

Cluster 25

Cruisin' Couples

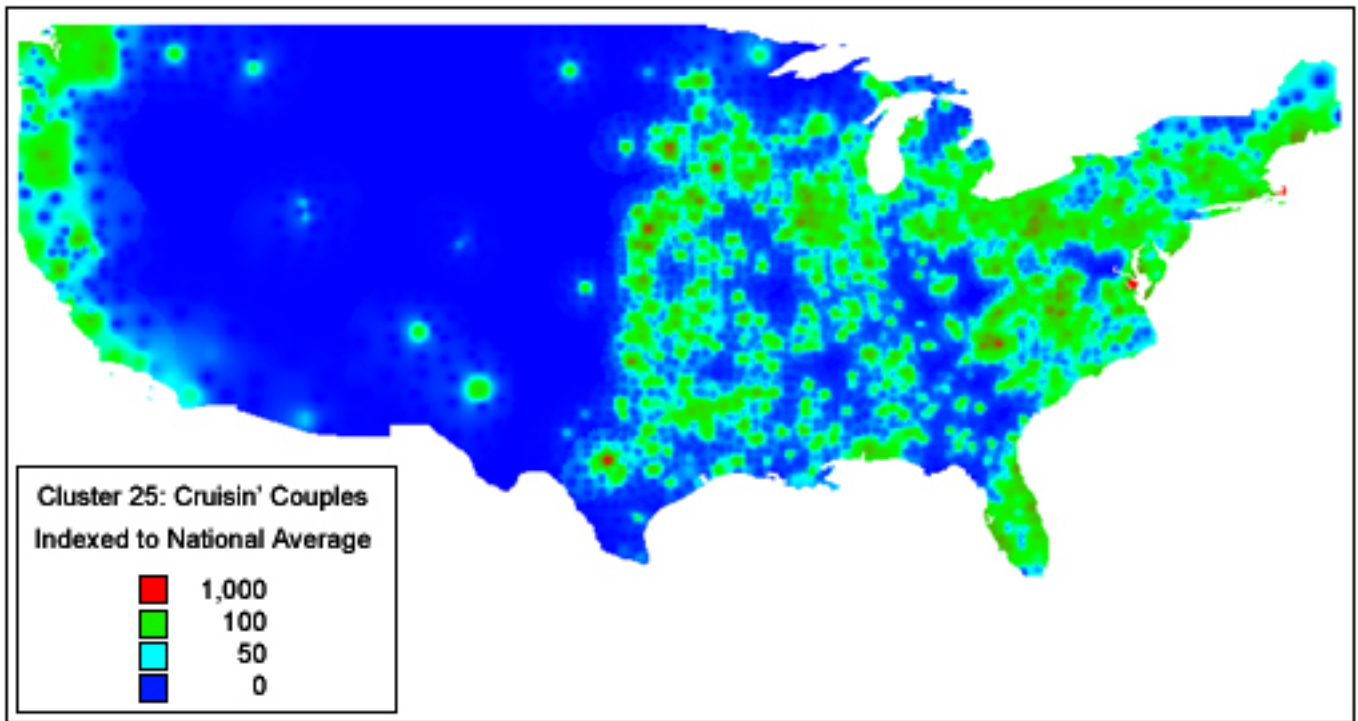


Cluster Highlights

	<i>Cluster Relative</i>
Population	1.3%
Households	1.6%
Household Population	1.3%
Group Quarters Population	1.4%
Median Household Income	103
Mean Household Income	113
Per Capita Income	131
Vehicle Preferences	FORD EXPLORER CADILLAC ELDORADO BUICK CENTURY

Pre-retirement and newly retired couples can look forward to the next twenty years, thanks to better health and health care. But this cluster is bimodal with respect to income – some have adequate finances, while others will have more of a struggle. Most will try to make the best of it with their average family income of \$79,000 but much of that is discretionary for a cluster with the second highest index for home-ownership without a mortgage. They also index high on income from interest-bearing accounts and dividends from investments. Ethnicity is over 90 percent white, non-Hispanic. Cruise anyone?

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	3,852,000	289,575,713	1.3%
Households	1,703,188	109,038,334	1.6%
Household Population	3,750,685	282,356,192	1.3%
Group Quarters Population	101,315	7,219,521	1.4%

Settlement Context

High Density Urban	0.1%	2.6%	2
Urban	0.6%	3.5%	16
High Density Suburban	5.9%	11.3%	52
Suburban	33.3%	21.3%	156
Low Density Suburban	22.3%	13.3%	168
Low Density Exurban	34.4%	25.4%	135
Rural	3.5%	22.4%	15

