

## Cluster 22

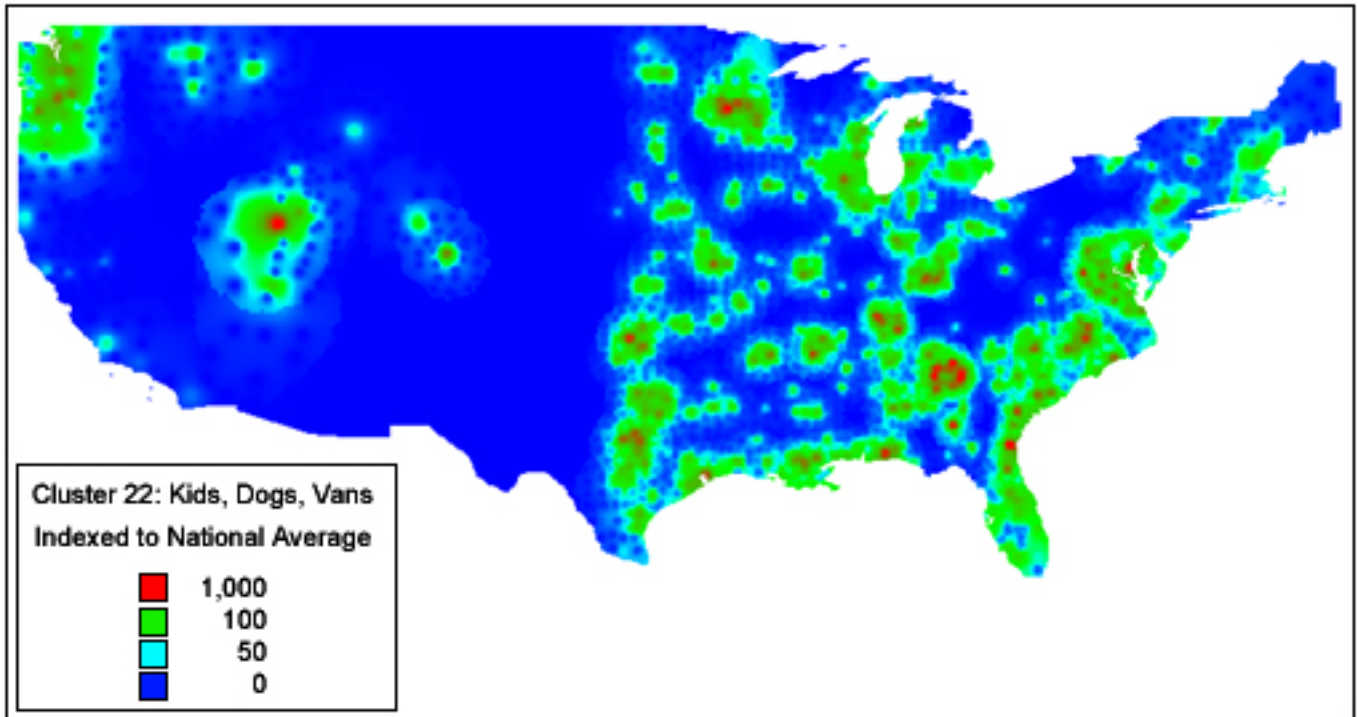
# Kids, Dogs, Vans



Cluster Highlights		<i>Cluster Relative</i>
Population		2.3%
Households		2.1%
Household Population		2.3%
Group Quarters Population		0.5%
Median Household Income		107
Mean Household Income		97
Per Capita Income		90
Vehicle Preferences		FORD WINDSTAR ISUZU RODEO SATURN LS

With the kids, dogs, and vans, this cluster is in a suburban groove. They index high on married couples with children of all ages. A family-oriented cluster inhabiting the towns and suburbs in and around metropolitan areas, their above average \$61,500 mean family income reflects dual-earner couples with average indexes on college education. Working in the offices, factories, and retail establishments of metro areas, these families are 80 percent white, non-Hispanic and 20 percent a variety of ethnic minorities – more ethnically diverse than its predecessor cluster but still in the groove. Did anyone feed the dog today?

### Cluster Distribution



**Population and Households**

	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
Population	6,538,444	289,575,713	2.3%
Households	2,296,919	109,038,334	2.1%
Household Population	6,503,553	282,356,192	2.3%
Group Quarters Population	34,891	7,219,521	0.5%

**Settlement Context**

High Density Urban	0.0%	2.6%	-
Urban	0.0%	3.5%	1
High Density Suburban	0.4%	11.3%	4
Suburban	12.9%	21.3%	61
Low Density Suburban	16.2%	13.3%	121
Low Density Exurban	51.7%	25.4%	204
Rural	18.7%	22.4%	83

