



	Households	Population	2010-19		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>	125,168,557	332,417,793	0.90	94.1		2.59	64.8	38.5	22.0	36.0	25.6	16.4	33.7	49.8	16.5
<b>01. Principal Urban Center</b>	<b>8,921,805</b>	<b>21,889,358</b>	<b>1.13</b>	<b>5,231.0</b>		<b>2.40</b>	<b>84.9</b>	<b>33.6</b>	<b>20.8</b>	<b>47.0</b>	<b>21.3</b>	<b>11.0</b>	<b>49.5</b>	<b>37.4</b>	<b>13.1</b>
3A: Laptops and Lattes	1,352,696	2,608,061	1.48	10,678.0	Singles	1.87	51.6	37.8	12.3	49.4	23.7	14.7	45.9	42.7	11.5
3B: Metro Renters	2,086,957	3,675,204	2.65	5,724.9	Singles	1.68	63.4	33.1	8.7	64.1	18.0	9.3	56.2	31.8	12.0
3C: Trendsetters	1,337,944	2,894,080	1.15	10,559.5	Singles	2.12	77.4	36.7	14.9	49.2	23.6	12.3	49.7	37.1	13.3
8D: Downtown Melting Pot	808,019	2,391,741	0.61	25,625.0	Married Couples	2.92	77.1	38.0	21.0	38.2	25.0	15.8	35.6	51.3	13.1
11A: City Strivers	957,201	2,696,532	0.59	12,985.5	Singles	2.78	64.3	35.6	24.2	38.3	24.7	12.8	51.7	33.3	15.0
13C: NeWest Residents	968,772	3,287,139	0.92	2,550.0	Married Couples w/ Kids	3.35	87.4	27.4	32.3	46.1	16.1	5.5	48.3	40.0	11.7
13D: Fresh Ambitions	791,687	2,553,348	0.42	2,054.1	Single Parents	3.16	90.8	28.9	31.0	40.9	19.8	8.3	51.6	33.7	14.7
13E: High Rise Renters	618,529	1,783,253	0.67	9,330.1	Single Parents	2.81	90.3	32.6	26.6	39.6	21.8	11.9	54.6	30.6	14.8
<b>02. Urban Periphery</b>	<b>20,841,473</b>	<b>61,363,384</b>	<b>0.66</b>	<b>270.1</b>		<b>2.91</b>	<b>84.2</b>	<b>34.4</b>	<b>25.1</b>	<b>38.9</b>	<b>23.2</b>	<b>12.7</b>	<b>40.2</b>	<b>43.5</b>	<b>16.4</b>
2C: Pacific Heights	880,454	2,821,818	0.47	3,180.3	Married Couples	3.17	74.5	43.0	19.2	33.1	27.6	20.1	31.6	55.4	13.0
5D: Rustbelt Traditions	2,739,582	6,818,475	0.35	665.7	Married Couples	2.46	48.3	39.4	21.7	35.4	25.9	16.9	32.5	47.4	20.1
7B: Urban Villages	1,318,203	5,032,189	0.58	338.0	Married Couples	3.78	86.1	34.3	25.2	39.0	23.8	12.0	39.2	47.8	13.1
7C: American Dreamers	1,847,640	5,935,521	1.07	48.6	Married Couples	3.19	84.5	32.8	26.8	39.7	23.1	10.5	38.6	45.8	15.6
7D: Barrios Urbanos	1,302,605	4,768,050	1.03	529.5	Married Couples	3.63	80.7	29.2	32.0	39.5	19.8	8.6	39.5	46.9	13.6
7F: Southwestern Families	1,024,123	3,324,701	0.56	68.2	Married Couples	3.20	64.8	34.8	26.4	35.6	22.6	15.5	37.9	44.2	17.9
8A: City Lights	1,808,623	4,763,471	0.59	3,316.1	Married Couples	2.59	76.7	39.5	20.1	37.2	27.1	15.6	36.4	47.5	16.1
8C: Bright Young Professionals	2,816,309	6,847,638	1.36	796.5	Married Couples	2.41	68.8	33.4	23.4	44.2	21.6	10.9	37.8	44.8	17.4
11C: Metro Fusion	1,758,942	4,723,880	0.97	2,675.9	Singles	2.66	85.1	29.4	28.5	44.7	18.9	7.9	46.6	36.3	17.1
12A: Family Foundations	1,295,603	3,554,669	0.19	1,356.3	Singles	2.71	43.5	40.0	22.6	33.0	26.1	18.3	45.1	34.6	20.4
12D: Modest Income Homes	1,620,281	4,273,889	-0.21	737.6	Singles	2.56	34.1	37.4	24.7	33.6	25.3	16.4	51.8	26.0	22.1
13A: International Marketplace	1,522,096	4,728,508	0.67	8,878.3	Married Couples w/ Kids	3.07	88.9	33.1	25.1	42.8	22.2	9.8	44.4	42.4	13.2
13B: Las Casas	907,012	3,770,575	0.47	7,468.9	Married Couples	4.12	85.5	28.5	31.3	42.6	19.0	7.2	47.0	42.9	10.1
<b>03. Metro Cities</b>	<b>22,718,630</b>	<b>54,119,277</b>	<b>0.70</b>	<b>406.3</b>		<b>2.25</b>	<b>65.0</b>	<b>34.3</b>	<b>19.6</b>	<b>43.3</b>	<b>21.9</b>	<b>15.2</b>	<b>44.6</b>	<b>36.6</b>	<b>18.8</b>
5B: In Style	2,811,764	6,724,802	0.93	382.6	Married Couples w/No Kids	2.34	41.3	42.4	19.3	33.8	27.2	19.7	29.7	53.6	16.7
8B: Emerald City	1,782,356	3,753,694	0.98	403.1	Singles	2.06	52.2	37.9	15.8	44.4	25.3	14.6	42.1	41.0	16.9
8E: Front Porches	1,974,231	5,154,739	0.62	2,107.5	Married Couples	2.57	73.9	35.3	23.9	39.0	23.8	13.3	39.6	41.0	19.4
8F: Old and Newcomers	2,886,958	6,302,409	0.69	867.7	Singles	2.11	53.9	39.7	18.3	37.5	23.8	20.4	35.9	41.8	22.3
8G: Hardscrabble Road	1,505,483	4,118,391	0.19	76.1	Singles	2.66	76.6	32.7	27.5	38.4	22.8	11.3	44.4	34.4	21.2
9E: Retirement Communities	1,510,550	3,005,924	0.65	422.2	Singles	1.87	50.8	54.5	13.1	27.8	22.3	36.7	29.7	40.5	29.8
9F: Social Security Set	1,016,519	1,982,940	0.75	1,382.7	Singles	1.72	76.3	46.1	13.4	35.5	25.0	26.1	45.7	26.5	27.8
11B: Young and Restless	2,174,496	4,502,254	1.39	3,376.1	Singles	2.04	78.2	30.0	20.1	55.5	16.9	7.6	49.7	33.5	16.8
11D: Set to Impress	1,730,249	3,824,646	0.66	2,753.8	Singles	2.11	68.4	34.4	20.1	43.9	22.7	13.3	46.9	31.9	21.3
11E: City Commons	1,095,710	3,017,921	0.23	977.9	Single Parents	2.67	50.4	28.8	32.5	37.4	20.0	10.0	58.7	23.5	17.8
12B: Traditional Living	2,401,395	6,109,959	0.19	239.0	Married Couples	2.51	57.0	35.9	24.2	37.6	24.5	13.7	37.0	41.7	21.4
14B: College Towns	1,192,814	2,999,105	1.09	1,468.4	Singles	2.13	57.6	24.6	10.9	66.2	13.5	9.3	66.7	23.2	10.1
14C: Dorms to Diplomas	636,105	2,622,493	0.99	5,275.5	Nonfam HHs w/ 2+ Persons	2.22	56.9	21.6	3.5	91.2	3.3	2.0	90.5	7.0	2.6
<b>04. Suburban Periphery</b>	<b>39,923,726</b>	<b>109,131,240</b>	<b>1.26</b>	<b>488.5</b>		<b>2.69</b>	<b>53.1</b>	<b>41.7</b>	<b>22.4</b>	<b>31.7</b>	<b>27.6</b>	<b>18.3</b>	<b>26.8</b>	<b>58.6</b>	<b>14.6</b>