Income

Median Household Income	\$ 55,440	\$ 53,935	103
Mean Household Income	\$ 73,553	\$ 65,258	113
Per Capita Income	\$ 32,358	\$ 24,752	131
Under \$10,000	4.9%	7.6%	65
\$10,000-\$14,999	5.9%	6.3%	94
\$15,000-\$19,999	6.3%	6.1%	104
\$20,000-\$24,999	6.0%	6.2%	97
\$25,000-\$29,999	5.3%	5.5%	96
\$30,000-\$34,999	5.3%	5.7%	93
\$35,000-\$39,999	4.8%	5.0%	95
\$40,000-\$44,999	4.9%	5.3%	92
\$45,000-\$49,999	4.6%	5.1%	89
\$50,000-\$59,999	8.5%	9.0%	94
\$60,000-\$74,999	10.7%	10.9%	98
\$75,000-\$99,999	14.4%	12.8%	113
\$100,000-\$124,999	6.7%	5.6%	121
\$125,000-\$149,999	4.6%	3.6%	129
\$150,000-\$199,999	3.1%	2.4%	131
\$200,000 and over	4.0%	3.0%	134
\$200,000-\$249,999	1.1%	0.8%	130
\$250,000-\$499,999	2.8%	2.0%	137
\$500,000 and over	0.1%	0.1%	118

Age of Householder

15 to 24 years	1.9%	5.4%	35
25 to 34 years	9.6%	18.0%	54
35 to 44 years	16.1%	23.0%	70
45 to 54 years	18.5%	20.0%	92
55 to 64 years	15.1%	13.3%	113
65 to 74 years	17.4%	10.6%	164
75 years and older	21.4%	9.7%	220

<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)	2.0%	3.7%	54
Black or African American (alone)	3.9%	12.1%	32
Some Other Race (includes two or more races)	2.1%	8.2%	26
White (alone)	91.7%	75.1%	122
Hispanic Origin	3.1%	13.3%	23
<u>Marital Status</u>			
Males, aged 15+	100.0%	100.0%	100
Males, Never Married	20.7%	30.0%	69
Males, Currently Married	67.9%	58.9%	115
Males, Married, spouse present	64.9%	53.4%	122
Males, Married, spouse absent	3.0%	5.5%	55
Males, spouse absent, separated	1.0%	1.8%	53
Males, spouse absent, other reasons	2.1%	3.7%	56
Males, Widowed	4.1%	2.5%	165
Males, Divorced	7.2%	8.6%	83
Females, aged 15+	100.0%	100.0%	100
Females, Never Married	15.3%	23.9%	64
Females, Currently Married	56.8%	54.9%	103
Females, Married, spouse present	53.5%	49.9%	107
Females, Married, spouse absent	3.3%	5.0%	66
Females, spouse absent, separated	1.1%	2.4%	45
Females, spouse absent, other reasons	2.2%	2.6%	86
Females, Widowed	18.0%	10.4%	173
Females, Divorced	9.8%	10.8%	91
<u>Household Composition</u>			
One person households	31.5%	25.8%	122
One person, male householder	9.5%	11.2%	85
One person, female householder	22.0%	14.6%	150
Two or More Person Households	68.5%	74.2%	92
Family Households	64.6%	68.1%	95
Married Couple Family Households	54.7%	51.7%	106
Married Couple with Children Under 18	17.5%	23.5%	74
Married Couple without Children Under 18	37.3%	28.1%	133
Other Family Households	9.8%	16.4%	60
Other Family, male householder	2.3%	4.2%	56
Other Family, male HH with Children Under 18	1.0%	2.1%	47
Other Family, male HH without Children Under 18	1.4%	2.1%	65
Other Family, female householder	7.5%	12.2%	61
Other Family, female HH with Children Under 18	3.4%	7.2%	47
Other Family, female HH without Children Under 18	4.1%	5.1%	82
Non-Family Households	3.9%	6.1%	64
Non-Family, male householder	2.2%	3.6%	60
Non-Family, female householder	1.8%	2.5%	69

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	31.4%	25.6%	123
Two persons	40.0%	32.9%	122
Three persons	13.4%	16.9%	79
Four persons	9.9%	14.1%	71
Five persons	3.7%	6.4%	58
Six persons	1.1%	2.5%	45
Seven or more persons	0.5%	1.7%	28
Average Household Size	2.23	2.66	84

