



	2010-18				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	124,110,001	330,088,686	0.81	93.5		2.59	64.3	38.3	22.2	36.0	25.8	16.0	33.9	49.4	16.8
01. Affluent Estates	12,310,232	35,912,114	1.33	509.1		2.89	44.5	43.0	24.5	28.0	30.9	16.6	23.9	64.8	11.3
1A: Top Tier	2,107,578	6,066,201	0.60	997.3	Married Couples	2.84	38.4	47.5	23.9	22.4	32.7	20.9	22.8	66.9	10.2
1B: Professional Pride	2,011,365	6,318,535	1.37	988.2	Married Couples	3.13	45.1	40.8	26.4	29.1	33.1	11.3	24.2	67.4	8.5
1C: Boomburbs	2,092,467	6,828,317	3.61	1,042.9	Married Couples	3.25	63.7	34.1	32.7	36.9	23.5	6.9	24.8	65.3	9.9
1D: Savvy Suburbanites	3,685,936	10,569,364	0.78	348.1	Married Couples	2.85	36.8	45.3	22.0	27.5	32.6	17.8	24.7	63.4	11.9
1E: Exurbanites	2,412,886	6,129,697	0.75	289.8	Married Couples	2.50	35.7	51.3	18.3	23.3	31.9	26.4	22.6	62.2	15.2
02. Upscale Avenues	7,009,070	19,200,423	0.76	1,119.0		2.70	66.9	40.7	21.0	34.7	28.1	16.3	31.4	54.4	14.2
2A: Urban Chic	1,636,724	4,003,839	0.80	515.9	Married Couples	2.40	48.7	43.5	20.2	31.8	29.7	18.3	29.8	55.4	14.7
2B: Pleasantville	2,714,765	7,921,903	0.41	1,449.4	Married Couples	2.88	61.5	42.8	20.8	31.9	29.4	17.9	31.1	54.4	14.5
2C: Pacific Heights	883,801	2,836,701	0.53	3,197.0	Married Couples	3.17	74.8	42.8	19.4	33.2	27.9	19.5	31.7	55.3	13.0
2D: Enterprising Professionals	1,773,780	4,437,980	1.55	1,457.8	Married Couples	2.48	73.3	35.4	23.0	43.1	24.2	9.7	33.3	52.8	13.9
03. Uptown Individuals	4,715,065	9,078,229	1.69	7,837.5		1.86	65.4	34.9	11.6	55.5	21.4	11.5	51.7	35.8	12.5
3A: Laptops and Lattes	1,338,357	2,581,944	1.35	10,571.1	Singles	1.87	51.0	37.6	12.1	49.8	23.7	14.4	46.4	41.8	11.8
3B: Metro Renters	2,044,289	3,609,523	2.43	5,626.2	Singles	1.68	62.7	32.8	8.6	64.4	18.0	9.0	56.7	31.1	12.2
3C: Trendsetters	1,332,419	2,886,762	1.12	10,593.4	Singles	2.12	77.1	36.5	14.9	49.6	23.6	11.9	49.9	36.6	13.5
04. Family Landscapes	9,294,893	26,782,665	1.26	298.6		2.86	54.5	36.9	25.2	35.9	26.8	12.1	28.4	56.9	14.7
4A: Soccer Moms	3,602,130	10,749,005	1.48	532.3	Married Couples	2.97	51.4	37.0	26.1	35.2	27.8	10.9	26.9	60.7	12.4
4B: Home Improvement	2,125,886	6,139,674	0.66	424.0	Married Couples	2.88	66.2	37.8	22.8	36.5	27.4	13.3	31.6	52.8	15.6
4C: Middleburg	3,566,877	9,893,986	1.41	179.8	Married Couples	2.75	48.9	36.3	25.7	36.4	25.2	12.7	28.0	55.3	16.7
05. GenXurban	14,085,152	34,793,869	0.47	414.5		2.43	41.7	43.7	19.6	31.9	27.6	20.9	28.9	52.1	19.0
5A: Comfortable Empty Nesters	3,041,550	7,744,090	0.46	283.9	Married Couples	2.51	33.6	48.2	18.7	27.2	29.9	24.2	24.1	59.1	16.8
5B: In Style	2,788,375	6,683,461	0.86	380.3	Married Couples w/No Kids	2.35	40.4	42.2	19.4	33.9	27.6	19.1	30.2	52.8	17.0
5C: Parks and Rec	2,454,685	6,231,287	0.41	1,254.7	Married Couples	2.51	51.3	41.1	20.3	34.5	27.5	17.6	32.6	48.2	19.1
5D: Rustbelt Traditions	2,724,296	6,790,896	0.30	663.0	Married Couples	2.47	47.4	39.2	21.9	35.4	26.1	16.5	32.4	47.2	20.4
5E: Midlife Constants	3,076,246	7,344,135	0.32	307.4	Married Couples w/No Kids	2.31	36.5	47.2	18.0	29.5	26.8	25.7	26.8	51.5	21.7
06. Cozy Country Living	14,871,328	38,086,979	0.49	22.0		2.53	26.9	45.2	20.3	29.4	30.3	19.9	24.5	58.1	17.4
6A: Green Acres	3,968,348	10,816,315	0.90	71.4	Married Couples	2.70	26.4	44.1	21.4	29.7	31.6	17.3	24.1	61.7	14.1
6B: Salt of the Earth	3,558,228	9,301,846	0.28	58.5	Married Couples	2.59	20.0	44.3	20.6	30.2	30.2	18.9	24.2	59.2	16.6
6C: The Great Outdoors	1,928,652	4,800,879	0.81	17.9	Married Couples	2.45	35.9	47.6	18.4	28.3	31.7	21.6	25.4	56.0	18.7
6D: Prairie Living	1,325,434	3,390,119	0.31	4.9	Married Couples	2.51	24.8	44.5	22.0	28.6	29.3	20.2	22.8	61.7	15.5
6E: Rural Resort Dwellers	1,241,896	2,802,537	0.50	7.3	Married Couples w/No Kids	2.22	23.7	54.5	15.0	22.5	33.7	28.9	20.3	60.0	19.7
6F: Heartland Communities	2,848,770	6,975,283	0.02	93.0	Married Couples	2.39	31.9	42.4	21.1	31.9	26.6	20.5	27.7	49.8	22.5
07. Ethnic Enclaves	8,781,476	29,665,299	1.41	136.1		3.35	82.5	31.9	28.9	39.9	21.6	9.5	36.7	49.0	14.3
7A: Up and Coming Families	3,013,486	9,467,858	2.92	1,003.7	Married Couples	3.12	74.2	31.5	30.5	42.2	20.6	6.7	31.6	55.2	13.3
7B: Urban Villages	1,319,144	5,036,292	0.59	338.3	Married Couples	3.79	86.0	34.1	25.4	39.0	23.9	11.7	39.0	47.8	13.1
7C: American Dreamers	1,832,391	5,888,344	0.97	48.2	Married Couples	3.19	84.3	32.6	27.1	39.7	23.1	10.1	38.5	45.7	15.8
7D: Barrios Urbanos	1,292,334	4,728,720	0.93	525.1	Married Couples	3.63	80.6	29.0	32.2	39.6	19.8	8.4	39.6	46.7	13.8
7E: Valley Growers	301,097	1,222,141	0.57	89.0	Married Couples	3.98	84.6	27.5	33.7	41.0	17.8	7.5	42.7	46.2	11.1
7F: Southwestern Families	1,023,024	3,321,944	0.55	68.1	Married Couples	3.20	64.8	34.7	26.5	35.5	22.7	15.3	37.9	44.1	18.0
08. Middle Ground	13,516,187	33,232,283	0.73	399.0		2.41	69.4	36.2	21.6	40.1	24.1	14.2	38.8	42.5	18.8
8A: City Lights	1,809,308	4,770,190	0.61	3,320.8	Married Couples	2.59	76.2	39.4	20.2	37.3	27.2	15.2	36.7	47.1	16.1
8B: Emerald City	1,771,549	3,738,992	0.93	401.6	Singles	2.06	51.4	37.7	15.8	44.6	25.5	14.1	42.5	40.2	17.2
8C: Bright Young Professionals	2,787,885	6,789,363	1.26	789.7	Married Couples	2.42	68.1	33.2	23.5	44.3	21.7	10.5	38.0	44.4	17.6
