

Cluster 24

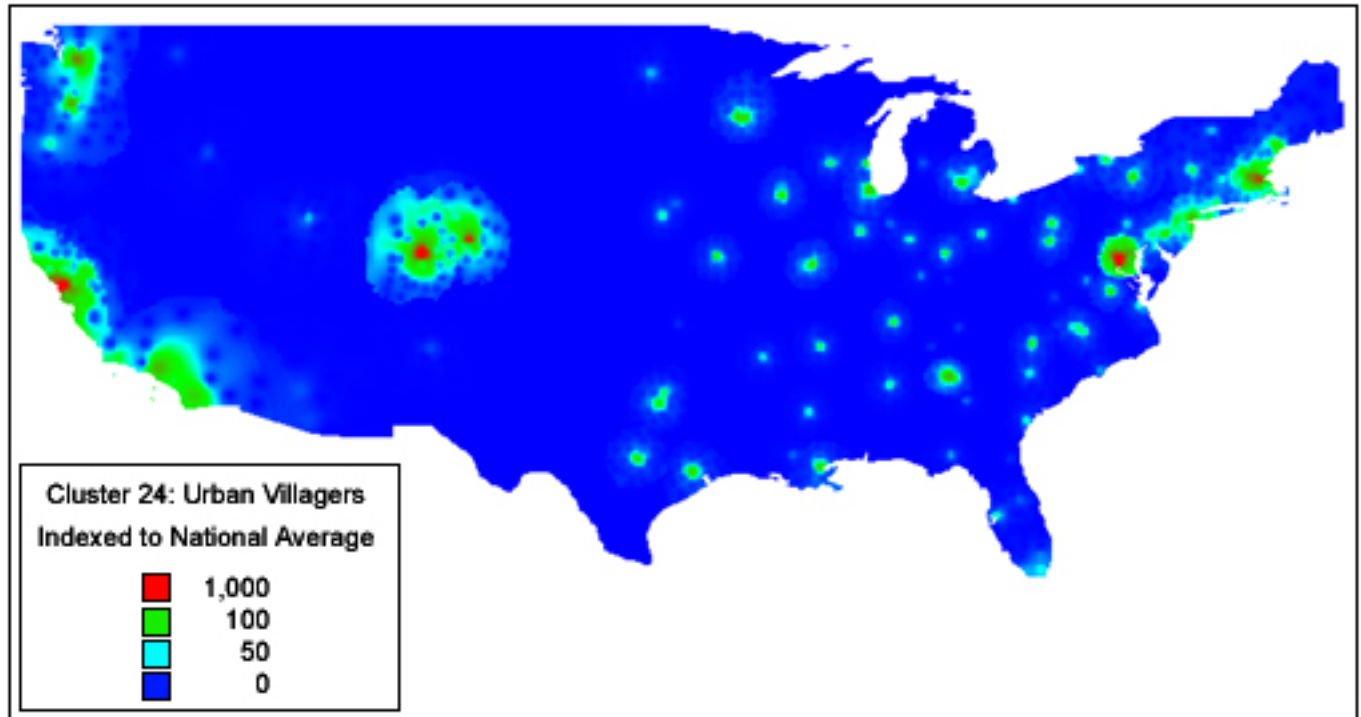
Urban Villagers



Cluster Highlights		<i>Cluster Relative</i>
Population		1.2%
Households		1.8%
Household Population		1.2%
Group Quarters Population		1.8%
Median Household Income		118
Mean Household Income		123
Per Capita Income		172
Vehicle Preferences	AUDI TT GEO METRO SUBARU IMPREZA	

City dwellers with attitude, these pop-culture conscious, college educated urban denizens are nothing if not diverse in terms of household composition, ethnicity, and occupational interests. They have the highest index of non-families in the 25 to 34 age group meaning they have either postponed marriage or found the institution wanting. Seventy percent are renters in multi-unit structures. The other 30 percent are split between condos and single-unit detached housing. With an average household income of over \$70,000 this cluster enjoys life in the city, though their neighbors will come and go, seeking perhaps the latest variation on a cup of coffee.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	3,569,556	289,575,713	1.2%
Households	1,946,619	109,038,334	1.8%
Household Population	3,441,868	282,356,192	1.2%
Group Quarters Population	127,688	7,219,521	1.8%

Settlement Context

High Density Urban	20.3%	2.6%	769
Urban	27.4%	3.5%	776
High Density Suburban	33.1%	11.3%	292
Suburban	16.5%	21.3%	77
Low Density Suburban	1.7%	13.3%	13
Low Density Exurban	0.9%	25.4%	4
Rural	0.1%	22.4%	0

