

Cluster 2

Executive Domain

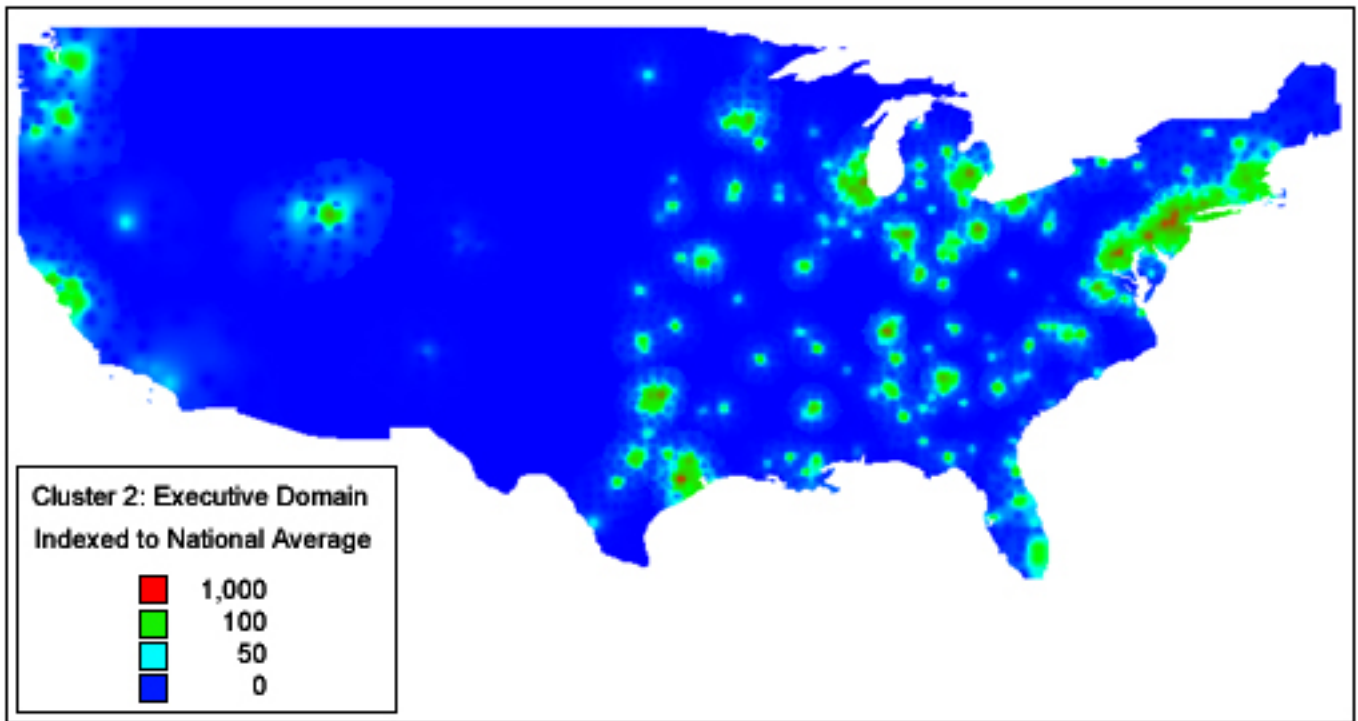


Cluster Highlights

	<i>Cluster Relative</i>
Population	2.4%
Households	2.1%
Household Population	2.4%
Group Quarters Population	0.7%
Median Household Income	230
Mean Household Income	239
Per Capita Income	217
Vehicle Preferences	AUDI TT MERCEDES-BENZ CLK HUMMER HARDTOP

Top business executives are busy and territorial. Their domain includes influential lifestyles as well as land. This cluster indexes highest on business managers, financial and health care professionals. They are families with kids; executives in peak-earning years – aged 35 to 59. Sixty percent are dual-earner couples. They have the biggest homes – most rooms and lowest average number of persons per room. They are educated with graduate and professional degrees; 88 percent are white, non-Hispanic. The remainder are “minority executives” indexing especially high on Asian householders.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	6,811,130	289,575,713	2.4%
Households	2,301,069	109,038,334	2.1%
Household Population	6,758,820	282,356,192	2.4%
Group Quarters Population	52,310	7,219,521	0.7%

Settlement Context

High Density Urban	0.0%	2.6%	1
Urban	0.5%	3.5%	13
High Density Suburban	6.7%	11.3%	59
Suburban	25.3%	21.3%	119
Low Density Suburban	28.7%	13.3%	216
Low Density Exurban	36.2%	25.4%	142
Rural	2.6%	22.4%	11