1A: Top Tier	2,113,053	6,075,638	0.62	998.9	Married Couples	2.84	39.2	47.8	23.7	22.4	32.3	21.6	22.5	67.4	10.1
1B: Professional Pride	2,037,739	6,394,142	1.52	1,000.0	Married Couples	3.13	46.0	40.7	26.0	29.4	32.7	11.8	23.9	67.7	8.4
1C: Boomburbs	2,164,560	7,047,352	4.01	1,076.2	Married Couples	3.25	64.5	34.1	32.5	36.9	23.4	7.2	24.8	65.3	9.9
1D: Savvy Suburbanites	3,718,304	10,640,251	0.86	350.4	Married Couples	2.84	37.7	45.5	21.7	27.6	32.1	18.6	24.3	64.0	11.8
1E: Exurbanites	2,432,332	6,166,685	0.82	291.6	Married Couples	2.49	36.5	51.5	18.2	23.3	31.4	27.1	22.3	62.6	15.1
2A: Urban Chic	1,641,254	4,011,966	0.83	517.0	Married Couples	2.39	49.4	43.6	20.1	31.7	29.4	18.9	29.4	56.1	14.5
2B: Pleasantville	2,715,813	7,915,004	0.40	1,448.2	Married Couples	2.88	62.2	42.9	20.6	31.9	29.1	18.4	30.8	54.9	14.3



	Households	Population	2010-19		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>	125,168,557	332,417,793	0.90	94.1		2.59	64.8	38.5	22.0	36.0	25.6	16.4	33.7	49.8	16.5
<b>04. Suburban Periphery (Cont.)</b>	<b>39,923,726</b>	<b>109,131,240</b>	<b>1.26</b>	<b>488.5</b>		<b>2.69</b>	<b>53.1</b>	<b>41.7</b>	<b>22.4</b>	<b>31.7</b>	<b>27.6</b>	<b>18.3</b>	<b>26.8</b>	<b>58.6</b>	<b>14.6</b>
2D: Enterprising Professionals	1,790,490	4,477,825	1.66	1,470.9	Married Couples	2.48	73.7	35.6	22.9	42.9	24.2	10.0	33.2	53.1	13.7
4A: Soccer Moms	3,663,368	10,918,205	1.68	540.6	Married Couples	2.97	52.3	37.1	25.8	35.3	27.7	11.3	26.7	61.0	12.3
4B: Home Improvement	2,141,075	6,174,293	0.73	426.4	Married Couples	2.87	67.0	38.0	22.5	36.5	27.1	13.9	31.5	53.0	15.5
5A: Comfortable Empty Nesters	3,066,610	7,792,184	0.54	285.7	Married Couples	2.51	34.3	48.5	18.5	27.1	29.5	24.9	23.8	59.6	16.6
5C: Parks and Rec	2,467,395	6,250,702	0.44	1,258.6	Married Couples	2.51	52.3	41.3	20.2	34.4	27.3	18.1	32.5	48.7	18.8
5E: Midlife Constants	3,092,710	7,369,168	0.37	308.5	Married Couples w/No Kids	2.30	37.3	47.3	17.8	29.5	26.4	26.2	26.6	52.0	21.4
7A: Up and Coming Families	3,111,931	9,759,127	3.30	1,034.6	Married Couples	3.12	74.7	31.7	30.3	42.0	20.8	6.9	31.6	55.3	13.1
9A: Silver & Gold	976,538	2,007,222	1.60	110.3	Married Couples w/No Kids	2.03	25.1	63.9	8.9	14.3	29.3	47.4	15.1	65.7	19.2
9B: Golden Years	1,674,516	3,576,641	0.82	1,066.4	Singles	2.06	45.1	52.9	14.4	26.6	26.8	32.2	26.8	50.3	22.9
9C: The Elders	931,285	1,592,325	1.06	484.7	Married Couples w/No Kids	1.68	23.4	72.8	2.9	6.0	17.1	74.0	11.0	57.3	31.6
14A: Military Proximity	184,753	962,510	1.05	83.6	Married Couples	3.37	69.0	22.6	26.9	69.6	3.0	0.5	47.7	48.4	3.9
<b>05. Semirural</b>	<b>11,697,380</b>	<b>30,385,411</b>	<b>0.80</b>	<b>66.1</b>		<b>2.54</b>	<b>54.7</b>	<b>39.2</b>	<b>23.0</b>	<b>33.9</b>	<b>25.3</b>	<b>17.8</b>	<b>29.7</b>	<b>49.7</b>	<b>20.6</b>
4C: Middleburg	3,638,989	10,081,188	1.64	183.2	Married Couples	2.75	49.8	36.5	25.5	36.3	25.2	13.1	27.9	55.7	16.4
6F: Heartland Communities	2,861,134	6,996,083	0.05	93.3	Married Couples	2.39	32.7	42.5	20.9	31.9	26.4	20.8	27.6	50.3	22.0
7E: Valley Growers	302,981	1,228,979	0.64	89.5	Married Couples	3.97	84.6	27.6	33.6	41.0	17.8	7.7	42.7	46.1	11.2
9D: Senior Escapes	1,143,004	2,578,842	0.86	20.0	Married Couples w/No Kids	2.20	45.7	55.2	14.7	23.4	28.9	33.0	23.3	51.3	25.4
10D: Down the Road	1,441,251	4,043,014	1.06	32.4	Married Couples	2.75	72.5	35.3	25.4	36.9	24.3	13.5	34.4	45.8	19.9
12C: Small Town Simplicity	2,310,021	5,457,305	0.11	87.9	Singles	2.26	52.0	41.1	20.9	33.3	24.7	21.1	33.2	40.9	25.9
<b>06. Rural</b>	<b>21,063,923</b>	<b>54,978,216</b>	<b>0.64</b>	<b>22.3</b>		<b>2.56</b>	<b>34.7</b>	<b>44.3</b>	<b>20.4</b>	<b>30.4</b>	<b>29.7</b>	<b>19.5</b>	<b>25.1</b>	<b>57.6</b>	<b>17.3</b>
6A: Green Acres	4,028,163	10,956,451	1.06	72.3	Married Couples	2.70	27.2	44.4	21.0	29.7	31.2	18.0	23.8	62.3	13.9
6B: Salt of the Earth	3,585,551	9,354,290	0.35	58.8	Married Couples	2.58	20.6	44.6	20.4	30.2	29.9	19.6	24.0	59.7	16.3
6C: The Great Outdoors	1,959,756	4,864,938	0.98	18.1	Married Couples	2.44	36.4	47.8	18.2	28.3	31.2	22.4	25.2	56.4	18.4
6D: Prairie Living	1,333,710	3,405,118	0.36	4.9	Married Couples	2.51	25.3	44.6	21.8	28.6	29.0	20.6	22.5	62.4	15.2
6E: Rural Resort Dwellers	1,262,805	2,843,644	0.68	7.4	Married Couples w/No Kids	2.22	24.1	54.8	14.9	22.4	33.3	29.5	20.0	60.6	19.4
10A: Southern Satellites	3,939,291	10,618,116	0.83	52.3	Married Couples	2.66	41.3	40.6	22.1	33.3	28.1	16.5	26.1	55.8	18.1
10B: Rooted Rural	2,466,193	6,251,769	0.35	21.4	Married Couples	2.47	29.8	45.6	19.1	30.1	29.2	21.6	23.6	56.8	19.6
10C: Diners & Miners	820,559	2,148,438	0.41	12.4	Married Couples	2.54	43.5	41.7	21.5	32.4	27.5	18.6	26.5	53.4	20.1
10E: Rural Bypasses	1,667,895	4,535,452	0.13	33.3	Married Couples	2.54	60.9	40.7	21.0	34.2	27.2	17.6	35.0	44.7	20.3

\* 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 64.8 which means there is a 64.8 percent probability that two people randomly chosen from the U.S. population would belong to different race or ethnic groups.



