

# 2024 Tapestry Segmentation Summary Table: Demographic Profile by Urbanization Group



	2020-24				Household Type	Average HH Size	Diversity Index <sup>2</sup>	Median Age	Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density <sup>1</sup>					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
<b>United States</b>	<b>130,716,571</b>	<b>338,440,954</b>	<b>0.49</b>	<b>95.8</b>	-	<b>2.53</b>	<b>72.5</b>	<b>39.3</b>	<b>21.0</b>	<b>36.4</b>	<b>24.4</b>	<b>18.1</b>	<b>34.2</b>	<b>50.2</b>	<b>15.6</b>
<b>01. Principal Urban Center</b>	<b>9,449,802</b>	<b>22,076,311</b>	<b>0.08</b>	<b>2,595.7</b>	-	<b>2.28</b>	<b>86.7</b>	<b>34.4</b>	<b>18.6</b>	<b>48.7</b>	<b>21.0</b>	<b>11.7</b>	<b>49.5</b>	<b>38.1</b>	<b>12.4</b>
3A: Laptops and Lattes	1,391,231	2,707,305	0.10	10,657.0	Singles	1.89	61.2	36.7	13.0	51.2	21.1	14.7	44.7	44.2	11.1
3B: Metro Renters	2,329,182	4,097,543	1.38	5,590.0	Singles	1.69	69.5	32.9	8.7	66.4	16.3	8.6	56.9	32.3	10.8
3C: Trendsetters	1,384,822	2,911,524	0.06	11,729.5	Singles	2.06	79.8	36.1	13.5	52.9	21.3	12.3	49.8	38.1	12.1
8D: Downtown Melting Pot	818,195	2,363,918	-0.50	25,592.2	Married Couples	2.85	80.5	38.5	20.6	38.5	24.1	16.7	35.2	52.0	12.8
11A: City Strivers	1,005,734	2,722,575	-0.43	14,419.1	Singles	2.66	71.5	37.0	20.9	40.7	24.5	13.9	50.4	35.6	14.1
13C: NeWest Residents	1,035,479	3,083,433	-0.10	550.0	Married Couples w/ Kids	2.93	85.4	30.6	28.1	44.5	20.2	7.2	49.5	39.1	11.4
13D: Fresh Ambitions	849,903	2,522,934	-0.17	2,033.2	Single Parents	2.91	88.3	32.3	27.7	40.9	21.5	9.9	51.5	34.2	14.3
13E: High Rise Renters	635,256	1,667,079	-0.66	11,750.0	Single Parents	2.55	86.8	35.0	22.9	40.7	23.0	13.5	53.7	31.6	14.7
<b>02. Urban Periphery</b>	<b>21,657,698</b>	<b>60,671,587</b>	<b>0.09</b>	<b>268.6</b>	-	<b>2.77</b>	<b>88.0</b>	<b>36.5</b>	<b>22.8</b>	<b>39.1</b>	<b>23.7</b>	<b>14.4</b>	<b>40.8</b>	<b>43.8</b>	<b>15.4</b>
2C: Pacific Heights	888,835	2,774,134	-0.38	3,142.7	Married Couples	3.09	75.7	43.3	18.4	33.9	26.6	21.1	31.6	55.4	13.0
5D: Rustbelt Traditions	2,781,283	6,786,966	0.05	659.0	Married Couples	2.42	60.9	39.1	21.4	36.5	24.2	17.9	33.9	47.5	18.6
7B: Urban Villages	1,349,341	4,827,331	-0.33	321.0	Married Couples	3.54	87.1	37.9	21.5	38.3	25.4	14.7	39.6	47.9	12.4
7C: Urban Edge Families	1,977,587	6,113,483	0.51	49.2	Married Couples	3.07	88.5	35.3	24.7	39.0	23.9	12.4	39.0	46.4	14.6
7D: Forging Opportunity	1,367,422	4,608,770	0.23	483.2	Married Couples	3.34	83.2	32.3	27.9	39.3	22.2	10.5	40.9	46.4	12.7
7F: Southwestern Families	1,033,314	3,078,863	-0.11	72.0	Married Couples	2.94	80.5	38.0	23.2	35.4	24.0	17.4	39.0	43.7	17.3
8A: City Lights	1,865,177	4,860,612	0.02	2,911.9	Married Couples	2.56	82.9	40.2	18.8	38.2	25.8	17.1	37.0	48.0	15.0
8C: Bright Young Professionals	3,032,763	7,262,847	0.89	820.6	Married Couples	2.37	76.0	34.7	21.7	43.7	21.7	12.9	38.4	45.6	16.0
11C: Metro Fusion	1,892,579	4,822,652	0.40	2,838.3	Singles	2.51	86.9	32.4	25.5	44.3	20.8	9.4	47.6	36.6	15.8
12A: Family Foundations	1,324,881	3,479,737	-0.25	1,388.1	Singles	2.59	54.5	40.3	21.5	34.5	24.9	19.1	45.0	35.4	19.6
12D: Modest Income Homes	1,596,696	3,967,051	-0.24	539.8	Singles	2.42	47.5	37.9	23.7	35.2	24.0	17.1	52.2	26.7	21.1
13A: Diverse Convergence	1,606,158	4,632,361	-0.11	8,753.8	Married Couples w/ Kids	2.85	88.3	35.7	21.4	43.3	23.7	11.6	44.7	42.6	12.6
13B: Family Extensions	941,662	3,456,780	-0.67	6,494.8	Married Couples	3.63	75.2	33.0	25.9	41.3	22.8	10.0	47.9	41.9	10.1
<b>03. Metro Cities</b>	<b>23,533,283</b>	<b>54,943,072</b>	<b>0.38</b>	<b>434.3</b>	-	<b>2.20</b>	<b>71.6</b>	<b>35.0</b>	<b>18.8</b>	<b>44.1</b>	<b>20.9</b>	<b>16.2</b>	<b>45.3</b>	<b>37.1</b>	<b>17.6</b>
5B: In Style	2,915,337	6,899,343	0.39	389.5	Married Couples w/No Kids	2.32	51.5	41.7	19.3	35.1	24.3	21.3	29.9	54.2	15.9
8B: Emerald City	1,856,720	3,877,911	0.48	402.9	Singles	2.04	59.0	37.7	15.3	46.1	22.6	16.0	41.9	43.1	15.0
8E: Front Porches	2,059,370	5,227,989	0.20	2,131.8	Married Couples	2.50	80.0	36.5	22.5	39.7	23.3	14.6	40.5	41.3	18.1
8F: Old and Newcomers	2,978,964	6,463,812	0.43	873.5	Singles	2.10	62.9	39.7	17.9	38.5	22.4	21.2	37.2	41.7	21.1
8G: Hometown Heritage	1,521,664	3,932,312	-0.05	112.1	Singles	2.53	80.7	34.2	26.2	38.6	22.7	12.5	45.8	34.6	19.7
9E: Retirement Communities	1,549,255	3,204,171	0.72	451.7	Singles	1.94	62.2	51.8	13.9	29.8	21.4	34.9	30.9	41.3	27.8
9F: Social Security Set	1,098,440	2,158,622	1.27	1,492.7	Singles	1.78	80.1	42.6	13.7	39.1	23.0	24.3	47.6	27.1	25.3
11B: Young and Restless	2,314,228	4,725,589	0.84	3,518.0	Singles	2.01	81.8	32.2	18.1	54.2	18.6	9.0	50.4	34.4	15.2
11D: Set to Impress	1,808,460	3,854,510	0.57	2,613.5	Singles	2.05	72.9	35.0	18.2	45.9	21.7	14.2	47.9	32.5	19.6
11E: City Commons	1,135,238	2,890,976	-0.08	987.5	Single Parents	2.46	59.4	31.5	29.3	39.3	20.2	11.2	58.1	24.5	17.4
12B: Traditional Living	2,436,892	5,986,164	-0.14	160.0	Married Couples	2.43	66.4	36.7	23.5	37.6	23.6	15.3	38.8	41.3	19.9
14B: College Towns	1,222,637	2,987,127	0.63	1,481.7	Singles	2.06	65.4	26.0	12.1	65.3	12.8	9.8	66.0	24.2	9.8
14C: Dorms to Diplomas	636,078	2,734,546	0.25	5,224.2	Nonfam HHs w/ 2+ Persons	2.09	67.3	21.8	5.0	89.4	3.5	2.1	91.0	6.7	2.3
<b>04. Suburban Periphery</b>	<b>42,345,867</b>	<b>114,253,253</b>	<b>0.77</b>	<b>501.6</b>	-	<b>2.66</b>	<b>64.3</b>	<b>42.0</b>	<b>21.5</b>	<b>32.6</b>	<b>25.8</b>	<b>20.0</b>	<b>27.3</b>	<b>59.0</b>	<b>13.7</b>
1A: Top Tier	2,096,523	6,006,726	-0.15	1,001.8	Married Couples	2.83	50.9	46.0	22.2	26.5	29.1	22.2	22.3	68.1	9.7
1B: Professional Pride	2,154,184	6,489,267	0.68	1,000.5	Married Couples	3.00	57.1	42.4	23.8	30.0	30.4	15.8	23.7	67.9	8.4
1C: Boomburbs	2,580,906	8,126,788	2.28	1,245.5	Married Couples	3.14	73.2	37.2	28.0	35.0	26.7	10.4	26.2	64.4	9.4
1D: Savvy Suburbanites	3,875,883	10,865,887	0.47	363.4	Married Couples	2.78	49.7	44.1	21.5	29.8	27.8	20.9	24.1	64.8	11.2
1E: Exurbanites	2,507,091	6,351,479	0.36	296.4	Married Couples	2.49	48.8	49.5	18.3	26.6	26.5	28.7	22.4	63.3	14.3
2A: Urban Chic	1,648,753	4,056,622	0.10	559.5	Married Couples	2.42	59.5	43.0	19.5	33.4	26.8	20.3	29.7	56.9	13.4
2B: Pleasantville	2,740,165	7,874,868	-0.13	1,495.1	Married Couples	2.84	73.0	42.6	20.0	33.3	27.1	19.6	30.9	55.7	13.4

