

Cluster 10

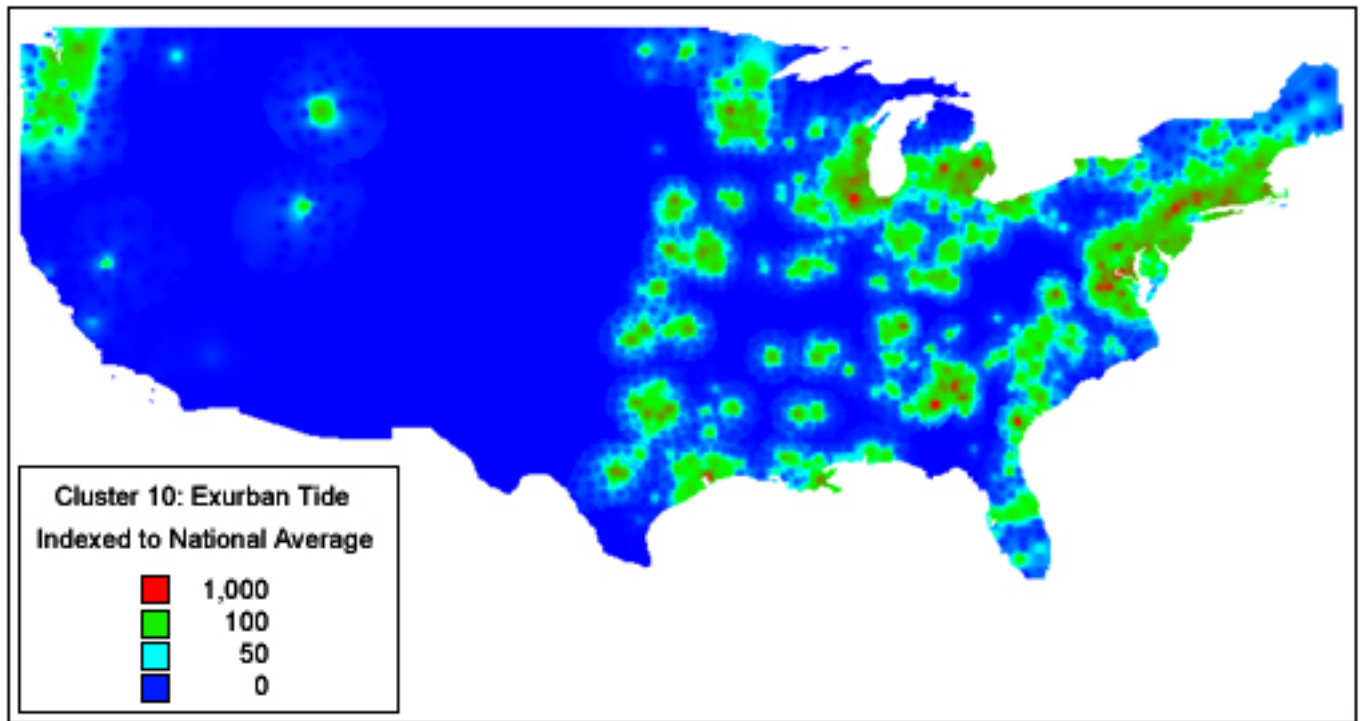
Exurban Tide



Cluster Highlights		<i>Cluster Relative</i>
Population		1.8%
Households		1.7%
Household Population		1.8%
Group Quarters Population		0.5%
Median Household Income		138
Mean Household Income		125
Per Capita Income		115
Vehicle Preferences	SATURN LS FORD WINDSTAR GMC YUKON	

Out beyond the established suburbs lies a semi-rural land inhabited by suburban-type families, householders aged 35 to 54 with plenty of school-aged kids and teens but some empty nests. Sixty percent are dual-earner couples. Their below average proportion of college-educated parents puts them at a slight disadvantage compared to Suburban Wave. Still, 87 percent own their homes. White non-Hispanics predominate. Average family income is \$80,000. Vacations lean to family camping and local theme parks.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	5,215,523	289,575,713	1.8%
Households	1,823,588	109,038,334	1.7%
Household Population	5,181,752	282,356,192	1.8%
Group Quarters Population	33,771	7,219,521	0.5%

Settlement Context

High Density Urban	0.0%	2.6%	1
Urban	0.1%	3.5%	2
High Density Suburban	0.8%	11.3%	7
Suburban	11.5%	21.3%	54
Low Density Suburban	14.4%	13.3%	109
Low Density Exurban	48.1%	25.4%	189
Rural	25.0%	22.4%	112

