0	1.7	0.1	0.1	6.0	9.5	11.9	15.4	57.1
11A: City Strivers	High Density Apartments	\$470,100	35.8	8.0	15.6	12.6	19.3	17.0	8.3	6.5	20.3	0.2	0.1	0.1	3.5	5.5	4.8	4.4	81.9
11B: Young and Restless	Multi-Unit Rentals	\$262,200	16.5	9.3	11.8	6.0	2.3	9.0	17.9	23.1	28.8	1.1	0.0	0.1	8.8	13.8	19.2	23.7	34.4
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$216,000	26.9	8.2	24.5	8.2	4.4	11.1	15.3	16.2	17.5	2.8	0.1	0.1	5.5	10.7	13.7	20.1	50.0
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$207,900	31.3	11.6	31.6	6.4	8.8	12.7	11.7	9.6	17.0	2.0	0.1	0.1	4.8	6.2	8.4	11.4	69.2
11E: City Commons	Multi-Unit Rentals; Single Family	\$108,400	25.5	14.2	33.1	10.7	10.8	11.5	12.5	7.6	11.8	1.8	0.1	0.1	5.6	8.5	7.2	8.1	70.5
<b>12. Hometown</b>		\$121,700	56.2	12.2	67.5	6.0	6.0	5.0	4.1	2.7	5.1	3.5	0.1	0.1	2.7	5.1	6.0	7.5	78.6
12A: Family Foundations	Single Family	\$173,400	65.4	9.0	72.8	8.9	3.5	3.0	2.8	2.4	4.9	1.7	0.0	0.1	2.5	5.0	4.7	7.1	80.7
12B: Traditional Living	Single Family	\$110,800	60.3	10.0	75.6	3.4	6.1	4.2	3.3	2.2	2.7	2.4	0.1	0.1	2.3	3.8	4.7	5.8	83.4
12C: Small Town Sincerity	Single Family	\$127,800	53.0	12.5	61.1	3.7	5.6	6.5	5.8	3.4	7.2	6.6	0.1	0.1	3.1	6.6	8.9	10.7	70.6
12D: Modest Income Homes	Single Family	\$86,500	46.7	17.1	61.1	10.4	8.3	5.5	4.1	2.5	5.7	2.5	0.0	0.1	2.9	4.9	5.0	5.9	81.2
<b>13. Next Wave</b>		\$371,900	26.0	6.6	23.8	8.4	9.8	12.5	10.5	9.5	23.4	2.1	0.1	0.1	4.0	6.1	7.1	10.2	72.5
13A: Diverse Convergence	High Density Apts; Single Family	\$517,500	30.4	6.3	22.7	7.4	13.6	14.7	11.2	9.0	20.4	1.0	0.1	0.1	4.4	5.8	6.5	9.3	74.0
13B: Family Extensions	Single Family; Multi-Unit Rentals	\$415,900	38.2	4.3	45.3	8.9	10.2	11.2	7.8	5.2	8.4	2.9	0.1	0.1	2.7	5.4	7.0	9.5	75.2
13C: NeWest Residents	Multi-Unit Rentals	\$216,300	18.9	8.2	18.5	4.9	5.5	11.6	14.7	17.1	22.8	4.7	0.1	0.1	5.1	8.2	10.5	16.9	59.2
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$191,700	28.8	8.4	25.5	17.5	12.6	16.2	9.5	5.8	11.2	1.6	0.1	0.1	3.1	5.8	6.0	8.2	76.8
13E: High Rise Renters	High-Rise Rentals	\$440,900	4.5	5.9	1.7	2.9	2.9	5.0	7.4	9.9	70.0	0.1	0.1	0.0	4.5	4.7	4.7	5.4	80.7
<b>14. Scholars and Patriots</b>		\$270,600	20.2	13.3	24.4	9.9	6.5	9.7	11.4	12.9	23.7	1.5	0.1	0.2	11.5	13.6	14.0	12.1	48.7
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$249,400	4.3	12.3	24.3	49.3	9.3	9.0	3.5	1.4	2.6	0.6	0.0	0.2	17.7	24.0	17.0	10.1	31.1
14B: College Towns	Multi-Unit Rentals; Single Family	\$271,400	28.3	12.6	30.2	6.2	6.7	9.9	11.3	12.3	21.4	1.9	0.1	0.1	9.5	11.7	12.7	11.7	54.2
14C: Dorms to Diplomas	Multi-Unit Rentals	\$268,200	9.4	15.0	13.2	3.8	5.1	9.5	14.2	17.9	35.4	0.8	0.1	0.1	13.4	13.6	15.5	13.5	43.8

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

<sup>1</sup> 2017-2021 American Community Survey