# 2024 Tapestry Segmentation Summary Table: Demographic Profile by Urbanization Group



	2020-24				Household Type	Average HH Size	Diversity Index <sup>2</sup>	Median Age	Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density <sup>1</sup>					<18	18-44	45-64	65+	Never Married	Married	Widowed/Divorced
<b>United States</b>	<b>130,716,571</b>	<b>338,440,954</b>	<b>0.49</b>	<b>95.8</b>	-	<b>2.53</b>	<b>72.5</b>	<b>39.3</b>	<b>21.0</b>	<b>36.4</b>	<b>24.4</b>	<b>18.1</b>	<b>34.2</b>	<b>50.2</b>	<b>15.6</b>
<b>04. Suburban Periphery (Cont.)</b>	<b>42,345,867</b>	<b>114,253,253</b>	<b>0.77</b>	<b>501.6</b>	-	<b>2.66</b>	<b>64.3</b>	<b>42.0</b>	<b>21.5</b>	<b>32.6</b>	<b>25.8</b>	<b>20.0</b>	<b>27.3</b>	<b>59.0</b>	<b>13.7</b>
2D: Enterprising Professionals	1,906,743	4,763,952	0.69	1,579.4	Married Couples	2.48	78.9	36.9	21.2	42.5	24.1	12.2	34.4	52.7	12.9
4A: Workday Drive	4,050,741	11,690,049	1.21	565.0	Married Couples	2.87	62.9	39.5	24.0	34.2	26.8	15.0	26.9	61.4	11.8
4B: Home Improvement	2,195,389	6,143,945	0.19	422.6	Married Couples	2.79	76.9	39.2	22.1	36.2	25.3	16.5	31.9	53.6	14.5
5A: Comfortable Empty Nesters	3,157,860	7,927,155	0.32	288.7	Married Couples	2.48	47.0	46.4	19.2	29.3	25.8	25.7	24.2	60.0	15.8
5C: Parks and Rec	2,552,602	6,363,342	0.19	1,260.8	Married Couples	2.46	64.1	40.9	20.0	35.7	25.2	19.2	33.4	49.2	17.5
5E: Midlife Constants	3,151,632	7,482,405	0.18	274.2	Married Couples w/No Kids	2.30	48.7	45.8	18.5	30.7	24.4	26.5	27.7	51.9	20.3
7A: Up and Coming Families	3,798,480	11,601,773	2.68	1,213.2	Married Couples	3.04	82.0	33.9	27.4	40.4	22.6	9.6	32.2	55.7	12.1
9A: Silver & Gold	1,062,869	2,161,805	1.35	118.8	Married Couples w/No Kids	2.01	34.7	65.5	9.0	15.5	24.4	51.1	14.8	66.4	18.8
9B: Golden Years	1,715,302	3,746,713	0.48	1,095.9	Singles	2.09	56.5	51.5	14.6	28.4	24.1	32.9	27.2	51.5	21.3
9C: The Elders	961,427	1,696,729	1.07	496.8	Married Couples w/No Kids	1.72	40.4	72.3	4.5	9.2	17.0	69.3	12.5	57.1	30.4
14A: Military Proximity	189,317	903,748	-0.34	73.6	Married Couples	3.07	74.3	23.0	24.1	70.0	4.8	1.2	49.3	47.1	3.6
<b>05. Semirural</b>	<b>12,301,716</b>	<b>31,380,797</b>	<b>0.80</b>	<b>68.5</b>	-	<b>2.50</b>	<b>63.8</b>	<b>39.8</b>	<b>22.7</b>	<b>33.9</b>	<b>24.2</b>	<b>19.2</b>	<b>30.8</b>	<b>49.9</b>	<b>19.3</b>
4C: Middleburg	4,093,011	11,107,396	1.62	209.3	Married Couples	2.69	60.4	37.6	24.5	35.9	24.2	15.4	28.4	56.1	15.5
6F: Heartland Communities	2,860,026	6,868,757	-0.03	85.3	Married Couples	2.35	41.9	42.1	21.4	32.1	24.8	21.8	29.4	49.7	20.9
7E: Farm to Table	311,211	1,162,185	0.12	85.3	Married Couples	3.67	76.9	30.5	30.2	39.4	20.6	9.8	44.8	44.7	10.5
9D: Senior Escapes	1,186,778	2,648,887	1.01	21.0	Married Couples w/No Kids	2.19	57.2	55.0	15.1	24.7	25.8	34.4	24.0	51.9	24.0
10D: Down the Road	1,528,055	4,173,419	1.01	34.9	Married Couples	2.69	79.9	36.6	24.8	36.3	23.8	15.0	35.3	46.4	18.2
12C: Small Town Sincerity	2,322,635	5,420,153	0.13	83.2	Singles	2.24	59.4	41.0	21.0	33.8	23.9	21.3	34.8	40.5	24.7
<b>06. Rural</b>	<b>21,423,696</b>	<b>54,495,287</b>	<b>0.51</b>	<b>22.1</b>	-	<b>2.50</b>	<b>42.6</b>	<b>44.5</b>	<b>20.7</b>	<b>29.9</b>	<b>27.0</b>	<b>22.5</b>	<b>25.3</b>	<b>58.0</b>	<b>16.7</b>
6A: Green Acres	4,314,563	11,466,091	1.01	76.2	Married Couples	2.64	38.5	43.8	21.4	30.1	27.5	21.0	23.7	63.1	13.2
6B: Salt of the Earth	3,636,540	9,230,718	0.16	58.1	Married Couples	2.52	29.0	44.3	21.0	29.8	27.1	22.1	24.2	59.8	16.0
6C: The Great Outdoors	2,041,416	4,982,057	0.88	18.0	Married Couples	2.40	46.0	48.1	18.0	28.5	27.1	26.4	25.4	57.0	17.5
6D: Prairie Living	1,275,798	3,237,515	-0.11	4.7	Married Couples	2.49	31.7	43.2	23.1	29.1	25.3	22.5	23.7	61.3	14.9
6E: Rural Resort Dwellers	1,308,974	2,887,688	0.73	7.7	Married Couples w/No Kids	2.18	31.0	56.4	14.5	22.7	27.7	35.1	20.2	61.2	18.6
10A: Southern Satellites	4,099,748	10,780,750	0.91	52.9	Married Couples	2.60	51.1	41.6	22.3	31.9	26.7	19.1	26.5	56.3	17.2
10B: Rooted Rural	2,413,267	5,945,595	0.14	20.0	Married Couples	2.41	35.4	46.4	19.7	28.7	27.4	24.2	24.2	56.5	19.3
10C: Economic BedRock	750,985	1,907,710	-0.43	10.6	Married Couples	2.47	50.9	42.5	21.7	31.4	26.1	20.8	27.3	52.8	19.9
10E: Rural Bypasses	1,582,405	4,057,163	-0.24	30.3	Married Couples	2.43	63.5	42.7	20.6	32.2	26.5	20.7	34.6	45.0	20.4

\* 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 72.5 which means there is a 72.5 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.