Income

Median Household Income	\$ 74,163	\$ 53,935	138
Mean Household Income	\$ 81,251	\$ 65,258	125
Per Capita Income	\$ 28,453	\$ 24,752	115
Under \$10,000	2.2%	7.6%	29
\$10,000-\$14,999	2.4%	6.3%	39
\$15,000-\$19,999	2.7%	6.1%	45
\$20,000-\$24,999	2.9%	6.2%	47
\$25,000-\$29,999	3.0%	5.5%	53
\$30,000-\$34,999	3.3%	5.7%	59
\$35,000-\$39,999	3.4%	5.0%	67
\$40,000-\$44,999	3.9%	5.3%	74
\$45,000-\$49,999	4.2%	5.1%	82
\$50,000-\$59,999	8.5%	9.0%	94
\$60,000-\$74,999	14.2%	10.9%	131
\$75,000-\$99,999	25.7%	12.8%	201
\$100,000-\$124,999	10.9%	5.6%	195
\$125,000-\$149,999	6.2%	3.6%	174
\$150,000-\$199,999	3.5%	2.4%	146
\$200,000 and over	2.9%	3.0%	98
\$200,000-\$249,999	0.8%	0.8%	100
\$250,000-\$499,999	2.0%	2.0%	98
\$500,000 and over	0.1%	0.1%	67

Age of Householder

15 to 24 years	1.4%	5.4%	26
25 to 34 years	13.6%	18.0%	76
35 to 44 years	27.9%	23.0%	121
45 to 54 years	26.0%	20.0%	130
55 to 64 years	15.9%	13.3%	119
65 to 74 years	9.3%	10.6%	87
75 years and older	5.9%	9.7%	61

Race / Hispanic Origin

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.3%	0.9%	36
Asian / Hawaiian / Other Pacific Islander (alone)	1.4%	3.7%	38
Black or African American (alone)	3.9%	12.1%	32
Some Other Race (includes two or more races)	2.2%	8.2%	26
White (alone)	92.2%	75.1%	123
Hispanic Origin	3.0%	13.3%	23

Marital Status

Males, aged 15+			
Males, Never Married	100.0%	100.0%	100
Males, Currently Married	23.0%	30.0%	77
Males, Married, spouse present	68.9%	58.9%	117
Males, Married, spouse absent	66.9%	53.4%	125
Males, spouse absent, separated	2.1%	5.5%	38
Males, spouse absent, other reasons	0.9%	1.8%	50
Males, Widowed	1.2%	3.7%	32
Males, Divorced	1.7%	2.5%	68
Females, aged 15+	6.4%	8.6%	74
Females, Never Married	100.0%	100.0%	100
Females, Currently Married	18.1%	23.9%	76
Females, Married, spouse present	67.3%	54.9%	122
Females, Married, spouse absent	64.9%	49.9%	130
Females, spouse absent, separated	2.4%	5.0%	47
Females, spouse absent, other reasons	1.2%	2.4%	47
Females, Widowed	1.2%	2.6%	47
Females, Divorced	6.9%	10.4%	66
	7.8%	10.8%	72

Household Composition

One person households	14.5%	25.8%	56
One person, male householder	6.7%	11.2%	60
One person, female householder	7.8%	14.6%	53
Two or More Person Households	85.5%	74.2%	115
Family Households	81.7%	68.1%	120
Married Couple Family Households	71.0%	51.7%	137
Married Couple with Children Under 18	34.2%	23.5%	145
Married Couple without Children Under 18	36.8%	28.1%	131
Other Family Households	10.8%	16.4%	66
Other Family, male householder	3.2%	4.2%	77
Other Family, male HH with Children Under 18	1.6%	2.1%	78
Other Family, male HH without Children Under 18	1.6%	2.1%	75
Other Family, female householder	7.6%	12.2%	62
Other Family, female HH with Children Under 18	4.0%	7.2%	56
Other Family, female HH without Children Under 18	3.5%	5.1%	70
Non-Family Households	3.8%	6.1%	61
Non-Family, male householder	2.3%	3.6%	64
Non-Family, female householder	1.5%	2.5%	58

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	14.6%	25.6%	57
Two persons	34.5%	32.9%	105
Three persons	19.8%	16.9%	117
Four persons	19.6%	14.1%	139
Five persons	8.0%	6.4%	125
Six persons	2.5%	2.5%	100
Seven or more persons	1.1%	1.7%	62
Average Household Size	2.85	2.66	107