8D: Downtown Melting Pot	810,931	2,410,789	0.70	25,829.1	Married Couples	2.94	77.2	37.8	21.1	38.3	25.1	15.4	35.7	51.2	13.1
8E: Front Porches	1,963,811	5,133,204	0.57	2,097.3	Married Couples	2.57	73.2	35.1	24.1	39.0	24.0	13.0	39.7	40.6	19.6
8F: Old and Newcomers	2,869,215	6,275,044	0.64	863.9	Singles	2.12	53.1	39.5	18.4	37.6	24.1	20.0	35.9	41.5	22.6
8G: Hardscrabble Road	1,503,488	4,114,701	0.18	76.0	Singles	2.67	76.1	32.5	27.6	38.5	22.9	11.0	44.4	34.1	21.5



	2010-18				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	124,110,001	330,088,686	0.81	93.5		2.59	64.3	38.3	22.2	36.0	25.8	16.0	33.9	49.4	16.8
09. Senior Styles	7,185,068	14,632,273	0.81	90.0		1.94	48.0	57.8	12.2	23.7	25.7	38.5	25.8	47.8	26.3
9A: Silver & Gold	956,103	1,967,590	1.35	108.1	Married Couples w/No Kids	2.03	24.4	63.5	9.0	14.5	29.9	46.6	15.4	64.9	19.7
9B: Golden Years	1,665,896	3,565,867	0.78	1,063.2	Singles	2.06	44.3	52.6	14.5	26.6	27.1	31.7	26.9	50.0	23.1
9C: The Elders	918,715	1,574,062	0.90	479.0	Married Couples w/No Kids	1.68	22.7	72.6	3.0	6.1	17.6	73.2	10.9	57.2	31.9
9D: Senior Escapes	1,127,672	2,547,660	0.71	19.7	Married Couples w/No Kids	2.20	44.9	54.9	14.8	23.5	29.2	32.5	23.3	50.8	25.9
9E: Retirement Communities	1,502,986	2,995,842	0.61	420.8	Singles	1.88	49.9	54.2	13.2	27.9	22.6	36.3	29.5	40.0	30.4
9F: Social Security Set	1,013,696	1,981,252	0.73	1,381.0	Singles	1.73	75.9	45.9	13.5	35.6	25.2	25.7	45.5	26.2	28.4
10. Rustic Outposts	10,221,696	27,331,567	0.49	29.4		2.60	49.4	40.8	21.9	33.2	27.8	17.1	28.2	52.2	19.6
10A: Southern Satellites	3,885,726	10,485,760	0.68	51.6	Married Couples	2.67	40.5	40.4	22.3	33.3	28.3	16.0	26.2	55.4	18.5
10B: Rooted Rural	2,441,564	6,198,893	0.24	21.2	Married Couples	2.48	29.4	45.4	19.4	30.1	29.5	21.0	23.7	56.4	20.0
10C: Diners & Miners	816,114	2,140,601	0.37	12.3	Married Couples	2.54	43.3	41.5	21.7	32.5	27.7	18.1	26.8	53.0	20.2
10D: Down the Road	1,421,450	3,992,096	0.91	32.0	Married Couples	2.76	72.0	35.1	25.5	36.9	24.4	13.2	34.2	45.5	20.3
10E: Rural Bypasses	1,656,842	4,514,217	0.07	33.2	Married Couples	2.55	60.7	40.5	21.1	34.3	27.4	17.2	34.8	44.2	21.0
11. Midtown Singles	7,688,902	18,725,160	0.80	2,406.4		2.38	78.6	31.0	24.9	45.1	20.3	9.7	50.0	32.0	18.0
11A: City Strivers	957,779	2,706,209	0.64	13,032.1	Singles	2.79	64.0	35.4	24.3	38.4	24.9	12.4	51.7	33.0	15.2
11B: Young and Restless	2,160,896	4,475,903	1.32	3,356.3	Singles	2.04	77.8	29.9	20.1	55.6	16.9	7.4	49.9	33.1	17.1
11C: Metro Fusion	1,750,882	4,703,030	0.91	2,664.1	Singles	2.66	84.8	29.3	28.6	44.8	18.9	7.7	46.8	35.9	17.2
11D: Set to Impress	1,721,154	3,811,568	0.62	2,744.4	Singles	2.12	67.7	34.1	20.1	44.1	22.8	13.0	46.9	31.4	21.7
11E: City Commons	1,098,191	3,028,450	0.27	981.3	Single Parents	2.67	50.1	28.6	32.7	37.5	20.1	9.7	58.4	23.4	18.2
12. Hometown	7,614,861	19,387,553	0.07	201.8		2.48	65.7	38.1	23.2	34.7	25.2	16.8	40.5	36.5	23.0
12A: Family Foundations	1,294,560	3,555,525	0.20	1,356.6	Singles	2.71	43.3	39.8	22.8	33.1	26.4	17.7	44.9	34.4	20.7
12B: Traditional Living	2,395,561	6,100,518	0.17	238.6	Married Couples	2.51	56.1	35.7	24.3	37.6	24.6	13.4	36.9	41.4	21.7
12C: Small Town Simplicity	2,303,734	5,447,688	0.09	87.8	Singles	2.26	51.3	40.9	21.1	33.4	24.9	20.7	33.2	40.6	26.3
12D: Modest Income Homes	1,621,006	4,283,822	-0.19	739.3	Singles	2.56	33.9	37.2	24.9	33.7	25.5	16.0	51.6	25.9	22.5
13. Next Wave	4,812,547	16,158,916	0.66	4,296.8		3.31	89.5	29.8	29.3	42.9	19.8	8.1	48.1	39.2	12.7
13A: International Marketplace	1,524,227	4,740,585	0.70	8,901.0	Married Couples w/ Kids	3.08	88.8	33.0	25.2	43.0	22.2	9.6	44.5	42.2	13.3
13B: Las Casas	909,297	3,782,666	0.50	7,492.9	Married Couples	4.12	85.5	28.4	31.5	42.6	18.9	7.0	46.8	43.1	10.1
13C: NeWest Residents	969,887	3,292,411	0.94	2,554.1	Married Couples w/ Kids	3.35	87.4	27.4	32.4	46.2	16.1	5.3	48.4	39.9	11.7
13D: Fresh Ambitions	791,036	2,553,575	0.42	2,054.2	Single Parents	3.17	90.7	28.7	31.2	40.9	19.8	8.1	51.9	33.2	15.0
13E: High Rise Renters	618,100	1,789,679	0.72	9,363.8	Single Parents	2.82	90.2	32.3	26.8	39.7	21.9	11.6	54.8	30.3	15.0
14. Scholars and Patriots	2,001,903	6,547,075	0.97	466.0		2.28	58.6	22.8	10.4	76.8	7.9	4.9	73.9	19.6	6.4
14A: Military Proximity	184,809	950,763	0.90	82.6	Married Couples	3.38	68.4	22.6	27.3	69.1	3.1	0.5	46.6	49.1	4.3
14B: College Towns	1,186,030	2,986,377	1.03	1,462.1	Singles	2.14	56.8	24.6	11.0	66.5	13.6	9.0	67.3	22.6	10.2
14C: Dorms to Diplomas	631,064	2,609,935	0.93	5,250.3	Nonfam HHs w/ 2+ Persons	2.22	56.2	21.6	3.5	91.3	3.2	1.9	88.6	8.3	3.1

* 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 64.3 which means there is a 64.3 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	Kinder- garten	Grade 1-8	Grade 9- 12	College	Grad/Prof School	Not Enrolled in School	Public School	Private School	Public School	Private School	Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alt. Credential	Some College/ No Degree	Associate Degree	Bachelor's Degree	Grad/Prof Degree
United States	1.6	1.4	10.7	5.5	6.2	1.3	73.2	41.7	7.7	42.1	8.5	5.2	7.1	23.0	4.0	20.5	8.5	19.6	12.2
01. Affluent Estates	2.0	1.4	12.5	6.9	4.8	1.4	70.9	39.3	11.1	38.1	11.6	1.3	2.0	12.5	1.4	16.2	7.5	33.2	25.8