# 2024 Tapestry Segmentation Summary Table: Education Profile by Urbanization Group



	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	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
<b>United States</b>	1.4	1.3	10.2	5.4	5.5	1.4	74.9	41.2	8.3	41.5	9.0	4.1	5.3	22.7	4.1	17.6	9.5	22.5	14.3
<b>01. Principal Urban Center</b>	1.5	1.2	9.0	4.4	5.3	2.7	75.9	38.0	10.9	38.7	12.4	7.4	6.2	16.9	3.1	12.4	6.1	27.5	20.5
3A: Laptops and Lattes	1.7	0.9	5.6	2.3	4.4	3.6	81.5	24.0	23.0	26.2	26.8	1.1	1.0	4.8	0.8	6.9	3.2	40.7	41.5
3B: Metro Renters	0.9	0.5	3.1	1.4	6.5	6.3	81.4	29.6	17.8	31.3	21.2	1.2	1.6	6.7	1.5	10.1	5.0	40.9	33.1
3C: Trendsetters	1.5	0.8	5.9	2.9	4.9	3.3	80.6	34.9	14.6	34.8	15.6	3.7	3.2	11.3	1.9	11.5	5.7	36.5	26.2
8D: Downtown Melting Pot	1.6	1.3	10.0	5.1	5.4	1.6	75.0	35.6	14.8	35.1	14.5	11.0	7.3	22.8	3.1	11.3	7.6	24.0	12.9
11A: City Strivers	1.7	1.4	10.3	5.4	5.6	1.6	74.0	39.8	8.2	42.1	9.9	5.9	7.5	26.1	5.2	17.4	8.5	18.5	10.9
13C: NeWest Residents	1.5	1.8	14.1	7.0	4.7	0.8	70.0	45.5	4.9	44.5	5.1	19.7	12.3	25.9	4.1	14.5	6.1	12.3	5.0
13D: Fresh Ambitions	1.7	1.7	14.0	7.1	5.0	0.9	69.7	44.7	4.5	45.5	5.3	13.5	12.6	29.8	5.7	16.8	7.2	9.9	4.4
13E: High Rise Renters	1.9	1.5	12.1	6.1	5.7	1.2	71.5	43.0	5.7	44.2	7.2	13.8	13.4	24.2	6.7	15.0	7.3	13.4	6.1
<b>02. Urban Periphery</b>	1.4	1.4	11.1	5.9	5.4	1.2	73.6	43.1	6.1	44.0	6.9	8.2	7.8	25.5	4.4	18.4	9.1	17.7	8.9
2C: Pacific Heights	1.4	1.1	9.0	4.9	6.0	1.6	76.0	40.0	10.7	37.7	11.5	5.1	4.1	18.3	2.2	14.2	9.2	29.4	17.6
5D: Rustbelt Traditions	1.4	1.3	10.1	5.3	4.3	1.1	76.6	41.6	7.6	42.5	8.3	2.7	5.0	27.0	5.0	20.8	11.7	18.7	9.0
7B: Urban Villages	1.2	1.2	10.6	6.3	6.8	1.1	72.7	44.2	5.1	44.8	5.9	12.4	8.9	26.3	3.6	17.8	8.5	16.0	6.5
7C: Urban Edge Families	1.4	1.5	12.3	6.6	5.4	1.0	71.7	44.0	5.3	44.8	6.0	7.6	8.1	27.2	4.9	19.9	10.1	15.3	6.8
7D: Forging Opportunity	1.4	1.7	14.4	7.6	4.7	0.6	69.6	46.4	3.1	46.9	3.6	17.5	13.3	27.8	6.0	16.1	6.8	9.1	3.5
7F: Southwestern Families	1.4	1.4	11.7	6.3	4.7	0.8	73.5	45.8	3.5	46.7	4.0	15.9	12.9	26.9	5.6	15.9	7.4	11.0	4.4
8A: City Lights	1.5	1.2	8.9	4.8	5.6	1.8	76.2	39.5	9.8	39.5	11.2	4.7	4.4	20.2	3.0	16.0	8.6	26.5	16.7
8C: Bright Young Professionals	1.5	1.3	10.1	4.9	5.9	1.9	74.4	41.4	7.3	43.1	8.2	2.6	3.9	20.6	3.6	20.3	10.9	25.0	13.1
11C: Metro Fusion	1.6	1.7	12.4	5.5	5.6	1.3	71.9	43.8	5.3	44.7	6.2	6.8	7.9	26.3	4.9	20.3	9.9	16.8	7.2
12A: Family Foundations	1.4	1.2	10.6	5.9	4.7	1.2	74.9	41.6	6.2	44.6	7.6	4.0	7.5	28.8	4.6	22.1	9.3	14.9	8.8
12D: Modest Income Homes	1.5	1.5	11.1	5.8	4.2	0.8	75.2	42.6	5.5	45.2	6.7	4.8	12.0	33.0	6.4	20.9	8.1	9.5	5.3
13A: Diverse Convergence	1.5	1.4	10.5	5.6	6.0	1.4	73.6	42.7	6.5	43.3	7.5	12.1	8.1	24.7	3.5	15.3	7.3	19.7	9.4
13B: Family Extensions	1.4	1.6	12.9	7.4	6.1	0.8	69.8	46.0	3.3	46.9	3.8	23.0	13.3	27.4	3.4	14.5	5.6	9.6	3.2
<b>03. Metro Cities</b>	1.3	1.1	8.6	4.3	10.4	2.1	72.1	39.9	8.6	41.6	9.8	3.5	5.7	22.6	4.6	18.6	9.3	21.8	13.8
5B: In Style	1.6	1.2	9.2	4.9	5.5	1.8	76.0	38.4	10.7	38.8	12.1	1.3	2.2	15.5	2.4	16.1	9.2	30.8	22.5
8B: Emerald City	1.5	0.9	6.6	3.4	6.2	3.2	78.2	36.4	12.5	36.9	14.2	1.4	2.2	11.9	2.1	14.2	7.4	34.6	26.2
8E: Front Porches	1.4	1.4	10.7	5.4	4.8	1.2	75.2	42.7	6.4	43.5	7.4	5.2	7.0	27.4	5.5	20.2	9.8	16.7	8.2
8F: Old and Newcomers	1.2	1.1	8.1	4.1	6.3	1.6	77.6	39.8	9.1	41.2	9.9	2.4	4.3	22.4	4.2	20.1	10.6	22.6	13.3
8G: Hometown Heritage	1.5	1.6	12.5	5.8	3.8	0.6	74.2	44.3	5.3	44.8	5.6	7.1	11.8	31.7	8.1	19.2	8.4	9.6	4.1
9E: Retirement Communities	1.0	0.8	6.3	3.4	4.8	1.3	82.4	38.4	10.4	39.6	11.5	3.1	4.6	24.4	3.5	18.4	9.4	21.7	14.8
9F: Social Security Set	0.9	0.9	6.0	3.0	6.1	1.9	81.2	38.5	10.6	39.0	11.9	7.0	10.1	24.1	6.0	17.6	7.5	17.0	10.9
11B: Young and Restless	1.2	1.2	7.9	3.6	7.4	3.1	75.6	40.0	7.3	44.5	8.3	3.0	4.0	18.6	3.4	19.6	10.2	27.1	14.3
11D: Set to Impress	1.2	1.1	8.1	3.9	7.0	2.1	76.7	40.0	8.8	41.6	9.6	3.7	6.3	23.3	5.6	20.5	9.3	19.9	11.5
11E: City Commons	2.2	2.0	14.1	6.5	4.9	1.0	69.3	43.2	5.4	45.0	6.4	5.4	12.5	31.4	6.5	20.2	7.9	10.6	5.4
12B: Traditional Living	1.4	1.4	11.1	5.4	4.0	0.8	75.8	43.5	5.9	43.9	6.7	3.9	7.9	31.4	7.0	20.8	10.7	12.7	5.6
14B: College Towns	0.8	0.6	4.7	2.4	33.1	6.0	52.3	37.8	10.3	40.0	11.8	2.1	3.5	15.1	3.3	16.3	7.9	28.8	22.9
14C: Dorms to Diplomas	0.3	0.1	1.1	0.7	74.2	6.2	17.3	37.0	10.0	41.1	11.9	1.9	3.0	11.6	2.7	15.2	7.0	30.7	27.8
<b>04. Suburban Periphery</b>	1.6	1.3	10.7	5.8	4.6	1.4	74.5	40.4	9.7	39.7	10.2	1.9	2.8	17.3	2.6	16.3	9.4	29.3	20.6
1A: Top Tier	2.2	1.3	11.9	7.0	4.0	1.4	72.1	35.2	16.1	32.7	16.1	0.8	0.9	6.8	0.7	8.2	4.6	37.2	40.8
1B: Professional Pride	1.9	1.4	12.6	7.6	4.4	1.5	70.5	40.4	9.8	39.6	10.1	1.0	1.3	9.6	1.2	11.6	7.2	38.2	29.9
1C: Boomburbs	2.1	1.7	14.8	7.7	4.9	1.6	67.3	42.6	7.9	41.2	8.3	1.5	1.8	11.5	1.7	14.7	8.8	36.2	23.8
1D: Savvy Suburbanites	1.8	1.3	10.8	6.1	4.4	1.4	74.3	40.2	10.5	38.5	10.8	1.2	1.9	15.0	1.9	14.8	9.1	32.6	23.5
1E: Exurbanites	1.6	1.1	9.2	5.1	4.3	1.3	77.4	37.4	13.1	36.2	13.2	1.1	1.7	12.5	1.6	14.2	7.9	33.4	27.6
2A: Urban Chic	2.0	1.2	9.6	5.2	4.7	2.0	75.3	34.5	15.5	33.3	16.8	1.3	1.4	8.5	1.1	10.6	5.7	36.1	35.3
2B: Pleasantville	1.6	1.2	9.6	5.4	5.4	1.6	75.4	39.9	10.1	38.7	11.3	3.1	3.4	20.6	2.7	16.6	9.5	26.8	17.4