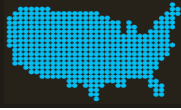
	School Enrollment (%) <sup>1</sup>							Educational Attainment (%)											
	By Level of School							By Sex and Type of School											
	Nursery/ Preschool	Kinder- garten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Male Public School	Male Private School	Female Public School	Female 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>	1.6	1.3	10.6	5.5	6.0	1.3	73.6	41.8	7.7	42.0	8.5	4.9	6.7	23.1	3.9	20.2	8.6	20.0	12.5
<b>01. Principal Urban Center</b>	1.7	1.4	9.4	4.5	6.0	2.7	74.4	38.5	10.4	39.2	11.9	9.1	8.1	17.3	2.9	14.3	5.5	24.7	18.2
3A: Laptops and Lattes	1.8	0.8	5.1	2.1	5.0	4.1	81.0	23.2	24.3	23.8	28.7	1.4	1.4	5.4	0.8	8.7	3.3	39.3	39.8
3B: Metro Renters	1.0	0.6	3.2	1.4	7.5	6.9	79.4	29.0	19.1	30.0	21.8	1.5	2.2	7.2	1.4	12.1	4.8	39.3	31.5
3C: Trendsetters	1.5	0.9	6.0	2.9	5.9	3.5	79.2	34.6	14.1	35.6	15.7	5.0	4.3	12.9	1.8	14.3	5.6	33.4	22.7
8D: Downtown Melting Pot	1.6	1.5	9.5	4.9	6.4	1.6	74.5	37.0	13.4	36.1	13.5	12.1	9.4	23.4	2.8	12.9	7.2	21.1	11.3
11A: City Strivers	1.9	1.5	10.8	5.9	6.5	1.4	71.9	40.1	7.2	43.1	9.6	6.9	9.7	27.1	5.1	19.9	7.7	15.2	8.4
13C: NeWest Residents	2.0	2.2	15.3	6.4	4.5	0.6	68.9	46.7	3.6	45.8	3.9	24.3	15.3	24.7	3.5	15.2	4.7	9.0	3.2
13D: Fresh Ambitions	2.0	2.0	14.5	7.2	5.3	0.6	68.3	45.1	4.0	46.0	4.9	16.2	16.0	28.3	5.1	18.4	5.8	7.3	2.9
13E: High Rise Renters	1.9	1.7	12.5	6.7	6.6	1.1	69.5	43.6	5.2	45.0	6.2	16.1	16.4	22.9	5.7	16.5	6.3	11.4	4.6
<b>02. Urban Periphery</b>	1.7	1.5	11.7	6.0	6.0	1.1	72.1	43.6	5.5	44.6	6.4	9.7	9.7	25.4	4.0	21.0	8.0	15.0	7.2
2C: Pacific Heights	1.5	1.2	9.0	5.1	6.8	1.6	74.8	40.5	9.9	38.8	10.7	5.4	4.6	19.7	1.9	17.3	8.9	27.2	15.0
5D: Rustbelt Traditions	1.6	1.3	10.4	5.3	5.0	1.0	75.3	42.4	7.0	42.7	7.9	3.1	6.2	27.4	4.9	23.6	10.6	16.4	8.0
7B: Urban Villages	1.4	1.4	11.3	6.5	7.3	0.9	71.1	44.9	4.7	45.1	5.3	14.2	10.4	25.8	3.1	20.6	7.5	13.2	5.1
7C: American Dreamers	1.6	1.6	13.2	6.9	6.0	0.9	69.8	44.8	4.5	45.3	5.4	8.7	9.9	27.0	4.7	23.0	8.9	12.7	5.1
7D: Barrios Urbanos	1.7	2.0	15.6	7.6	4.6	0.4	68.1	46.8	2.6	47.6	3.0	21.4	16.4	25.9	5.0	17.4	5.2	6.4	2.3
7F: Southwestern Families	1.6	1.6	12.3	6.3	4.9	0.6	72.7	46.7	3.2	46.5	3.6	19.9	14.9	26.3	4.9	16.7	5.9	8.3	3.0
8A: City Lights	1.7	1.3	9.1	4.8	6.1	1.6	75.3	39.8	9.5	39.6	11.2	5.4	5.5	21.7	2.6	19.0	7.9	23.5	14.4
8C: Bright Young Professionals	1.7	1.5	10.6	5.1	6.8	1.8	72.5	41.7	7.0	43.7	7.6	2.9	4.9	20.6	3.5	23.9	10.3	22.7	11.3
11C: Metro Fusion	1.9	1.9	13.0	5.7	6.3	1.2	70.0	43.8	4.5	45.8	5.8	7.9	10.1	25.8	4.6	23.7	8.6	13.7	5.6
12A: Family Foundations	1.6	1.3	10.9	6.0	5.9	1.1	73.2	41.6	5.9	44.9	7.6	4.5	9.6	28.4	4.2	25.1	8.4	12.6	7.3
12D: Modest Income Homes	1.7	1.5	11.5	6.0	5.1	0.7	73.4	43.1	4.7	46.1	6.0	5.9	15.0	32.1	5.7	22.8	6.9	7.7	3.9
13A: International Marketplace	1.7	1.5	11.2	5.6	6.4	1.3	72.3	43.3	6.2	43.8	6.7	14.2	10.1	25.2	3.1	17.8	6.6	15.9	7.2
13B: Las Casas	1.9	1.9	14.3	7.5	6.3	0.5	67.6	46.8	2.6	47.5	3.2	27.0	16.2	25.3	2.8	15.0	4.7	6.9	2.1
<b>03. Metro Cities</b>	1.5	1.3	9.0	4.4	11.4	2.1	70.4	40.8	8.0	42.1	9.1	4.2	7.4	22.7	4.4	21.5	8.4	19.3	12.1
5B: In Style	1.7	1.2	9.4	4.8	6.1	1.8	75.0	38.9	10.6	38.6	11.9	1.5	2.8	16.0	2.4	18.9	8.8	28.6	20.9
8B: Emerald City	1.6	0.9	6.9	3.3	7.2	3.5	76.7	36.6	12.3	37.6	13.4	1.8	3.0	12.7	2.2	17.6	7.2	31.9	23.6
8E: Front Porches	1.6	1.5	11.1	5.5	5.4	1.0	73.8	43.5	5.6	44.2	6.7	6.0	8.8	27.5	5.1	23.0	8.8	14.2	6.6
8F: Old and Newcomers	1.4	1.2	8.5	4.2	7.2	1.6	76.0	40.2	8.5	41.8	9.5	3.0	5.4	22.8	4.0	23.3	9.5	20.2	11.8
8G: Hardscrabble Road	1.7	1.8	13.1	6.2	4.4	0.6	72.3	44.9	4.4	45.6	5.0	8.4	14.7	29.9	7.7	21.3	7.4	7.4	3.2
9E: Retirement Communities	1.1	0.8	6.3	3.2	5.7	1.3	81.5	38.0	10.2	39.7	12.2	3.9	6.0	25.2	3.3	20.9	8.3	19.7	12.6
9F: Social Security Set	1.1	0.9	6.3	3.2	7.1	1.7	79.8	38.4	9.5	40.3	11.8	9.3	12.1	24.3	5.6	19.8	6.4	13.9	8.5
11B: Young and Restless	1.5	1.3	8.1	3.5	9.3	3.2	73.0	41.0	7.5	43.5	8.1	3.5	5.1	18.4	3.2	23.2	9.3	24.6	12.7
11D: Set to Impress	1.4	1.2	8.5	4.0	8.3	1.9	74.7	40.8	7.8	42.6	8.7	4.7	8.2	23.2	5.5	23.2	8.7	17.0	9.4
11E: City Commons	2.5	2.4	15.2	6.6	5.6	0.8	66.9	42.8	4.3	47.3	5.7	6.5	16.4	30.1	6.0	22.5	6.8	7.8	3.9
12B: Traditional Living	1.6	1.5	11.7	5.7	4.8	0.7	74.0	43.9	5.3	44.7	6.1	4.7	9.9	30.5	6.8	23.2	9.5	10.8	4.7
14B: College Towns	0.9	0.7	4.6	2.4	36.7	6.1	48.6	39.2	10.6	38.5	11.7	2.7	4.7	14.9	2.9	19.4	7.2	26.5	21.8
14C: Dorms to Diplomas	0.2	0.2	1.0	0.7	75.9	6.2	15.8	39.4	8.8	41.7	10.0	2.4	3.6	11.0	2.5	18.0	6.3	29.5	26.6
<b>04. Suburban Periphery</b>	1.8	1.3	11.1	5.9	5.2	1.4	73.4	40.4	9.5	39.9	10.2	2.2	3.4	18.0	2.4	19.3	8.8	27.1	18.8
1A: Top Tier	2.2	1.3	12.4	7.0	4.3	1.4	71.3	34.5	16.2	32.8	16.5	0.9	1.1	7.4	0.6	10.4	4.6	36.1	38.8
1B: Professional Pride	2.1	1.4	13.8	8.2	4.7	1.4	68.4	41.1	9.7	39.2	10.0	1.1	1.5	10.4	1.1	14.2	7.2	37.1	27.5
1C: Boomburbs	2.6	1.9	16.2	7.4	5.0	1.6	65.3	42.1	8.0	41.5	8.4	1.7	2.2	11.8	1.5	18.0	8.6	34.7	21.6
1D: Savvy Suburbanites	1.8	1.2	11.1	6.5	4.9	1.4	73.2	40.4	10.1	39.0	10.5	1.4	2.3	16.0	1.8	17.7	8.7	30.5	21.6