1A: Top Tier	2.2	1.3	12.6	7.1	4.4	1.4	70.9	34.2	16.2	32.8	16.7	1.0	1.2	7.5	0.7	10.8	4.6	36.1	38.2
1B: Professional Pride	2.1	1.4	14.2	8.2	4.8	1.4	67.9	41.0	9.8	39.1	10.1	1.1	1.5	10.5	1.1	14.7	7.3	36.8	27.0
1C: Boomburbs	2.7	2.0	16.5	7.2	5.0	1.5	65.0	42.0	8.1	41.3	8.5	1.8	2.2	11.9	1.6	18.3	8.7	34.6	21.0
1D: Savvy Suburbanites	1.8	1.2	11.2	6.6	5.0	1.4	72.8	40.3	10.1	39.0	10.6	1.4	2.4	16.1	1.8	18.1	8.6	30.4	21.1
1E: Exurbanites	1.6	1.0	9.2	5.4	4.7	1.4	76.7	37.0	12.9	36.3	13.8	1.4	2.2	13.4	1.6	17.5	7.5	31.0	25.5
02. Upscale Avenues	1.9	1.3	9.9	5.3	6.0	1.8	74.0	38.9	10.8	38.3	12.0	3.2	3.6	17.2	2.0	17.7	8.0	28.3	20.1
2A: Urban Chic	2.2	1.3	9.8	4.8	5.4	2.1	74.4	33.7	15.4	33.6	17.3	1.6	1.9	9.7	1.1	13.6	5.9	34.3	32.0
2B: Pleasantville	1.7	1.2	9.9	5.7	6.0	1.4	74.1	40.3	9.7	39.3	10.7	3.5	4.4	22.2	2.5	20.1	9.0	23.6	14.6
2C: Pacific Heights	1.5	1.2	9.1	5.3	7.0	1.6	74.3	40.5	9.9	38.7	10.9	5.7	4.8	19.6	1.9	17.7	8.9	26.7	14.6
2D: Enterprising Professionals	2.1	1.5	10.3	4.9	5.8	2.3	73.1	39.9	9.5	40.2	10.3	2.6	3.0	13.2	1.7	16.8	7.4	32.4	22.9
03. Uptown Individuals	1.4	0.8	4.7	2.1	6.5	5.1	79.4	29.1	18.9	30.2	21.8	2.7	2.8	8.5	1.4	12.2	4.7	37.1	30.6
3A: Laptops and Lattes	1.8	0.8	5.0	2.1	5.1	4.3	80.7	22.6	24.8	23.7	28.9	1.4	1.5	5.5	0.8	8.9	3.4	39.3	39.2
3B: Metro Renters	1.0	0.6	3.2	1.4	7.9	7.1	78.9	28.8	19.1	29.9	22.2	1.7	2.4	7.3	1.5	12.4	4.9	38.9	31.0
3C: Trendsetters	1.5	0.9	6.1	3.0	6.2	3.6	78.8	34.5	13.9	35.9	15.7	5.3	4.5	12.9	1.8	14.8	5.7	32.8	22.0
04. Family Landscapes	1.8	1.5	12.5	6.5	5.5	1.2	70.9	42.6	7.1	42.5	7.8	2.8	4.9	21.9	3.7	23.4	10.5	21.8	11.0
4A: Soccer Moms	2.0	1.5	13.2	6.9	5.5	1.4	69.5	41.9	7.9	41.6	8.5	2.0	3.4	18.4	2.6	21.9	10.4	26.8	14.5
4B: Home Improvement	1.6	1.4	11.2	6.3	6.1	1.3	72.2	42.8	6.6	43.0	7.6	3.4	5.3	22.8	3.7	25.0	10.6	20.0	9.3
4C: Middleburg	1.8	1.6	12.6	6.3	5.0	1.0	71.7	43.3	6.4	43.3	7.0	3.3	6.4	25.0	4.8	24.1	10.5	17.5	8.4
05. GenXurban	1.5	1.2	9.6	5.1	5.3	1.2	76.1	40.8	8.6	41.0	9.6	2.6	5.0	23.9	3.7	21.9	9.8	20.7	12.5
5A: Comfortable Empty Nesters	1.4	1.1	9.4	5.3	4.7	1.1	77.0	40.6	9.3	39.9	10.2	1.8	3.9	22.5	3.1	21.5	10.1	22.8	14.2
5B: In Style	1.7	1.2	9.4	4.9	6.4	1.9	74.6	38.9	10.6	38.6	11.9	1.6	3.0	16.2	2.4	19.4	8.8	28.3	20.3
5C: Parks and Rec	1.5	1.2	9.7	5.1	5.2	1.2	76.1	41.5	7.6	41.9	9.0	3.4	6.0	27.2	4.2	22.2	9.6	18.1	9.3
5D: Rustbelt Traditions	1.6	1.4	10.4	5.3	5.3	1.0	75.0	42.4	7.0	42.9	7.8	3.2	6.6	27.4	4.8	24.0	10.4	16.0	7.6
5E: Midlife Constants	1.3	1.1	8.9	4.7	5.3	1.0	77.6	40.8	8.3	41.8	9.0	3.0	5.8	26.6	4.2	22.2	9.9	17.7	10.5
06. Cozy Country Living	1.4	1.2	10.2	5.6	3.8	0.7	77.1	42.9	6.8	42.9	7.4	3.1	6.4	29.6	4.6	22.0	10.1	15.7	8.4
6A: Green Acres	1.5	1.2	11.0	6.1	4.3	1.0	74.9	41.7	8.0	41.6	8.7	2.1	4.6	25.7	3.6	21.9	10.5	20.4	11.3
6B: Salt of the Earth	1.3	1.2	10.4	5.7	3.7	0.6	77.0	43.3	6.6	42.8	7.3	3.3	7.0	33.8	5.0	21.0	10.2	13.1	6.6
6C: The Great Outdoors	1.2	1.1	9.0	5.1	4.0	0.8	78.9	42.4	7.4	42.4	7.8	2.8	6.3	25.6	4.5	23.5	9.8	17.1	10.3
6D: Prairie Living	1.5	1.3	11.1	5.7	3.0	0.5	76.8	43.5	6.6	43.0	7.0	4.4	5.8	31.3	3.9	22.2	11.2	15.0	6.1
6E: Rural Resort Dwellers	0.9	0.8	7.2	4.3	2.8	0.6	83.4	43.7	6.3	43.0	6.9	2.6	6.4	27.6	4.5	23.2	9.3	16.2	10.1
6F: Heartland Communities	1.5	1.3	10.5	5.4	3.8	0.6	77.0	44.1	5.0	45.2	5.6	4.3	8.6	33.1	5.8	21.9	9.5	11.2	5.5
07. Ethnic Enclaves	1.8	1.8	13.9	6.9	6.0	0.9	68.7	45.0	4.5	45.3	5.1	13.0	10.5	23.5	4.0	21.2	8.0	13.8	5.9
7A: Up and Coming Families	2.2	1.9	14.9	6.8	6.5	1.5	66.1	43.1	6.2	43.9	6.8	3.9	5.0	19.5	3.4	24.8	10.8	22.4	10.3
7B: Urban Villages	1.5	1.4	11.5	6.7	7.3	0.9	70.7	45.0	4.8	44.8	5.4	15.2	11.0	25.1	3.1	20.5	7.4	12.7	4.9
7C: American Dreamers	1.6	1.7	13.4	7.0	6.2	0.9	69.3	44.8	4.5	45.2	5.4	9.3	10.5	26.4	4.7	23.3	8.5	12.3	5.0
7D: Barrios Urbanos	1.8	2.0	15.7	7.5	4.6	0.4	68.0	47.1	2.6	47.4	3.0	22.7	16.7	25.2	5.0	17.1	4.9	6.1	2.3
7E: Valley Growers	1.7	2.2	16.1	7.8	4.5	0.3	67.4	48.3	1.6	48.0	2.1	35.4	15.8	20.5	3.7	14.1	4.5	4.3	1.7
7F: Southwestern Families	1.7	1.6	12.4	6.3	5.0	0.5	72.5	46.8	3.0	46.8	3.4	21.6	15.3	25.7	4.8	16.4	5.6	7.8	2.8
08. Middle Ground	1.6	1.4	9.9	4.9	6.5	1.6	74.0	41.0	8.1	42.0	9.0	5.2	7.2	22.4	4.0	21.4	8.5	19.9	11.4
8A: City Lights	1.7	1.3	9.2	4.9	6.3	1.7	75.0	39.6	9.7	39.6	11.1	5.7	5.6	21.8	2.7	19.4	7.8	23.1	13.8
8B: Emerald City	1.6	0.9	6.9	3.3	7.5	3.5	76.4	36.6	12.5	37.5	13.4	1.9	3.3	12.9	2.3	18.2	7.3	31.3	22.9
8C: Bright Young Professionals	1.7	1.5	10.6	5.1	7.1	1.8	72.1	41.8	7.0	43.5	7.7	3.0	5.1	20.6	3.6	24.4	10.1	22.2	11.0
8D: Downtown Melting Pot	1.6	1.5	9.6	5.0	6.5	1.7	74.1	36.8	13.6	36.1	13.4	12.6	9.4	22.9	2.7	13.2	7.2	20.9	10.9
8E: Front Porches	1.6	1.5	11.2	5.6	5.7	1.0	73.4	43.3	5.6	44.3	6.8	6.4	9.2	27.1	5.3	23.3	8.6	13.9	6.3
8F: Old and Newcomers	1.4	1.2	8.5	4.2	7.4	1.6	75.7	40.2	8.3	42.0	9.5	3.2	5.8	22.8	4.1	23.5	9.5	19.7	11.5
8G: Hardscrabble Road	1.8	1.8	13.2	6.1	4.7	0.6	71.9	44.8	4.3	45.8	5.1	8.9	15.3	29.3	7.7	21.5	7.1	7.2	3.0



	School Enrollment (%) ¹								By Sex and Type of School				Educational Attainment (%)											
	By Level of School				By Sex and Type of 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
	Nursery/Preschool	Kindergarten	Grade 1-8	Grade 9-12	College	Grad/Prof School	Not Enrolled in School	Public School	Private School	Public School	Private School	Public School	Private School											
