

Cluster 13

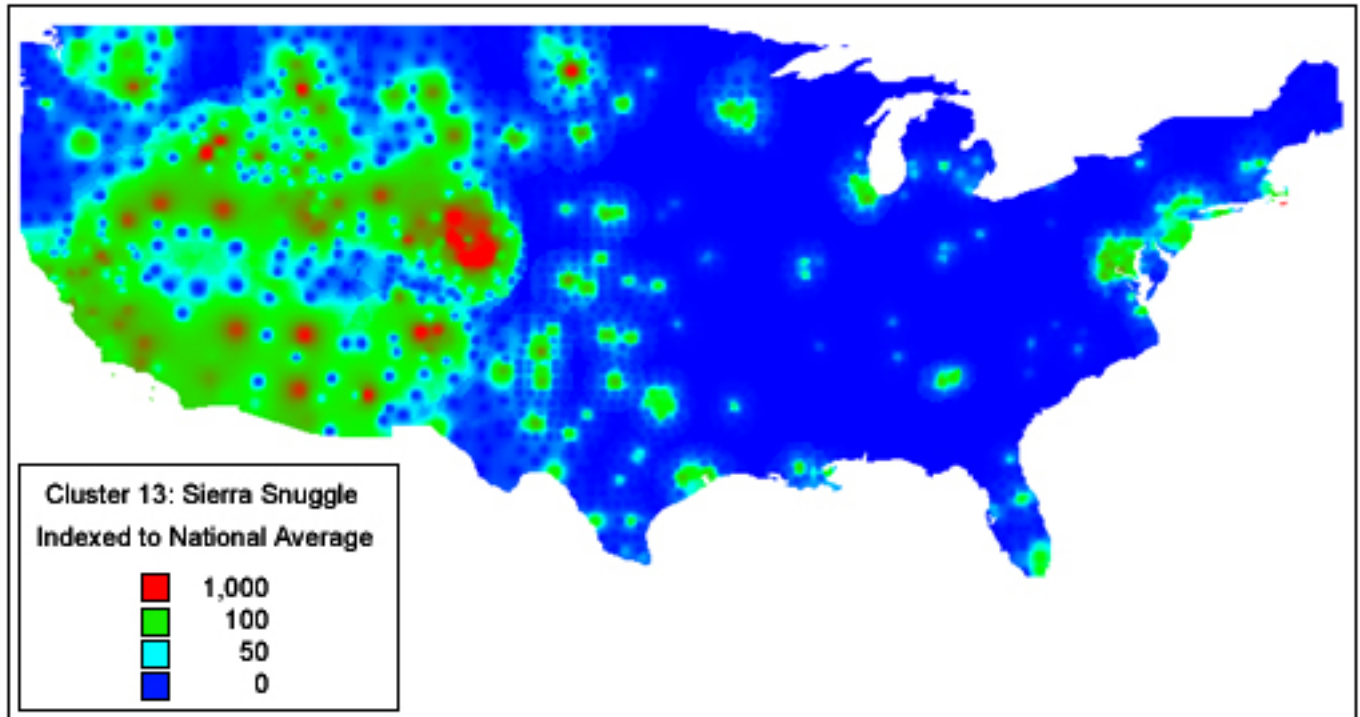
Sierra Snuggle



Cluster Highlights		<i>Cluster Relative</i>
Population		2.6%
Households		2.3%
Household Population		2.6%
Group Quarters Population		0.5%
Median Household Income		135
Mean Household Income		123
Per Capita Income		110
Vehicle Preferences	ISUZU RODEO GMC YUKON TOYOTA RAV4	

While not all woodsy log cabins this segment indexes high for new home construction in Colorado and other high-growth mountain and Western coastal states. The segment contains young families with kids (45 percent) in an 80/20 owner to renter mix. College educations and dual-earning couples boost mean family income to \$77,000. These folks are single and newly married couples postponing children. Naturally, because of the omnipresence of aging baby boomers there are a few 50+ folks with empty nests, all the better to snuggle. This cluster's Western skew accounts for its 12 percent Hispanic population.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	7,412,402	289,575,713	2.6%
Households	2,520,107	109,038,334	2.3%
Household Population	7,379,047	282,356,192	2.6%
Group Quarters Population	33,355	7,219,521	0.5%

Settlement Context

High Density Urban	0.1%	2.6%	2
Urban	0.2%	3.5%	5
High Density Suburban	3.4%	11.3%	30
Suburban	33.8%	21.3%	159
Low Density Suburban	27.1%	13.3%	204
Low Density Exurban	28.0%	25.4%	110
Rural	7.4%	22.4%	33

Income

Median Household Income	\$ 72,952	\$ 53,935	135
Mean Household Income	\$ 80,178	\$ 65,258	123
Per Capita Income	\$ 27,227	\$ 24,752	110