1E: Exurbanites	1.6	1.0	9.2	5.3	4.6	1.4	76.9	37.1	12.7	36.6	13.6	1.3	2.1	13.4	1.5	17.0	7.4	31.2	26.0
2A: Urban Chic	2.2	1.3	9.7	4.8	5.3	2.1	74.7	33.8	15.5	33.5	17.2	1.5	1.8	9.6	1.0	13.2	5.9	34.6	32.5
2B: Pleasantville	1.7	1.2	9.8	5.6	5.8	1.4	74.5	40.1	9.7	39.4	10.7	3.3	4.2	22.0	2.5	19.8	9.1	24.0	15.0



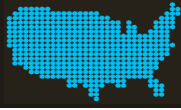
	School Enrollment (%) <sup>1</sup>							Educational Attainment (%)													
	By Level of School							By Sex and Type of School													
	Nursery/ Preschool	Kindergarten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Male Public School	Male Private School	Female Public School	Female Private School	Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree		
United States	1.6	1.3	10.6	5.5	6.0	1.3	73.6	41.8	7.7	42.0	8.5	4.9	6.7	23.1	3.9	20.2	8.6	20.0	12.5		
04. Suburban Periphery (Cont.)	1.8	1.3	11.1	5.9	5.2	1.4	73.4	40.4	9.5	39.9	10.2	2.2	3.4	18.0	2.4	19.3	8.8	27.1	18.8		
2D: Enterprising Professionals	2.1	1.5	10.2	4.9	5.8	2.3	73.3	40.2	9.4	40.1	10.2	2.5	2.9	13.1	1.7	16.4	7.6	32.7	23.2		
4A: Soccer Moms	1.9	1.5	12.9	6.9	5.4	1.3	70.0	42.0	7.9	41.7	8.4	1.9	3.2	18.3	2.6	21.4	10.4	27.1	15.0		
4B: Home Improvement	1.6	1.4	11.0	6.1	5.9	1.2	72.7	42.9	6.5	43.1	7.5	3.3	5.0	22.9	3.6	24.6	10.6	20.4	9.6		
5A: Comfortable Empty Nesters	1.4	1.1	9.3	5.3	4.5	1.1	77.2	40.5	9.3	39.9	10.2	1.7	3.7	22.5	3.0	21.1	10.3	23.1	14.6		
5C: Parks and Rec	1.5	1.2	9.6	5.0	5.1	1.2	76.4	41.9	7.7	41.7	8.8	3.3	5.8	27.3	4.0	21.8	9.7	18.5	9.6		
5E: Midlife Constants	1.3	1.1	8.9	4.7	5.1	1.0	77.8	40.9	8.4	41.7	9.1	2.8	5.6	26.6	4.1	22.0	10.1	18.0	10.8		
7A: Up and Coming Families	2.1	1.9	14.7	6.9	6.3	1.5	66.6	43.1	6.1	44.0	6.8	3.7	4.9	19.6	3.3	24.2	10.7	22.9	10.7		
9A: Silver & Gold	0.7	0.5	4.8	2.8	3.0	0.8	87.4	39.1	11.6	38.3	11.0	1.2	2.8	17.6	2.1	20.2	8.2	27.1	20.9		
9B: Golden Years	1.4	0.9	7.1	3.9	5.1	1.6	80.0	36.0	13.3	35.6	15.1	2.1	3.2	17.2	1.9	17.3	7.2	28.2	22.8		
9C: The Elders	0.2	0.2	1.7	0.9	1.7	0.4	94.8	35.1	11.6	39.9	13.3	2.2	4.7	27.1	3.0	22.6	7.9	19.1	13.4		
14A: Military Proximity	2.2	2.0	10.9	3.6	11.2	1.7	68.4	46.8	8.3	38.2	6.7	0.9	1.8	16.7	2.6	34.1	14.0	20.7	9.3		
05. Semirural	1.5	1.5	11.3	5.6	4.2	0.7	75.2	44.3	5.3	44.5	5.9	5.5	8.8	28.9	5.7	22.4	9.3	12.9	6.4		
4C: Middleburg	1.7	1.6	12.5	6.2	4.8	1.0	72.1	43.4	6.4	43.1	7.0	3.1	6.0	25.0	4.7	23.8	10.6	18.1	8.8		
6F: Heartland Communities	1.5	1.3	10.5	5.3	3.6	0.6	77.2	44.3	5.0	45.0	5.7	4.0	8.2	33.2	5.8	21.7	9.8	11.4	5.7		
7E: Valley Growers	1.6	2.1	16.3	7.7	4.5	0.3	67.5	48.6	1.7	47.7	2.0	33.7	15.1	21.9	3.7	14.7	4.7	4.6	1.7		
9D: Senior Escapes	0.9	0.9	7.4	3.9	3.2	0.5	83.2	44.6	5.7	43.4	6.3	4.3	9.1	29.7	5.8	24.4	8.7	11.8	6.3		
10D: Down the Road	1.5	1.7	12.6	6.0	4.3	0.6	73.3	45.3	4.2	45.8	4.6	8.2	12.5	29.3	6.9	22.2	7.9	9.0	4.1		
12C: Small Town Simplicity	1.5	1.4	10.1	4.9	4.4	0.6	77.2	44.1	5.2	44.9	5.8	5.7	10.8	30.9	6.9	21.6	8.4	10.4	5.4		
06. Rural	1.3	1.2	10.3	5.6	3.6	0.6	77.4	43.3	6.5	43.3	6.8	4.0	7.9	30.2	5.5	21.3	9.5	14.0	7.6		
6A: Green Acres	1.5	1.2	10.8	6.1	4.2	1.0	75.3	41.7	8.0	41.6	8.6	2.0	4.4	25.5	3.6	21.6	10.6	20.8	11.6		
6B: Salt of the Earth	1.3	1.2	10.4	5.7	3.6	0.6	77.2	43.1	6.7	42.9	7.3	3.1	6.6	33.7	5.0	20.7	10.4	13.5	6.9		
6C: The Great Outdoors	1.2	1.0	8.9	5.0	3.8	0.7	79.3	42.4	7.5	42.2	7.9	2.6	6.0	25.6	4.5	23.2	9.9	17.5	10.6		
6D: Prairie Living	1.5	1.3	11.1	5.7	2.8	0.5	77.1	43.3	6.7	43.1	7.0	4.3	5.6	31.2	4.0	22.2	11.2	15.3	6.2		
6E: Rural Resort Dwellers	0.9	0.8	7.2	4.2	2.7	0.6	83.7	43.9	6.3	42.9	6.9	2.5	6.0	27.5	4.4	22.8	9.5	16.8	10.5		
10A: Southern Satellites	1.3	1.3	11.2	5.8	3.7	0.6	76.1	44.0	5.7	44.5	5.9	5.2	10.1	31.1	6.9	21.5	9.0	10.7	5.4		
10B: Rooted Rural	1.1	1.1	9.8	5.2	3.0	0.5	79.3	44.4	5.6	44.2	5.9	5.3	10.0	33.4	7.0	20.3	8.5	9.9	5.5		
10C: Diners & Miners	1.3	1.3	10.9	5.6	2.9	0.5	77.4	45.7	4.3	45.6	4.5	7.4	11.4	33.9	7.1	19.9	7.2	8.6	4.5		
10E: Rural Bypasses	1.3	1.3	10.3	5.7	3.5	0.5	77.4	44.8	4.8	45.6	4.8	7.3	14.3	32.5	7.6	19.1	7.4	7.7	4.1		

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

<sup>1</sup> 2013-2017 American Community Survey



	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	Construction/ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
<b>United States</b>	\$60,500	\$109,500	63.0	4.6	1.7	7.0	10.0	2.6	10.7	5.7	2.0	6.6	48.9	4.9	14.6	22.3	10.5	13.3	18.3	0.8	5.0	3.4	5.8	6.1
<b>01. Principal Urban Center</b>	\$58,000	\$23,100	68.5	5.4	0.6	6.0	6.0	2.2	8.8	5.1	3.5	8.0	56.0	3.8	16.9	26.1	9.8	10.9	20.7	0.5	4.5	1.8	3.6	5.2
3A: Laptops and Lattes	\$124,000	\$149,800	75.7	2.8	0.4	2.0	4.6	2.0	5.7	2.2	6.0	13.9	58.5	4.7	31.0	39.6	10.5	7.6	7.6	0.0	0.9	0.6	1.0	1.3
3B: Metro Renters	\$76,400	\$29,000	77.2	3.0	0.6	2.7	5.7	2.2	7.6	3.2	4.0	10.4	59.3	4.4	25.1	38.2	10.2	9.4	11.3	0.1	1.2	1.0	1.5	2.0
3C: Trendsetters	\$73,100	\$36,800	74.7	4.2	0.2	4.0	5.0	2.0	8.1	4.0	5.8	7.5	59.7	3.8	19.9	32.7	9.5	10.7	17.4	0.1	2.6	1.5	2.1	3.4
8D: Downtown Melting Pot	\$55,500	\$33,000	60.6	5.2	0.2	6.6	5.5	2.9	9.8	7.7	2.4	7.2	54.7	3.1	12.1	20.7	10.6	13.2	25.3	0.1	4.9	2.2	4.0	6.9