United States	1.6	1.4	10.7	5.5	6.2	1.3	73.2	41.7	7.7	42.1	8.5	5.2	7.1	23.0	4.0	20.5	8.5	19.6	12.2					
09. Senior Styles	1.0	0.8	6.0	3.2	4.6	1.1	83.2	38.6	10.3	39.2	11.8	3.9	6.4	23.1	3.6	21.0	7.6	20.2	14.3					
9A: Silver & Gold	0.7	0.5	4.9	2.8	3.0	0.8	87.2	39.4	11.4	38.1	11.1	1.4	3.0	17.8	2.2	20.7	8.1	26.5	20.3					
9B: Golden Years	1.4	0.9	7.1	3.9	5.2	1.7	79.8	35.8	13.3	35.7	15.2	2.2	3.3	17.3	1.9	17.8	7.2	27.9	22.3					
9C: The Elders	0.2	0.2	1.6	1.0	1.7	0.4	94.9	35.5	10.7	40.7	13.1	2.5	5.3	27.1	3.1	23.1	7.5	18.4	13.0					
9D: Senior Escapes	0.8	0.9	7.5	4.0	3.3	0.5	83.0	45.0	5.5	43.3	6.2	4.8	9.8	29.2	6.0	24.5	8.3	11.4	6.0					
9E: Retirement Communities	1.1	0.8	6.4	3.3	5.9	1.3	81.3	37.6	10.3	39.8	12.3	4.2	6.3	25.2	3.4	21.2	8.2	19.4	12.1					
9F: Social Security Set	1.2	0.9	6.3	3.2	7.3	1.7	79.4	38.4	9.5	40.5	11.6	9.8	12.6	24.0	5.7	20.1	6.3	13.3	8.1					
10. Rustic Outposts	1.3	1.4	11.0	5.7	3.6	0.5	76.5	44.5	5.1	45.1	5.4	6.6	11.8	31.3	7.2	20.9	8.1	9.3	4.8					
10A: Southern Satellites	1.3	1.3	11.3	5.8	3.8	0.6	75.8	43.9	5.4	44.8	5.8	5.7	10.7	30.7	7.1	21.7	8.8	10.4	5.1					
10B: Rooted Rural	1.1	1.2	9.8	5.2	3.1	0.5	79.1	44.4	5.6	44.1	5.8	5.7	10.6	32.9	7.1	20.4	8.3	9.7	5.3					
10C: Diners & Miners	1.4	1.4	10.9	5.6	3.0	0.5	77.3	45.7	4.2	45.6	4.6	7.7	12.1	32.9	7.1	19.7	7.3	8.7	4.5					
10D: Down the Road	1.5	1.8	12.7	6.0	4.3	0.6	73.2	45.1	4.1	46.1	4.6	8.7	13.1	28.8	7.1	22.1	7.7	8.6	3.9					
10E: Rural Bypasses	1.3	1.4	10.4	5.7	3.7	0.5	77.0	44.7	4.8	45.8	4.8	7.7	14.9	31.6	7.7	19.4	7.2	7.5	4.0					
11. Midtown Singles	1.8	1.7	11.0	5.1	7.7	1.8	70.9	41.9	6.1	44.6	7.4	6.2	9.7	24.0	4.8	23.1	8.3	16.0	8.0					
11A: City Strivers	2.0	1.6	11.0	6.1	6.7	1.4	71.3	40.3	7.3	42.7	9.7	7.4	10.0	26.7	5.0	20.2	7.7	14.9	8.0					
11B: Young and Restless	1.6	1.3	8.1	3.6	9.8	3.2	72.5	40.7	7.4	43.7	8.2	3.7	5.4	18.6	3.3	23.8	9.1	24.0	12.2					
11C: Metro Fusion	1.9	1.9	13.1	5.7	6.6	1.2	69.7	43.8	4.6	45.8	5.8	8.5	10.5	25.4	4.7	24.2	8.4	13.0	5.4					
11D: Set to Impress	1.4	1.3	8.6	4.1	8.6	1.9	74.1	41.0	7.7	42.7	8.7	5.0	8.6	23.2	5.7	23.5	8.6	16.4	8.9					
11E: City Commons	2.7	2.5	15.2	6.7	5.9	0.8	66.3	42.7	4.1	47.5	5.6	7.0	17.0	29.5	6.1	22.7	6.6	7.5	3.6					
12. Hometown	1.6	1.4	11.1	5.6	5.2	0.7	74.3	43.1	5.2	45.3	6.4	5.5	11.7	30.2	6.1	23.2	8.2	10.1	5.0					
12A: Family Foundations	1.6	1.3	11.0	6.1	6.1	1.1	72.8	41.3	6.0	45.1	7.7	4.7	10.0	28.0	4.3	25.5	8.1	12.4	7.0					
12B: Traditional Living	1.7	1.5	11.7	5.7	5.0	0.7	73.7	43.7	5.2	44.9	6.2	4.8	10.2	30.6	6.8	23.4	9.2	10.5	4.5					
12C: Small Town Simplicity	1.5	1.4	10.1	4.9	4.6	0.6	76.9	44.0	5.2	45.0	5.9	6.1	11.3	30.4	6.9	21.7	8.3	10.1	5.2					
12D: Modest Income Homes	1.7	1.5	11.5	6.1	5.4	0.6	73.0	43.0	4.6	46.4	6.0	6.4	15.7	31.3	5.7	23.0	6.7	7.4	3.7					
13. Next Wave	1.9	1.9	13.5	6.7	5.9	0.8	69.3	45.1	4.3	45.7	4.9	20.7	14.6	24.6	3.7	16.6	5.5	10.2	4.1					
13A: International Marketplace	1.8	1.6	11.3	5.7	6.5	1.2	71.8	43.4	6.1	43.9	6.6	15.2	10.7	24.7	3.1	17.9	6.4	15.3	6.8					
13B: Las Casas	1.9	2.0	14.6	7.6	6.1	0.5	67.3	46.7	2.6	47.6	3.1	28.6	17.0	24.1	2.8	14.7	4.4	6.4	1.9					
13C: NeWest Residents	2.0	2.3	15.2	6.4	4.6	0.6	68.9	46.3	3.7	46.2	3.8	25.9	15.8	24.0	3.6	15.1	4.5	8.3	3.0					
13D: Fresh Ambitions	2.0	2.1	14.7	7.3	5.4	0.6	67.9	45.1	4.0	46.0	5.0	17.0	16.4	27.4	5.3	18.5	5.6	7.0	2.8					
13E: High Rise Renters	2.0	1.7	12.5	6.9	6.7	1.0	69.2	43.5	5.1	44.9	6.4	16.9	16.4	22.3	5.6	16.8	6.2	11.2	4.6					
14. Scholars and Patriots	0.8	0.7	4.1	1.9	49.2	5.5	37.7	39.9	9.5	40.3	10.4	2.5	4.2	14.3	2.9	21.8	8.1	25.7	20.5					
14A: Military Proximity	2.3	2.1	11.2	3.6	11.6	1.5	67.6	46.8	8.9	37.8	6.5	1.0	2.3	16.6	3.0	34.9	13.7	19.7	8.8					
14B: College Towns	0.9	0.7	4.7	2.4	37.2	6.2	47.9	39.1	10.6	38.6	11.7	2.8	4.9	14.9	3.0	19.7	7.3	26.1	21.4					
14C: Dorms to Diplomas	0.2	0.2	1.0	0.7	76.5	6.1	15.4	39.5	8.8	41.8	10.0	2.5	3.8	10.8	2.7	18.3	6.2	29.0	26.7					

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

¹ 2012-2016 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 Adm.	Mgmt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
United States	\$58,100	\$103,600	62.7	4.8	1.8	6.5	9.9	2.6	11.0	5.1	1.8	6.6	49.9	4.7	14.6	22.2	10.5	13.3	18.4	0.8	4.9	3.3	5.8	6.2
01. Affluent Estates	\$123,500	\$534,000	66.5	3.0	0.8	5.0	9.2	3.1	9.0	3.8	2.4	10.0	52.1	4.7	25.0	31.8	12.1	10.7	10.5	0.2	2.6	1.9	2.3	2.9
1A: Top Tier	\$177,800	\$581,000	62.3	2.8	0.5	3.7	7.4	3.2	7.1	2.3	2.8	13.1	56.0	3.7	30.5	36.3	12.6	8.1	7.2	0.1	1.6	0.9	1.2	1.5
1B: Professional Pride	\$142,300	\$553,400	70.1	2.8	0.7	4.3	10.8	3.4	9.1	3.8	2.5	10.4	50.8	4.3	27.3	31.8	12.8	10.0	9.5	0.1	2.1	1.6	2.1	2.6
1C: Boomburbs	\$116,300	\$380,200	71.7	2.9	1.0	4.6	9.6	3.2	9.8	4.6	2.5	9.7	49.5	5.4	24.4	30.6	12.2	11.2	11.2	0.1	2.3	2.2	2.6	3.2
1D: Savvy Suburbanites	\$111,900	\$526,800	68.1	3.3	0.8	6.0	9.6	3.0	9.6	4.3	2.1	8.7	51.0	5.0	22.1	29.7	11.6	12.1	11.9	0.2	3.5	2.5	3.0	3.5
1E: Exurbanites	\$107,400	\$520,300	59.6	3.0	1.2	5.4	7.8	2.8	8.8	3.5	2.0	9.2	54.6	4.7	23.4	32.3	12.0	10.8	11.2	0.4	2.9	1.8	2.3	2.9
02. Upscale Avenues	\$99,800	\$271,900	68.4	3.8	0.5	5.4	7.7	2.7	9.6	4.6	2.7	8.3	53.3	5.3	19.6	29.5	10.6	12.8	14.4	0.2	3.5	2.5	3.0	3.9
