

Cluster 12

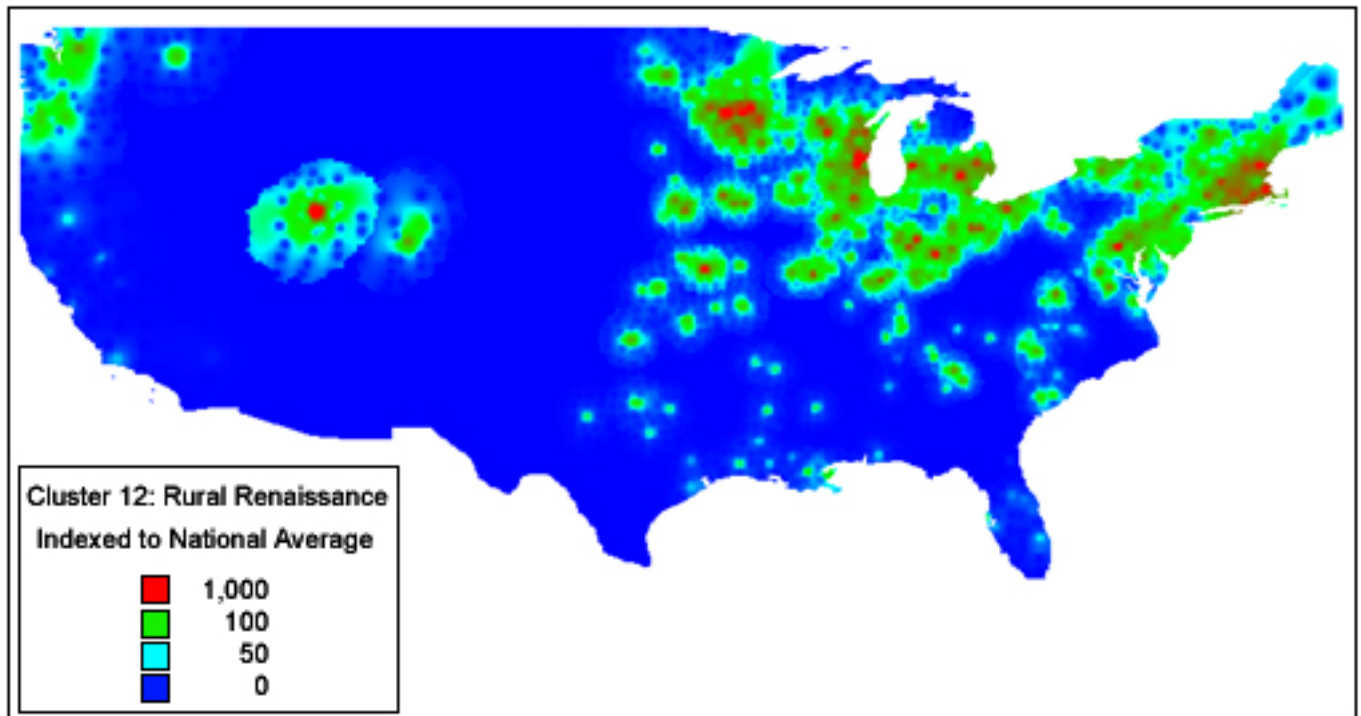
Rural Renaissance



Cluster Highlights		Cluster Relative
Population		1.2%
Households		1.1%
Household Population		1.2%
Group Quarters Population		0.3%
Median Household Income		136
Mean Household Income		124
Per Capita Income		115
Vehicle Preferences		FORD WINDSTAR CHEVROLET SILVERADO ISUZU RODEO

Some small towns attract youth and new energy due to their affordable housing, proximity to jobs, and just maybe – their appeal to nostalgia. The locals still hold political power but the newcomers are starting to express their collective will. This is an increasingly college-educated dual-earner family-with-children cluster in rural and proto-suburban areas near older cities. These areas index relatively high on recently constructed homes, single detached, owner-occupied homes, and above average family income -- \$78,000. They are predominantly white, non-Hispanic and only 25 percent work in a central city. Growth in this segment is driven by job creation in nearby suburbs, mid-sized towns, and micropolitan areas.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	3,391,449	289,575,713	1.2%
Households	1,186,953	109,038,334	1.1%
Household Population	3,371,725	282,356,192	1.2%
Group Quarters Population	19,724	7,219,521	0.3%

Settlement Context

High Density Urban	0.0%	2.6%	-
Urban	0.0%	3.5%	-
High Density Suburban	0.4%	11.3%	4
Suburban	7.9%	21.3%	37
Low Density Suburban	12.1%	13.3%	91
Low Density Exurban	48.4%	25.4%	190
Rural	31.2%	22.4%	139