Under \$10,000	2.0%	7.6%	26
\$10,000-\$14,999	1.9%	6.3%	30
\$15,000-\$19,999	2.2%	6.1%	36
\$20,000-\$24,999	2.7%	6.2%	44
\$25,000-\$29,999	2.9%	5.5%	52
\$30,000-\$34,999	3.5%	5.7%	61
\$35,000-\$39,999	3.5%	5.0%	70
\$40,000-\$44,999	4.4%	5.3%	83
\$45,000-\$49,999	4.6%	5.1%	90
\$50,000-\$59,999	9.8%	9.0%	108
\$60,000-\$74,999	16.1%	10.9%	148
\$75,000-\$99,999	23.8%	12.8%	186
\$100,000-\$124,999	10.5%	5.6%	189
\$125,000-\$149,999	6.1%	3.6%	170
\$150,000-\$199,999	3.5%	2.4%	145
\$200,000 and over	2.7%	3.0%	92
\$200,000-\$249,999	0.8%	0.8%	93
\$250,000-\$499,999	1.9%	2.0%	94
\$500,000 and over	0.1%	0.1%	66

Age of Householder

15 to 24 years	3.3%	5.4%	61
25 to 34 years	20.4%	18.0%	114
35 to 44 years	30.8%	23.0%	134
45 to 54 years	24.3%	20.0%	122
55 to 64 years	11.7%	13.3%	88
65 to 74 years	6.0%	10.6%	56
75 years and older	3.4%	9.7%	35

Race / Hispanic Origin

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.8%	0.9%	89
Asian / Hawaiian / Other Pacific Islander (alone)	5.1%	3.7%	136
Black or African American (alone)	6.9%	12.1%	57
Some Other Race (includes two or more races)	7.9%	8.2%	96
White (alone)	79.3%	75.1%	106
Hispanic Origin	13.1%	13.3%	98

Marital Status

Males, aged 15+			
Males, Never Married	100.0%	100.0%	100
Males, Currently Married	25.8%	30.0%	86
Males, Married, spouse present	65.4%	58.9%	111
Males, Married, spouse absent	62.7%	53.4%	117
Males, spouse absent, separated	2.7%	5.5%	49
Males, spouse absent, other reasons	1.1%	1.8%	62
Males, Widowed	1.6%	3.7%	43
Males, Divorced	1.2%	2.5%	47
Females, aged 15+	7.6%	8.6%	88
Females, Never Married	100.0%	100.0%	100
Females, Currently Married	21.1%	23.9%	88
Females, Married, spouse present	63.3%	54.9%	115
Females, Married, spouse absent	60.1%	49.9%	120
Females, spouse absent, separated	3.2%	5.0%	63
Females, spouse absent, other reasons	1.7%	2.4%	69
Females, Widowed	1.5%	2.6%	57
Females, Divorced	4.9%	10.4%	47
	10.7%	10.8%	99

Household Composition

One person households	15.3%	25.8%	59
One person, male householder	7.1%	11.2%	64
One person, female householder	8.1%	14.6%	56
Two or More Person Households	84.7%	74.2%	114
Family Households	79.1%	68.1%	116
Married Couple Family Households	65.1%	51.7%	126
Married Couple with Children Under 18	36.1%	23.5%	153
Married Couple without Children Under 18	29.0%	28.1%	103
Other Family Households	14.0%	16.4%	86
Other Family, male householder	4.0%	4.2%	96
Other Family, male HH with Children Under 18	2.3%	2.1%	112
Other Family, male HH without Children Under 18	1.7%	2.1%	81
Other Family, female householder	10.0%	12.2%	82
Other Family, female HH with Children Under 18	6.4%	7.2%	89
Other Family, female HH without Children Under 18	3.6%	5.1%	72
Non-Family Households	5.6%	6.1%	91
Non-Family, male householder	3.3%	3.6%	93
Non-Family, female householder	2.3%	2.5%	89

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	15.4%	25.6%	60
Two persons	31.0%	32.9%	94
Three persons	20.1%	16.9%	119
Four persons	19.9%	14.1%	142
Five persons	8.7%	6.4%	136
Six persons	3.2%	2.5%	129
Seven or more persons	1.7%	1.7%	101
Average Household Size	2.96	2.66	111