2A: Urban Chic	\$114,000	\$329,200	69.0	3.1	0.6	4.1	6.3	2.3	7.6	2.8	3.5	9.6	59.2	4.1	24.9	36.6	10.6	9.2	11.0	0.2	2.3	1.3	1.6	2.1
2B: Pleasantville	\$97,500	\$370,200	66.8	4.5	0.5	6.8	7.5	2.8	10.4	5.6	2.4	7.4	50.9	5.7	16.9	25.2	10.6	14.7	16.0	0.2	4.7	3.2	3.5	5.0
2C: Pacific Heights	\$98,800	\$304,700	62.7	3.5	0.4	5.2	9.0	3.2	10.4	5.8	2.3	7.7	50.9	5.1	16.8	26.0	11.1	14.1	16.8	0.2	3.5	2.7	4.2	4.5
2D: Enterprising Professionals	\$90,300	\$115,000	74.8	3.5	0.4	4.2	8.7	2.5	9.5	4.1	2.9	8.8	53.3	5.6	20.9	32.3	10.4	12.2	13.3	0.1	2.5	2.1	2.8	3.3
03. Uptown Individuals	\$80,200	\$42,900	75.9	3.2	0.4	2.7	5.1	2.0	7.5	2.7	4.5	10.3	60.8	4.0	24.4	36.7	10.0	9.5	12.7	0.1	1.6	1.0	1.6	2.2
3A: Laptops and Lattes	\$117,200	\$122,400	77.1	2.6	0.3	1.9	4.3	2.0	6.1	1.9	5.4	13.5	60.2	4.4	30.3	40.1	10.5	7.6	7.8	0.0	0.9	0.6	0.9	1.2
3B: Metro Renters	\$70,100	\$24,700	76.6	3.0	0.5	2.5	5.6	2.0	7.6	2.7	3.5	10.2	61.1	4.2	24.4	37.8	10.1	9.7	12.0	0.1	1.3	1.0	1.6	2.0
3C: Trendsetters	\$67,600	\$30,900	73.7	4.0	0.3	3.9	5.0	1.9	8.6	3.4	5.0	7.5	61.0	3.6	18.8	31.8	9.5	11.0	18.5	0.1	2.8	1.5	2.3	3.5
04. Family Landscapes	\$77,000	\$197,000	69.5	3.8	1.2	6.7	10.4	2.9	11.5	5.7	1.8	7.0	47.1	5.6	15.8	23.0	11.0	14.3	15.7	0.4	4.7	3.9	5.3	5.8
4A: Soccer Moms	\$94,200	\$297,100	71.3	3.3	0.9	6.1	10.2	3.1	10.7	5.4	2.0	7.9	48.1	5.7	18.9	26.2	11.3	13.5	13.9	0.3	3.8	3.3	4.2	4.7
4B: Home Improvement	\$74,900	\$196,800	70.5	4.5	0.8	6.8	8.9	2.9	11.9	6.0	2.0	7.2	48.2	5.3	14.2	21.4	11.1	15.9	17.1	0.3	4.8	4.1	5.1	6.1
4C: Middleburg	\$61,700	\$126,700	66.9	4.0	1.9	7.4	11.6	2.7	12.1	5.9	1.6	6.0	45.4	5.6	13.4	20.4	10.6	14.2	16.9	0.7	5.6	4.5	6.8	6.8
05. GenXurban	\$62,600	\$169,400	63.6	4.0	1.1	6.0	10.2	2.6	11.4	4.9	1.6	6.8	50.3	5.1	14.5	24.2	10.6	14.5	16.9	0.4	4.4	3.4	5.5	5.6
5A: Comfortable Empty Nesters	\$76,900	\$312,400	61.4	3.6	1.2	6.0	10.5	2.7	10.7	5.0	1.6	7.3	49.7	5.4	16.7	26.2	11.0	14.1	14.4	0.3	4.1	3.3	4.9	5.0
5B: In Style	\$75,600	\$174,600	67.5	3.2	1.0	4.9	7.7	2.5	10.4	4.0	1.8	7.8	55.0	4.9	18.3	30.5	11.0	12.5	14.7	0.3	3.2	2.4	3.3	3.8
5C: Parks and Rec	\$61,900	\$135,700	67.2	4.9	0.7	7.0	10.1	2.7	12.0	5.5	1.7	6.6	48.5	5.1	12.8	20.9	10.2	15.7	18.5	0.3	5.2	3.8	6.0	6.6
5D: Rustbelt Traditions	\$53,100	\$107,100	66.3	4.5	0.9	6.4	12.1	2.6	12.2	5.3	1.6	6.1	48.2	4.5	11.3	19.5	10.1	15.8	19.3	0.4	5.1	4.0	7.5	7.0
5E: Midlife Constants	\$54,400	\$150,300	56.8	4.1	1.5	5.9	10.7	2.4	11.8	4.9	1.5	6.1	50.0	5.3	13.2	23.1	10.6	14.6	17.9	0.6	4.5	3.5	6.1	5.9
06. Cozy Country Living	\$58,600	\$173,300	62.2	3.8	4.5	8.2	13.9	2.5	10.9	5.7	1.2	5.1	43.1	4.7	13.8	19.1	9.5	13.2	16.5	1.6	6.3	4.5	8.2	7.4
6A: Green Acres	\$79,100	\$279,900	67.0	3.3	2.6	8.3	12.9	2.8	10.6	5.6	1.4	6.2	44.6	5.0	16.1	22.4	10.0	13.5	14.5	0.9	5.8	4.3	6.4	6.1
6B: Salt of the Earth	\$58,100	\$176,500	63.0	3.9	3.6	8.1	18.4	2.5	10.8	6.1	1.1	4.6	40.5	4.1	12.0	17.6	8.9	13.4	15.9	1.3	6.5	5.1	10.7	8.6
6C: The Great Outdoors	\$58,300	\$168,000	59.8	4.3	3.8	9.5	7.5	2.1	11.2	5.0	1.3	5.2	48.6	5.7	14.0	20.5	10.1	12.8	19.0	1.5	7.0	4.1	5.0	6.0
6D: Prairie Living	\$55,500	\$160,300	64.8	2.5	16.0	8.1	11.7	3.0	9.6	6.1	1.0	4.3	36.1	4.1	17.9	15.8	7.8	12.0	14.7	5.0	6.6	4.5	7.6	8.0
6E: Rural Resort Dwellers	\$51,800	\$171,700	52.0	4.2	5.0	9.4	9.5	1.9	11.3	5.3	1.2	5.4	45.6	5.4	14.0	18.4	10.5	12.2	18.8	2.1	7.2	4.1	6.2	6.5
6F: Heartland Communities	\$43,600	\$80,400	58.4	4.8	3.0	6.7	16.9	2.3	12.1	5.6	1.2	4.4	43.2	4.6	9.6	16.6	9.3	13.5	19.6	1.3	5.7	4.4	11.0	9.0
07. Ethnic Enclaves	\$55,600	\$84,300	64.5	5.7	3.2	8.5	9.3	3.0	11.7	6.3	1.5	5.6	46.5	4.5	10.5	15.9	10.2	14.3	21.1	2.3	6.6	4.1	6.8	8.1
7A: Up and Coming Families	\$75,400	\$137,700	71.5	4.0	1.1	6.1	8.5	2.9	11.5	6.3	1.9	7.6	47.9	6.2	15.4	22.8	11.0	15.0	16.9	0.4	4.1	3.8	4.6	6.0
7B: Urban Villages	\$65,800	\$137,200	63.4	5.6	1.9	8.1	11.2	3.4	11.6	6.8	1.6	5.0	46.8	3.7	9.3	14.1	10.0	15.1	22.2	1.4	6.4	4.2	8.3	9.1
7C: American Dreamers	\$52,800	\$72,500	65.7	6.4	1.4	8.8	8.1	2.7	12.6	6.6	1.6	5.5	48.6	4.2	9.5	14.4	10.5	15.7	23.0	0.9	6.9	4.3	6.5	8.4
7D: Barrios Urbanos	\$39,800	\$31,800	60.6	7.1	3.9	13.9	12.9	3.0	11.4	5.7	0.9	3.4	42.2	2.6	5.5	8.4	8.9	12.0	24.1	2.7	11.8	4.6	11.4	10.6
7E: Valley Growers	\$36,300	\$15,700	59.4	6.7	39.4	5.2	7.0	3.6	7.9	4.1	0.5	1.8	28.2	2.3	4.5	5.9	6.1	7.4	17.2	35.4	4.5	3.0	6.1	10.0
7F: Southwestern Families	\$31,600	\$19,000	52.6	7.7	2.7	10.8	6.5	2.8	12.3	6.2	1.0	4.0	49.9	3.7	6.5	11.2	10.5	13.7	27.7	1.4	9.0	4.4	6.4	9.2
08. Middle Ground	\$51,200	\$38,700	66.0	5.2	0.9	5.9	8.6	2.4	11.8	5.0	1.9	6.5	52.7	4.4	12.9	21.7	10.6	14.0	21.1	0.4	4.6	2.9	5.5	6.3
8A: City Lights	\$72,600	\$96,700	67.7	4.8	0.4	6.4	6.8	2.5	10.6	5.7	2.5	7.2	53.3	4.5	15.0	23.5	10.1	14.3	19.8	0.3	4.7	2.9	3.9	5.6
8B: Emerald City	\$62,100	\$61,600	73.3	3.5	0.6	4.3	6.1	2.1	9.5	3.4	2.4	7.5	59.8	4.2	18.3	32.5	10.3	11.5	16.4	0.2	2.8	1.8	2.8	3.5
8C: Bright Young Professionals	\$55,700	\$40,000	71.9	4.2	0.9	5.7	8.2	2.5	12.5	5.2	1.9	7.2	50.7	5.1	13.8	22.2	11.1	15.1	19.2	0.3	4.2	3.3	4.8	5.9
8D: Downtown Melting Pot	\$52,500	\$28,100	60.6	4.6	0.2	6.4	5.6	3.0	10.7	6.5	2.0	7.5	55.0	3.1	12.0	19.7	10.7	13.2	25.6	0.1	5.0	2.1	4.5	7.0
