

Cluster 23

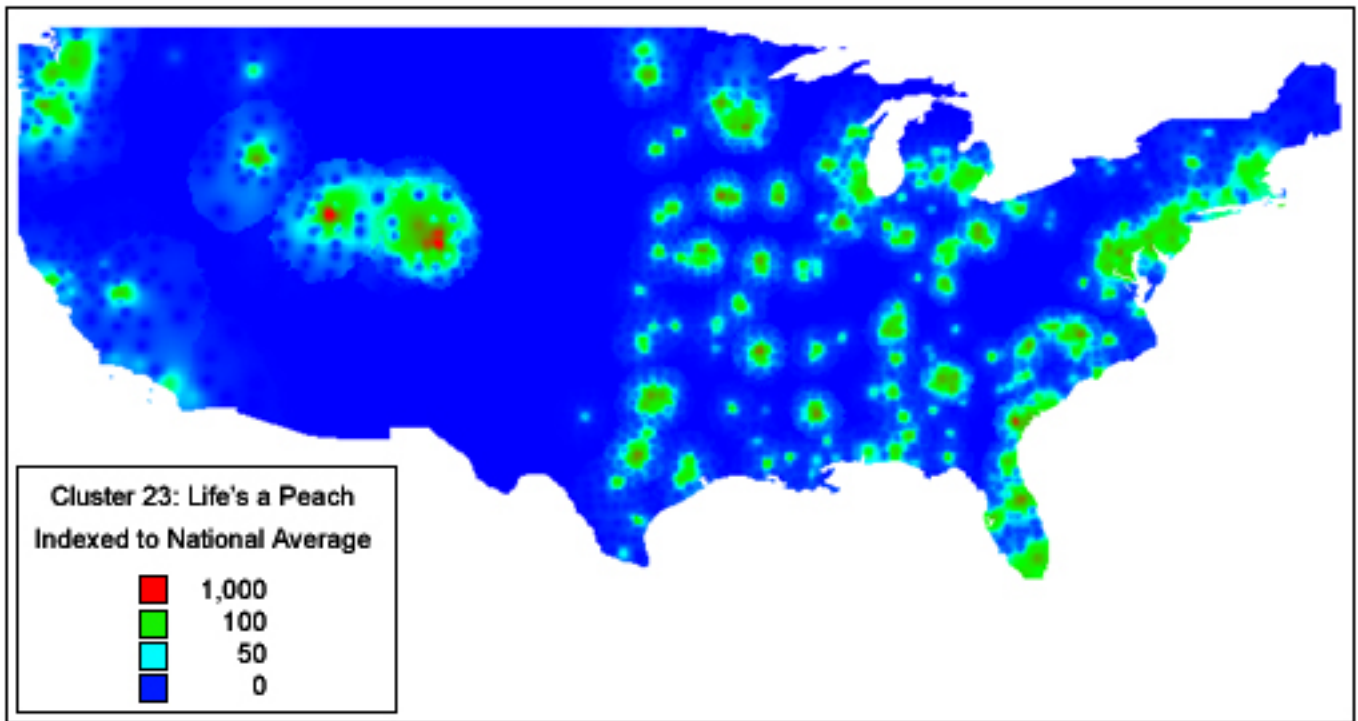
Life's a Peach



Cluster Highlights		<i>Cluster Relative</i>
Population		1.9%
Households		2.2%
Household Population		1.9%
Group Quarters Population		0.7%
Median Household Income		110
Mean Household Income		103
Per Capita Income		117
Vehicle Preferences	HONDA PRELUDE VOLKSWAGEN JETTA SATURN LS	

Twentysomething, college-educated, economically independent from mom and dad, these single and young married apartment dwellers are on a roll. A third have pre-school children but that was inevitable. Most are putting their education to work in business, entertainment, information, and educational organizations with the fourth highest index on computer-related employment. Their \$60,000 average household income goes a long way. What's to worry?

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	5,549,405	289,575,713	1.9%
Households	2,377,528	109,038,334	2.2%
Household Population	5,501,615	282,356,192	1.9%
Group Quarters Population	47,790	7,219,521	0.7%

Settlement Context

High Density Urban	0.1%	2.6%	3
Urban	0.4%	3.5%	12
High Density Suburban	5.7%	11.3%	50
Suburban	34.9%	21.3%	164
Low Density Suburban	31.5%	13.3%	237
Low Density Exurban	26.3%	25.4%	103
Rural	1.2%	22.4%	5

