

Cluster 20

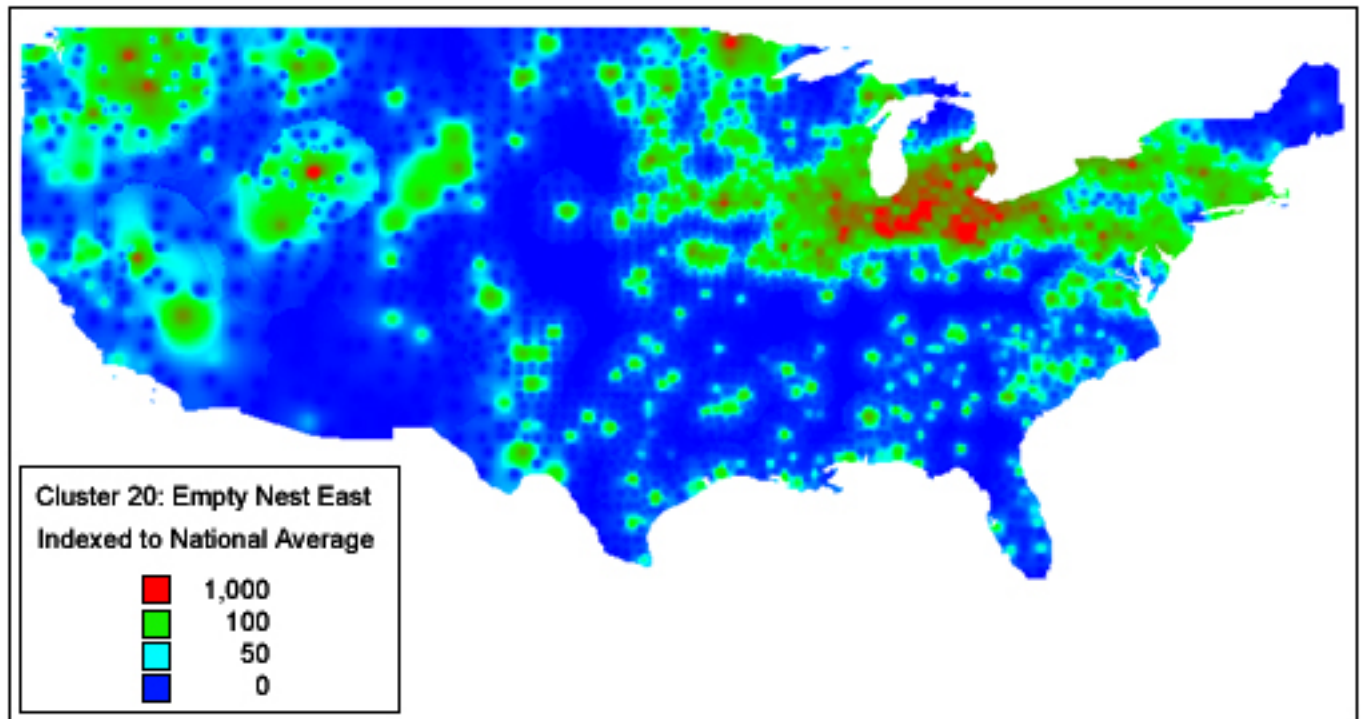
Empty Nest East



Cluster Highlights		<i>Cluster Relative</i>
Population		1.3%
Households		1.3%
Household Population		1.3%
Group Quarters Population		0.4%
Median Household Income		109
Mean Household Income		103
Per Capita Income		104
Vehicle Preferences		TOYOTA CAMRY BUICK CENTURY PONTIAC VIBE

Empty nesters in the East tend to have less lifetime migration than those in Empty Nest West. Their neighborhoods may appear more settled, even old fashioned, compared to their generational cohorts in the West. Their kids are gone but not much else has changed. Family householders aged 50 to 74 inevitably have a few teens still hanging around but they are primarily empty nests. With an 85/15 owner to renter ratio, their homes also have an older skew. Most still working, although some are retired, these couples have above average indexes for college education and more than half are dual earners. Their mean family income is \$66,500 reflecting the presence of post-retirement couples, yesterday's empty nesters.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	3,837,941	289,575,713	1.3%
Households	1,463,478	109,038,334	1.3%
Household Population	3,805,744	282,356,192	1.3%
Group Quarters Population	32,197	7,219,521	0.4%

Settlement Context

High Density Urban	0.0%	2.6%	-
Urban	0.0%	3.5%	1
High Density Suburban	0.2%	11.3%	2
Suburban	13.0%	21.3%	61
Low Density Suburban	19.4%	13.3%	146
Low Density Exurban	38.2%	25.4%	150
Rural	29.3%	22.4%	130