# 2024 Tapestry Segmentation Summary Table: Education Profile by Urbanization Group



	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	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
							Not Enrolled in School	Public School	Private School	Public School	Private School									
<b>United States</b>	1.4	1.3	10.2	5.4	5.5	1.4	74.9	41.2	8.3	41.5	9.0	4.1	5.3	22.7	4.1	17.6	9.5	22.5	14.3	
<b>04. Suburban Periphery (Cont.)</b>	1.6	1.3	10.7	5.8	4.6	1.4	74.5	40.4	9.7	39.7	10.2	1.9	2.8	17.3	2.6	16.3	9.4	29.3	20.6	
2D: Enterprising Professionals	1.8	1.4	9.9	4.8	5.2	2.3	74.6	40.3	9.3	40.5	9.9	2.2	2.3	12.6	1.8	13.6	7.9	34.4	25.3	
4A: Workday Drive	1.7	1.4	12.0	6.7	4.8	1.4	72.0	42.1	8.1	41.2	8.6	1.8	2.6	17.7	2.8	18.0	10.9	29.5	16.7	
4B: Home Improvement	1.4	1.3	10.8	5.9	5.0	1.3	74.4	42.5	6.9	42.8	7.7	3.0	4.3	22.7	4.0	20.7	11.4	22.9	11.0	
5A: Comfortable Empty Nesters	1.4	1.1	9.3	5.2	3.9	1.1	78.0	40.3	9.6	39.8	10.3	1.6	3.0	21.5	3.1	18.3	11.3	25.4	16.0	
5C: Parks and Rec	1.3	1.2	9.5	5.1	4.3	1.3	77.4	40.9	8.0	42.2	8.9	2.9	4.8	26.5	4.3	18.9	10.7	20.8	11.1	
5E: Midlife Constants	1.3	1.0	9.0	4.8	4.5	1.0	78.4	41.1	8.7	40.7	9.6	2.2	4.4	26.3	4.3	19.4	11.3	20.1	11.9	
7A: Up and Coming Families	1.8	1.7	13.6	6.9	5.6	1.5	69.0	43.1	6.4	43.6	7.0	3.2	3.9	19.5	3.7	20.1	11.5	25.3	12.7	
9A: Silver & Gold	0.6	0.5	4.5	2.6	2.5	0.8	88.5	38.7	11.9	37.1	12.3	1.0	2.1	16.4	2.0	17.2	9.1	29.4	22.9	
9B: Golden Years	1.3	0.9	7.1	3.9	4.6	1.6	80.6	36.3	13.1	35.9	14.8	1.8	2.5	16.0	2.0	14.6	7.7	30.1	25.3	
9C: The Elders	0.3	0.2	1.9	1.0	1.8	0.6	94.2	35.7	12.1	38.5	13.6	1.8	3.6	25.5	3.0	19.9	9.4	21.5	15.4	
14A: Military Proximity	2.1	1.9	11.1	3.2	9.5	1.9	70.4	43.9	10.0	38.1	8.0	0.8	1.7	17.5	2.6	28.0	14.9	23.0	11.5	
<b>05. Semirural</b>	1.4	1.3	10.8	5.6	3.9	0.8	76.3	43.4	6.1	43.7	6.8	4.4	7.0	29.1	5.8	20.1	10.7	15.2	7.6	
4C: Middleburg	1.6	1.4	11.8	6.1	4.4	1.1	73.6	42.4	7.2	42.5	7.9	2.5	4.7	24.6	4.7	20.8	11.9	20.5	10.3	
6F: Heartland Communities	1.4	1.2	10.0	5.3	3.2	0.6	78.2	43.9	5.7	44.1	6.4	3.1	6.6	33.6	6.1	19.6	11.3	13.3	6.4	
7E: Farm to Table	1.4	1.9	15.0	8.0	4.9	0.5	68.3	46.8	2.4	48.0	2.8	29.1	13.6	25.3	4.1	13.8	5.7	6.2	2.2	
9D: Senior Escapes	0.8	0.9	7.2	3.8	2.8	0.6	83.8	42.7	7.2	42.5	7.6	3.3	7.3	29.6	6.0	21.6	10.3	14.4	7.6	
10D: Down the Road	1.3	1.5	12.1	6.0	3.9	0.7	74.6	45.0	4.7	45.0	5.3	6.8	10.0	29.9	7.1	19.9	9.4	11.5	5.5	
12C: Small Town Sincerity	1.3	1.2	9.8	4.8	3.9	0.7	78.2	43.0	6.4	43.6	6.9	4.3	8.5	32.2	7.1	20.0	9.7	12.0	6.2	
<b>06. Rural</b>	1.2	1.2	9.9	5.4	3.2	0.7	78.3	42.4	7.5	42.2	7.9	3.1	6.1	29.7	5.6	19.2	10.9	16.5	8.9	
6A: Green Acres	1.4	1.2	10.5	5.8	3.7	1.0	76.5	41.7	8.5	40.8	9.1	1.6	3.4	24.3	3.6	18.8	11.4	23.5	13.4	
6B: Salt of the Earth	1.3	1.1	10.0	5.4	3.2	0.7	78.4	41.8	7.7	42.2	8.3	2.5	5.2	33.1	5.0	18.8	11.8	15.7	8.0	
6C: The Great Outdoors	1.1	1.0	8.4	4.7	3.4	0.8	80.6	41.4	8.6	40.8	9.1	2.1	4.5	25.3	4.6	20.1	10.9	20.3	12.2	
6D: Prairie Living	1.5	1.3	11.1	5.7	2.7	0.6	77.2	42.9	7.4	42.2	7.5	3.8	4.5	30.4	4.2	19.9	13.2	17.0	7.0	
6E: Rural Resort Dwellers	0.8	0.8	6.9	3.9	2.3	0.6	84.6	41.9	8.1	41.5	8.5	1.9	4.7	26.1	4.5	20.4	10.8	19.4	12.1	
10A: Southern Satellites	1.2	1.3	10.8	5.7	3.5	0.6	76.9	42.9	7.0	42.8	7.4	4.0	7.9	31.1	7.2	19.5	10.5	13.1	6.6	
10B: Rooted Rural	1.1	1.1	9.4	5.1	2.8	0.6	80.0	42.9	7.0	43.0	7.1	4.0	8.0	33.8	7.1	19.0	10.0	11.8	6.3	
10C: Economic BedRock	1.2	1.2	10.6	5.5	3.1	0.5	77.9	44.8	5.3	44.4	5.6	5.3	9.7	34.4	7.5	18.5	9.0	10.3	5.4	
10E: Rural Bypasses	1.2	1.2	9.8	5.3	3.3	0.5	78.6	43.9	5.8	44.1	6.2	5.3	11.2	33.9	8.1	18.3	9.1	9.1	5.0	

