

	2010-19				Household Type	Average HH Size	Diversity Index ²	Median Age	Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density ¹					<18	18-44	45-64	65+	Never Married	Married	Widowed/ Divorced
United States	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
01. Affluent Estates	12,465,988	36,324,068	1.47	515.0		2.89	45.5	43.1	24.3	28.1	30.4	17.1	23.6	65.2	11.2
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
02. Upscale Avenues	7,028,011	19,226,613	0.78	1,120.6		2.70	67.4	40.8	20.8	34.6	27.8	16.8	31.2	54.8	14.0
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
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
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
03. Uptown Individuals	4,777,597	9,177,345	1.82	7,909.6		1.86	65.9	35.1	11.7	55.2	21.4	11.8	51.3	36.5	12.2
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
04. Family Landscapes	9,443,432	27,173,686	1.44	303.0		2.86	55.3	37.1	24.9	36.0	26.6	12.5	28.3	57.2	14.5
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
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
05. GenXurban	14,178,061	34,955,331	0.52	416.4		2.42	42.6	43.9	19.4	31.8	27.3	21.4	28.7	52.6	18.7
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
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
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
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
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
06. Cozy Country Living	15,031,119	38,420,524	0.60	22.2		2.52	27.5	45.4	20.1	29.4	30.0	20.5	24.3	58.6	17.1
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
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
07. Ethnic Enclaves	8,907,483	30,048,567	1.57	137.9		3.34	82.7	32.1	28.7	39.9	21.7	9.7	36.7	49.1	14.1
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
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
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
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
08. Middle Ground	13,581,979	33,332,083	0.76	400.2		2.41	70.0	36.4	21.5	40.0	23.9	14.5	38.6	42.8	18.5
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
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
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
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
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

	2010-19				Household Type	Average HH Size	Diversity Index ²	Median Age	Population by Age (%)				Marital Status (%)		
	Households	Population	Ann. Pop. Chg (%)	Pop. Density ¹					<18	18-44	45-64	65+	Never Married	Married	Widowed/ Divorced
United States	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
09. Senior Styles	7,252,412	14,743,894	0.91	90.7		1.94	48.7	58.1	12.1	23.6	25.3	39.0	25.8	48.3	25.9
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
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
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
10. Rustic Outposts	10,335,189	27,596,789	0.60	29.7		2.60	49.9	41.0	21.7	33.2	27.6	17.5	28.2	52.6	19.2
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
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
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
11. Midtown Singles	7,716,598	18,765,233	0.83	2,411.5		2.38	78.9	31.2	24.8	45.0	20.2	10.0	49.9	32.3	17.7
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
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
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
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
12. Hometown	7,627,300	19,395,822	0.08	201.9		2.48	66.0	38.3	23.1	34.7	25.0	17.2	40.6	36.8	22.6
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
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
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
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
13. Next Wave	4,808,096	16,122,823	0.63	4,287.2		3.31	89.6	29.9	29.1	42.8	19.8	8.3	48.0	39.3	12.6
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
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
14. Scholars and Patriots	2,013,672	6,584,108	1.04	468.7		2.27	59.4	22.9	10.3	76.7	7.9	5.1	74.5	19.3	6.2
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
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

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

¹ Population density is population per square mile.

² The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity). For example, the diversity score for the U.S. is 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 (%) ¹											Educational Attainment (%)								
	By Level of School							By Sex and Type of School												
	Nursery/ Preschool	Kindergarten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Male 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	
01. Affluent Estates	2.0	1.4	12.3	6.8	4.7	1.4	71.3	39.4	11.0	38.2	11.4	1.3	1.9	12.4	1.4	15.8	7.5	33.4	26.3	
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	
02. Upscale Avenues	1.8	1.3	9.8	5.2	5.9	1.8	74.3	38.9	10.9	38.3	12.0	3.1	3.5	17.0	1.9	17.3	8.0	28.7	20.5	
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	
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	
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	
03. Uptown Individuals	1.4	0.8	4.7	2.1	6.2	5.0	79.8	29.3	18.8	30.2	21.6	2.5	2.6	8.4	1.4	11.8	4.7	37.5	31.2	
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	
04. Family Landscapes	1.8	1.5	12.3	6.5	5.3	1.2	71.4	42.7	7.1	42.5	7.7	2.7	4.7	21.9	3.6	23.0	10.5	22.2	11.4	
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	
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	
05. GenXurban	1.5	1.2	9.5	5.0	5.2	1.2	76.4	40.9	8.6	40.9	9.6	2.4	4.8	23.9	3.7	21.5	9.9	21.0	12.9	
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	
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	
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	
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	
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	
06. Cozy Country Living	1.3	1.2	10.2	5.5	3.7	0.7	77.4	42.9	6.9	42.8	7.4	2.9	6.1	29.5	4.5	21.8	10.3	16.1	8.7	
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	
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	
07. Ethnic Enclaves	1.8	1.7	13.8	6.9	5.9	0.9	69.0	45.0	4.5	45.4	5.1	12.1	10.1	24.0	4.0	21.1	8.2	14.4	6.1	
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	
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	
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	
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	
08. Middle Ground	1.6	1.4	9.9	4.8	6.3	1.6	74.4	41.0	8.1	42.0	9.0	4.9	6.9	22.5	4.0	21.0	8.6	20.3	11.7	
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	
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	
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	
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	
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	