Income

Median Household Income	\$ 58,859	\$ 53,935	109
Mean Household Income	\$ 67,225	\$ 65,258	103
Per Capita Income	\$ 25,678	\$ 24,752	104
Under \$10,000	3.2%	7.6%	43
\$10,000-\$14,999	4.1%	6.3%	66
\$15,000-\$19,999	4.6%	6.1%	76
\$20,000-\$24,999	4.9%	6.2%	79
\$25,000-\$29,999	4.7%	5.5%	85
\$30,000-\$34,999	5.1%	5.7%	89
\$35,000-\$39,999	4.8%	5.0%	94
\$40,000-\$44,999	5.2%	5.3%	98
\$45,000-\$49,999	5.3%	5.1%	103
\$50,000-\$59,999	10.4%	9.0%	115
\$60,000-\$74,999	14.9%	10.9%	138
\$75,000-\$99,999	18.5%	12.8%	145
\$100,000-\$124,999	6.9%	5.6%	124
\$125,000-\$149,999	3.7%	3.6%	102
\$150,000-\$199,999	2.0%	2.4%	85
\$200,000 and over	1.7%	3.0%	58
\$200,000-\$249,999	0.5%	0.8%	56
\$250,000-\$499,999	1.2%	2.0%	60
\$500,000 and over	0.0%	0.1%	36

Age of Householder

15 to 24 years	1.7%	5.4%	32
25 to 34 years	11.8%	18.0%	66
35 to 44 years	21.9%	23.0%	95
45 to 54 years	22.2%	20.0%	111
55 to 64 years	16.5%	13.3%	124
65 to 74 years	14.3%	10.6%	134
75 years and older	11.6%	9.7%	119

<u>Race / Hispanic Origin</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.3%	0.9%	34
Asian / Hawaiian / Other Pacific Islander (alone)	0.9%	3.7%	24
Black or African American (alone)	2.9%	12.1%	24
Some Other Race (includes two or more races)	1.9%	8.2%	23
White (alone)	94.0%	75.1%	125
Hispanic Origin	2.6%	13.3%	19
<u>Marital Status</u>			
Males, aged 15+			
Males, Never Married	100.0%	100.0%	100
Males, Currently Married	22.1%	30.0%	74
Males, Married, spouse present	68.0%	58.9%	116
Males, Married, spouse absent	65.9%	53.4%	124
Males, spouse absent, separated	2.1%	5.5%	39
Males, spouse absent, other reasons	0.9%	1.8%	51
Males, Widowed	1.2%	3.7%	33
Males, Divorced	2.7%	2.5%	109
Females, aged 15+	7.1%	8.6%	82
Females, Never Married	100.0%	100.0%	100
Females, Currently Married	16.7%	23.9%	70
Females, Married, spouse present	64.6%	54.9%	118
Females, Married, spouse absent	62.4%	49.9%	125
Females, spouse absent, separated	2.2%	5.0%	44
Females, spouse absent, other reasons	1.0%	2.4%	43
Females, Widowed	1.2%	2.6%	45
Females, Divorced	10.4%	10.4%	100
	8.2%	10.8%	76
<u>Household Composition</u>			
One person households			
One person, male householder	19.6%	25.8%	76
One person, female householder	7.9%	11.2%	71
Two or More Person Households	11.7%	14.6%	80
Family Households	80.4%	74.2%	108
Married Couple Family Households	77.0%	68.1%	113
Married Couple with Children Under 18	65.8%	51.7%	127
Married Couple without Children Under 18	26.1%	23.5%	111
Other Family Households	39.6%	28.1%	141
Other Family, male householder	11.2%	16.4%	68
Other Family, male HH with Children Under 18	3.3%	4.2%	79
Other Family, male HH without Children Under 18	1.6%	2.1%	78
Other Family, female householder	1.6%	2.1%	79
Other Family, female HH with Children Under 18	7.9%	12.2%	65
Other Family, female HH without Children Under 18	3.8%	7.2%	53
Non-Family Households	4.1%	5.1%	81
Non-Family, male householder	3.5%	6.1%	57
Non-Family, female householder	2.1%	3.6%	59

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	19.5%	25.6%	76
Two persons	38.6%	32.9%	117
Three persons	17.7%	16.9%	105
Four persons	15.2%	14.1%	108
Five persons	6.2%	6.4%	97
Six persons	2.0%	2.5%	80
Seven or more persons	0.9%	1.7%	51
Average Household Size	2.61	2.66	98