8E: Front Porches	\$45,500	\$30,400	64.4	6.5	1.2	7.1	10.6	2.5	12.8	5.2	1.5	5.3	49.6	4.2	9.6	15.9	10.2	14.7	23.9	0.8	5.7	3.7	7.6	8.0
8F: Old and Newcomers	\$45,900	\$38,100	62.7	4.5	1.0	5.2	8.4	2.2	12.5	4.5	1.7	6.5	53.2	4.8	12.7	22.6	11.2	14.6	20.7	0.4	4.0	3.0	5.2	5.6
8G: Hardscrabble Road	\$29,300	\$13,100	56.7	9.9	1.3	7.3	15.5	2.3																



	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 Adm.	Mgmt/Bus/ Financial	Professional	Sales	Admin. Support	Services	Farming/ Forestry/ Fishing	Construct./ Extraction	Installation/ Maint./ Repair	Production	Transport/ Mat'l Moving
United States	\$58,100	\$103,600	62.7	4.8	1.8	6.5	9.9	2.6	11.0	5.1	1.8	6.6	49.9	4.7	14.6	22.2	10.5	13.3	18.4	0.8	4.9	3.3	5.8	6.2
09. Senior Styles	\$47,400	\$115,600	44.7	5.1	1.2	5.6	7.2	2.3	11.4	4.3	1.8	8.0	53.8	4.5	16.0	24.0	11.8	13.3	18.9	0.6	3.8	2.6	3.9	5.0
9A: Silver & Gold	\$74,500	\$407,000	41.5	3.8	1.2	6.3	5.6	2.5	11.3	3.6	1.6	10.2	53.5	4.2	21.3	25.1	14.6	11.5	15.2	0.5	3.4	2.4	2.4	3.4
9B: Golden Years	\$75,400	\$199,900	55.9	3.7	0.6	4.6	7.1	2.6	9.7	3.8	2.2	9.5	55.1	4.7	21.0	30.7	11.7	12.4	13.5	0.2	2.8	2.0	2.5	3.3
9C: The Elders	\$44,200	\$277,400	22.6	5.5	0.9	5.3	5.1	2.4	14.1	4.4	1.5	9.6	52.6	4.0	15.0	20.3	14.5	16.0	19.9	0.4	3.4	2.3	2.7	5.4
9D: Senior Escapes	\$40,000	\$119,100	43.1	6.3	3.0	8.7	6.8	1.9	13.2	5.5	1.2	5.1	49.3	5.2	10.6	16.3	11.0	14.2	23.4	1.5	6.5	4.4	5.3	6.8
9E: Retirement Communities	\$42,200	\$58,800	48.8	4.7	1.0	5.1	8.8	2.3	11.8	4.7	1.7	7.4	52.9	4.3	13.5	23.3	11.1	14.6	19.9	0.5	3.8	2.7	5.1	5.7
9F: Social Security Set	\$18,000	\$10,300	42.9	8.4	0.7	4.4	7.5	1.8	11.1	4.2	1.9	5.6	58.8	4.0	10.6	19.7	9.8	13.1	28.3	0.4	3.6	2.1	5.6	6.8
10. Rustic Outposts	\$43,200	\$83,600	54.5	5.8	4.7	9.1	14.1	2.3	11.8	6.3	1.0	4.0	41.4	5.1	9.6	15.2	9.3	13.1	18.9	1.9	7.9	5.3	9.8	8.9
10A: Southern Satellites	\$49,800	\$106,000	59.1	5.2	3.7	9.6	14.5	2.5	11.9	6.5	1.1	4.3	41.0	4.9	10.4	15.8	9.5	13.6	17.4	1.5	7.7	5.7	9.7	8.5
10B: Rooted Rural	\$43,400	\$106,600	52.0	5.2	5.9	8.8	15.5	2.1	11.2	6.6	1.0	3.7	40.0	5.2	10.2	16.2	8.8	12.6	17.5	2.7	7.5	5.3	10.3	9.0
10C: Diners & Miners	\$41,700	\$79,100	47.6	5.2	11.3	8.2	7.2	2.0	11.4	6.4	1.1	3.9	42.6	5.9	9.3	16.8	8.8	12.5	18.3	1.6	11.8	5.0	6.9	8.9
10D: Down the Road	\$40,000	\$47,400	59.1	6.7	3.4	10.0	11.6	2.4	12.7	5.7	1.2	4.1	44.5	4.4	8.2	12.3	9.9	13.2	23.3	2.0	8.5	5.0	8.8	8.8
10E: Rural Bypasses	\$34,200	\$40,300	46.9	7.6	4.2	7.6	16.8	2.0	11.9	6.1	0.9	3.5	41.2	5.8	8.0	14.4	9.1	12.4	20.9	2.1	6.8	4.7	11.9	9.6
11. Midtown Singles	\$36,400	\$12,600	65.8	7.3	0.7	5.6	7.2	2.0	12.5	5.5	1.8	6.0	54.6	4.1	9.7	18.0	10.7	14.8	26.3	0.4	4.6	2.8	5.4	7.2
11A: City Strivers	\$46,500	\$18,800	62.4	8.6	0.1	4.6	3.5	1.4	9.9	8.7	1.9	6.3	57.9	5.8	9.5	18.8	8.9	15.7	29.7	0.1	3.9	2.3	3.2	8.0
11B: Young and Restless	\$42,300	\$12,600	75.3	4.6	0.6	4.9	7.1	2.2	13.0	4.7	2.2	7.5	53.8	3.9	12.3	22.0	11.5	15.6	21.8	0.2	3.6	2.8	4.5	5.6
11C: Metro Fusion	\$37,200	\$12,800	68.2	6.9	0.9	7.6	8.0	2.3	13.0	5.7	1.5	5.5	51.8	3.7	8.3	14.0	10.7	14.7	27.0	0.6	6.3	3.3	6.5	8.4
11D: Set to Impress	\$34,600	\$13,000	63.9	6.4	0.9	5.6	8.5	2.0	13.0	4.2	1.7	5.3	55.1	3.7	9.8	19.1	10.6	13.9	25.7	0.6	4.6	2.8	6.2	6.7
11E: City Commons	\$18,500	\$10,000	52.0	14.6	0.7	4.3	8.0	1.6	12.0	5.6	1.2	4.2	58.5	4.0	6.0	13.1	10.6	13.9	34.0	0.4	4.0	2.1	7.0	8.8
12. Hometown	\$35,400	\$24,700	55.9	8.4	1.2	5.7	12.4	2.0	12.2	6.0	1.4	4.7	49.8	4.7	8.1	15.2	9.8	14.7	25.0	0.6	4.9	3.5	9.1	9.1
12A: Family Foundations	\$44,400	\$70,100	58.0	9.4	0.4	4.4	7.9	1.8	10.6	8.5	1.8	5.8	52.4	6.4	9.5	17.2	9.3	17.0	24.7	0.2	3.7	2.8	6.0	9.5
12B: Traditional Living	\$40,400	\$38,300	63.2	6.4	1.2	6.3	15.8	2.3	12.9	5.3	1.4	4.6	46.5	3.8	8.0	14.7	9.9	14.6	22.5	0.6	5.5	4.1	11.1	9.0
12C: Small Town Simplicity	\$32,500	\$19,100	51.8	6.7	2.0	6.6	12.9	2.0	13.1	4.9	1.2	4.3	48.2	4.7	8.6	16.2	10.1	13.6	23.6	1.0	5.7	3.8	9.3	8.2
12D: Modest Income Homes	\$24,600	\$13,100	49.1	13.5	0.7	4.6	9.5	1.6	11.1	6.4	1.2	4.1	55.9	4.9	6.3	12.8	9.5	14.2	32.3	0.4	4.1	2.5	7.9	10.0
13. Next Wave	\$36,400	\$13,000	62.7	7.3	1.4	10.0	10.0	2.8	11.3	5.7	1.3	4.3	50.9	2.2	6.3	10.6	9.4	12.0	30.1	1.3	8.7	3.1	8.8	9.7
13A: International Marketplace	\$49,400	\$18,700	67.2	5.8	0.6	8.5	8.3	2.6	11.1	6.2	1.8	5.1	53.3	2.5	8.7	14.2	9.7	12.8	28.9	0.5	7.2	2.9	6.6	8.5
13B: Las Casas	\$40,300	\$15,000	61.7	6.4	2.3	9.7	15.2	3.9	11.4	6.5	1.1	3.3	44.8	1.9	4.8	7.6	9.3	12.1	26.0	2.0	8.5	3.7	13.2	12.6
13C: NeWest Residents	\$31,900	\$11,200	67.6	6.6	2.0	16.5	9.7	2.4	10.2	4.1	0.9	3.7	49.2	1.4	4.7	7.1	8.4	9.5	32.5	1.7	14.5	3.4	9.6	8.6
13D: Fresh Ambitions	\$28,000	\$11,500	55.4	11.4	2.0	7.8	10.4	2.6	12.3	5.6	1.1	3.8	51.6	2.8	5.4	10.2	9.6	12.5	31.1	1.8	6.8	2.8	9.1	10.7
13E: High Rise Renters	\$23,300	\$10,100	53.5	9.7	0.3	4.7	4.2	1.8	12.6	6.2	1.6	6.0	59.5	3.3	6.3	12.9	10.4	13.7	37.8	0.3	4.0	2.0	4.2	8.4
14. Scholars and Patriots	\$29,500	\$10,600	48.9	6.3	0.9	2.8	4.4	1.1	12.3	2.1	1.6	3.9	66.9	4.0	9.1	28.1	11.4	14.1	25.9	0.5	2.2	1.8	2.9	3.8
14A: Military Proximity	\$49,500	\$11,700	21.4	7.2	0.6	3.1	2.7	0.8	11.5	2.9	1.0	2.6	40.7	34.1	12.1	21.6	9.4	15.0	21.8	0.5	3.3	8.2	3.0	5.1
14B: College Towns	\$33,700	\$11,900	59.8	5.3	1.0	3.4	5.4	1.4	12.3	2.4	1.7	4.6	65.0	2.8	10.3	28.8	11.2	13.2	24.0	0.6	2.7	1.7	3.5	4.1