Income

Median Household Income	\$ 73,375	\$ 53,935	136
Mean Household Income	\$ 81,207	\$ 65,258	124
Per Capita Income	\$ 28,498	\$ 24,752	115
Under \$10,000	2.2%	7.6%	29
\$10,000-\$14,999	2.5%	6.3%	40
\$15,000-\$19,999	2.9%	6.1%	47
\$20,000-\$24,999	3.0%	6.2%	49
\$25,000-\$29,999	3.0%	5.5%	55
\$30,000-\$34,999	3.5%	5.7%	61
\$35,000-\$39,999	3.5%	5.0%	70
\$40,000-\$44,999	3.9%	5.3%	75
\$45,000-\$49,999	4.3%	5.1%	84
\$50,000-\$59,999	8.4%	9.0%	93
\$60,000-\$74,999	14.7%	10.9%	136
\$75,000-\$99,999	24.9%	12.8%	195
\$100,000-\$124,999	10.6%	5.6%	190
\$125,000-\$149,999	6.0%	3.6%	168
\$150,000-\$199,999	3.5%	2.4%	145
\$200,000 and over	3.0%	3.0%	101
\$200,000-\$249,999	0.8%	0.8%	102
\$250,000-\$499,999	2.1%	2.0%	103
\$500,000 and over	0.1%	0.1%	71

Age of Householder

15 to 24 years	1.5%	5.4%	28
25 to 34 years	13.4%	18.0%	75
35 to 44 years	28.0%	23.0%	122
45 to 54 years	26.0%	20.0%	130
55 to 64 years	15.5%	13.3%	117
65 to 74 years	9.3%	10.6%	87
75 years and older	6.2%	9.7%	64

<u>Race / Hispanic Origin</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.3%	0.9%	33
Asian / Hawaiian / Other Pacific Islander (alone)	1.0%	3.7%	27
Black or African American (alone)	1.1%	12.1%	9
Some Other Race (includes two or more races)	1.5%	8.2%	18
White (alone)	96.0%	75.1%	128
Hispanic Origin	1.7%	13.3%	13
<u>Marital Status</u>			
Males, aged 15+			
Males, Never Married	100.0%	100.0%	100
Males, Currently Married	23.6%	30.0%	79
Males, Married, spouse present	68.5%	58.9%	116
Males, Married, spouse absent	66.7%	53.4%	125
Males, spouse absent, separated	1.8%	5.5%	32
Males, spouse absent, other reasons	0.7%	1.8%	41
Males, Widowed	1.1%	3.7%	29
Males, Divorced	1.7%	2.5%	70
Females, aged 15+	6.2%	8.6%	72
Females, Never Married	100.0%	100.0%	100
Females, Currently Married	18.3%	23.9%	77
Females, Married, spouse present	67.8%	54.9%	123
Females, Married, spouse absent	65.6%	49.9%	132
Females, spouse absent, separated	2.2%	5.0%	43
Females, spouse absent, other reasons	1.0%	2.4%	43
Females, Widowed	1.1%	2.6%	43
Females, Divorced	6.4%	10.4%	62
	7.4%	10.8%	69
<u>Household Composition</u>			
One person households	14.6%	25.8%	56
One person, male householder	6.9%	11.2%	61
One person, female householder	7.7%	14.6%	53
Two or More Person Households	85.4%	74.2%	115
Family Households	81.5%	68.1%	120
Married Couple Family Households	71.3%	51.7%	138
Married Couple with Children Under 18	34.6%	23.5%	147
Married Couple without Children Under 18	36.8%	28.1%	131
Other Family Households	10.2%	16.4%	62
Other Family, male householder	3.1%	4.2%	75
Other Family, male HH with Children Under 18	1.6%	2.1%	79
Other Family, male HH without Children Under 18	1.5%	2.1%	71
Other Family, female householder	7.0%	12.2%	58
Other Family, female HH with Children Under 18	3.9%	7.2%	54
Other Family, female HH without Children Under 18	3.1%	5.1%	62
Non-Family Households	3.9%	6.1%	64
Non-Family, male householder	2.4%	3.6%	68
Non-Family, female householder	1.5%	2.5%	59

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	14.6%	25.6%	57
Two persons	34.7%	32.9%	105
Three persons	19.4%	16.9%	115
Four persons	19.7%	14.1%	140
Five persons	8.1%	6.4%	127
Six persons	2.5%	2.5%	100
Seven or more persons	1.0%	1.7%	59
Average Household Size	2.84	2.66	107