Income

Median Household Income	\$ 124,295	\$ 53,935	230
Mean Household Income	\$ 155,901	\$ 65,258	239
Per Capita Income	\$ 53,762	\$ 24,752	217
Under \$10,000	1.2%	7.6%	16
\$10,000-\$14,999	1.2%	6.3%	20
\$15,000-\$19,999	1.4%	6.1%	23
\$20,000-\$24,999	1.5%	6.2%	25
\$25,000-\$29,999	1.5%	5.5%	27
\$30,000-\$34,999	1.6%	5.7%	29
\$35,000-\$39,999	1.6%	5.0%	32
\$40,000-\$44,999	1.8%	5.3%	34
\$45,000-\$49,999	1.9%	5.1%	36
\$50,000-\$59,999	3.8%	9.0%	42
\$60,000-\$74,999	6.6%	10.9%	61
\$75,000-\$99,999	14.9%	12.8%	117
\$100,000-\$124,999	13.5%	5.6%	244
\$125,000-\$149,999	14.1%	3.6%	394
\$150,000-\$199,999	12.5%	2.4%	524
\$200,000 and over	20.7%	3.0%	699
\$200,000-\$249,999	6.2%	0.8%	756
\$250,000-\$499,999	13.7%	2.0%	675
\$500,000 and over	0.9%	0.1%	722

Age of Householder

15 to 24 years	0.5%	5.4%	9
25 to 34 years	8.3%	18.0%	46
35 to 44 years	27.4%	23.0%	120
45 to 54 years	30.2%	20.0%	151
55 to 64 years	17.6%	13.3%	133
65 to 74 years	9.8%	10.6%	92
75 years and older	6.2%	9.7%	63

<u>Race / Hispanic Origin</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.2%	0.9%	17
Asian / Hawaiian / Other Pacific Islander (alone)	6.0%	3.7%	160
Black or African American (alone)	2.6%	12.1%	21
Some Other Race (includes two or more races)	2.0%	8.2%	24
White (alone)	89.3%	75.1%	119
Hispanic Origin	3.1%	13.3%	24
<u>Marital Status</u>			
Males, aged 15+			
Males, Never Married	100.0%	100.0%	100
Males, Currently Married	19.4%	30.0%	65
Males, Married, spouse present	75.4%	58.9%	128
Males, Married, spouse absent	73.7%	53.4%	138
Males, spouse absent, separated	1.7%	5.5%	30
Males, spouse absent, other reasons	0.5%	1.8%	30
Males, Widowed	1.1%	3.7%	30
Males, Divorced	1.5%	2.5%	58
Females, aged 15+	3.7%	8.6%	43
Females, Never Married	100.0%	100.0%	100
Females, Currently Married	16.1%	23.9%	67
Females, Married, spouse present	72.7%	54.9%	132
Females, Married, spouse absent	70.5%	49.9%	141
Females, spouse absent, separated	2.2%	5.0%	43
Females, spouse absent, other reasons	0.8%	2.4%	35
Females, Widowed	1.3%	2.6%	51
Females, Divorced	5.7%	10.4%	55
	5.5%	10.8%	51
<u>Household Composition</u>			
One person households	11.6%	25.8%	45
One person, male householder	4.5%	11.2%	41
One person, female householder	7.1%	14.6%	48
Two or More Person Households	88.4%	74.2%	119
Family Households	85.8%	68.1%	126
Married Couple Family Households	78.9%	51.7%	153
Married Couple with Children Under 18	40.9%	23.5%	174
Married Couple without Children Under 18	38.1%	28.1%	135
Other Family Households	6.9%	16.4%	42
Other Family, male householder	1.9%	4.2%	44
Other Family, male HH with Children Under 18	0.9%	2.1%	43
Other Family, male HH without Children Under 18	1.0%	2.1%	46
Other Family, female householder	5.0%	12.2%	41
Other Family, female HH with Children Under 18	2.7%	7.2%	38
Other Family, female HH without Children Under 18	2.3%	5.1%	45
Non-Family Households	2.6%	6.1%	42
Non-Family, male householder	1.5%	3.6%	42
Non-Family, female householder	1.1%	2.5%	42

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	11.6%	25.6%	45
Two persons	34.8%	32.9%	106
Three persons	19.0%	16.9%	112
Four persons	22.2%	14.1%	158
Five persons	9.1%	6.4%	142
Six persons	2.5%	2.5%	101
Seven or more persons	0.8%	1.7%	47
Average Household Size	2.91	2.66	110