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

<sup>1</sup> 2018-2022 American Community Survey

# 2024 Tapestry Segmentation Summary Table: Economic Profile by Urbanization Group



	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>	<b>\$79,100</b>	<b>\$225,500</b>	<b>62.9</b>	<b>4.2</b>	<b>1.4</b>	<b>6.9</b>	<b>10.0</b>	<b>2.0</b>	<b>10.5</b>	<b>6.0</b>	<b>2.0</b>	<b>6.6</b>	<b>49.6</b>	<b>5.0</b>	<b>18.4</b>	<b>25.6</b>	<b>8.5</b>	<b>10.1</b>	<b>16.4</b>	<b>0.5</b>	<b>4.9</b>	<b>2.9</b>	<b>5.3</b>	<b>7.5</b>
<b>01. Principal Urban Center</b>	<b>\$78,300</b>	<b>\$55,800</b>	<b>69.1</b>	<b>5.1</b>	<b>0.5</b>	<b>5.5</b>	<b>6.0</b>	<b>1.6</b>	<b>8.6</b>	<b>5.4</b>	<b>3.8</b>	<b>7.9</b>	<b>56.6</b>	<b>4.0</b>	<b>21.1</b>	<b>30.3</b>	<b>7.5</b>	<b>8.1</b>	<b>17.7</b>	<b>0.3</b>	<b>4.2</b>	<b>1.5</b>	<b>3.2</b>	<b>6.2</b>
3A: Laptops and Lattes	\$154,800	\$246,200	77.2	3.2	0.3	2.0	4.6	1.4	5.7	2.4	6.5	13.4	59.1	4.7	35.6	42.3	7.6	5.0	6.1	0.0	0.8	0.4	0.8	1.5
3B: Metro Renters	\$97,800	\$63,000	78.5	3.0	0.4	2.6	6.2	1.6	7.4	3.6	4.2	10.2	59.2	4.5	29.0	42.4	7.3	6.7	8.7	0.0	1.1	0.8	1.3	2.7
3C: Trendsetters	\$101,000	\$93,800	75.5	4.5	0.2	3.6	5.3	1.5	7.9	3.8	6.5	7.4	60.1	3.8	25.2	38.2	7.1	7.5	13.3	0.1	2.2	1.0	1.8	3.5
8D: Downtown Melting Pot	\$72,400	\$71,800	60.7	5.5	0.1	6.3	5.2	2.1	9.6	7.7	2.8	6.7	56.0	3.5	15.8	24.3	8.1	10.2	23.7	0.1	4.6	1.8	3.6	8.0
11A: City Strivers	\$64,700	\$53,600	63.5	7.2	0.1	4.6	3.6	1.2	9.5	9.6	2.6	5.5	57.1	6.1	13.4	23.4	7.2	11.4	26.3	0.1	3.9	2.0	2.7	9.5
13C: NeWest Residents	\$48,200	\$15,700	68.5	5.2	1.4	16.1	9.0	1.8	10.5	6.4	1.3	4.1	47.4	2.0	8.2	11.2	7.6	8.6	27.4	1.0	14.5	3.0	7.6	10.9
13D: Fresh Ambitions	\$42,500	\$14,900	58.5	8.5	1.5	8.3	10.1	2.2	12.2	7.9	1.1	3.9	49.6	3.3	8.3	13.6	8.2	9.7	27.6	1.1	7.3	2.8	8.2	13.2
13E: High Rise Renters	\$35,200	\$11,800	54.2	9.9	0.2	4.8	3.8	1.4	10.8	8.4	2.1	5.3	59.8	3.4	9.8	16.7	7.8	10.1	35.5	0.2	4.1	1.7	3.4	10.7
<b>02. Urban Periphery</b>	<b>\$65,900</b>	<b>\$115,000</b>	<b>64.6</b>	<b>5.2</b>	<b>1.0</b>	<b>8.0</b>	<b>9.5</b>	<b>2.1</b>	<b>11.2</b>	<b>7.4</b>	<b>1.8</b>	<b>5.5</b>	<b>49.1</b>	<b>4.4</b>	<b>13.5</b>	<b>20.0</b>	<b>8.4</b>	<b>11.2</b>	<b>20.8</b>	<b>0.5</b>	<b>6.4</b>	<b>3.0</b>	<b>6.2</b>	<b>9.9</b>
2C: Pacific Heights	\$124,100	\$585,200	62.3	4.4	0.3	5.2	8.8	2.3	9.3	6.5	2.9	6.8	52.1	5.7	20.1	30.6	8.3	10.4	16.1	0.1	3.4	2.2	3.4	5.4
5D: Rustbelt Traditions	\$68,900	\$199,800	66.3	3.8	0.8	7.0	12.5	2.0	11.5	6.2	1.5	6.1	47.5	4.7	14.6	22.7	8.2	11.9	17.3	0.3	5.3	3.6	7.4	8.7
7B: Urban Villages	\$92,500	\$298,600	63.9	5.5	1.5	8.7	10.6	2.5	11.3	8.0	1.8	4.5	46.9	4.3	12.4	17.9	8.4	11.6	20.9	0.9	6.9	3.3	7.0	10.6
7C: Urban Edge Families	\$71,700	\$169,300	66.3	5.1	1.1	9.5	8.2	2.2	12.0	8.3	1.5	5.6	47.3	4.4	12.7	17.0	8.8	12.1	21.1	0.5	7.4	3.7	5.8	10.9
7D: Forging Opportunity	\$56,700	\$106,500	61.9	5.6	3.0	14.6	12.1	2.2	11.7	7.4	0.9	3.7	41.5	2.9	8.6	11.1	8.2	9.9	22.1	1.6	12.6	4.0	9.5	12.4
7F: Southwestern Families	\$44,300	\$61,800	54.9	5.6	2.2	11.6	6.9	2.1	11.6	7.8	1.1	4.2	48.5	4.0	9.4	13.9	9.3	10.8	24.8	0.9	10.1	3.9	5.8	11.2
8A: City Lights	\$97,500	\$226,900	68.0	4.6	0.3	6.5	7.2	1.9	9.5	6.0	2.8	6.8	53.9	5.1	19.2	28.5	7.8	10.3	17.5	0.2	4.5	2.4	3.4	6.4
8C: Bright Young Professionals	\$74,200	\$102,300	71.7	3.7	0.8	6.0	8.9	2.0	11.8	6.5	1.9	6.9	50.1	5.1	17.6	25.6	8.9	11.6	16.8	0.2	4.1	2.8	4.7	7.7
11C: Metro Fusion	\$52,200	\$21,500	69.7	5.4	0.6	8.0	8.5	1.8	12.6	7.9	1.6	5.4	49.6	3.8	11.7	17.3	8.9	11.7	23.3	0.3	6.5	2.9	6.1	11.2
12A: Family Foundations	\$55,800	\$130,600	59.1	7.0	0.4	4.9	8.5	1.5	10.4	10.0	1.6	5.6	50.7	6.4	12.5	19.2	7.5	13.2	22.7	0.2	4.2	2.4	5.9	12.3
12D: Modest Income Homes	\$34,200	\$18,700	51.2	9.0	0.6	5.2	10.2	1.4	11.3	8.2	1.2	4.1	52.9	5.0	9.2	15.0	8.0	11.2	28.3	0.3	4.5	2.2	8.2	13.1
13A: Diverse Convergence	\$70,500	\$55,400	67.8	5.5	0.4	8.7	7.9	2.0	10.3	7.3	2.4	5.0	52.8	3.1	12.9	19.7	7.9	9.9	24.7	0.3	7.2	2.4	5.4	9.6
13B: Family Extensions	\$61,100	\$55,200	62.6	6.7	1.6	10.4	13.1	3.0	11.5	8.2	1.2	3.2	45.1	2.6	7.6	10.7	8.4	10.2	24.8	1.2	9.3	3.3	10.4	14.0
<b>03. Metro Cities</b>	<b>\$56,600</b>	<b>\$59,500</b>	<b>62.7</b>	<b>4.8</b>	<b>0.8</b>	<b>5.6</b>	<b>9.6</b>	<b>1.7</b>	<b>11.5</b>	<b>5.4</b>	<b>1.8</b>	<b>6.0</b>	<b>53.4</b>	<b>4.2</b>	<b>15.5</b>	<b>25.8</b>	<b>8.7</b>	<b>10.6</b>	<b>19.3</b>	<b>0.3</b>	<b>4.1</b>	<b>2.4</b>	<b>5.6</b>	<b>7.8</b>
5B: In Style	\$97,100	\$354,300	66.6	3.0	0.9	5.2	8.5	1.9	9.6	4.5	1.9	7.8	54.5	5.3	22.2	33.3	8.8	9.3	13.0	0.2	3.0	2.0	3.3	4.9
8B: Emerald City	\$88,700	\$179,100	73.7	3.1	0.6	4.5	7.0	1.7	8.9	4.0	2.4	7.9	58.3	4.7	23.6	36.4	8.1	8.4	13.0	0.1	2.5	1.4	2.5	4.0
8E: Front Porches	\$61,900	\$88,000	65.7	5.3	0.9	7.9	10.4	1.9	12.2	6.6	1.5	5.2	49.1	4.3	12.8	20.0	8.4	11.2	21.2	0.5	6.2	3.1	6.9	9.6
8F: Old and Newcomers	\$60,300	\$93,900	63.3	3.8	1.0	5.8	9.3	1.8	11.8	5.4	1.7	6.4	51.9	5.0	16.1	25.9	8.8	11.1	18.3	0.3	4.0	2.6	5.4	7.4
8G: Hometown Heritage	\$40,000	\$20,500	58.4	7.3	1.0	8.1	15.3	1.7	12.8	6.5	1.2	3.7	46.6	3.1	8.6	13.5	8.4	10.3	24.8	0.5	7.1	3.1	11.2	12.6
9E: Retirement Communities	\$56,400	\$109,500	51.3	4.1	0.7	5.5	9.4	2.0	11.2	5.6	1.7	7.1	52.2	4.6	17.4	26.8	8.8	11.0	17.2	0.3	3.9	2.6	4.8	7.1
9F: Social Security Set	\$28,800	\$12,200	46.8	6.8	0.6	4.9	8.0	1.5	11.0	5.6	2.2	5.8	56.3	4.3	15.1	24.7	8.1	9.7	23.1	0.3	3.7	1.9	5.2	8.2
11B: Young and Restless	\$57,000	\$19,200	76.3	3.8	0.5	5.1	7.7	1.8	12.2	6.7	2.3	7.5	52.3	4.0	16.3	26.8	8.9	11.9	17.9	0.2	3.5	2.3	4.3	7.9
11D: Set to Impress	\$49,300	\$21,100	65.4	5.2	0.8	6.0	9.3	1.6	12.1	5.3	1.8	5.4	53.8	4.0	13.8	23.5	8.7	10.5	21.9	0.3	4.6	2.4	5.9	8.4
11E: City Commons	\$29,500	\$12,100	54.2	10.3	0.5	4.7	8.7	1.4	12.0	7.9	1.1	4.4	55.1	4.3	9.2	16.0	8.9	11.1	29.6	0.3	4.0	1.9	7.0	12.0
12B: Traditional Living	\$53,000	\$92,400	63.4	5.1	1.1	7.0	16.3	1.8	12.6	6.1	1.3	4.5	45.4	3.9	11.0	16.9	8.4	11.4	20.7	0.4	5.7	3.7	10.8	11.0
14B: College Towns	\$49,000	\$14,500	62.0	4.7	0.8	3.7	6.5	1.2	11.9	3.5	1.9	4.8	62.7	3.2	13.9	32.7	8.8	10.1	20.6	0.3	2.7	1.6	3.6	5.6
14C: Dorms to Diplomas	\$27,300	\$9,700	45.0	7.3	0.6	1.9	3.7	0.7	12.3	2.1	1.6	3.1	72.0	1.9	9.0	32.2	9.9	11.7	27.5	0.3	1.4	1.0	2.2	4.9
<b>04. Suburban Periphery</b>	<b>\$112,300</b>	<b>\$554,700</b>	<b>64.7</b>	<b>3.4</b>	<b>0.8</b>	<b>5.9</b>	<b>9.2</b>	<b>2.2</b>	<b>9.7</b>	<b>5.3</b>	<b>2.2</b>	<b>8.4</b>	<b>50.9</b>	<b>5.6</b>	<b>23.6</b>	<b>30.7</b>	<b>8.9</b>	<b>9.6</b>	<b>12.5</b>	<b>0.2</b>	<b>3.5</b>	<b>2.4</b>	<b>3.4</b>	<b>5.3</b>
1A: Top Tier	\$200,000	\$1,487,500	62.7	3.2	0.5	3.7	7.6	2.3	6.5	2.6	3.4	13.2	56.0	4.1	34.8	38.7	9.4	5.7	6.4	0.1	1.4	0.8	1.1	1.7
1B: Professional Pride	\$176,700	\$1,181,100	69.1	2.9	0.6	4.3	10.4	2.5	8.4	4.1	2.6	10.3	52.1	4.7	30.9	35.4	9.5	7.3	8.6	0.1	1.9	1.3	1.9	3.1
1C: Boomburbs	\$152,300	\$745,900	70.9	3.0	0.9	4.8	9.1	2.3	9.2	5.3	2.6	9.7	50.3	5.8	27.6	33.9	9.3	8.4	10.4	0.1	2.2	1.7	2.3	4.2
1D: Savvy Suburbanites	\$142,800	\$988,200	66.4	3.1	0.7	6.2	9.7	2.3	8.8	4.6	2.1	8.6	51.3	5.6	26.1	33.1	9.0	8.7	10.7	0.1	3.3	2.2	2.7	4.0
1E: Exurbanites	\$133,800	\$982,600	59.5	3.2	1.0	5.6	8.0	2.1	8.4	4.0	2.1	9.2	54.2	5.3	27.4	34.4	9.5	8.1	10.2	0.2	2.7	1.6	2.2	3.6
2A: Urban Chic	\$150,400	\$691,600	68.6	3.4	0.5	4.1	6.6	1.7	7.2	3.2	4.2	9.4	58.5	4.4	29.0	39.6	8.2	6.5	9.3	0.1	2.0	1.0	1.5	2.7
2B: Pleasantville	\$122,800	\$684,200	66.9	4.2	0.4	6.9	7.6	2.1	9.6	5.9	2.6	7.2	51.7	6.2	21.0	29.6	8.3	10.5	14.5	0.2	4.5	2.6	3.2	5.7