	School Enrollment (%) ¹							Educational Attainment (%)											
	By Level of School							By Sex and Type of School											
	Nursery/ Preschool	Kindergarten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Male 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
09. Senior Styles	1.0	0.7	6.0	3.2	4.5	1.1	83.4	38.6	10.4	39.1	11.9	3.6	6.0	23.1	3.5	20.6	7.8	20.6	14.7
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
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
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
10. Rustic Outposts	1.3	1.3	10.9	5.7	3.5	0.5	76.8	44.6	5.2	44.9	5.4	6.2	11.2	31.8	7.1	20.8	8.3	9.6	4.9
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
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
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
11. Midtown Singles	1.8	1.6	10.9	5.0	7.3	1.8	71.5	41.9	6.1	44.6	7.4	5.8	9.3	24.2	4.7	22.7	8.4	16.5	8.4
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
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
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
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
12. Hometown	1.6	1.4	11.0	5.6	5.0	0.8	74.6	43.3	5.2	45.1	6.3	5.2	11.2	30.6	6.1	23.0	8.4	10.3	5.2
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
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
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
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
13. Next Wave	1.9	1.9	13.4	6.6	5.8	0.8	69.6	45.2	4.3	45.6	4.9	19.5	14.1	25.3	3.7	16.6	5.6	10.8	4.3
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
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
14. Scholars and Patriots	0.8	0.7	4.1	1.9	48.6	5.5	38.4	39.9	9.4	40.2	10.4	2.3	4.0	14.4	2.8	21.4	8.1	26.2	20.8
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
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

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

¹ 2013-2017 American Community Survey



	Employment by Industry (%)														Employment by Occupation (%)													
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) ¹	Unemployment Rate (%)	Agriculture/ Mining	Construction	Manufacturing	Wholesale Trade	Retail Trade	Transport./ Utilities	Information	Finance/Ins/ Real Estate	Services	Public Admin.	Mgmt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving				
United States	\$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				
01. Affluent Estates	\$126,100	\$910,500	66.3	2.9	0.9	5.2	9.1	3.1	8.5	4.2	2.6	10.1	51.3	5.0	24.7	31.6	12.1	10.8	10.8	0.2	2.6	2.0	2.4	2.9				
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				
02. Upscale Avenues	\$102,500	\$320,800	68.6	3.7	0.5	5.6	7.8	2.7	9.2	5.1	3.1	8.2	52.6	5.5	19.5	29.4	10.6	12.7	14.7	0.2	3.5	2.5	3.0	3.9				
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				
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				
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				
03. Uptown Individuals	\$85,700	\$50,100	76.0	3.3	0.4	2.9	5.2	2.1	7.2	3.1	5.1	10.5	59.2	4.3	25.2	36.9	10.1	9.3	12.1	0.1	1.6	1.0	1.5	2.2				
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				
04. Family Landscapes	\$79,200	\$200,900	68.8	3.6	1.2	7.1	10.4	2.9	11.0	6.2	1.9	7.1	46.3	5.8	15.8	23.0	10.9	14.4	15.8	0.4	4.6	4.0	5.4	5.6				
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				
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				
05. GenXurban	\$65,100	\$174,600	63.7	3.6	1.1	6.5	10.3	2.6	11.0	5.4	1.7	6.7	49.2	5.4	14.5	24.1	10.5	14.4	16.9	0.4	4.5	3.5	5.7	5.6				
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				
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				
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				
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				
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				
06. Cozy Country Living	\$61,600	\$180,300	61.4	3.4	4.1	8.7	13.9	2.7	10.6	6.1	1.3	5.1	42.6	5.0	13.6	19.3	9.5	13.2	16.6	1.6	6.2	4.7	8.2	7.0				
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				
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				
07. Ethnic Enclaves	\$57,700	\$86,900	65.6	5.5	2.9	9.2	9.2	2.9	11.5	7.2	1.6	5.5	45.4	4.5	10.4	15.9	10.4	14.4	21.0	2.2	7.0	4.1	6.6	8.0				
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				
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				
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				
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				
08. Middle Ground	\$53,100	\$42,400	66.6	4.8	0.9	6.4	8.9	2.5	11.3	5.6	2.0	6.4	51.4	4.6	12.9	22.0	10.5	14.0	20.8	0.4	4.6	3.0	5.7	6.1				
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				
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				
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				
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				
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					