Income

Median Household Income	\$ 59,067	\$ 53,935	110
Mean Household Income	\$ 66,999	\$ 65,258	103
Per Capita Income	\$ 28,960	\$ 24,752	117
Under \$10,000	3.2%	7.6%	43
\$10,000-\$14,999	3.0%	6.3%	48
\$15,000-\$19,999	3.5%	6.1%	57
\$20,000-\$24,999	4.4%	6.2%	71
\$25,000-\$29,999	4.6%	5.5%	84
\$30,000-\$34,999	5.5%	5.7%	97
\$35,000-\$39,999	5.2%	5.0%	103
\$40,000-\$44,999	5.7%	5.3%	109
\$45,000-\$49,999	5.7%	5.1%	111
\$50,000-\$59,999	11.2%	9.0%	123
\$60,000-\$74,999	14.9%	10.9%	137
\$75,000-\$99,999	17.1%	12.8%	134
\$100,000-\$124,999	7.0%	5.6%	126
\$125,000-\$149,999	4.2%	3.6%	117
\$150,000-\$199,999	2.6%	2.4%	108
\$200,000 and over	2.2%	3.0%	76
\$200,000-\$249,999	0.6%	0.8%	74
\$250,000-\$499,999	1.6%	2.0%	77
\$500,000 and over	0.1%	0.1%	64

Age of Householder

15 to 24 years	8.4%	5.4%	155
25 to 34 years	28.9%	18.0%	161
35 to 44 years	25.4%	23.0%	111
45 to 54 years	18.2%	20.0%	91
55 to 64 years	9.4%	13.3%	71
65 to 74 years	5.6%	10.6%	52
75 years and older	4.3%	9.7%	44

Race / Hispanic Origin

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.4%	0.9%	45
Asian / Hawaiian / Other Pacific Islander (alone)	5.8%	3.7%	155
Black or African American (alone)	11.7%	12.1%	96
Some Other Race (includes two or more races)	5.7%	8.2%	69
White (alone)	76.5%	75.1%	102
Hispanic Origin	8.8%	13.3%	66

Marital Status

Males, aged 15+	100.0%	100.0%	100
Males, Never Married	32.9%	30.0%	110
Males, Currently Married	55.6%	58.9%	94
Males, Married, spouse present	51.6%	53.4%	97
Males, Married, spouse absent	4.0%	5.5%	73
Males, spouse absent, separated	1.7%	1.8%	96
Males, spouse absent, other reasons	2.3%	3.7%	62
Males, Widowed	1.4%	2.5%	54
Males, Divorced	10.1%	8.6%	117
Females, aged 15+	100.0%	100.0%	100
Females, Never Married	27.6%	23.9%	115
Females, Currently Married	51.9%	54.9%	94
Females, Married, spouse present	47.6%	49.9%	95
Females, Married, spouse absent	4.2%	5.0%	84
Females, spouse absent, separated	2.4%	2.4%	97
Females, spouse absent, other reasons	1.9%	2.6%	72
Females, Widowed	6.4%	10.4%	61
Females, Divorced	14.2%	10.8%	132

Household Composition

One person households	31.2%	25.8%	121
One person, male householder	14.7%	11.2%	131
One person, female householder	16.6%	14.6%	113
Two or More Person Households	68.8%	74.2%	93
Family Households	59.0%	68.1%	87
Married Couple Family Households	44.3%	51.7%	86
Married Couple with Children Under 18	21.6%	23.5%	92
Married Couple without Children Under 18	22.7%	28.1%	81
Other Family Households	14.7%	16.4%	90
Other Family, male householder	3.7%	4.2%	88
Other Family, male HH with Children Under 18	1.9%	2.1%	92
Other Family, male HH without Children Under 18	1.8%	2.1%	85
Other Family, female householder	11.0%	12.2%	90
Other Family, female HH with Children Under 18	7.2%	7.2%	100
Other Family, female HH without Children Under 18	3.8%	5.1%	75
Non-Family Households	9.8%	6.1%	160
Non-Family, male householder	5.7%	3.6%	158
Non-Family, female householder	4.2%	2.5%	163

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	31.2%	25.6%	122
Two persons	33.8%	32.9%	103
Three persons	16.6%	16.9%	98
Four persons	12.1%	14.1%	86
Five persons	4.3%	6.4%	67
Six persons	1.3%	2.5%	54
Seven or more persons	0.6%	1.7%	37
Average Household Size	2.31	2.66	87