**Income**

Median Household Income	\$ 57,816	\$ 53,935	107
Mean Household Income	\$ 63,585	\$ 65,258	97
Per Capita Income	\$ 22,376	\$ 24,752	90
Under \$10,000	3.1%	7.6%	41
\$10,000-\$14,999	3.1%	6.3%	49
\$15,000-\$19,999	3.5%	6.1%	57
\$20,000-\$24,999	4.3%	6.2%	70
\$25,000-\$29,999	4.3%	5.5%	78
\$30,000-\$34,999	5.2%	5.7%	91
\$35,000-\$39,999	5.0%	5.0%	100
\$40,000-\$44,999	5.9%	5.3%	112
\$45,000-\$49,999	6.3%	5.1%	123
\$50,000-\$59,999	13.0%	9.0%	144
\$60,000-\$74,999	17.3%	10.9%	159
\$75,000-\$99,999	17.3%	12.8%	135
\$100,000-\$124,999	5.9%	5.6%	106
\$125,000-\$149,999	2.9%	3.6%	81
\$150,000-\$199,999	1.5%	2.4%	63
\$200,000 and over	1.3%	3.0%	44
\$200,000-\$249,999	0.4%	0.8%	43
\$250,000-\$499,999	0.9%	2.0%	46
\$500,000 and over	0.0%	0.1%	31

**Age of Householder**

15 to 24 years	4.2%	5.4%	78
25 to 34 years	22.2%	18.0%	123
35 to 44 years	29.2%	23.0%	127
45 to 54 years	21.3%	20.0%	106
55 to 64 years	11.8%	13.3%	89
65 to 74 years	7.0%	10.6%	66
75 years and older	4.3%	9.7%	45

<b><u>Race / Hispanic Origin</u></b>	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
American Indian / Alaska Native (alone)	0.6%	0.9%	73
Asian / Hawaiian / Other Pacific Islander (alone)	2.2%	3.7%	59
Black or African American (alone)	9.1%	12.1%	75
Some Other Race (includes two or more races)	4.9%	8.2%	60
White (alone)	83.1%	75.1%	111
Hispanic Origin	7.3%	13.3%	55
<b><u>Marital Status</u></b>			
Males, aged 15+			
Males, Never Married	100.0%	100.0%	100
Males, Currently Married	24.2%	30.0%	81
Males, Married, spouse present	65.7%	58.9%	112
Males, Married, spouse absent	62.7%	53.4%	118
Males, spouse absent, separated	3.0%	5.5%	55
Males, spouse absent, other reasons	1.4%	1.8%	74
Males, Widowed	1.7%	3.7%	45
Males, Divorced	1.4%	2.5%	57
Females, aged 15+	8.7%	8.6%	101
Females, Never Married	100.0%	100.0%	100
Females, Currently Married	19.2%	23.9%	80
Females, Married, spouse present	63.6%	54.9%	116
Females, Married, spouse absent	60.1%	49.9%	121
Females, spouse absent, separated	3.5%	5.0%	69
Females, spouse absent, other reasons	1.9%	2.4%	80
Females, Widowed	1.5%	2.6%	58
Females, Divorced	6.0%	10.4%	58
	11.1%	10.8%	103
<b><u>Household Composition</u></b>			
One person households	16.4%	25.8%	63
One person, male householder	7.8%	11.2%	70
One person, female householder	8.6%	14.6%	59
Two or More Person Households	83.6%	74.2%	113
Family Households	78.7%	68.1%	116
Married Couple Family Households	63.4%	51.7%	123
Married Couple with Children Under 18	34.1%	23.5%	145
Married Couple without Children Under 18	29.4%	28.1%	104
Other Family Households	15.3%	16.4%	93
Other Family, male householder	4.2%	4.2%	100
Other Family, male HH with Children Under 18	2.5%	2.1%	122
Other Family, male HH without Children Under 18	1.6%	2.1%	78
Other Family, female householder	11.1%	12.2%	91
Other Family, female HH with Children Under 18	7.3%	7.2%	102
Other Family, female HH without Children Under 18	3.8%	5.1%	75
Non-Family Households	4.9%	6.1%	80
Non-Family, male householder	3.0%	3.6%	85
Non-Family, female householder	1.9%	2.5%	74

<b><u>Household Size</u></b>	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
One person	16.5%	25.6%	65
Two persons	31.8%	32.9%	97
Three persons	21.0%	16.9%	124
Four persons	19.1%	14.1%	136
Five persons	7.9%	6.4%	123
Six persons	2.5%	2.5%	103
Seven or more persons	1.2%	1.7%	72
Average Household Size	2.84	2.66	107