Housing Tenure by Units in Structure

Owner Occupied	90.2%	66.5%	136
Renter Occupied	9.8%	33.5%	29
Owner Occupied, single detached	83.8%	53.6%	156
Owner Occupied, single attached	2.5%	3.6%	68
Owner Occupied, 2 units	0.5%	1.1%	43
Owner Occupied, 3-4 units	0.3%	0.6%	41
Owner Occupied, 5-9 units	0.2%	0.5%	43
Owner Occupied, 10-19 units	0.1%	0.4%	36
Owner Occupied, 20-49 units	0.0%	0.4%	12
Owner Occupied, 50+ units	0.0%	0.7%	3
Owner Occupied, mobile home	2.8%	5.6%	50
Owner Occupied, boat, RV, other	0.0%	0.1%	43
Renter Occupied, single detached	5.1%	8.0%	64
Renter Occupied, single attached	0.6%	2.0%	33
Renter Occupied, 2 units	1.0%	3.1%	32
Renter Occupied, 3-4 units	0.7%	4.0%	18
Renter Occupied, 5-9 units	0.6%	4.1%	16
Renter Occupied, 10-19 units	0.5%	3.5%	14
Renter Occupied, 20-49 units	0.2%	2.9%	8
Renter Occupied, 50+ units	0.2%	4.5%	5
Renter Occupied, mobile home	0.7%	1.5%	47
Renter Occupied, boat, RV, other	0.0%	0.0%	48

Housing Vintage (Year Built)

1999 to March 2000	3.3%	2.4%	137
1995 to 1998	9.8%	7.3%	133
1990 to 1994	11.1%	7.3%	151
1980 to 1989	19.7%	15.8%	125
1970 to 1979	23.1%	18.5%	125
1960 to 1969	13.0%	13.7%	95
1950 to 1959	8.5%	12.7%	67
1940 to 1949	3.5%	7.3%	49
1939 or earlier	8.0%	15.0%	53
Median Year Structure Built	1975	1966	114

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.0%	0.4%	7
\$10,000 to \$14,999	0.0%	0.4%	7
\$15,000 to \$19,999	0.0%	0.5%	5
\$20,000 to \$24,999	0.0%	0.7%	5
\$25,000 to \$29,999	0.0%	0.9%	5
\$30,000 to \$34,999	0.1%	1.1%	5
\$35,000 to \$39,999	0.1%	1.4%	5
\$40,000 to \$49,999	0.2%	3.2%	7
\$50,000 to \$59,999	0.5%	4.0%	12
\$60,000 to \$69,999	0.9%	5.0%	18
\$70,000 to \$79,999	1.7%	5.8%	30
\$80,000 to \$89,999	3.4%	6.8%	50
\$90,000 to \$99,999	5.0%	6.4%	77
\$100,000 to \$124,999	14.1%	11.5%	123
\$125,000 to \$149,999	18.9%	11.6%	163
\$150,000 to \$174,999	18.3%	10.0%	183
\$175,000 to \$199,999	13.2%	7.1%	186
\$200,000 to \$249,999	11.9%	7.6%	156
\$250,000 to \$299,999	6.0%	5.0%	121
\$300,000 to \$399,999	3.7%	4.8%	78
\$400,000 to \$499,999	1.0%	2.4%	41
\$500,000 to \$749,999	0.5%	2.0%	27
\$750,000 to \$999,999	0.1%	0.7%	16
\$1,000,000 or more	0.1%	0.6%	20
Median Home Value	\$ 163,254	\$ 161,077	101

Educational Attainment

No schooling completed	0.4%	1.4%	29
Nursery to 4th grade	0.2%	0.8%	26
5th and 6th grade	0.5%	1.9%	24
7th and 8th grade	1.8%	3.4%	51
9th grade	1.2%	2.4%	51
10th grade	2.0%	3.0%	65
11th grade	1.8%	2.8%	63
12th grade, no diploma	2.5%	3.7%	66
High school graduate (includes equivalency)	30.5%	28.6%	107
Some college, less than 1 year	8.5%	7.1%	120
Some college, 1 or more years, no degree	15.6%	14.0%	111
Associate degree	8.3%	6.3%	131
Bachelor's degree	18.1%	15.6%	116
Master's degree	6.5%	5.9%	109
Professional school degree	1.5%	2.0%	78
Doctorate degree	0.7%	1.0%	72

Cluster 10: Exurban Tide

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	65.1%	60.5%	108
Blue Collar	34.9%	39.5%	88
Managerial and Professional	37.2%	33.8%	110
Managerial	15.5%	13.5%	115
Professional	21.7%	20.2%	107
Service Occupation	11.4%	14.8%	77
Health Care Support Occupations	1.4%	2.0%	69
Protective Services	2.0%	2.0%	103
Food Preparation and Serving	3.5%	4.8%	74
Building and Grounds, Cleaning, Maintenance	2.1%	3.3%	63
Personal Care Services	2.4%	2.8%	87
Sales and Office Occupations	27.9%	26.7%	105
Sales and Related Occupations	11.5%	11.3%	102
Office and Administrative Support	16.4%	15.4%	107
Farming, Fishing, Forestry	0.3%	0.7%	42
Construction, Extraction, Maintenance, and Repair	10.6%	9.5%	112
Construction and Extraction	5.8%	5.5%	105
Maintenance and Repair Occupations	4.8%	3.9%	121
Production, Transportation, Material Moving	12.6%	14.6%	87
Production Occupations	7.4%	8.4%	87
Transportation and Material Moving	5.2%	6.1%	86