Housing Tenure by Units in Structure

Owner Occupied	89.7%	66.5%	135
Renter Occupied	10.3%	33.5%	31
Owner Occupied, single detached	84.4%	53.6%	157
Owner Occupied, single attached	2.0%	3.6%	56
Owner Occupied, 2 units	0.7%	1.1%	61
Owner Occupied, 3-4 units	0.2%	0.6%	32
Owner Occupied, 5-9 units	0.2%	0.5%	32
Owner Occupied, 10-19 units	0.1%	0.4%	28
Owner Occupied, 20-49 units	0.0%	0.4%	10
Owner Occupied, 50+ units	0.0%	0.7%	3
Owner Occupied, mobile home	2.1%	5.6%	37
Owner Occupied, boat, RV, other	0.0%	0.1%	28
Renter Occupied, single detached	4.9%	8.0%	61
Renter Occupied, single attached	0.7%	2.0%	36
Renter Occupied, 2 units	1.4%	3.1%	46
Renter Occupied, 3-4 units	0.9%	4.0%	22
Renter Occupied, 5-9 units	0.9%	4.1%	21
Renter Occupied, 10-19 units	0.6%	3.5%	17
Renter Occupied, 20-49 units	0.3%	2.9%	12
Renter Occupied, 50+ units	0.1%	4.5%	3
Renter Occupied, mobile home	0.5%	1.5%	34
Renter Occupied, boat, RV, other	0.0%	0.0%	35

Housing Vintage (Year Built)

1999 to March 2000	2.8%	2.4%	120
1995 to 1998	8.6%	7.3%	117
1990 to 1994	10.3%	7.3%	140
1980 to 1989	17.5%	15.8%	111
1970 to 1979	22.5%	18.5%	122
1960 to 1969	13.3%	13.7%	97
1950 to 1959	9.6%	12.7%	75
1940 to 1949	4.1%	7.3%	56
1939 or earlier	11.4%	15.0%	76
Median Year Structure Built	1973	1966	112

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.0%	0.4%	6
\$10,000 to \$14,999	0.0%	0.4%	5
\$15,000 to \$19,999	0.0%	0.5%	4
\$20,000 to \$24,999	0.0%	0.7%	5
\$25,000 to \$29,999	0.0%	0.9%	4
\$30,000 to \$34,999	0.1%	1.1%	6
\$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	0.4%	4.0%	10
\$60,000 to \$69,999	0.8%	5.0%	16
\$70,000 to \$79,999	1.5%	5.8%	26
\$80,000 to \$89,999	2.9%	6.8%	42
\$90,000 to \$99,999	4.4%	6.4%	69
\$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	18.0%	10.0%	181
\$175,000 to \$199,999	13.8%	7.1%	193
\$200,000 to \$249,999	12.1%	7.6%	159
\$250,000 to \$299,999	6.3%	5.0%	128
\$300,000 to \$399,999	4.3%	4.8%	89
\$400,000 to \$499,999	1.1%	2.4%	47
\$500,000 to \$749,999	0.6%	2.0%	31
\$750,000 to \$999,999	0.1%	0.7%	19
\$1,000,000 or more	0.1%	0.6%	23
Median Home Value	\$ 166,355	\$ 161,077	103

Educational Attainment

No schooling completed	0.3%	1.4%	24
Nursery to 4th grade	0.1%	0.8%	19
5th and 6th grade	0.3%	1.9%	18
7th and 8th grade	1.8%	3.4%	53
9th grade	1.2%	2.4%	48
10th grade	1.8%	3.0%	61
11th grade	1.6%	2.8%	58
12th grade, no diploma	2.2%	3.7%	60
High school graduate (includes equivalency)	31.2%	28.6%	109
Some college, less than 1 year	8.4%	7.1%	118
Some college, 1 or more years, no degree	14.7%	14.0%	105
Associate degree	8.9%	6.3%	141
Bachelor's degree	18.4%	15.6%	118
Master's degree	6.6%	5.9%	111
Professional school degree	1.6%	2.0%	82
Doctorate degree	0.7%	1.0%	75

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	64.1%	60.5%	106
Blue Collar	35.9%	39.5%	91
Managerial and Professional	36.7%	33.8%	109
Managerial	15.3%	13.5%	113
Professional	21.4%	20.2%	106
Service Occupation	11.8%	14.8%	80
Health Care Support Occupations	1.5%	2.0%	77
Protective Services	1.7%	2.0%	89
Food Preparation and Serving	3.8%	4.8%	79
Building and Grounds, Cleaning, Maintenance	2.2%	3.3%	67
Personal Care Services	2.5%	2.8%	89
Sales and Office Occupations	27.3%	26.7%	102
Sales and Related Occupations	11.3%	11.3%	100
Office and Administrative Support	16.0%	15.4%	104
Farming, Fishing, Forestry	0.4%	0.7%	55
Construction, Extraction, Maintenance, and Repair	10.5%	9.5%	111
Construction and Extraction	5.9%	5.5%	107
Maintenance and Repair Occupations	4.5%	3.9%	115
Production, Transportation, Material Moving	13.3%	14.6%	91
Production Occupations	8.1%	8.4%	95
Transportation and Material Moving	5.2%	6.1%	86