11A: City Strivers	\$49,600	\$21,400	63.2	8.4	0.1	4.9	3.5	1.5	9.7	9.6	2.2	5.9	56.7	5.9	9.5	19.3	8.8	15.3	29.6	0.1	4.0	2.4	2.9	8.1
13C: NeWest Residents	\$34,200	\$11,800	69.4	6.2	1.8	17.3	9.5	2.5	10.4	5.1	1.2	3.9	46.8	1.7	5.3	7.8	8.8	10.0	30.8	1.7	14.7	3.3	8.9	8.6
13D: Fresh Ambitions	\$30,000	\$12,000	58.5	10.1	1.6	8.7	10.3	2.7	12.3	7.1	1.1	3.8	49.5	2.9	5.6	10.4	9.7	12.8	30.2	1.8	7.3	3.1	8.9	10.4
13E: High Rise Renters	\$24,500	\$10,400	54.7	10.4	0.2	5.1	4.1	1.7	11.8	7.8	1.7	5.7	58.9	3.0	6.5	13.6	10.2	13.5	37.5	0.2	4.2	2.1	3.9	8.2
<b>02. Urban Periphery</b>	\$51,200	\$48,900	64.8	5.9	1.2	8.2	9.5	2.7	11.4	6.9	1.7	5.5	48.5	4.2	10.1	16.7	10.2	14.5	23.0	0.8	6.4	3.6	6.8	8.0
2C: Pacific Heights	\$101,200	\$368,800	62.5	4.2	0.4	5.3	8.9	3.1	9.8	6.5	2.6	7.5	50.6	5.2	16.6	26.0	10.9	14.1	17.3	0.3	3.5	2.7	4.1	4.4
5D: Rustbelt Traditions	\$54,600	\$108,300	66.5	4.1	0.9	7.1	12.2	2.7	11.8	5.8	1.7	6.1	47.1	4.8	11.2	19.7	10.0	15.6	19.2	0.4	5.2	4.1	7.6	7.0
7B: Urban Villages	\$68,600	\$139,800	65.2	5.8	1.6	9.0	10.9	3.1	11.4	7.9	1.7	4.9	45.9	3.6	9.3	14.5	10.4	15.0	22.2	1.3	6.7	4.2	7.8	8.6
7C: American Dreamers	\$53,700	\$73,600	66.5	6.0	1.2	9.6	8.2	2.7	12.3	7.6	1.5	5.4	47.2	4.2	9.2	14.3	10.5	15.5	23.1	0.8	7.3	4.4	6.4	8.4
7D: Barrios Urbanos	\$41,700	\$35,700	62.4	6.6	3.7	14.8	12.4	2.9	11.6	6.8	0.9	3.5	40.8	2.7	5.7	8.7	9.2	12.1	23.7	2.8	12.5	4.5	10.6	10.2
7F: Southwestern Families	\$33,500	\$22,600	55.4	7.0	3.0	11.2	6.7	2.7	12.2	7.2	1.1	4.2	48.0	3.8	6.5	11.1	10.7	13.8	26.8	1.7	9.5	4.5	6.3	9.1
8A: City Lights	\$76,300	\$103,600	68.7	4.5	0.4	6.8	7.0	2.6	10.1	6.1	2.8	7.0	52.4	4.8	15.2	24.0	9.9	14.0	19.6	0.3	4.8	2.9	3.9	5.5
8C: Bright Young Professionals	\$57,600	\$42,600	71.8	4.0	1.0	6.1	8.7	2.5	12.0	5.8	2.0	7.0	49.5	5.3	13.6	22.4	11.0	15.1	19.0	0.3	4.2	3.4	5.1	5.8
11C: Metro Fusion	\$38,100	\$13,200	69.4	6.6	0.9	8.5	8.1	2.4	12.7	7.0	1.6	5.4	49.7	3.8	8.4	14.1	10.5	14.9	26.3	0.6	6.8	3.4	6.5	8.4
12A: Family Foundations	\$44,900	\$69,100	59.1	8.6	0.4	4.9	8.1	1.9	10.6	9.5	1.7	5.6	50.5	6.7	9.2	16.8	9.4	16.9	24.8	0.2	4.0	2.9	6.3	9.6
12D: Modest Income Homes	\$26,100	\$13,800	50.9	12.2	0.6	5.1	10.1	1.7	11.2	7.4	1.3	4.1	53.3	5.1	6.5	12.8	9.7	14.3	31.0	0.4	4.2	2.6	8.4	10.1
13A: International Marketplace	\$51,900	\$21,100	68.7	5.7	0.6	9.1	8.1	2.6	10.6	7.3	2.1	5.0	52.1	2.7	9.0	15.1	9.6	12.7	28.2	0.5	7.3	3.0	6.2	8.4
13B: Las Casas	\$42,200	\$17,200	63.7	7.1	1.9	10.6	14.3	3.8	11.1	8.0	1.1	3.2	44.0	2.1	5.1	8.1	9.5	12.7	26.1	2.0	8.7	3.8	12.1	11.9
<b>03. Metro Cities</b>	\$43,500	\$23,700	62.6	5.4	0.9	5.7	9.3	2.2	11.7	4.9	1.8	6.0	53.2	4.2	12.0	22.3	10.7	13.9	21.7	0.5	4.2	2.8	6.0	6.0
5B: In Style	\$78,400	\$190,500	67.3	2.9	1.1	5.3	7.9	2.4	10.0	4.3	2.0	7.8	53.7	5.4	18.3	30.2	10.9	12.5	14.6	0.4	3.3	2.4	3.4	3.9
8B: Emerald City	\$66,700	\$72,300	73.4	3.2	0.7	4.6	6.5	2.3	9.0	3.8	2.6	7.8	58.2	4.6	18.8	32.5	10.2	11.4	15.8	0.2	2.8	1.8	3.0	3.4
8E: Front Porches	\$47,600	\$33,100	65.7	5.8	1.1	7.8	10.5	2.5	12.4	6.1	1.5	5.3	48.4	4.4	9.6	16.6	10.2	14.7	23.5	0.8	5.9	3.7	7.4	7.7
8F: Old and Newcomers	\$48,200	\$41,600	63.2	4.1	1.1	5.8	8.9	2.3	12.2	5.0	1.8	6.4	51.6	5.0	12.5	22.6	11.1	14.6	20.4	0.4	4.1	3.0	5.7	5.7
8G: Hardscrabble Road	\$30,400	\$13,600	58.4	8.7	1.1	8.1	15.4	2.4	12.5	5.8	1.2	3.8	46.6	3.0	6.2	11.0	9.8	12.9	27.2	0.8	6.8	3.5	12.0	9.8
9E: Retirement Communities	\$44,200	\$65,900	50.0	4.3	0.9	5.4	8.9	2.6	11.7	5.2	1.7	7.3	51.7	4.5	13.8	23.4	11.1	14.6	19.3	0.4	3.8	2.8	5.2	5.5
9F: Social Security Set	\$18,900	\$10,800	45.2	7.9	0.7	4.9	8.1	1.9	11.2	5.2	2.2	5.6	56.1	4.1	10.9	20.1	10.1	13.3	26.8	0.4	3.7	2.2	5.9	6.7
11B: Young and Restless	\$44,700	\$13,300	75.9	4.4	0.6	5.3	7.4	2.4	12.6	5.7	2.4	7.6	51.9	4.1	12.7	22.9	11.3	15.3	20.7	0.2	3.8	2.8	4.5	5.7
11D: Set to Impress	\$36,300	\$13,700	65.2	5.8	0.8	6.1	8.8	2.1	12.5	4.8	1.8	5.3	53.9	4.0	10.1	19.5	10.4	13.9	25.2	0.5	4.7	2.9	6.4	6.4
11E: City Commons	\$19,500	\$10,400	54.5	13.3	0.5	4.8	8.5	1.6	12.1	7.1	1.3	4.3	55.5	4.3	6.3	12.6	10.9	14.2	33.0	0.4	4.1	2.2	7.4	9.0
12B: Traditional Living	\$41,600	\$39,900	63.8	5.8	1.2	7.0	15.8	2.4	12.5	5.8	1.4	4.6	45.3	3.9	8.1	14.7	9.9	14.6	22.7	0.6	5.6	4.0	11.1	8.8
14B: College Towns	\$36,400	\$12,400	61.2	5.2	0.9	3.7	6.0	1.5	12.0	2.9	1.8	4.7	63.5	3.1	10.7	28.5	11.1	13.3	23.7	0.5	2.7	1.8	3.7	4.2
14C: Dorms to Diplomas	\$18,800	\$8,900	47.1	7.9	0.7	2.0	3.6	0.9	12.6	1.7	1.7	3.3	71.7	1.8	7.0	27.2	12.3	15.2	29.4	0.5	1.5	1.2	2.3	3.4
<b>04. Suburban Periphery</b>	\$91,900	\$339,800	64.9	3.4	0.9	5.9	9.0	2.9	9.8	5.2	2.3	8.4	50.0	5.5	19.5	27.5	11.3	12.9	14.0	0.3	3.6	2.9	3.7	4.3
1A: Top Tier	\$180,100	\$1,599,100	62.8	2.8	0.6	3.8	7.4	3.2	6.7	2.6	3.3	13.3	55.2	4.0	30.1	36.0	12.5	8.3	7.6	0.1	1.5	1.0	1.2	1.6
1B: Professional Pride	\$146,800	\$1,066,200	69.7	2.8	0.8	4.5	10.6	3.4	8.6	4.0	2.7	10.4	50.4	4.6	26.7	31.9	12.6	10.3	9.9	0.1	2.1	1.7	2.1	2.6
1C: Boomburbs	\$120,000	\$451,200	71.3	3.1	1.1	4.7	9.5	3.1	9.3	5.1	2.7	9.8	48.9	5.8	23.8	30.6	12.3	11.4	11.6	0.1	2.2	2.2	2.6	3.3
1D: Savvy Suburbanites	\$114,100	\$767,900	67.4	3.0	0.8	6.3	9.5	3.1	9.1	4.7	2.3	8.7	50.2	5.4	21.9	29.7	11.5	12.0	12.1	0.2	3.5	2.7	2.9	3.5