Housing Tenure by Units in Structure

Owner Occupied	82.1%	66.5%	123
Renter Occupied	17.9%	33.5%	53
Owner Occupied, single detached	71.9%	53.6%	134
Owner Occupied, single attached	6.4%	3.6%	177
Owner Occupied, 2 units	0.3%	1.1%	25
Owner Occupied, 3-4 units	0.4%	0.6%	71
Owner Occupied, 5-9 units	0.5%	0.5%	103
Owner Occupied, 10-19 units	0.3%	0.4%	76
Owner Occupied, 20-49 units	0.1%	0.4%	20
Owner Occupied, 50+ units	0.1%	0.7%	10
Owner Occupied, mobile home	2.1%	5.6%	38
Owner Occupied, boat, RV, other	0.1%	0.1%	74
Renter Occupied, single detached	6.8%	8.0%	85
Renter Occupied, single attached	2.0%	2.0%	103
Renter Occupied, 2 units	0.7%	3.1%	24
Renter Occupied, 3-4 units	1.7%	4.0%	42
Renter Occupied, 5-9 units	1.9%	4.1%	48
Renter Occupied, 10-19 units	1.7%	3.5%	49
Renter Occupied, 20-49 units	0.9%	2.9%	30
Renter Occupied, 50+ units	1.6%	4.5%	35
Renter Occupied, mobile home	0.5%	1.5%	32
Renter Occupied, boat, RV, other	0.0%	0.0%	61

Housing Vintage (Year Built)

1999 to March 2000	5.3%	2.4%	223
1995 to 1998	15.2%	7.3%	208
1990 to 1994	14.4%	7.3%	197
1980 to 1989	29.2%	15.8%	184
1970 to 1979	22.8%	18.5%	123
1960 to 1969	6.8%	13.7%	50
1950 to 1959	3.3%	12.7%	26
1940 to 1949	1.2%	7.3%	17
1939 or earlier	1.8%	15.0%	12
Median Year Structure Built	1982	1966	125

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.0%	0.4%	5
\$10,000 to \$14,999	0.0%	0.4%	9
\$15,000 to \$19,999	0.0%	0.5%	8
\$20,000 to \$24,999	0.0%	0.7%	5
\$25,000 to \$29,999	0.0%	0.9%	3
\$30,000 to \$34,999	0.0%	1.1%	4
\$35,000 to \$39,999	0.0%	1.4%	3
\$40,000 to \$49,999	0.2%	3.2%	5
\$50,000 to \$59,999	0.3%	4.0%	8
\$60,000 to \$69,999	0.9%	5.0%	17
\$70,000 to \$79,999	1.7%	5.8%	29
\$80,000 to \$89,999	2.9%	6.8%	43
\$90,000 to \$99,999	4.1%	6.4%	65
\$100,000 to \$124,999	13.0%	11.5%	113
\$125,000 to \$149,999	17.7%	11.6%	153
\$150,000 to \$174,999	16.4%	10.0%	165
\$175,000 to \$199,999	12.3%	7.1%	173
\$200,000 to \$249,999	12.9%	7.6%	169
\$250,000 to \$299,999	7.5%	5.0%	151
\$300,000 to \$399,999	6.0%	4.8%	126
\$400,000 to \$499,999	2.2%	2.4%	90
\$500,000 to \$749,999	1.2%	2.0%	59
\$750,000 to \$999,999	0.3%	0.7%	39
\$1,000,000 or more	0.1%	0.6%	25
Median Home Value	\$182,630	\$161,077	113

Educational Attainment

No schooling completed	0.6%	1.4%	39
Nursery to 4th grade	0.3%	0.8%	34
5th and 6th grade	0.7%	1.9%	35
7th and 8th grade	1.0%	3.4%	30
9th grade	0.9%	2.4%	36
10th grade	1.3%	3.0%	44
11th grade	1.4%	2.8%	49
12th grade, no diploma	2.7%	3.7%	73
High school graduate (includes equivalency)	22.8%	28.6%	80
Some college, less than 1 year	9.1%	7.1%	128
Some college, 1 or more years, no degree	19.3%	14.0%	138
Associate degree	9.1%	6.3%	143
Bachelor's degree	21.2%	15.6%	135
Master's degree	7.0%	5.9%	117
Professional school degree	1.8%	2.0%	93
Doctorate degree	1.0%	1.0%	99

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	68.5%	60.5%	113
Blue Collar	31.5%	39.5%	80
Managerial and Professional	39.3%	33.8%	116
Managerial	16.5%	13.5%	122
Professional	22.8%	20.2%	113
Service Occupation	12.6%	14.8%	85
Health Care Support Occupations	1.4%	2.0%	70
Protective Services	2.5%	2.0%	126
Food Preparation and Serving	3.8%	4.8%	78
Building and Grounds, Cleaning, Maintenance	2.0%	3.3%	61
Personal Care Services	3.0%	2.8%	107
Sales and Office Occupations	29.2%	26.7%	109
Sales and Related Occupations	12.3%	11.3%	109
Office and Administrative Support	16.9%	15.4%	109
Farming, Fishing, Forestry	0.3%	0.7%	34
Construction, Extraction, Maintenance, and Repair	9.0%	9.5%	95
Construction and Extraction	4.9%	5.5%	89
Maintenance and Repair Occupations	4.0%	3.9%	103
Production, Transportation, Material Moving	9.7%	14.6%	67
Production Occupations	5.0%	8.4%	60
Transportation and Material Moving	4.7%	6.1%	77