Income

Median Household Income	\$ 63,556	\$ 53,935	118
Mean Household Income	\$ 80,047	\$ 65,258	123
Per Capita Income	\$ 42,534	\$ 24,752	172
Under \$10,000	7.4%	7.6%	97
\$10,000-\$14,999	4.7%	6.3%	75
\$15,000-\$19,999	4.3%	6.1%	70
\$20,000-\$24,999	4.5%	6.2%	72
\$25,000-\$29,999	4.2%	5.5%	77
\$30,000-\$34,999	4.7%	5.7%	83
\$35,000-\$39,999	4.3%	5.0%	85
\$40,000-\$44,999	4.4%	5.3%	84
\$45,000-\$49,999	4.2%	5.1%	81
\$50,000-\$59,999	7.8%	9.0%	86
\$60,000-\$74,999	11.1%	10.9%	103
\$75,000-\$99,999	14.8%	12.8%	116
\$100,000-\$124,999	7.7%	5.6%	138
\$125,000-\$149,999	5.8%	3.6%	162
\$150,000-\$199,999	4.7%	2.4%	196
\$200,000 and over	5.4%	3.0%	184
\$200,000-\$249,999	1.5%	0.8%	183
\$250,000-\$499,999	3.7%	2.0%	185
\$500,000 and over	0.2%	0.1%	169

Age of Householder

15 to 24 years	9.2%	5.4%	170
25 to 34 years	32.5%	18.0%	181
35 to 44 years	20.7%	23.0%	90
45 to 54 years	15.5%	20.0%	78
55 to 64 years	8.9%	13.3%	67
65 to 74 years	6.2%	10.6%	58
75 years and older	7.1%	9.7%	73

<u>Race / Hispanic Origin</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.4%	0.9%	46
Asian / Hawaiian / Other Pacific Islander (alone)	8.1%	3.7%	218
Black or African American (alone)	8.6%	12.1%	71
Some Other Race (includes two or more races)	7.1%	8.2%	86
White (alone)	75.8%	75.1%	101
Hispanic Origin	9.8%	13.3%	74
<u>Marital Status</u>			
Males, aged 15+	100.0%	100.0%	100
Males, Never Married	52.5%	30.0%	175
Males, Currently Married	35.9%	58.9%	61
Males, Married, spouse present	30.4%	53.4%	57
Males, Married, spouse absent	5.6%	5.5%	101
Males, spouse absent, separated	1.9%	1.8%	102
Males, spouse absent, other reasons	3.7%	3.7%	100
Males, Widowed	1.9%	2.5%	75
Males, Divorced	9.7%	8.6%	112
Females, aged 15+	100.0%	100.0%	100
Females, Never Married	44.6%	23.9%	187
Females, Currently Married	34.7%	54.9%	63
Females, Married, spouse present	29.9%	49.9%	60
Females, Married, spouse absent	4.8%	5.0%	96
Females, spouse absent, separated	2.0%	2.4%	82
Females, spouse absent, other reasons	2.8%	2.6%	109
Females, Widowed	8.4%	10.4%	80
Females, Divorced	12.3%	10.8%	114
<u>Household Composition</u>			
One person households	50.9%	25.8%	197
One person, male householder	24.8%	11.2%	222
One person, female householder	26.2%	14.6%	179
Two or More Person Households	49.1%	74.2%	66
Family Households	32.1%	68.1%	47
Married Couple Family Households	24.0%	51.7%	46
Married Couple with Children Under 18	7.9%	23.5%	33
Married Couple without Children Under 18	16.2%	28.1%	57
Other Family Households	8.1%	16.4%	49
Other Family, male householder	2.3%	4.2%	55
Other Family, male HH with Children Under 18	0.7%	2.1%	35
Other Family, male HH without Children Under 18	1.6%	2.1%	75
Other Family, female householder	5.8%	12.2%	47
Other Family, female HH with Children Under 18	2.7%	7.2%	38
Other Family, female HH without Children Under 18	3.1%	5.1%	61
Non-Family Households	17.0%	6.1%	277
Non-Family, male householder	9.5%	3.6%	264
Non-Family, female householder	7.5%	2.5%	296

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	50.9%	25.6%	199
Two persons	32.5%	32.9%	99
Three persons	9.6%	16.9%	57
Four persons	4.6%	14.1%	33
Five persons	1.5%	6.4%	24
Six persons	0.6%	2.5%	23
Seven or more persons	0.4%	1.7%	21
Average Household Size	1.84	2.66	69