1E: Exurbanites	\$108,100	\$840,600	59.9	2.9	1.1	5.7	7.8	2.8	8.4	3.9	2.2	9.4	53.6	5.1	23.2	31.8	12.0	10.9	11.5	0.4	2.9	2.0	2.4	3.0
2A: Urban Chic	\$117,300	\$513,800	68.8	3.1	0.7	4.2	6.5	2.4	7.3	3.1	4.0	9.7	57.6	4.5	25.0	36.1	10.8	9.4	11.0	0.2	2.2	1.3	1.7	2.2
2B: Pleasantville	\$101,000	\$447,800	67.6	3.8	0.4	7.2	7.5	2.7	9.9	6.0	2.6	7.4	50.4	5.9	16.8	25.4	10.5	14.5	16.3	0.2	4.7	3.3	3.5	4.8



	Employment by Industry (%)													Employment by Occupation (%)												
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) <sup>1</sup>	Unemploy-ment Rate (%)	Agriculture/ Mining	Construction	Manufact-uring	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	\$60,500	\$109,500	63.0	4.6	1.7	7.0	10.0	2.6	10.7	5.7	2.0	6.6	48.9	4.9	14.6	22.3	10.5	13.3	18.3	0.8	5.0	3.4	5.8	6.1		
04. Suburban Periphery (Cont.)	\$91,900	\$339,800	64.9	3.4	0.9	5.9	9.0	2.9	9.8	5.2	2.3	8.4	50.0	5.5	19.5	27.5	11.3	12.9	14.0	0.3	3.6	2.9	3.7	4.3		
2D: Enterprising Professionals	\$94,200	\$124,000	74.5	3.5	0.4	4.4	8.7	2.5	9.1	4.6	3.2	8.5	52.8	5.8	21.0	32.2	10.2	11.9	13.6	0.1	2.5	2.1	2.9	3.5		
4A: Soccer Moms	\$97,600	\$315,200	70.6	3.2	1.0	6.4	10.2	3.1	10.3	5.8	2.0	8.1	47.2	6.0	18.8	26.2	11.3	13.6	13.9	0.2	3.8	3.3	4.2	4.6		
4B: Home Improvement	\$76,500	\$195,600	69.8	4.2	0.8	7.3	8.9	2.9	11.6	6.7	2.0	7.2	47.2	5.5	14.2	21.2	10.9	15.8	17.3	0.3	4.8	4.1	5.2	6.2		
5A: Comfortable Empty Nesters	\$78,700	\$331,000	61.4	3.2	1.1	6.4	10.5	2.8	10.4	5.4	1.7	7.2	48.6	5.8	16.5	26.0	10.9	14.1	14.5	0.4	4.1	3.6	5.0	4.9		
5C: Parks and Rec	\$64,700	\$140,100	67.1	4.2	0.7	7.4	10.0	2.7	11.4	6.2	1.8	6.5	47.8	5.5	12.8	21.1	10.2	15.5	18.6	0.3	5.2	3.9	5.9	6.5		
5E: Midlife Constants	\$56,300	\$154,300	57.5	3.6	1.5	6.5	11.1	2.5	11.5	5.5	1.5	6.0	48.7	5.4	12.9	22.7	10.5	14.5	17.8	0.6	4.6	3.7	6.6	6.0		
7A: Up and Coming Families	\$78,000	\$141,000	71.2	3.9	1.2	6.6	8.4	3.0	11.2	7.1	2.0	7.4	46.9	6.4	15.2	22.7	11.1	15.2	16.7	0.3	4.3	3.8	4.7	6.1		
9A: Silver & Gold	\$77,300	\$577,000	40.4	3.4	1.2	6.8	6.0	2.7	10.8	4.2	1.7	10.6	51.7	4.4	21.5	24.6	14.9	11.8	14.4	0.6	3.6	2.6	2.5	3.5		
9B: Golden Years	\$77,300	\$242,500	56.6	3.3	0.6	4.8	7.2	2.7	9.6	4.4	2.4	9.4	54.0	5.0	20.7	30.3	12.0	12.3	13.7	0.2	2.8	1.9	2.7	3.4		
9C: The Elders	\$46,600	\$303,900	23.7	4.8	0.8	5.9	5.6	2.7	13.4	5.2	1.7	9.2	51.6	4.0	15.3	20.5	14.7	15.5	18.9	0.3	3.7	2.7	3.0	5.5		
14A: Military Proximity	\$52,500	\$12,500	22.8	6.9	0.6	3.0	3.1	1.0	11.9	3.0	1.0	3.0	41.2	32.2	11.6	22.2	10.4	14.9	22.0	0.5	2.8	7.4	2.9	5.2		
05. Semirural	\$48,100	\$78,800	58.9	4.9	3.5	8.0	12.8	2.5	11.9	6.0	1.3	4.8	44.0	5.1	10.5	17.1	10.1	13.7	19.8	2.2	6.0	4.5	8.5	7.6		
4C: Middleburg	\$64,900	\$131,500	66.4	3.7	1.8	7.9	11.7	2.8	11.4	6.3	1.6	5.9	44.7	5.8	13.4	20.6	10.5	14.3	16.9	0.7	5.5	4.6	7.0	6.5		
6F: Heartland Communities	\$46,300	\$85,600	58.6	4.4	2.9	7.2	16.9	2.5	11.7	6.0	1.2	4.3	42.4	4.8	9.5	16.7	9.3	13.6	19.6	1.3	5.7	4.6	11.2	8.4		
7E: Valley Growers	\$37,600	\$18,100	60.8	7.4	32.4	7.1	7.8	3.5	8.6	4.8	0.6	1.9	30.4	2.8	4.5	6.5	6.8	7.8	17.4	32.9	5.4	3.4	6.2	9.2		
9D: Senior Escapes	\$41,200	\$121,400	43.7	5.9	3.0	9.6	7.2	2.2	13.0	5.8	1.3	5.1	47.6	5.2	10.8	15.9	11.2	14.3	22.6	1.8	6.8	4.6	5.2	6.8		
10D: Down the Road	\$41,600	\$51,000	59.3	6.3	3.2	10.6	12.1	2.4	12.6	6.1	1.1	4.0	43.4	4.5	8.3	12.7	10.0	13.2	22.9	1.8	8.6	5.0	8.9	8.5		
12C: Small Town Simplicity	\$34,500	\$22,600	53.0	6.0	2.1	7.0	13.4	2.1	13.0	5.4	1.3	4.3	46.6	4.9	8.5	15.9	10.4	13.6	23.4	1.0	5.6	3.9	9.7	8.1		
06. Rural	\$56,900	\$156,500	58.4	3.9	4.4	9.3	13.7	2.6	10.7	6.4	1.2	4.8	41.7	5.2	12.7	18.4	9.5	13.1	16.8	1.7	6.8	5.1	8.5	7.4		
6A: Green Acres	\$81,800	\$298,800	65.8	2.9	2.4	8.8	12.7	2.9	10.1	6.0	1.5	6.2	44.2	5.3	16.2	22.6	10.0	13.5	14.6	0.8	5.7	4.5	6.3	5.8		
6B: Salt of the Earth	\$60,900	\$180,000	62.4	3.3	3.2	8.8	17.9	2.7	10.4	6.6	1.2	4.6	40.2	4.5	12.0	18.0	8.9	13.5	16.0	1.2	6.4	5.3	10.5	8.0		
6C: The Great Outdoors	\$61,300	\$175,900	58.7	4.0	3.6	10.1	8.0	2.1	11.1	5.3	1.4	5.2	47.2	6.1	13.7	20.5	10.3	12.6	18.9	1.7	7.0	4.3	5.2	5.7		
6D: Prairie Living	\$59,500	\$171,900	64.1	2.5	14.5	8.5	12.0	3.4	9.6	6.4	1.1	4.3	35.8	4.5	16.5	16.1	8.1	12.4	14.6	5.2	6.5	4.8	7.9	7.9		
6E: Rural Resort Dwellers	\$54,200	\$180,700	50.7	3.7	4.6	10.0	9.9	2.1	11.1	5.3	1.4	5.4	44.9	5.5	13.8	18.5	10.7	12.1	18.8	2.1	7.1	4.3	6.5	6.0		
10A: Southern Satellites	\$51,900	\$111,200	58.2	4.5	3.3	10.3	14.5	2.5	11.4	7.0	1.1	4.2	40.5	5.1	10.4	16.1	9.6	13.4	17.6	1.4	7.6	5.9	9.7	8.3		
10B: Rooted Rural	\$46,000	\$111,700	51.7	4.7	5.3	9.5	15.4	2.3	11.0	6.7	1.0	3.9	39.6	5.4	10.2	16.5	9.0	12.6	17.6	2.4	7.5	5.5	10.3	8.4		
10C: Diners & Miners	\$44,300	\$85,200	49.1	5.5	11.9	8.8	7.4	2.1	11.3	6.9	1.0	3.9	40.8	5.8	9.2	16.4	9.5	12.7	18.4	1.5	10.8	5.7	7.0	8.7		
10E: Rural Bypasses	\$35,600	\$43,700	47.1	7.1	3.7	8.2	16.7	2.1	11.4	6.5	1.0	3.2	40.9	6.3	8.1	14.7	9.2	12.7	20.8	1.8	6.6	4.9	12.1	9.2		

\* 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 Owner-ship (%)	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	2014 or later	2010 to 2013	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier		