Housing Tenure by Units in Structure

Owner Occupied	51.8%	66.5%	78
Renter Occupied	48.2%	33.5%	144
Owner Occupied, single detached	35.8%	53.6%	67
Owner Occupied, single attached	8.8%	3.6%	243
Owner Occupied, 2 units	0.5%	1.1%	43
Owner Occupied, 3-4 units	1.0%	0.6%	159
Owner Occupied, 5-9 units	1.4%	0.5%	308
Owner Occupied, 10-19 units	1.1%	0.4%	323
Owner Occupied, 20-49 units	0.6%	0.4%	150
Owner Occupied, 50+ units	0.4%	0.7%	66
Owner Occupied, mobile home	2.0%	5.6%	36
Owner Occupied, boat, RV, other	0.0%	0.1%	36
Renter Occupied, single detached	3.9%	8.0%	48
Renter Occupied, single attached	3.1%	2.0%	157
Renter Occupied, 2 units	1.9%	3.1%	64
Renter Occupied, 3-4 units	5.1%	4.0%	129
Renter Occupied, 5-9 units	10.1%	4.1%	248
Renter Occupied, 10-19 units	11.5%	3.5%	325
Renter Occupied, 20-49 units	5.5%	2.9%	192
Renter Occupied, 50+ units	6.6%	4.5%	147
Renter Occupied, mobile home	0.5%	1.5%	32
Renter Occupied, boat, RV, other	0.0%	0.0%	51

Housing Vintage (Year Built)

1999 to March 2000	5.3%	2.4%	221
1995 to 1998	16.1%	7.3%	220
1990 to 1994	13.8%	7.3%	188
1980 to 1989	28.5%	15.8%	180
1970 to 1979	19.0%	18.5%	103
1960 to 1969	8.1%	13.7%	59
1950 to 1959	4.1%	12.7%	32
1940 to 1949	1.7%	7.3%	24
1939 or earlier	3.4%	15.0%	23
Median Year Structure Built	1980	1966	122

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.0%	0.4%	7
\$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	0.1%	0.9%	7
\$30,000 to \$34,999	0.1%	1.1%	5
\$35,000 to \$39,999	0.1%	1.4%	6
\$40,000 to \$49,999	0.3%	3.2%	10
\$50,000 to \$59,999	0.8%	4.0%	21
\$60,000 to \$69,999	1.8%	5.0%	36
\$70,000 to \$79,999	3.4%	5.8%	59
\$80,000 to \$89,999	5.5%	6.8%	80
\$90,000 to \$99,999	6.7%	6.4%	104
\$100,000 to \$124,999	16.5%	11.5%	143
\$125,000 to \$149,999	18.4%	11.6%	159
\$150,000 to \$174,999	15.7%	10.0%	157
\$175,000 to \$199,999	10.1%	7.1%	142
\$200,000 to \$249,999	9.2%	7.6%	120
\$250,000 to \$299,999	4.7%	5.0%	95
\$300,000 to \$399,999	3.7%	4.8%	78
\$400,000 to \$499,999	1.5%	2.4%	63
\$500,000 to \$749,999	1.0%	2.0%	48
\$750,000 to \$999,999	0.2%	0.7%	32
\$1,000,000 or more	0.2%	0.6%	27
Median Home Value	\$ 163,045	\$ 161,077	101

Educational Attainment

No schooling completed	0.6%	1.4%	41
Nursery to 4th grade	0.2%	0.8%	31
5th and 6th grade	0.7%	1.9%	36
7th and 8th grade	1.2%	3.4%	36
9th grade	1.1%	2.4%	43
10th grade	1.4%	3.0%	48
11th grade	1.4%	2.8%	48
12th grade, no diploma	2.5%	3.7%	67
High school graduate (includes equivalency)	21.4%	28.6%	75
Some college, less than 1 year	7.3%	7.1%	103
Some college, 1 or more years, no degree	16.7%	14.0%	119
Associate degree	7.9%	6.3%	125
Bachelor's degree	25.9%	15.6%	166
Master's degree	8.3%	5.9%	139
Professional school degree	2.2%	2.0%	112
Doctorate degree	1.2%	1.0%	125

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	72.0%	60.5%	119
Blue Collar	28.0%	39.5%	71
Managerial and Professional	42.6%	33.8%	126
Managerial	17.6%	13.5%	130
Professional	25.0%	20.2%	124
Service Occupation	11.8%	14.8%	80
Health Care Support Occupations	1.3%	2.0%	66
Protective Services	1.7%	2.0%	87
Food Preparation and Serving	4.1%	4.8%	86
Building and Grounds, Cleaning, Maintenance	2.1%	3.3%	63
Personal Care Services	2.6%	2.8%	92
Sales and Office Occupations	29.3%	26.7%	110
Sales and Related Occupations	12.8%	11.3%	114
Office and Administrative Support	16.5%	15.4%	107
Farming, Fishing, Forestry	0.1%	0.7%	20
Construction, Extraction, Maintenance, and Repair	6.9%	9.5%	73
Construction and Extraction	3.7%	5.5%	68
Maintenance and Repair Occupations	3.1%	3.9%	80
Production, Transportation, Material Moving	9.2%	14.6%	63
Production Occupations	5.1%	8.4%	60
Transportation and Material Moving	4.1%	6.1%	68