14C: Dorms to Diplomas	\$17,500	\$8,600	45.0	7.6	0.7	1.8	3.0	0.8	12.5	1.4	1.6	3.2	73.2	1.7	7.1	27.9	12.1	15.3	29.2	0.5	1.4	1.1	2.1	3.3

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

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



Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) ¹										Year Structure Built (%) ¹					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2014 or later	2010 to 2013	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier	
United States	\$218,500	63.1	11.2	61.6	5.8	3.7	4.4	4.8	4.5	8.7	6.3	0.1	0.4	1.9	14.7	14.0	13.7	55.3	
01. Affluent Estates	\$439,800	88.5	4.9	88.2	5.1	0.7	0.8	1.0	1.0	2.2	0.9	0.0	0.7	3.0	22.1	19.3	15.5	39.4	
1A: Top Tier	Single Family	\$856,300	90.0	5.3	89.9	3.9	0.8	0.7	0.7	0.6	2.9	0.3	0.4	1.4	10.0	12.2	13.7	62.3	
1B: Professional Pride	Single Family	\$448,600	91.2	2.9	91.0	4.7	0.4	0.5	0.8	0.7	1.2	0.6	0.8	3.0	24.8	39.0	15.9	16.6	
1C: Boomburbs	Single Family	\$364,000	84.9	3.4	83.9	7.5	0.3	0.8	1.7	2.2	2.8	0.7	2.0	9.3	63.1	17.1	3.7	4.8	
1D: Savvy Suburbanites	Single Family	\$374,900	90.5	3.9	91.3	4.1	0.8	0.7	0.7	0.6	0.8	1.0	0.4	1.8	13.0	17.6	21.3	45.8	
1E: Exurbanites	Single Family	\$439,600	84.9	8.9	83.3	6.3	1.1	1.4	1.5	1.1	3.8	1.5	0.4	1.6	12.6	14.3	16.8	54.3	
02. Upscale Avenues		\$451,000	70.0	5.8	63.2	11.6	3.3	3.3	4.5	5.0	8.1	0.8	0.3	1.4	10.6	11.8	13.4	62.4	
2A: Urban Chic	Single Family	\$657,000	66.3	9.3	61.4	8.6	4.1	4.5	4.7	11.2	0.6	0.0	0.4	1.3	10.3	9.9	11.1	67.0	
2B: Pleasantville	Single Family	\$394,500	83.1	4.7	84.0	5.5	3.3	1.7	1.3	1.2	2.1	1.0	0.1	0.7	5.3	6.1	9.1	78.6	
2C: Pacific Heights	Single Family	\$648,400	72.7	4.4	66.8	14.3	5.2	3.1	2.3	1.7	5.9	0.7	0.2	0.7	5.4	6.8	13.3	73.7	
2D: Enterprising Professionals	Multi-Units; Single Family	\$354,500	52.1	4.9	30.3	22.8	1.6	4.9	10.4	13.2	15.7	0.9	0.7	3.1	21.9	25.4	22.6	26.3	
03. Uptown Individuals		\$573,800	26.7	9.6	10.4	6.4	5.2	8.8	10.6	11.5	46.8	0.2	0.7	2.7	15.4	8.8	8.8	63.6	
3A: Laptops and Lattes	High Density Apartments	\$844,900	37.6	10.1	11.9	7.7	5.7	8.6	9.4	9.3	47.1	0.1	0.6	2.0	12.2	6.6	7.8	70.8	
3B: Metro Renters	Multi-Unit Rentals	\$370,100	20.7	10.3	7.6	5.3	2.8	6.0	9.3	12.7	56.2	0.2	1.1	3.9	22.5	12.8	10.2	49.5	
3C: Trendsetters	High Density Apartments	\$572,700	25.0	7.8	13.0	6.7	8.1	13.0	13.8	12.1	33.0	0.3	0.4	1.6	8.2	5.2	7.8	76.8	
04. Family Landscapes		\$221,900	79.7	5.2	81.5	5.5	1.3	1.7	2.0	1.6	1.8	4.6	0.6	3.0	25.6	24.9	18.0	27.8	
4A: Soccer Moms	Single Family	\$268,900	85.1	3.7	86.2	5.8	0.8	1.0	1.3	1.2	1.6	2.0	0.7	3.5	30.9	32.8	14.5	17.6	
4B: Home Improvement	Single Family	\$202,100	79.3	5.1	84.1	6.8	1.0	1.6	1.9	1.6	1.4	1.6	0.3	1.0	8.7	16.8	31.3	41.9	
4C: Middleburg	Single Family	\$183,900	74.3	6.8	75.3	4.4	2.0	2.4	2.7	2.1	2.1	9.1	0.7	3.7	30.6	22.1	13.5	29.3	
05. GenXurban		\$187,600	74.2	7.8	76.1	5.7	3.0	3.1	3.3	2.7	3.6	2.4	0.2	1.2	9.3	10.5	12.2	66.5	
5A: Comfortable Empty Nesters	Single Family	\$212,800	87.0	6.4	88.4	4.0	1.1	1.1	1.1	0.7	1.2	2.3	0.3	1.2	10.4	12.4	14.0	61.8	
5B: In Style	Single Family	\$255,100	67.9	8.5	66.1	7.9	2.9	4.2	5.6	5.1	6.4	1.8	0.4	2.2	14.0	14.6	15.8	53.0	
5C: Parks and Rec	Single Family	\$206,800	69.9	6.7	67.6	9.2	5.0	4.6	4.2	3.5	3.9	2.0	0.2	0.9	6.6	7.7	10.9	73.7	
5D: Rustbelt Traditions	Single Family	\$127,800	71.4	8.1	80.4	3.8	3.7	3.1	2.9	2.1	2.0	1.9	0.1	0.7	5.0	6.0	8.0	80.2	
5E: Midlife Constants	Single Family	\$161,800	73.2	9.2	75.9	4.5	2.7	3.1	3.3	2.3	4.3	3.9	0.2	1.1	10.0	11.3	11.8	65.6	
06. Cozy Country Living		\$184,500	80.4	17.9	81.6	2.0	1.6	1.5	1.3	0.9	1.1	9.9	0.1	0.3	1.7	15.0	15.5	13.3	54.1
6A: Green Acres	Single Family	\$247,500	86.3	7.2	87.0	2.4	1.1	0.8	0.8	0.5	0.7	6.6	0.1	0.5	2.5	20.2	20.2	15.1	41.5
6B: Salt of the Earth	Single Family	\$162,100	83.3	10.2	83.8	1.5	1.3	1.0	0.8	0.4	0.4	10.8	0.1	0.3	1.6	13.8	15.9	12.1	56.4
6C: The Great Outdoors	Single Family	\$254,600	78.2	21.4	76.5	2.1	1.6	1.6	1.4	0.9	1.0	14.6	0.2	0.4	1.8	18.1	17.2	17.0	45.5
6D: Prairie Living	Single Family	\$145,000	79.4	16.4	85.0	1.0	0.9	1.2	0.9	0.6	0.5	9.8	0.1	0.3	1.7	10.7	10.5	9.5	67.3
6E: Rural Resort Dwellers	Single Family/Seasonal	\$220,600	81.7	51.6	78.2	1.8	1.1	1.2	1.3	1.1	1.9	13.2	0.2	0.3	1.5	18.6	17.5	16.5	45.5
6F: Heartland Communities	Single Family	\$99,100	69.8	12.8	76.9	2.5	3.4	3.3	2.7	1.6	2.0	7.4	0.0	0.1	0.9	7.0	8.9	9.0	73.9
07. Ethnic Enclaves		\$185,500	66.5	7.2	75.0	5.4	2.1	2.9	3.1	2.9	3.7	4.8	0.1	0.6	3.1	27.0	13.4	12.2	43.6
7A: Up and Coming Families	Single Family	\$207,600	76.3	5.3	80.5	5.6	0.6	1.6	2.5	3.2	3.2	2.8	0.0	1.4	7.0	60.4	17.9	5.9	7.4
7B: Urban Villages	Single Family	\$341,800	69.8	4.9	80.6	5.3	2.3	2.2	2.0	1.6	3.2	2.8	0.1	0.1	0.5	6.2	7.8	11.3	74.1
7C: American Dreamers	Single Family	\$159,000	63.9	8.2	72.4	7.6	2.2	3.3	4.1	3.5	3.6	3.3	0.0	0.3	1.3	14.9	15.1	22.3	46.0
7D: Barrios Urbanos	Single Family	\$97,100	59.4	9.8	73.4	2.9	3.0	3.2	2.9	2.3	2.3	9.8	0.1	0.3	1.6	12.9	10.4	11.4	63.3
7E: Valley Growers	Single Family	\$153,900	44.7	9.7	59.5	3.2	4.5	7.2	5.6	3.3	3.1	13.3	0.2	0.3	1.7	14.0	14.2	13.5	56.4
7F: Southwestern Families	Single Family	\$91,800	53.6	9.9	64.8	4.6	3.7	4.6	4.2	3.7	7.8	6.5	0.1	0.3	1.5	8.4	9.3	12.7	67.8