United States		\$234,200	63.5	11.2	61.7	5.8	3.7	4.4	4.8	4.5	8.8	6.3	0.1	0.9	2.3	14.5	14.0	13.6	54.7		
01. Principal Urban Center		\$494,000	25.5	10.3	12.8	8.0	8.6	11.1	10.4	10.6	37.6	0.9	0.1	1.0	2.3	10.7	7.2	8.6	70.1		
3A: Laptops and Lattes	High Density Apartments	\$906,500	38.2	10.2	12.1	7.8	5.6	8.4	9.4	9.1	47.5	0.1	0.0	1.3	2.5	12.0	6.6	7.9	69.6		
3B: Metro Renters	Multi-Unit Rentals	\$422,800	20.8	10.6	7.7	5.2	2.6	5.9	9.1	12.4	56.8	0.2	0.0	2.4	4.6	21.7	12.7	10.1	48.5		
3C: Trendsetters	High Density Apartments	\$662,300	25.3	8.8	12.9	6.6	8.0	12.8	13.8	11.9	33.8	0.3	0.0	0.8	2.0	8.4	5.2	7.9	75.7		
8D: Downtown Melting Pot	High Density Apartments	\$655,400	32.0	7.8	12.8	10.2	17.8	14.4	7.9	6.4	30.0	0.4	0.0	0.3	1.1	5.2	4.0	6.1	83.3		
11A: City Strivers	High Density Apartments	\$373,000	32.9	10.4	15.0	12.1	20.0	18.0	8.2	6.6	19.8	0.2	0.0	0.3	1.3	6.0	4.2	4.2	84.1		
13C: NeWest Residents	Multi-Unit Rentals	\$153,800	17.4	13.2	17.7	4.4	5.4	11.6	16.0	19.2	20.7	4.8	0.1	0.5	1.6	8.1	9.3	16.9	63.6		
13D: Fresh Ambitions	Multi-Unit Rentals; Single Family	\$140,000	27.2	13.2	25.2	17.7	13.4	17.1	9.7	5.9	9.4	1.5	0.1	0.3	1.1	6.2	5.5	7.9	78.9		
13E: High Rise Renters	High-Rise Rentals	\$394,700	4.0	6.3	1.7	2.9	2.9	5.1	7.4	9.9	69.7	0.2	0.1	0.4	1.4	4.4	3.9	4.8	85.1		
02. Urban Periphery		\$185,800	52.9	9.4	56.7	7.7	5.6	6.2	6.6	6.2	8.1	2.9	0.1	0.5	1.5	9.2	9.8	12.8	66.2		
2C: Pacific Heights	Single Family	\$705,100	72.6	4.3	66.9	14.3	5.2	3.1	2.3	1.7	5.8	0.7	0.0	0.3	0.8	5.3	6.7	13.3	73.5		
5D: Rustbelt Traditions	Single Family	\$132,800	71.6	7.7	80.3	3.8	3.7	3.2	2.8	2.2	2.1	1.9	0.0	0.3	0.8	5.1	6.2	8.0	79.7		
7B: Urban Villages	Single Family	\$377,300	70.1	4.3	80.7	5.3	2.2	2.1	2.0	1.6	3.2	2.8	0.1	0.3	0.6	6.2	7.8	11.2	73.9		
7C: American Dreamers	Single Family	\$173,800	64.7	7.9	72.4	7.6	2.2	3.3	4.1	3.5	3.6	3.4	0.0	0.7	1.6	14.7	15.2	22.3	45.6		
7D: Barrios Urbanos	Single Family	\$111,000	59.7	9.2	73.6	2.8	2.9	3.2	2.8	2.3	2.3	9.9	0.1	0.7	2.0	12.6	10.4	11.3	63.1		
7F: Southwestern Families	Single Family	\$98,400	53.4	9.9	64.7	4.7	3.7	4.5	4.2	3.6	8.0	6.5	0.1	0.6	1.8	8.3	9.5	12.7	67.1		
8A: City Lights	Multi-Units; Single Family	\$432,000	52.4	6.3	41.5	9.8	12.1	8.6	6.7	6.1	14.1	0.9	0.0	0.4	1.0	5.2	5.6	10.2	77.6		
8C: Bright Young Professionals	Single Family; Multi-Units	\$210,200	44.5	8.3	39.8	10.4	2.6	6.8	11.9	13.7	12.0	2.7	0.1	1.2	3.2	20.4	21.7	21.3	32.3		
11C: Metro Fusion	Multi-Unit Rentals; Single Family	\$154,800	25.4	12.1	23.6	7.8	4.6	10.9	16.4	17.6	16.0	3.1	0.1	0.6	1.7	11.0	13.8	20.6	52.3		
12A: Family Foundations	Single Family	\$125,500	65.7	11.1	73.4	8.8	3.5	2.9	3.0	2.2	4.5	1.6	0.0	0.2	0.9	5.0	4.6	6.4	82.7		
12D: Modest Income Homes	Single Family	\$74,900	44.7	21.9	61.4	9.9	8.8	5.5	4.3	2.7	4.8	2.5	0.0	0.3	1.2	5.1	4.7	5.6	83.2		
13A: International Marketplace	High Density Apartments; Single Family	\$392,800	28.2	7.9	22.4	7.3	14.0	15.3	11.3	9.4	19.4	0.9	0.1	0.5	1.2	6.2	5.9	9.0	77.1		
13B: Las Casas	Single Family; Multi-Unit Rentals	\$327,900	35.8	6.8	45.9	8.5	10.3	11.6	7.6	5.4	7.9	2.6	0.1	0.3	0.9	5.7	6.2	8.5	78.4		
03. Metro Cities		\$180,700	41.3	11.8	43.3	7.0	6.1	7.8	9.3	8.9	15.4	2.2	0.1	0.7	1.9	9.5	10.6	12.9	64.5		
5B: In Style	Single Family	\$272,000	68.4	8.5	66.2	8.0	2.8	4.2	5.6	5.1	6.4	1.8	0.0	1.0	2.6	13.8	14.6	15.7	52.3		
8B: Emerald City	Single Family; Multi-Units	\$301,700	49.2	11.5	46.6	9.3	6.6	7.6	7.6	7.2	14.4	0.7	0.0	0.9	1.8	8.9	8.2	10.3	69.9		
8E: Front Porches	Single Family; Multi-Units	\$182,500	47.8	9.3	47.8	9.8	8.7	9.5	8.3	6.2	7.0	2.7	0.1	0.4	1.2	7.1	7.9	11.0	72.4		
8F: Old and Newcomers	Single Family; Multi-Units	\$183,900	46.3	11.2	43.3	7.3	4.2	7.6	10.4	9.5	14.4	3.2	0.1	0.6	1.8	10.2	12.7	16.1	58.6		
8G: Hardscrabble Road	Single Family	\$75,800	40.5	17.4	59.0	5.5	11.0	7.8	5.7	3.6	4.1	3.2	0.0	0.3	0.9	4.5	5.0	6.2	83.0		
9E: Retirement Communities	Multi-Units; Single Family	\$196,000	46.0	12.3	31.5	8.9	3.1	5.8	7.5	7.4	32.5	3.2	0.1	0.5	1.6	10.2	13.2	18.0	56.6		
9F: Social Security Set	Multi-Unit Rentals	\$163,700	14.4	13.5	12.4	4.8	5.2	7.7	8.1	8.0	52.2	1.5	0.1	0.8	1.7	7.8	6.8	10.6	72.3		
11B: Young and Restless	Multi-Unit Rentals	\$193,100	14.4	10.6	10.9	5.5	2.3	8.8	18.9	25.3	27.1	1.1	0.1	0.9	2.8	14.4	20.2	25.3	36.4		
11D: Set to Impress	Multi-Unit Rentals; Single Family	\$145,700	28.6	13.7	31.7	6.2	9.2	12.7	12.1	10.2	15.7	2.1	0.1	0.5	1.6	6.7	8.1	11.3	71.8		
11E: City Commons	Multi-Unit Rentals; Single Family	\$89,000	23.4	18.5	32.9	10.8	11.3	11.9	13.4	7.9	9.9	1.8	0.0	0.5	2.2	9.7	6.8	7.6	73.2		
12B: Traditional Living	Single Family	\$86,400	59.5	12.1	75.6	3.3	6.2	4.3	3.5	2.3	2.3	2.4	0.0	0.3	0.8	4.0	4.5	5.4	85.0		
14B: College Towns	Multi-Unit Rentals; Single Family	\$203,300	25.7	9.7	31.2	5.8	7.1	9.9	11.9	12.6	19.4	2.1	0.1	1.0	3.4	13.1	12.6	12.2	57.7		
14C: Dorms to Diplomas	Multi-Unit Rentals	\$222,100	8.2	7.1	13.6	3.9	5.7	9.5	15.0	19.7	31.6	1.0	0.0	1.6	5.1	15.8	16.3	14.0	47.1		