Housing Tenure by Units in Structure

Owner Occupied	32.1%	66.5%	48
Renter Occupied	67.9%	33.5%	203
Owner Occupied, single detached	13.5%	53.6%	25
Owner Occupied, single attached	5.0%	3.6%	138
Owner Occupied, 2 units	2.4%	1.1%	223
Owner Occupied, 3-4 units	1.9%	0.6%	315
Owner Occupied, 5-9 units	1.7%	0.5%	366
Owner Occupied, 10-19 units	1.4%	0.4%	405
Owner Occupied, 20-49 units	2.0%	0.4%	523
Owner Occupied, 50+ units	4.0%	0.7%	582
Owner Occupied, mobile home	0.1%	5.6%	1
Owner Occupied, boat, RV, other	0.1%	0.1%	75
Renter Occupied, single detached	3.2%	8.0%	40
Renter Occupied, single attached	2.1%	2.0%	109
Renter Occupied, 2 units	5.1%	3.1%	166
Renter Occupied, 3-4 units	8.7%	4.0%	218
Renter Occupied, 5-9 units	9.6%	4.1%	237
Renter Occupied, 10-19 units	9.8%	3.5%	277
Renter Occupied, 20-49 units	11.0%	2.9%	384
Renter Occupied, 50+ units	18.3%	4.5%	405
Renter Occupied, mobile home	0.0%	1.5%	3
Renter Occupied, boat, RV, other	0.0%	0.0%	83

Housing Vintage (Year Built)

1999 to March 2000	1.4%	2.4%	60
1995 to 1998	3.4%	7.3%	47
1990 to 1994	3.7%	7.3%	51
1980 to 1989	9.6%	15.8%	61
1970 to 1979	11.7%	18.5%	63
1960 to 1969	12.4%	13.7%	91
1950 to 1959	10.9%	12.7%	86
1940 to 1949	9.3%	7.3%	128
1939 or earlier	37.5%	15.0%	250
Median Year Structure Built	1951	1966	78

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.0%	0.4%	6
\$10,000 to \$14,999	0.0%	0.4%	10
\$15,000 to \$19,999	0.0%	0.5%	7
\$20,000 to \$24,999	0.1%	0.7%	9
\$25,000 to \$29,999	0.1%	0.9%	6
\$30,000 to \$34,999	0.1%	1.1%	7
\$35,000 to \$39,999	0.1%	1.4%	7
\$40,000 to \$49,999	0.3%	3.2%	8
\$50,000 to \$59,999	0.4%	4.0%	9
\$60,000 to \$69,999	0.5%	5.0%	9
\$70,000 to \$79,999	0.7%	5.8%	13
\$80,000 to \$89,999	1.1%	6.8%	16
\$90,000 to \$99,999	1.5%	6.4%	23
\$100,000 to \$124,999	4.3%	11.5%	37
\$125,000 to \$149,999	5.6%	11.6%	48
\$150,000 to \$174,999	6.7%	10.0%	67
\$175,000 to \$199,999	7.0%	7.1%	98
\$200,000 to \$249,999	11.6%	7.6%	153
\$250,000 to \$299,999	11.1%	5.0%	224
\$300,000 to \$399,999	16.2%	4.8%	337
\$400,000 to \$499,999	11.6%	2.4%	486
\$500,000 to \$749,999	12.8%	2.0%	637
\$750,000 to \$999,999	4.8%	0.7%	717
\$1,000,000 or more	3.5%	0.6%	620
Median Home Value	\$ 334,249	\$ 161,077	208

Educational Attainment

No schooling completed	0.9%	1.4%	60
Nursery to 4th grade	0.4%	0.8%	51
5th and 6th grade	0.9%	1.9%	50
7th and 8th grade	1.3%	3.4%	38
9th grade	1.0%	2.4%	41
10th grade	1.1%	3.0%	37
11th grade	1.0%	2.8%	36
12th grade, no diploma	2.0%	3.7%	55
High school graduate (includes equivalency)	11.5%	28.6%	40
Some college, less than 1 year	3.9%	7.1%	55
Some college, 1 or more years, no degree	12.2%	14.0%	87
Associate degree	4.7%	6.3%	74
Bachelor's degree	33.8%	15.6%	216
Master's degree	15.3%	5.9%	257
Professional school degree	6.5%	2.0%	329
Doctorate degree	3.5%	1.0%	364

Cluster 24: Urban Villagers

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	82.8%	60.5%	137
Blue Collar	17.2%	39.5%	44
Managerial and Professional	59.4%	33.8%	176
Managerial	22.0%	13.5%	162
Professional	37.4%	20.2%	185
Service Occupation	9.9%	14.8%	67
Health Care Support Occupations	0.9%	2.0%	48
Protective Services	1.0%	2.0%	50
Food Preparation and Serving	4.2%	4.8%	88
Building and Grounds, Cleaning, Maintenance	1.5%	3.3%	46
Personal Care Services	2.3%	2.8%	83
Sales and Office Occupations	23.4%	26.7%	88
Sales and Related Occupations	11.3%	11.3%	100
Office and Administrative Support	12.1%	15.4%	79
Farming, Fishing, Forestry	0.1%	0.7%	10
Construction, Extraction, Maintenance, and Repair	2.9%	9.5%	31
Construction and Extraction	1.8%	5.5%	33
Maintenance and Repair Occupations	1.1%	3.9%	27
Production, Transportation, Material Moving	4.3%	14.6%	30
Production Occupations	2.3%	8.4%	27
Transportation and Material Moving	2.0%	6.1%	33