# 2024 Tapestry Segmentation Summary Table: Economic Profile by Urbanization Group



	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>	<b>\$79,100</b>	<b>\$225,500</b>	<b>62.9</b>	<b>4.2</b>	<b>1.4</b>	<b>6.9</b>	<b>10.0</b>	<b>2.0</b>	<b>10.5</b>	<b>6.0</b>	<b>2.0</b>	<b>6.6</b>	<b>49.6</b>	<b>5.0</b>	<b>18.4</b>	<b>25.6</b>	<b>8.5</b>	<b>10.1</b>	<b>16.4</b>	<b>0.5</b>	<b>4.9</b>	<b>2.9</b>	<b>5.3</b>	<b>7.5</b>
<b>04. Suburban Periphery (Cont.)</b>	<b>\$112,300</b>	<b>\$554,700</b>	<b>64.7</b>	<b>3.4</b>	<b>0.8</b>	<b>5.9</b>	<b>9.2</b>	<b>2.2</b>	<b>9.7</b>	<b>5.3</b>	<b>2.2</b>	<b>8.4</b>	<b>50.9</b>	<b>5.6</b>	<b>23.6</b>	<b>30.7</b>	<b>8.9</b>	<b>9.6</b>	<b>12.5</b>	<b>0.2</b>	<b>3.5</b>	<b>2.4</b>	<b>3.4</b>	<b>5.3</b>
2D: Enterprising Professionals	\$113,000	\$262,300	74.5	3.4	0.4	4.3	8.8	2.0	9.0	4.8	3.3	8.2	53.6	5.7	24.4	36.8	7.6	8.7	11.7	0.1	2.3	1.6	2.6	4.3
4A: Workday Drive	\$116,800	\$579,100	69.7	3.1	0.8	6.4	10.3	2.3	10.1	6.0	1.9	8.0	48.1	6.2	23.0	29.2	8.9	10.2	12.4	0.2	3.6	2.7	3.9	5.8
4B: Home Improvement	\$94,500	\$352,800	69.0	3.9	0.6	7.4	9.2	2.1	11.4	6.9	1.8	7.2	47.7	5.7	17.9	24.2	8.9	11.9	15.8	0.2	5.0	3.5	4.9	7.7
5A: Comfortable Empty Nesters	\$97,600	\$509,700	61.4	3.1	0.9	6.5	10.7	2.1	10.2	5.6	1.6	7.2	49.3	5.9	20.5	28.8	8.7	10.5	13.3	0.2	4.2	3.1	4.6	6.1
5C: Parks and Rec	\$82,500	\$267,000	66.8	4.1	0.7	7.2	10.3	2.1	11.4	6.3	1.7	6.3	48.7	5.3	16.6	24.6	8.2	11.5	16.8	0.3	5.1	3.4	5.7	7.9
5E: Midlife Constants	\$71,500	\$262,000	57.5	3.5	1.3	6.3	11.3	1.9	11.5	5.7	1.4	6.1	49.0	5.6	16.5	25.4	8.7	11.2	16.3	0.4	4.6	3.2	6.2	7.5
7A: Up and Coming Families	\$99,800	\$301,800	71.0	3.6	0.9	6.7	8.5	2.1	11.2	7.4	1.9	7.5	47.8	6.0	19.4	25.6	9.0	11.6	14.9	0.2	4.2	3.1	4.2	7.9
9A: Silver & Gold	\$98,600	\$778,300	40.1	3.5	1.0	6.8	6.3	2.1	10.5	4.4	1.7	10.3	52.3	4.6	26.0	27.2	12.0	9.2	13.1	0.3	3.5	1.9	2.3	4.5
9B: Golden Years	\$95,100	\$378,600	56.7	3.4	0.6	4.8	7.4	2.0	9.2	4.4	2.5	9.2	55.2	4.9	24.8	34.0	9.3	9.0	12.0	0.1	2.6	1.6	2.4	4.1
9C: The Elders	\$59,300	\$383,200	26.1	5.0	0.8	6.4	6.0	2.0	12.8	5.2	1.5	9.2	52.2	4.0	19.2	23.2	12.2	12.2	17.1	0.3	3.8	2.3	3.0	6.7
14A: Military Proximity	\$67,200	\$16,900	21.7	5.8	0.7	3.4	4.2	0.9	11.3	3.3	1.4	3.8	48.4	22.6	14.1	25.5	8.4	11.8	22.4	0.3	3.0	5.2	3.0	6.4
<b>05. Semirural</b>	<b>\$61,700</b>	<b>\$167,600</b>	<b>59.1</b>	<b>4.3</b>	<b>2.8</b>	<b>8.1</b>	<b>12.8</b>	<b>2.0</b>	<b>11.8</b>	<b>6.3</b>	<b>1.3</b>	<b>4.9</b>	<b>44.8</b>	<b>5.2</b>	<b>13.9</b>	<b>20.0</b>	<b>8.5</b>	<b>10.7</b>	<b>18.2</b>	<b>1.3</b>	<b>6.1</b>	<b>3.9</b>	<b>7.8</b>	<b>9.6</b>
4C: Middleburg	\$83,700	\$277,100	65.9	3.3	1.5	7.9	11.8	2.1	11.3	6.5	1.5	6.0	45.7	5.9	17.0	23.8	8.5	11.2	15.4	0.4	5.3	3.8	6.2	8.3
6F: Heartland Communities	\$57,800	\$164,300	58.5	3.8	2.6	7.3	17.0	1.9	11.8	6.1	1.2	4.3	43.0	4.9	12.4	19.1	8.0	10.5	18.2	0.8	5.8	4.3	10.5	10.3
7E: Farm to Table	\$51,900	\$52,600	60.9	9.4	27.2	7.8	8.0	3.0	9.2	5.4	0.8	1.9	33.4	3.3	6.8	9.1	6.8	7.3	19.6	21.0	7.0	3.2	6.5	12.7
9D: Senior Escapes	\$54,200	\$220,800	44.8	5.1	2.4	9.4	7.5	1.6	12.7	6.0	1.4	5.3	48.4	5.3	14.5	18.6	9.8	11.2	20.8	0.9	6.9	4.0	4.9	8.4
10D: Down the Road	\$56,000	\$130,200	59.5	5.2	2.4	10.9	11.8	1.9	12.3	6.7	1.1	4.4	44.0	4.4	11.6	15.4	8.6	10.6	20.6	1.0	8.9	4.2	8.1	11.0
12C: Small Town Sincerity	\$44,000	\$54,700	53.4	5.2	1.7	6.8	13.8	1.6	12.9	6.0	1.2	4.2	46.8	5.0	11.2	18.3	8.9	10.6	21.6	0.6	5.5	3.6	9.4	10.4
<b>06. Rural</b>	<b>\$74,600</b>	<b>\$296,900</b>	<b>58.1</b>	<b>3.5</b>	<b>3.8</b>	<b>9.2</b>	<b>13.6</b>	<b>2.0</b>	<b>10.7</b>	<b>6.5</b>	<b>1.2</b>	<b>4.9</b>	<b>42.7</b>	<b>5.4</b>	<b>16.5</b>	<b>21.1</b>	<b>8.1</b>	<b>10.3</b>	<b>15.4</b>	<b>1.0</b>	<b>6.7</b>	<b>4.5</b>	<b>7.8</b>	<b>8.6</b>
6A: Green Acres	\$103,400	\$537,400	64.8	2.8	2.1	8.8	12.6	2.2	10.0	6.0	1.4	6.4	44.9	5.4	20.5	25.6	8.4	10.2	13.1	0.5	5.6	3.9	5.6	6.8
6B: Salt of the Earth	\$78,200	\$317,400	61.5	3.0	3.0	8.8	17.7	2.0	10.4	6.6	1.1	4.6	41.0	4.8	15.7	20.5	7.5	10.6	14.7	0.8	6.4	4.9	9.6	9.3
6C: The Great Outdoors	\$80,800	\$357,300	57.4	3.8	3.1	9.8	8.1	1.7	11.2	5.4	1.5	5.3	47.8	6.2	18.1	23.0	8.9	9.9	17.1	1.0	6.8	3.9	4.8	6.6
6D: Prairie Living	\$75,900	\$293,700	62.9	2.3	13.1	8.5	12.3	2.5	9.6	6.7	1.1	4.4	37.1	4.7	20.5	18.6	7.1	9.6	13.7	3.2	6.4	4.6	7.4	8.9
6E: Rural Resort Dwellers	\$69,600	\$341,000	49.7	3.5	3.9	9.7	9.9	1.6	11.1	5.5	1.4	5.7	45.7	5.6	18.3	21.3	9.3	9.5	16.7	1.2	6.9	3.8	5.8	7.1
10A: Southern Satellites	\$66,600	\$240,600	58.1	4.0	2.8	10.2	14.2	1.9	11.4	7.1	1.1	4.4	41.6	5.4	14.0	18.7	8.2	10.7	16.3	0.8	7.5	5.2	8.8	9.8
10B: Rooted Rural	\$58,000	\$220,000	51.9	4.0	4.5	9.4	15.3	1.7	11.0	7.1	1.0	3.9	40.4	5.6	13.5	18.7	7.9	10.2	16.2	1.4	7.3	5.1	9.8	9.9
10C: Economic BedRock	\$52,400	\$160,300	50.3	4.9	8.6	9.0	8.1	1.6	11.4	7.3	1.1	3.7	42.8	6.5	12.1	19.2	8.3	10.4	17.7	0.8	10.1	5.0	6.7	9.7
10E: Rural Bypasses	\$45,300	\$115,100	48.0	5.5	3.1	8.2	16.7	1.5	11.4	7.0	1.0	3.3	41.8	6.1	10.5	16.5	8.0	10.4	19.5	1.1	6.7	4.5	11.2	11.6