	Employment by Industry (%)														Employment by Occupation (%)													
	Median HH Income	Median Net Worth	Labor Force Part. Rate (%) ¹	Unemploy-ment Rate (%)	Agriculture/ Mining	Construction	Manufac-turing	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				
09. Senior Styles	\$49,700	\$130,300	45.4	4.7	1.1	6.0	7.4	2.5	11.2	4.9	1.9	7.9	52.3	4.7	16.1	23.8	11.9	13.4	18.5	0.6	4.0	2.7	4.1	5.0				
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				
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				
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				
10. Rustic Outposts	\$45,500	\$88,500	54.3	5.3	4.4	9.7	14.2	2.4	11.5	6.7	1.1	3.9	40.8	5.3	9.6	15.5	9.5	13.1	18.9	1.7	7.8	5.5	9.9	8.5				
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				
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				
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				
11. Midtown Singles	\$37,900	\$13,200	67.1	6.8	0.6	6.2	7.5	2.1	12.2	6.5	1.9	6.0	52.8	4.3	9.9	18.3	10.6	14.8	25.6	0.4	4.8	2.9	5.5	7.2				
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				
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				
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				
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				
12. Hometown	\$36,600	\$27,500	57.0	7.6	1.2	6.3	12.7	2.1	12.0	6.7	1.4	4.6	48.1	4.9	8.1	15.0	9.9	14.7	24.8	0.6	5.1	3.5	9.3	9.0				
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				
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				
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				
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				
13. Next Wave	\$38,300	\$13,600	64.5	7.2	1.2	10.7	9.7	2.7	11.0	7.0	1.5	4.2	49.4	2.4	6.6	11.2	9.5	12.2	29.4	1.2	8.9	3.2	8.3	9.5				
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				
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				
14. Scholars and Patriots	\$31,900	\$11,000	50.6	6.4	0.8	3.0	4.9	1.3	12.2	2.4	1.7	4.0	65.5	4.1	9.3	27.7	11.5	14.1	25.8	0.5	2.2	1.8	3.1	3.9				
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				
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				

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

¹ This rate measures the participation of the *civilian* labor force only.

		Units in Structure (%) ¹												Year Structure Built (%) ¹					
Housing Type		Median Home Value	Home Ownership (%)	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
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. Affluent Estates		\$447,800	88.7	4.8	88.1	5.2	0.7	0.8	1.0	1.0	2.3	0.9	0.0	1.5	3.6	21.7	19.1	15.3	38.8
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
02. Upscale Avenues		\$478,100	70.3	5.8	63.2	11.7	3.2	3.3	4.5	5.0	8.3	0.8	0.0	0.8	1.7	10.4	11.8	13.4	61.9
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
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
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
03. Uptown Individuals		\$646,500	27.0	10.0	10.5	6.3	5.0	8.6	10.5	11.3	47.5	0.2	0.0	1.6	3.2	15.0	8.8	8.8	62.5
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
04. Family Landscapes		\$233,700	80.1	5.3	81.5	5.5	1.3	1.7	1.9	1.7	1.8	4.6	0.1	1.4	3.5	25.2	24.6	17.8	27.4
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
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
05. GenXurban		\$195,100	74.5	7.7	76.1	5.7	3.0	3.1	3.3	2.7	3.6	2.4	0.0	0.5	1.4	9.2	10.6	12.1	66.1
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
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
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
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
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
06. Cozy Country Living		\$194,800	80.6	17.8	81.7	2.0	1.6	1.5	1.3	0.9	1.1	9.9	0.1	0.8	2.1	15.1	15.4	13.2	53.5
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
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
07. Ethnic Enclaves		\$201,700	67.1	7.2	75.0	5.4	2.1	2.8	3.1	2.9	3.8	4.8	0.1	1.4	3.7	26.4	13.4	12.1	43.0
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
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
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
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
08. Middle Ground		\$224,700	45.8	10.3	43.6	8.8	7.5	8.3	8.8	8.2	12.4	2.3	0.1	0.6	1.7	10.0	10.8	13.1	63.8
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
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
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
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
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

		Units in Structure (%) ¹												Year Structure Built (%) ¹					
Housing Type		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
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
09. Senior Styles		\$266,800	60.2	21.6	41.3	8.0	2.5	4.3	5.0	5.0	23.3	10.4	0.2	0.8	1.8	15.1	15.6	18.7	48.1
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; Mob. Hm/Seas.	\$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
9D: Senior Escapes	SF; 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
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
10. Rustic Outposts		\$126,100	75.8	14.8	64.3	0.9	1.1	1.1	1.0	0.6	0.7	30.1	0.2	0.9	2.6	16.2	19.9	16.2	44.2
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
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
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
11. Midtown Singles		\$168,200	23.6	12.8	22.4	7.8	8.0	11.8	14.6	15.1	18.4	1.8	0.1	0.6	2.0	10.1	11.9	15.7	59.7
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
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
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
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
12. Hometown		\$92,100	54.7	14.8	67.5	5.8	6.2	5.0	4.4	2.7	4.6	3.7	0.0	0.3	1.0	5.3	5.9	7.2	80.3
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
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
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
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
13. Next Wave		\$289,100	24.2	9.5	23.7	8.2	10.0	12.9	10.8	10.1	22.1	2.1	0.1	0.4	1.3	6.3	6.3	9.8	75.9
13A: International Marketplace	High Density Apts; 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
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
14. Scholars and Patriots		\$204,800	18.1	9.4	25.4	9.5	6.9	9.7	12.0	13.6	21.2	1.6	0.0	1.2	4.8	15.6	14.1	12.5	51.8
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
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

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

¹ 2013-2017 American Community Survey