**Housing Tenure by Units in Structure**

Owner Occupied	80.5%	66.5%	121
Renter Occupied	19.5%	33.5%	58
Owner Occupied, single detached	69.2%	53.6%	129
Owner Occupied, single attached	2.7%	3.6%	74
Owner Occupied, 2 units	0.3%	1.1%	28
Owner Occupied, 3-4 units	0.2%	0.6%	39
Owner Occupied, 5-9 units	0.2%	0.5%	45
Owner Occupied, 10-19 units	0.1%	0.4%	34
Owner Occupied, 20-49 units	0.0%	0.4%	7
Owner Occupied, 50+ units	0.0%	0.7%	3
Owner Occupied, mobile home	7.7%	5.6%	137
Owner Occupied, boat, RV, other	0.1%	0.1%	85
Renter Occupied, single detached	7.7%	8.0%	96
Renter Occupied, single attached	1.6%	2.0%	83
Renter Occupied, 2 units	1.6%	3.1%	51
Renter Occupied, 3-4 units	1.8%	4.0%	45
Renter Occupied, 5-9 units	2.1%	4.1%	52
Renter Occupied, 10-19 units	1.4%	3.5%	39
Renter Occupied, 20-49 units	0.6%	2.9%	22
Renter Occupied, 50+ units	0.7%	4.5%	16
Renter Occupied, mobile home	1.9%	1.5%	129
Renter Occupied, boat, RV, other	0.0%	0.0%	61

**Housing Vintage (Year Built)**

1999 to March 2000	5.5%	2.4%	233
1995 to 1998	16.3%	7.3%	223
1990 to 1994	14.2%	7.3%	195
1980 to 1989	24.5%	15.8%	155
1970 to 1979	20.8%	18.5%	113
1960 to 1969	8.3%	13.7%	61
1950 to 1959	4.6%	12.7%	36
1940 to 1949	2.0%	7.3%	27
1939 or earlier	3.8%	15.0%	25
Median Year Structure Built	1981	1966	124

<b><u>Home Value</u></b>	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
Less than \$10,000	0.0%	0.4%	12
\$10,000 to \$14,999	0.0%	0.4%	11
\$15,000 to \$19,999	0.0%	0.5%	8
\$20,000 to \$24,999	0.1%	0.7%	9
\$25,000 to \$29,999	0.1%	0.9%	10
\$30,000 to \$34,999	0.1%	1.1%	11
\$35,000 to \$39,999	0.2%	1.4%	14
\$40,000 to \$49,999	0.8%	3.2%	24
\$50,000 to \$59,999	1.9%	4.0%	46
\$60,000 to \$69,999	4.1%	5.0%	82
\$70,000 to \$79,999	6.7%	5.8%	116
\$80,000 to \$89,999	9.8%	6.8%	143
\$90,000 to \$99,999	10.5%	6.4%	164
\$100,000 to \$124,999	19.1%	11.5%	166
\$125,000 to \$149,999	17.9%	11.6%	155
\$150,000 to \$174,999	13.5%	10.0%	136
\$175,000 to \$199,999	6.8%	7.1%	96
\$200,000 to \$249,999	4.7%	7.6%	61
\$250,000 to \$299,999	2.0%	5.0%	39
\$300,000 to \$399,999	1.0%	4.8%	21
\$400,000 to \$499,999	0.3%	2.4%	12
\$500,000 to \$749,999	0.2%	2.0%	8
\$750,000 to \$999,999	0.0%	0.7%	7
\$1,000,000 or more	0.1%	0.6%	13
Median Home Value	\$ 125,414	\$ 161,077	78

**Educational Attainment**

No schooling completed	0.6%	1.4%	39
Nursery to 4th grade	0.3%	0.8%	40
5th and 6th grade	0.8%	1.9%	42
7th and 8th grade	2.0%	3.4%	59
9th grade	1.7%	2.4%	70
10th grade	2.5%	3.0%	83
11th grade	2.3%	2.8%	82
12th grade, no diploma	3.0%	3.7%	82
High school graduate (includes equivalency)	31.6%	28.6%	111
Some college, less than 1 year	9.4%	7.1%	132
Some college, 1 or more years, no degree	17.2%	14.0%	123
Associate degree	8.2%	6.3%	129
Bachelor's degree	14.7%	15.6%	94
Master's degree	4.2%	5.9%	71
Professional school degree	1.0%	2.0%	52
Doctorate degree	0.5%	1.0%	47

**Cluster 22: Kids, Dogs, and Vans**

<b><u>Occupation</u></b>	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
White Collar	59.9%	60.5%	99
Blue Collar	40.1%	39.5%	102
Managerial and Professional	31.0%	33.8%	92
Managerial	12.7%	13.5%	94
Professional	18.2%	20.2%	90
Service Occupation	13.3%	14.8%	90
Health Care Support Occupations	1.6%	2.0%	83
Protective Services	2.2%	2.0%	111
Food Preparation and Serving	4.1%	4.8%	86
Building and Grounds, Cleaning, Maintenance	2.7%	3.3%	81
Personal Care Services	2.7%	2.8%	98
Sales and Office Occupations	28.9%	26.7%	108
Sales and Related Occupations	11.4%	11.3%	101
Office and Administrative Support	17.5%	15.4%	113
Farming, Fishing, Forestry	0.3%	0.7%	46
Construction, Extraction, Maintenance, and Repair	11.6%	9.5%	122
Construction and Extraction	6.3%	5.5%	114
Maintenance and Repair Occupations	5.3%	3.9%	134
Production, Transportation, Material Moving	14.9%	14.6%	102
Production Occupations	8.6%	8.4%	102
Transportation and Material Moving	6.3%	6.1%	103