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

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



# 2024 Tapestry Segmentation Summary Table: Housing Profile by Urbanization Group



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>	<b>\$355,600</b>	<b>64.4</b>	<b>10.0</b>	<b>61.4</b>	<b>6.1</b>	<b>3.4</b>	<b>4.3</b>	<b>4.6</b>	<b>4.3</b>	<b>9.9</b>	<b>5.8</b>	<b>0.1</b>	<b>0.6</b>	<b>8.2</b>	<b>13.5</b>	<b>13.2</b>	<b>13.2</b>	<b>51.3</b>	
<b>01. Principal Urban Center</b>	<b>\$658,900</b>	<b>25.3</b>	<b>10.2</b>	<b>12.7</b>	<b>8.0</b>	<b>7.9</b>	<b>10.4</b>	<b>9.7</b>	<b>9.8</b>	<b>40.6</b>	<b>0.8</b>	<b>0.1</b>	<b>0.4</b>	<b>9.3</b>	<b>9.9</b>	<b>7.1</b>	<b>8.6</b>	<b>64.7</b>	
3A: Laptops and Lattes	High Density Apartments	\$1,030,100	37.2	12.8	11.7	7.4	5.1	7.9	8.8	8.7	50.2	0.1	0.0	0.3	10.4	10.7	6.2	7.7	64.7
3B: Metro Renters	Multi-Unit Rentals	\$580,600	20.0	12.0	7.3	5.2	2.4	5.2	7.9	10.8	60.9	0.2	0.0	0.8	18.8	18.1	10.6	9.6	42.1
3C: Trendsetters	High Density Apartments	\$880,800	25.6	10.1	12.7	6.6	7.4	12.4	13.2	11.2	36.1	0.3	0.1	0.4	8.2	7.6	5.1	8.0	70.6
8D: Downtown Melting Pot	High Density Apartments	\$856,700	31.0	7.7	12.8	10.6	16.7	13.4	7.8	6.6	31.6	0.4	0.0	0.2	3.6	4.9	4.3	6.1	80.8
11A: City Strivers	High Density Apartments	\$529,300	32.8	9.1	15.8	12.9	19.0	16.8	8.3	6.5	20.5	0.2	0.1	0.2	4.2	5.6	4.8	4.4	80.8
13C: NeWest Residents	Multi-Unit Rentals	\$264,000	19.1	8.6	18.5	5.0	5.4	11.8	14.6	16.6	23.4	4.6	0.1	0.3	6.0	8.6	10.4	16.6	58.2
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$231,200	28.1	8.6	25.7	17.4	12.7	16.0	9.3	5.7	11.5	1.6	0.1	0.2	3.6	6.0	6.0	8.5	75.7
13E: High Rise Renters	High-Rise Rentals	\$511,900	4.6	7.4	1.7	2.9	3.1	5.0	7.2	10.0	69.8	0.2	0.1	0.2	5.3	4.9	4.6	5.6	79.4
<b>02. Urban Periphery</b>		<b>\$307,800</b>	<b>53.6</b>	<b>7.5</b>	<b>56.3</b>	<b>7.9</b>	<b>5.3</b>	<b>6.1</b>	<b>6.3</b>	<b>5.9</b>	<b>9.2</b>	<b>2.8</b>	<b>0.1</b>	<b>0.4</b>	<b>5.4</b>	<b>8.9</b>	<b>9.6</b>	<b>12.8</b>	<b>62.8</b>
2C: Pacific Heights	Single Family	\$944,400	70.8	5.3	66.4	14.4	5.2	3.0	2.4	1.7	6.1	0.8	0.0	0.2	2.9	4.9	6.6	13.4	72.1
5D: Rustbelt Traditions	Single Family	\$201,400	72.1	6.5	80.2	4.0	3.5	3.1	2.9	2.1	2.4	1.8	0.0	0.2	2.7	5.1	6.3	8.0	77.6
7B: Urban Villages	Single Family	\$556,200	70.5	3.5	79.9	5.5	2.1	2.2	2.1	1.7	3.7	2.8	0.0	0.2	2.9	6.5	7.7	11.2	71.5
7C: Urban Edge Families	Single Family	\$315,900	65.5	5.0	72.2	7.9	2.0	3.1	3.6	3.3	4.5	3.3	0.1	0.6	6.2	13.9	14.7	21.9	42.8
7D: Forging Opportunity	Single Family	\$197,400	62.5	7.1	73.0	3.0	2.7	3.2	2.5	2.2	3.2	10.0	0.2	0.5	7.3	12.1	10.3	11.3	58.5
7F: Southwestern Families	Single Family	\$170,300	55.9	9.2	63.8	4.8	3.6	4.7	4.0	3.4	9.0	6.4	0.2	0.4	5.9	8.1	9.3	12.8	63.6
8A: City Lights	Multi-Units; Single Family	\$617,500	53.4	6.1	41.7	10.1	11.3	8.5	6.2	5.8	15.4	0.9	0.1	0.3	4.0	5.2	5.7	9.9	74.9
8C: Bright Young Professionals	Single Family; Multi-Units	\$337,700	45.9	7.4	40.1	10.4	2.6	6.8	11.2	12.8	13.6	2.5	0.1	0.7	11.6	18.4	19.4	20.0	30.0
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$259,800	26.7	8.3	24.4	8.4	4.3	10.9	15.0	15.9	18.3	2.8	0.1	0.5	6.5	11.1	13.3	19.8	48.9
12A: Family Foundations	Single Family	\$198,400	64.6	9.1	72.9	8.9	3.4	3.0	2.7	2.5	5.0	1.7	0.1	0.2	2.8	5.0	4.7	7.3	80.0
12D: Modest Income Homes	Single Family	\$96,200	45.5	17.2	60.8	10.5	8.2	5.5	4.0	2.6	5.9	2.4	0.1	0.2	3.5	5.0	4.9	6.1	80.2
13A: Diverse Convergence	High Density Apartments; Single Family	\$576,300	28.8	6.9	22.6	7.5	13.3	14.6	11.1	9.1	20.9	0.9	0.1	0.3	5.1	6.0	6.4	9.4	72.9
13B: Family Extensions	Single Family; Multi-Unit Rentals	\$464,800	37.7	4.4	44.6	9.0	10.2	11.3	7.9	5.4	8.6	2.9	0.1	0.2	3.3	5.6	6.8	9.9	74.2
<b>03. Metro Cities</b>		<b>\$285,500</b>	<b>42.7</b>	<b>10.7</b>	<b>42.9</b>	<b>7.1</b>	<b>5.7</b>	<b>7.7</b>	<b>8.9</b>	<b>8.5</b>	<b>17.1</b>	<b>2.1</b>	<b>0.1</b>	<b>0.4</b>	<b>6.7</b>	<b>9.0</b>	<b>10.1</b>	<b>12.8</b>	<b>61.0</b>
5B: In Style	Single Family	\$390,100	69.8	8.3	65.3	8.0	2.7	4.3	5.5	5.1	7.4	1.6	0.1	0.5	8.5	12.8	13.6	15.2	49.5
8B: Emerald City	Single Family; Multi-Units	\$456,900	51.2	11.5	45.6	9.2	6.4	7.3	7.1	6.9	16.7	0.7	0.1	0.5	8.1	8.1	7.7	10.3	65.4
8E: Front Porches	Single Family; Multi-Units	\$302,500	49.5	7.2	48.3	10.1	8.0	9.4	7.6	6.0	8.2	2.5	0.1	0.3	4.6	6.9	8.1	10.8	69.2
8F: Old and Newcomers	Single Family; Multi-Units	\$282,500	48.6	9.9	43.2	7.6	4.1	7.4	9.9	9.0	15.5	3.1	0.1	0.3	5.9	9.9	12.0	16.1	55.8
8G: Hometown Heritage	Single Family	\$100,200	41.5	13.4	59.4	5.6	10.2	7.4	5.6	3.5	4.9	3.3	0.1	0.3	3.2	4.7	5.0	7.1	79.7
9E: Retirement Communities	Multi-Units; Single Family	\$300,500	49.0	11.3	31.8	9.0	2.8	5.8	7.4	7.1	32.9	3.1	0.1	0.4	5.7	9.4	12.2	17.6	54.7
9F: Social Security Set	Multi-Unit Rentals	\$261,600	15.7	12.5	13.2	4.6	4.8	7.5	7.7	7.6	53.1	1.5	0.1	0.5	7.5	7.3	6.6	10.3	67.9
11B: Young and Restless	Multi-Unit Rentals	\$309,500	16.3	9.5	11.8	6.1	2.3	9.1	17.7	22.5	29.5	1.0	0.1	0.5	10.1	14.4	18.1	23.3	33.6
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$244,500	30.1	11.7	31.4	6.4	8.7	12.6	11.5	9.6	17.7	2.0	0.1	0.3	5.6	6.5	8.1	11.4	68.1
11E: City Commons	Multi-Unit Rentals; Single Family	\$133,300	25.0	14.4	33.2	10.8	10.5	11.5	12.5	7.4	12.1	1.8	0.1	0.3	6.3	8.6	7.0	8.1	69.6
12B: Traditional Living	Single Family	\$130,100	59.3	10.1	75.5	3.4	6.1	4.2	3.3	2.2	2.8	2.4	0.1	0.2	2.7	3.9	4.7	5.8	82.8
14B: College Towns	Multi-Unit Rentals; Single Family	\$309,500	26.2	12.7	29.7	6.1	6.5	9.6	11.6	12.3	22.2	2.0	0.1	0.4	10.6	12.0	12.1	11.6	53.2
14C: Dorms to Diplomas	Multi-Unit Rentals	\$303,100	8.1	14.8	13.2	3.9	4.9	9.5	14.0	17.6	36.2	0.8	0.1	0.4	14.7	14.0	14.5	13.4	43.0
<b>04. Suburban Periphery</b>		<b>\$460,500</b>	<b>79.9</b>	<b>7.5</b>	<b>75.7</b>	<b>7.4</b>	<b>1.6</b>	<b>2.1</b>	<b>2.5</b>	<b>2.5</b>	<b>6.1</b>	<b>2.0</b>	<b>0.1</b>	<b>0.7</b>	<b>10.3</b>	<b>17.8</b>	<b>15.7</b>	<b>14.1</b>	<b>41.3</b>
1A: Top Tier	Single Family	\$966,000	90.4	6.1	88.8	4.0	0.7	0.7	0.8	0.8	3.8	0.3	0.0	0.4	6.3	9.4	11.6	13.3	59.0
1B: Professional Pride	Single Family	\$605,700	90.3	3.3	89.3	5.1	0.4	0.6	0.8	1.0	2.2	0.5	0.0	0.8	12.4	22.2	34.8	14.6	15.2
1C: Boomburbs	Single Family	\$541,500	81.7	4.4	81.1	8.0	0.4	1.0	1.7	2.6	4.5	0.6	0.0	1.9	29.3	47.4	13.7	3.3	4.2
1D: Savvy Suburbanites	Single Family	\$513,900	90.7	4.1	90.0	4.5	0.8	0.7	0.7	0.7	1.5	1.0	0.1	0.6	8.0	12.0	16.4	20.1	42.8
1E: Exurbanites	Single Family	\$609,700	85.9	8.7	82.6	6.3	1.0	1.3	1.5	1.3	4.5	1.4	0.1	0.5	7.1	11.7	13.2	16.1	51.3
2A: Urban Chic	Single Family	\$901,200	68.0	9.9	60.0	9.1	3.8	4.2	4.8	4.7	12.9	0.6	0.0	0.4	6.8	9.5	9.7	10.7	62.8
2B: Pleasantville	Single Family	\$581,300	83.6	4.4	83.3	5.8	3.0	1.6	1.4	1.2	2.7	1.0	0.0	0.2	3.1	5.1	5.9	9.3	76.3