08. Middle Ground		\$206,000	45.3	10.3	43.5	8.8	7.6	8.3	8.9	8.3	12.4	2.3	0.1	0.3	1.4	10.2	10.7	13.1	64.2
8A: City Lights	Multi-Units; Single Family	\$399,700	52.1	6.4	41.4	9.8	12.3	8.7	6.7	6.1	14.2	0.9	0.1	0.2	0.9	5.3	5.5	10.1	78.0
8B: Emerald City	Single Family; Multi-Units	\$264,700	48.6	11.7	46.5	9.2	6.8	7.7	7.7	7.2	14.1	0.7	0.0	0.4	1.4	9.0	8.1	10.3	70.8
8C: Bright Young Professionals	Single Family; Multi-Units	\$194,600	43.6	7.7	39.7	10.3	2.7	6.7	12.0	13.8	11.9	2.8	0.1	0.5	2.6	20.9	21.7	21.5	32.7
8D: Downtown Melting Pot	High Density Apartments	\$596,600	32.1	7.7	12.9	10.1	17.7	14.6	8.0	6.4	29.8	0.4	0.0	0.1	0.9	5.4	4.0	6.0	83.6
8E: Front Porches	Single Family; Multi-Units	\$175,500	47.2	10.0	47.6	9.7	8.8	9.5	8.2	6.2	7.2	2.7	0.1	0.2	1.0	7.3	7.8	10.9	72.8
8F: Old and Newcomers	Single Family; Multi-Units	\$173,200	45.8	11.0	43.2	7.3	4.2	7.5	10.4	9.6	14.4	3.3	0.1	0.3	1.5	10.5	12.4	16.4	59.0
8G: Hardscrabble Road	Single Family	\$76,400	40.1	17.8	58.8	5.6	11.0	7.9	5.8	3.7	4.0	3.2	0.0	0.1	0.8	4.6	5.0	6.3	83.2



Housing Type	Median Home Value	Home Ownership (%)	Vacancy (%)	Units in Structure (%) ¹										Year Structure Built (%) ¹					
				1, Detach- ed	1, Attach- ed	2	3 or 4	5 to 9	10 to 19	20+	Mobile Home	Other	2014 or later	2010 to 2013	2000 to 2009	1990 to 1999	1980 to 1989	1979 or Earlier	
United States	\$218,500	63.1	11.2	61.6	5.8	3.7	4.4	4.8	4.5	8.7	6.3	0.1	0.4	1.9	14.7	14.0	13.7	55.3	
09. Senior Styles	\$242,800	59.5	21.5	41.2	8.0	2.5	4.3	5.0	5.0	23.2	10.4	0.2	0.4	1.4	15.3	15.6	18.9	48.4	
9A: Silver & Gold	\$396,200	84.3	42.5	65.1	7.4	1.8	3.0	3.2	3.3	11.9	4.2	0.1	0.6	1.8	25.7	20.7	20.1	31.2	
9B: Golden Years	\$346,100	62.6	12.6	41.0	12.5	2.9	4.5	5.6	5.5	26.4	1.6	0.1	0.3	1.4	12.1	13.6	17.6	55.0	
9C: The Elders	\$192,200	81.8	23.8	39.5	10.9	1.2	3.7	3.7	4.1	18.8	17.8	0.4	0.3	1.2	17.5	21.0	25.1	35.0	
9D: Senior Escapes	\$134,600	75.7	25.2	50.0	2.3	1.2	1.8	1.7	1.7	2.4	38.2	0.7	0.3	1.4	17.3	17.9	21.5	41.7	
9E: Retirement Communities	\$183,100	45.4	12.1	31.2	9.0	3.1	5.8	7.8	7.4	32.5	3.2	0.1	0.2	1.3	10.5	13.2	18.1	56.7	
9F: Social Security Set	\$148,900	14.1	13.1	12.4	4.7	5.3	7.8	8.1	8.2	51.8	1.6	0.1	0.3	1.4	8.0	6.7	10.8	72.7	
10. Rustic Outposts	\$115,800	75.5	14.9	64.2	0.9	1.1	1.1	1.0	0.6	0.7	30.1	0.2	0.4	2.2	16.1	20.0	16.5	44.9	
10A: Southern Satellites	\$137,400	78.1	11.5	65.9	0.8	0.9	0.7	0.7	0.4	0.4	30.0	0.2	0.5	2.6	19.2	22.2	16.7	38.9	
10B: Rooted Rural	\$119,800	80.3	19.8	72.1	0.7	0.7	0.7	0.5	0.3	0.3	24.4	0.2	0.3	1.9	15.0	18.4	15.3	49.1	
10C: Diners & Miners	\$92,000	76.0	15.4	68.6	0.8	1.1	1.1	1.2	0.6	0.7	25.6	0.2	0.4	2.0	12.4	14.7	15.1	55.5	
10D: Down the Road	\$98,200	65.9	12.2	43.0	1.9	1.6	2.1	2.4	1.8	2.0	44.8	0.3	0.5	2.5	16.7	21.8	19.1	39.3	
10E: Rural Bypasses	\$86,700	70.6	16.8	63.2	0.7	1.8	1.8	1.6	0.6	0.7	29.5	0.1	0.3	1.6	12.3	18.9	16.3	50.7	
11. Midtown Singles	\$156,500	23.1	12.7	22.4	7.8	8.0	11.8	14.6	15.1	18.4	1.8	0.1	0.3	1.7	10.5	11.7	15.7	60.2	
11A: City Strivers	\$353,400	32.4	10.5	15.0	12.0	19.9	18.3	8.2	6.6	19.7	0.2	0.0	0.1	1.0	6.1	4.2	4.2	84.4	
11B: Young and Restless	\$175,900	13.8	9.9	10.8	5.5	2.3	8.7	18.9	25.4	27.3	1.1	0.1	0.4	2.3	15.0	19.8	25.5	36.9	
11C: Metro Fusion	\$145,200	24.6	11.9	23.3	7.9	4.6	10.8	16.5	17.7	16.1	3.1	0.1	0.3	1.5	11.3	13.6	20.7	52.7	
11D: Set to Impress	\$136,900	28.2	13.8	31.8	6.1	9.3	12.7	12.1	10.0	15.7	2.1	0.1	0.2	1.4	7.0	8.0	11.1	72.4	
11E: City Commons	\$87,300	23.1	18.6	33.1	10.7	11.3	12.0	13.3	8.0	9.8	1.8	0.0	0.2	1.8	10.0	6.7	7.6	73.8	
12. Hometown	\$91,100	54.4	15.2	67.4	5.8	6.3	5.1	4.4	2.7	4.5	3.7	0.0	0.1	0.9	5.4	5.8	7.2	80.6	
12A: Family Foundations	\$122,600	65.4	11.4	73.5	8.7	3.5	2.9	3.0	2.2	4.5	1.7	0.0	0.1	0.7	5.2	4.6	6.6	82.8	
12B: Traditional Living	\$85,500	59.2	12.5	75.6	3.3	6.3	4.4	3.5	2.3	2.2	2.5	0.0	0.2	0.7	4.0	4.5	5.3	85.3	
12C: Small Town Simplicity	\$95,600	50.3	14.5	60.7	3.5	5.7	6.5	6.2	3.5	6.8	7.0	0.1	0.1	1.1	6.9	8.7	10.8	72.3	
12D: Modest Income Homes	\$75,600	44.6	22.4	61.2	10.0	8.9	5.6	4.3	2.8	4.7	2.5	0.0	0.1	1.0	5.2	4.6	5.6	83.4	
13. Next Wave	\$260,400	23.9	9.6	23.6	8.0	10.1	13.1	10.9	10.2	22.0	2.0	0.1	0.2	1.0	6.5	6.2	9.8	76.3	
13A: International Marketplace	\$362,400	27.9	7.7	22.3	7.1	14.0	15.6	11.3	9.5	19.2	0.9	0.1	0.2	1.1	6.5	5.8	8.9	77.6	
13B: Las Casas	\$287,300	35.4	7.3	45.6	8.4	10.3	11.8	7.7	5.5	7.9	2.6	0.1	0.1	0.8	5.7	6.2	8.5	78.7	
13C: NeWest Residents	\$136,100	16.8	13.1	17.4	4.4	5.4	11.9	16.1	19.4	20.4	4.8	0.1	0.2	1.3	8.3	8.9	16.8	64.4	
13D: Fresh Ambitions	\$134,100	27.3	13.5	25.2	17.4	13.6	17.1	9.8	5.9	9.4	1.5	0.1	0.1	0.9	6.5	5.5	7.8	79.1	
13E: High Rise Renters	\$345,500	3.9	6.2	1.7	2.9	3.1	5.1	7.3	9.9	69.7	0.2	0.2	0.1	1.1	4.6	3.8	4.9	85.5	
14. Scholars and Patriots	\$192,400	17.8	9.3	25.6	9.3	7.0	9.7	12.1	13.7	20.9	1.6	0.0	0.5	4.0	16.3	13.7	12.6	52.9	
14A: Military Proximity	\$186,300	3.3	14.8	25.9	45.4	10.4	9.7	4.5	1.4	2.1	0.7	0.0	0.8	10.0	31.1	15.7	9.7	32.6	
14B: College Towns	\$191,600	25.3	9.6	31.3	5.7	7.1	9.7	11.9	12.7	19.2	2.2	0.0	0.4	2.8	13.6	12.3	12.2	58.7	
14C: Dorms to Diplomas	\$199,400	7.9	7.0	13.9	3.9	5.7	9.6	15.1	20.0	30.7	1.0	0.0	0.6	4.2	16.6	15.8	14.4	48.5	

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

¹ 2012-2016 American Community Survey