Housing Tenure by Units in Structure

Owner Occupied	94.1%	66.5%	141
Renter Occupied	5.9%	33.5%	18
Owner Occupied, single detached	89.0%	53.6%	166
Owner Occupied, single attached	3.7%	3.6%	102
Owner Occupied, 2 units	0.2%	1.1%	17
Owner Occupied, 3-4 units	0.3%	0.6%	43
Owner Occupied, 5-9 units	0.2%	0.5%	49
Owner Occupied, 10-19 units	0.2%	0.4%	46
Owner Occupied, 20-49 units	0.1%	0.4%	30
Owner Occupied, 50+ units	0.1%	0.7%	15
Owner Occupied, mobile home	0.3%	5.6%	5
Owner Occupied, boat, RV, other	0.0%	0.1%	15
Renter Occupied, single detached	3.2%	8.0%	40
Renter Occupied, single attached	0.5%	2.0%	26
Renter Occupied, 2 units	0.3%	3.1%	10
Renter Occupied, 3-4 units	0.4%	4.0%	9
Renter Occupied, 5-9 units	0.5%	4.1%	11
Renter Occupied, 10-19 units	0.4%	3.5%	10
Renter Occupied, 20-49 units	0.2%	2.9%	8
Renter Occupied, 50+ units	0.4%	4.5%	8
Renter Occupied, mobile home	0.1%	1.5%	5
Renter Occupied, boat, RV, other	0.0%	0.0%	19

Housing Vintage (Year Built)

1999 to March 2000	3.4%	2.4%	143
1995 to 1998	11.2%	7.3%	153
1990 to 1994	12.2%	7.3%	166
1980 to 1989	22.8%	15.8%	144
1970 to 1979	18.4%	18.5%	100
1960 to 1969	13.3%	13.7%	97
1950 to 1959	9.3%	12.7%	73
1940 to 1949	3.0%	7.3%	42
1939 or earlier	6.4%	15.0%	43
Median Year Structure Built	1974	1966	112

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.0%	0.4%	3
\$10,000 to \$14,999	0.0%	0.4%	3
\$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%	5
\$30,000 to \$34,999	0.0%	1.1%	3
\$35,000 to \$39,999	0.0%	1.4%	2
\$40,000 to \$49,999	0.1%	3.2%	2
\$50,000 to \$59,999	0.1%	4.0%	2
\$60,000 to \$69,999	0.1%	5.0%	2
\$70,000 to \$79,999	0.2%	5.8%	3
\$80,000 to \$89,999	0.3%	6.8%	4
\$90,000 to \$99,999	0.5%	6.4%	7
\$100,000 to \$124,999	1.9%	11.5%	16
\$125,000 to \$149,999	3.9%	11.6%	34
\$150,000 to \$174,999	5.7%	10.0%	57
\$175,000 to \$199,999	7.0%	7.1%	99
\$200,000 to \$249,999	14.7%	7.6%	193
\$250,000 to \$299,999	14.6%	5.0%	295
\$300,000 to \$399,999	20.3%	4.8%	421
\$400,000 to \$499,999	12.9%	2.4%	541
\$500,000 to \$749,999	11.6%	2.0%	578
\$750,000 to \$999,999	3.7%	0.7%	556
\$1,000,000 or more	2.3%	0.6%	407
Median Home Value	\$ 359,016	\$ 161,077	223

Educational Attainment

No schooling completed	0.2%	1.4%	18
Nursery to 4th grade	0.1%	0.8%	15
5th and 6th grade	0.2%	1.9%	13
7th and 8th grade	0.6%	3.4%	17
9th grade	0.4%	2.4%	14
10th grade	0.5%	3.0%	18
11th grade	0.5%	2.8%	16
12th grade, no diploma	1.0%	3.7%	27
High school graduate (includes equivalency)	11.7%	28.6%	41
Some college, less than 1 year	4.4%	7.1%	62
Some college, 1 or more years, no degree	12.0%	14.0%	86
Associate degree	5.6%	6.3%	89
Bachelor's degree	35.4%	15.6%	226
Master's degree	17.1%	5.9%	289
Professional school degree	7.0%	2.0%	352
Doctorate degree	3.2%	1.0%	337

Cluster 2: Executive Domain

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	86.2%	60.5%	143
Blue Collar	13.8%	39.5%	35
Managerial and Professional	61.4%	33.8%	182
Managerial	28.4%	13.5%	210
Professional	33.0%	20.2%	163
Service Occupation	6.4%	14.8%	43
Health Care Support Occupations	0.6%	2.0%	31
Protective Services	1.0%	2.0%	49
Food Preparation and Serving	2.0%	4.8%	43
Building and Grounds, Cleaning, Maintenance	0.8%	3.3%	26
Personal Care Services	1.9%	2.8%	70
Sales and Office Occupations	24.8%	26.7%	93
Sales and Related Occupations	14.4%	11.3%	128
Office and Administrative Support	10.4%	15.4%	67
Farming, Fishing, Forestry	0.1%	0.7%	13
Construction, Extraction, Maintenance, and Repair	3.3%	9.5%	35
Construction and Extraction	1.9%	5.5%	34
Maintenance and Repair Occupations	1.4%	3.9%	35
Production, Transportation, Material Moving	4.0%	14.6%	28
Production Occupations	2.2%	8.4%	26
Transportation and Material Moving	1.8%	6.1%	30