# 2024 Tapestry Segmentation Summary Table: Housing Profile by Urbanization Group



United States	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>		<b>\$355,600</b>	<b>64.4</b>	<b>10.0</b>	<b>61.4</b>	<b>6.1</b>	<b>3.4</b>	<b>4.3</b>	<b>4.6</b>	<b>4.3</b>	<b>9.9</b>	<b>5.8</b>	<b>0.1</b>	<b>0.6</b>	<b>8.2</b>	<b>13.5</b>	<b>13.2</b>	<b>13.2</b>	<b>14.1</b>	<b>51.3</b>
<b>04. Suburban Periphery (Cont.)</b>		<b>\$460,500</b>	<b>79.9</b>	<b>7.5</b>	<b>75.7</b>	<b>7.4</b>	<b>1.6</b>	<b>2.1</b>	<b>2.5</b>	<b>2.5</b>	<b>6.1</b>	<b>2.0</b>	<b>0.1</b>	<b>0.7</b>	<b>10.3</b>	<b>17.8</b>	<b>15.7</b>	<b>14.1</b>	<b>41.3</b>	
2D: Enterprising Professionals	Multi-Units; Single Family	\$545,000	51.7	5.9	30.4	22.3	1.7	5.0	9.6	11.9	18.3	0.8	0.0	0.6	12.8	19.2	22.6	20.7	24.2	
4A: Workday Drive	Single Family	\$406,900	84.8	3.8	85.1	6.1	0.7	1.0	1.4	1.5	2.5	1.7	0.0	1.1	14.6	26.7	28.9	13.0	15.7	
4B: Home Improvement	Single Family	\$350,800	79.7	3.9	83.0	7.1	0.9	1.7	1.8	1.6	2.2	1.6	0.0	0.4	4.8	8.3	16.2	30.4	39.9	
5A: Comfortable Empty Nesters	Single Family	\$323,300	87.4	6.0	87.8	4.1	1.0	1.1	1.2	0.9	1.7	2.1	0.0	0.4	5.6	9.9	12.0	13.5	58.5	
5C: Parks and Rec	Single Family	\$327,400	71.4	5.5	67.7	9.4	4.7	4.5	3.9	3.3	4.6	1.9	0.0	0.3	3.9	6.4	7.6	10.7	71.2	
5E: Midlife Constants	Single Family	\$248,300	75.0	8.4	75.7	4.7	2.5	3.1	3.2	2.3	4.8	3.5	0.1	0.3	4.5	9.5	10.9	11.8	62.9	
7A: Up and Coming Families	Single Family	\$369,200	74.1	5.0	79.3	5.9	0.7	1.6	2.3	3.2	4.5	2.4	0.1	1.8	25.6	46.2	14.8	5.4	6.3	
9A: Silver & Gold	Single Family/Seasonal	\$577,000	87.1	37.8	66.0	7.1	1.6	2.9	3.4	3.3	11.7	3.8	0.1	0.8	9.8	23.4	18.7	18.7	28.7	
9B: Golden Years	Single Family; Multi-Units	\$518,500	65.4	12.4	40.7	12.9	2.8	4.4	5.4	5.2	27.1	1.5	0.1	0.4	6.7	10.8	12.8	17.0	52.3	
9C: The Elders	SF; High-Rises; Mobile Homes/Seasonal	\$349,000	82.8	21.0	40.3	10.9	1.4	3.5	3.8	4.0	18.8	17.0	0.4	0.4	6.2	16.3	19.3	23.8	33.9	
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$309,800	4.8	12.4	23.7	49.3	9.5	9.2	3.5	1.4	2.6	0.6	0.0	0.4	18.3	23.7	16.0	10.3	31.3	
<b>05. Semirural</b>		<b>\$224,600</b>	<b>69.1</b>	<b>10.6</b>	<b>66.5</b>	<b>3.4</b>	<b>2.8</b>	<b>3.4</b>	<b>3.2</b>	<b>2.3</b>	<b>3.5</b>	<b>14.6</b>	<b>0.2</b>	<b>0.7</b>	<b>8.3</b>	<b>15.1</b>	<b>14.4</b>	<b>12.7</b>	<b>48.9</b>	
4C: Middleburg	Single Family	\$306,900	76.1	5.9	75.7	4.6	1.8	2.4	2.6	2.3	2.7	7.7	0.1	1.2	14.9	26.5	19.5	12.2	25.7	
6F: Heartland Communities	Single Family	\$157,400	71.5	11.2	77.5	2.5	3.2	3.4	2.7	1.6	2.1	6.9	0.1	0.2	3.4	6.9	8.9	9.0	71.6	
7E: Farm to Table	Single Family	\$269,800	46.9	6.5	60.4	3.8	3.8	6.1	4.9	2.9	5.0	12.9	0.3	0.3	6.4	12.8	14.3	12.8	53.3	
9D: Senior Escapes	Single Family; Mobile Homes/Seasonal	\$241,400	78.6	21.2	51.2	2.5	1.1	1.8	1.7	1.7	2.8	36.3	0.9	0.6	7.1	16.4	16.9	20.5	38.6	
10D: Down the Road	Mobile Homes; Single Family	\$178,200	67.7	10.1	44.9	2.3	1.5	2.2	2.2	2.0	2.7	41.8	0.4	1.1	11.1	15.8	19.7	17.2	35.1	
12C: Small Town Sincerity	Single Family	\$148,300	52.5	12.5	61.1	3.8	5.6	6.5	5.8	3.4	7.2	6.5	0.1	0.3	3.6	6.8	8.7	10.7	70.0	
<b>06. Rural</b>		<b>\$277,000</b>	<b>83.0</b>	<b>15.5</b>	<b>77.3</b>	<b>1.6</b>	<b>1.1</b>	<b>1.1</b>	<b>0.9</b>	<b>0.6</b>	<b>0.9</b>	<b>16.4</b>	<b>0.2</b>	<b>0.6</b>	<b>8.3</b>	<b>15.6</b>	<b>17.0</b>	<b>14.2</b>	<b>44.3</b>	
6A: Green Acres	Single Family	\$374,800	88.0	6.6	87.1	2.7	1.0	0.8	0.8	0.7	1.0	5.8	0.1	0.9	10.6	18.4	18.5	13.8	37.7	
6B: Salt of the Earth	Single Family	\$252,700	85.5	8.9	84.5	1.6	1.3	1.0	0.8	0.5	0.5	9.8	0.1	0.5	6.2	13.1	15.0	11.7	53.6	
6C: The Great Outdoors	Single Family	\$422,500	81.4	19.0	77.5	2.3	1.5	1.7	1.4	1.0	1.3	13.1	0.3	0.8	8.6	16.7	16.4	16.1	41.4	
6D: Prairie Living	Single Family	\$240,200	81.9	15.1	85.5	1.1	0.9	1.2	0.9	0.6	0.7	9.1	0.1	0.3	6.3	10.3	10.1	9.4	63.5	
6E: Rural Resort Dwellers	Single Family/Seasonal	\$362,100	85.0	47.1	79.0	1.9	1.0	1.2	1.3	1.2	2.0	12.0	0.3	0.5	7.0	17.3	16.3	16.1	42.8	
10A: Southern Satellites	Single Family; Mobile Homes	\$239,600	81.1	10.0	67.7	0.9	0.9	0.8	0.6	0.4	0.6	27.8	0.3	0.9	10.6	18.0	20.5	15.1	34.8	
10B: Rooted Rural	Single Family; Mobile Homes	\$199,100	82.6	17.5	72.9	0.8	0.7	0.7	0.5	0.3	0.4	23.4	0.4	0.5	7.5	14.8	17.3	14.6	45.4	
10C: Economic BedRock	Single Family; Mobile Homes	\$144,800	78.1	15.9	68.5	1.0	1.2	1.3	1.3	0.6	0.9	24.8	0.4	0.4	7.4	11.9	13.9	14.8	51.7	
10E: Rural Bypasses	Single Family; Mobile Homes	\$135,200	73.2	14.9	63.3	0.8	1.9	1.9	1.6	0.6	0.8	28.8	0.2	0.4	6.4	12.2	17.9	15.9	47.2	

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

<sup>1</sup> 2018-2022 American Community Survey