Housing Tenure by Units in Structure

Owner Occupied	88.5%	66.5%	133
Renter Occupied	11.5%	33.5%	34
Owner Occupied, single detached	82.5%	53.6%	154
Owner Occupied, single attached	1.5%	3.6%	41
Owner Occupied, 2 units	0.5%	1.1%	46
Owner Occupied, 3-4 units	0.2%	0.6%	36
Owner Occupied, 5-9 units	0.1%	0.5%	30
Owner Occupied, 10-19 units	0.1%	0.4%	25
Owner Occupied, 20-49 units	0.1%	0.4%	17
Owner Occupied, 50+ units	0.1%	0.7%	10
Owner Occupied, mobile home	3.4%	5.6%	60
Owner Occupied, boat, RV, other	0.0%	0.1%	35
Renter Occupied, single detached	6.3%	8.0%	78
Renter Occupied, single attached	0.5%	2.0%	28
Renter Occupied, 2 units	1.3%	3.1%	41
Renter Occupied, 3-4 units	0.9%	4.0%	23
Renter Occupied, 5-9 units	0.7%	4.1%	18
Renter Occupied, 10-19 units	0.5%	3.5%	13
Renter Occupied, 20-49 units	0.3%	2.9%	10
Renter Occupied, 50+ units	0.3%	4.5%	6
Renter Occupied, mobile home	0.7%	1.5%	50
Renter Occupied, boat, RV, other	0.0%	0.0%	24

Housing Vintage (Year Built)

1999 to March 2000	1.5%	2.4%	62
1995 to 1998	4.6%	7.3%	63
1990 to 1994	5.1%	7.3%	70
1980 to 1989	9.7%	15.8%	61
1970 to 1979	18.9%	18.5%	102
1960 to 1969	21.0%	13.7%	153
1950 to 1959	18.9%	12.7%	149
1940 to 1949	6.6%	7.3%	91
1939 or earlier	13.7%	15.0%	91
Median Year Structure Built	1964	1966	98

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.1%	0.4%	17
\$10,000 to \$14,999	0.1%	0.4%	16
\$15,000 to \$19,999	0.1%	0.5%	16
\$20,000 to \$24,999	0.1%	0.7%	19
\$25,000 to \$29,999	0.2%	0.9%	18
\$30,000 to \$34,999	0.3%	1.1%	22
\$35,000 to \$39,999	0.3%	1.4%	25
\$40,000 to \$49,999	1.2%	3.2%	36
\$50,000 to \$59,999	2.1%	4.0%	51
\$60,000 to \$69,999	3.7%	5.0%	73
\$70,000 to \$79,999	5.5%	5.8%	95
\$80,000 to \$89,999	8.3%	6.8%	121
\$90,000 to \$99,999	9.6%	6.4%	149
\$100,000 to \$124,999	19.5%	11.5%	170
\$125,000 to \$149,999	18.7%	11.6%	162
\$150,000 to \$174,999	13.5%	10.0%	135
\$175,000 to \$199,999	7.0%	7.1%	98
\$200,000 to \$249,999	5.2%	7.6%	68
\$250,000 to \$299,999	2.4%	5.0%	48
\$300,000 to \$399,999	1.4%	4.8%	30
\$400,000 to \$499,999	0.4%	2.4%	18
\$500,000 to \$749,999	0.3%	2.0%	15
\$750,000 to \$999,999	0.1%	0.7%	14
\$1,000,000 or more	0.1%	0.6%	16
Median Home Value	\$ 125,850	\$ 161,077	78

Educational Attainment

No schooling completed	0.5%	1.4%	33
Nursery to 4th grade	0.2%	0.8%	26
5th and 6th grade	0.5%	1.9%	29
7th and 8th grade	2.5%	3.4%	72
9th grade	1.6%	2.4%	67
10th grade	2.5%	3.0%	84
11th grade	2.2%	2.8%	76
12th grade, no diploma	2.6%	3.7%	71
High school graduate (includes equivalency)	35.1%	28.6%	123
Some college, less than 1 year	8.2%	7.1%	116
Some college, 1 or more years, no degree	14.0%	14.0%	100
Associate degree	7.4%	6.3%	117
Bachelor's degree	14.8%	15.6%	95
Master's degree	5.6%	5.9%	95
Professional school degree	1.5%	2.0%	77
Doctorate degree	0.6%	1.0%	67

Cluster 20: Empty Nest East

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	60.5%	60.5%	100
Blue Collar	39.5%	39.5%	100
Managerial and Professional	33.4%	33.8%	99
Managerial	13.4%	13.5%	99
Professional	20.0%	20.2%	99
Service Occupation	12.5%	14.8%	84
Health Care Support Occupations	1.6%	2.0%	82
Protective Services	1.9%	2.0%	95
Food Preparation and Serving	4.0%	4.8%	85
Building and Grounds, Cleaning, Maintenance	2.5%	3.3%	77
Personal Care Services	2.5%	2.8%	88
Sales and Office Occupations	27.1%	26.7%	101
Sales and Related Occupations	10.8%	11.3%	96
Office and Administrative Support	16.2%	15.4%	105
Farming, Fishing, Forestry	0.5%	0.7%	64
Construction, Extraction, Maintenance, and Repair	10.2%	9.5%	108
Construction and Extraction	5.5%	5.5%	99
Maintenance and Repair Occupations	4.7%	3.9%	119
Production, Transportation, Material Moving	16.4%	14.6%	112
Production Occupations	10.0%	8.4%	119
Transportation and Material Moving	6.3%	6.1%	104