04. Suburban Periphery		\$323,900	80.0	7.9	76.4	7.2	1.7	2.1	2.5	2.5	5.3	2.2	0.0	1.2	2.9	19.6	17.0	14.9	44.3		
1A: Top Tier	Single Family	\$842,500	90.1	5.1	89.9	3.9	0.8	0.7	0.7	0.6	3.0	0.3	0.0	0.8	1.6	9.9	12.1	13.7	61.8		
1B: Professional Pride	Single Family	\$452,900	91.3	2.9	90.8	4.7	0.4	0.5	0.8	0.8	1.3	0.6	0.0	1.7	3.5	24.3	38.4	15.8	16.2		
1C: Boomburbs	Single Family	\$380,400	85.2	3.9	83.7	7.4	0.3	0.8	1.7	2.3	3.1	0.7	0.0	4.1	10.8	60.3	16.6	3.6	4.6		
1D: Savvy Suburbanites	Single Family	\$379,500	90.7	3.6	91.2	4.1	0.8	0.7	0.7	0.6	0.9	1.0	0.0	1.0	2.1	13.0	17.5	21.0	45.4		
1E: Exurbanites	Single Family	\$451,700	85.1	8.7	83.2	6.3	1.0	1.4	1.5	1.1	3.8	1.5	0.0	0.9	1.8	12.6	14.2	16.7	53.7		
2A: Urban Chic	Single Family	\$693,900	66.5	9.2	61.5	8.7	4.0	4.5	4.7	4.7	11.3	0.6	0.0	0.8	1.6	10.1	10.0	11.0	66.5		
2B: Pleasantville	Single Family	\$405,400	83.5	4.4	84.1	5.5	3.2	1.6	1.3	1.1	2.2	1.0	0.0	0.3	0.8	5.3	6.0	9.1	78.3		



		Units in Structure (%) <sup>1</sup>											Year Structure Built (%) <sup>1</sup>						
		Median Home Value	Home Owner-ship (%)	Vacancy (%)	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
Housing Type																			
United States		\$234,200	63.5	11.2	61.7	5.8	3.7	4.4	4.8	4.5	8.8	6.3	0.1	0.9	2.3	14.5	14.0	13.6	54.7
04. Suburban Periphery (Cont.)		\$323,900	80.0	7.9	76.4	7.2	1.7	2.1	2.5	2.5	5.3	2.2	0.0	1.2	2.9	19.6	17.0	14.9	44.3
2D: Enterprising Professionals	Multi-Units; Single Family	\$381,600	52.8	5.6	30.4	22.9	1.6	4.9	10.3	13.0	16.0	0.9	0.0	1.6	3.8	21.2	25.2	22.3	25.9
4A: Soccer Moms	Single Family	\$280,600	85.5	3.9	86.1	5.8	0.7	1.0	1.3	1.3	1.7	1.9	0.0	1.7	4.1	30.3	32.3	14.2	17.3
4B: Home Improvement	Single Family	\$215,800	79.8	4.6	84.2	6.8	1.0	1.6	1.8	1.5	1.5	1.6	0.0	0.6	1.3	8.6	16.8	31.1	41.7
5A: Comfortable Empty Nesters	Single Family	\$222,800	87.1	6.2	88.4	4.0	1.1	1.1	1.1	0.8	1.3	2.3	0.0	0.6	1.4	10.3	12.4	13.9	61.3
5C: Parks and Rec	Single Family	\$211,200	70.5	6.5	67.7	9.2	5.0	4.5	4.2	3.5	4.0	2.0	0.0	0.4	1.0	6.5	7.8	11.0	73.3
5E: Midlife Constants	Single Family	\$168,400	73.4	9.1	76.1	4.5	2.6	3.1	3.3	2.3	4.3	3.8	0.0	0.4	1.3	9.9	11.3	11.7	65.3
7A: Up and Coming Families	Single Family	\$225,700	77.0	5.9	80.4	5.6	0.6	1.6	2.4	3.1	3.4	2.8	0.0	3.0	8.2	58.2	17.7	5.8	7.2
9A: Silver & Gold	Single Family/Seasonal	\$407,000	84.8	42.3	65.3	7.3	1.7	3.0	3.3	3.3	11.9	4.1	0.1	1.2	2.2	25.3	20.5	20.0	30.8
9B: Golden Years	Single Family; Multi-Units	\$369,900	63.2	12.9	40.9	12.5	2.9	4.5	5.6	5.5	26.6	1.6	0.1	0.7	1.8	11.8	13.5	17.5	54.6
9C: The Elders	SF; High-Rises; Mobile Homes/Seasonal	\$215,600	82.4	23.7	39.6	10.8	1.3	3.6	3.7	4.2	18.6	17.8	0.4	0.6	1.5	17.4	21.0	24.7	34.8
14A: Military Proximity	Townhomes; Multi-Unit Rentals	\$183,100	3.5	14.7	25.7	46.4	9.7	9.4	4.3	1.4	2.3	0.7	0.1	1.5	11.5	29.6	16.3	9.7	31.4
05. Semirural		\$141,200	67.2	12.5	65.7	3.2	3.0	3.5	3.3	2.2	3.1	15.7	0.2	0.8	2.4	16.1	15.3	13.2	52.3
4C: Middleburg	Single Family	\$192,300	74.9	7.1	75.4	4.4	1.9	2.4	2.6	2.1	2.1	8.9	0.1	1.6	4.3	30.2	21.8	13.3	28.7
6F: Heartland Communities	Single Family	\$103,100	69.9	12.5	77.0	2.5	3.4	3.3	2.7	1.6	2.0	7.3	0.1	0.3	1.1	7.1	9.0	9.0	73.6
7E: Valley Growers	Single Family	\$168,200	45.1	9.1	60.1	3.2	4.6	7.0	5.7	3.1	3.2	12.9	0.3	0.5	2.1	13.6	14.2	13.2	56.3
9D: Senior Escapes	Single Family; Mobile Homes/Seasonal	\$149,600	76.3	24.9	50.2	2.3	1.2	1.7	1.8	1.7	2.4	37.9	0.7	0.7	1.7	17.2	17.8	21.2	41.3
10D: Down the Road	Mobile Homes; Single Family	\$110,700	66.4	12.0	43.3	1.9	1.6	2.1	2.3	1.8	2.1	44.5	0.3	1.2	2.9	16.8	21.8	18.6	38.7
12C: Small Town Simplicity	Single Family	\$97,100	50.7	14.2	60.7	3.5	5.7	6.5	6.2	3.5	6.9	6.9	0.1	0.3	1.3	6.8	8.9	10.8	71.9
06. Rural		\$180,500	80.6	17.4	76.5	1.4	1.2	1.0	0.9	0.6	0.7	17.6	0.2	0.8	2.4	16.6	18.0	14.8	47.4
6A: Green Acres	Single Family	\$258,400	86.6	7.2	87.1	2.4	1.1	0.8	0.8	0.6	0.7	6.4	0.1	1.2	3.0	20.1	19.9	14.9	41.0
6B: Salt of the Earth	Single Family	\$170,800	83.3	10.2	83.8	1.5	1.3	1.0	0.8	0.4	0.4	10.7	0.1	0.6	1.9	13.8	15.8	12.0	55.8
6C: The Great Outdoors	Single Family	\$270,200	78.6	21.2	76.6	2.1	1.6	1.6	1.4	0.9	1.1	14.5	0.2	0.8	2.2	18.2	17.1	16.9	44.7
6D: Prairie Living	Single Family	\$157,500	79.4	16.3	84.8	1.0	0.9	1.2	0.9	0.6	0.6	9.9	0.1	0.7	2.0	10.9	10.6	9.4	66.4
6E: Rural Resort Dwellers	Single Family/Seasonal	\$230,600	82.0	51.5	78.2	1.7	1.1	1.3	1.3	1.2	1.9	13.1	0.2	0.7	1.8	18.7	17.3	16.5	44.9
10A: Southern Satellites	Single Family; Mobile Homes	\$150,100	78.4	11.5	65.9	0.8	0.9	0.7	0.6	0.4	0.4	30.0	0.2	1.1	3.0	19.2	22.0	16.4	38.3
10B: Rooted Rural	Single Family; Mobile Homes	\$128,600	80.3	19.7	72.1	0.7	0.7	0.7	0.5	0.3	0.3	24.4	0.2	0.7	2.3	15.2	18.3	15.1	48.3
10C: Diners & Miners	Single Family; Mobile Homes	\$96,700	76.2	15.5	68.4	0.8	1.1	1.1	1.2	0.6	0.8	25.8	0.2	0.8	2.4	12.6	14.8	14.9	54.6
10E: Rural Bypasses	Single Family; Mobile Homes	\$90,100	70.8	16.6	63.2	0.7	1.8	1.8	1.5	0.6	0.6	29.5	0.1	0.6	1.9	12.4	18.9	16.3	49.9

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

<sup>1</sup> 2013-2017 American Community Survey