Housing Tenure by Units in Structure

Owner Occupied	78.8%	66.5%	118
Renter Occupied	21.2%	33.5%	63
Owner Occupied, single detached	66.8%	53.6%	125
Owner Occupied, single attached	5.0%	3.6%	139
Owner Occupied, 2 units	0.6%	1.1%	59
Owner Occupied, 3-4 units	0.9%	0.6%	148
Owner Occupied, 5-9 units	0.9%	0.5%	195
Owner Occupied, 10-19 units	0.6%	0.4%	169
Owner Occupied, 20-49 units	0.8%	0.4%	209
Owner Occupied, 50+ units	1.3%	0.7%	185
Owner Occupied, mobile home	1.8%	5.6%	33
Owner Occupied, boat, RV, other	0.0%	0.1%	40
Renter Occupied, single detached	5.5%	8.0%	68
Renter Occupied, single attached	1.2%	2.0%	62
Renter Occupied, 2 units	1.5%	3.1%	49
Renter Occupied, 3-4 units	2.0%	4.0%	51
Renter Occupied, 5-9 units	2.3%	4.1%	57
Renter Occupied, 10-19 units	2.0%	3.5%	57
Renter Occupied, 20-49 units	1.8%	2.9%	63
Renter Occupied, 50+ units	4.5%	4.5%	101
Renter Occupied, mobile home	0.3%	1.5%	21
Renter Occupied, boat, RV, other	0.0%	0.0%	49

Housing Vintage (Year Built)

1999 to March 2000	1.3%	2.4%	54
1995 to 1998	4.1%	7.3%	57
1990 to 1994	5.1%	7.3%	70
1980 to 1989	13.8%	15.8%	87
1970 to 1979	18.6%	18.5%	101
1960 to 1969	21.5%	13.7%	157
1950 to 1959	20.7%	12.7%	163
1940 to 1949	6.6%	7.3%	91
1939 or earlier	8.2%	15.0%	55
Median Year Structure Built	1965	1966	98

Cluster 25: Cruisin' Couples

Home Value	Cluster	USA	Cluster Relative
Less than \$10,000	0.0%	0.4%	10
\$10,000 to \$14,999	0.1%	0.4%	13
\$15,000 to \$19,999	0.1%	0.5%	10
\$20,000 to \$24,999	0.1%	0.7%	14
\$25,000 to \$29,999	0.1%	0.9%	16
\$30,000 to \$34,999	0.2%	1.1%	18
\$35,000 to \$39,999	0.3%	1.4%	24
\$40,000 to \$49,999	1.2%	3.2%	37
\$50,000 to \$59,999	2.1%	4.0%	53
\$60,000 to \$69,999	3.6%	5.0%	71
\$70,000 to \$79,999	5.1%	5.8%	87
\$80,000 to \$89,999	7.1%	6.8%	104
\$90,000 to \$99,999	7.8%	6.4%	121
\$100,000 to \$124,999	14.2%	11.5%	124
\$125,000 to \$149,999	14.0%	11.6%	120
\$150,000 to \$174,999	11.8%	10.0%	118
\$175,000 to \$199,999	8.2%	7.1%	116
\$200,000 to \$249,999	8.4%	7.6%	110
\$250,000 to \$299,999	5.2%	5.0%	105
\$300,000 to \$399,999	4.8%	4.8%	100
\$400,000 to \$499,999	2.4%	2.4%	99
\$500,000 to \$749,999	2.1%	2.0%	102
\$750,000 to \$999,999	0.7%	0.7%	101
\$1,000,000 or more	0.5%	0.6%	88
Median Home Value	\$ 162,361	\$ 161,077	101

Educational Attainment

No schooling completed	0.5%	1.4%	33
Nursery to 4th grade	0.2%	0.8%	32
5th and 6th grade	0.6%	1.9%	33
7th and 8th grade	2.3%	3.4%	68
9th grade	1.4%	2.4%	57
10th grade	2.0%	3.0%	65
11th grade	1.7%	2.8%	61
12th grade, no diploma	2.5%	3.7%	67
High school graduate (includes equivalency)	25.9%	28.6%	90
Some college, less than 1 year	6.9%	7.1%	97
Some college, 1 or more years, no degree	14.7%	14.0%	105
Associate degree	6.1%	6.3%	97
Bachelor's degree	21.2%	15.6%	135
Master's degree	8.8%	5.9%	148
Professional school degree	3.6%	2.0%	180
Doctorate degree	1.6%	1.0%	169

Cluster 25: Cruisin' Couples

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	73.0%	60.5%	121
Blue Collar	27.0%	39.5%	68
Managerial and Professional	44.3%	33.8%	131
Managerial	17.2%	13.5%	127
Professional	27.1%	20.2%	134
Service Occupation	11.1%	14.8%	75
Health Care Support Occupations	1.4%	2.0%	71
Protective Services	1.7%	2.0%	85
Food Preparation and Serving	3.5%	4.8%	73
Building and Grounds, Cleaning, Maintenance	2.0%	3.3%	63
Personal Care Services	2.4%	2.8%	86
Sales and Office Occupations	28.7%	26.7%	107
Sales and Related Occupations	13.5%	11.3%	120
Office and Administrative Support	15.2%	15.4%	98
Farming, Fishing, Forestry	0.3%	0.7%	35
Construction, Extraction, Maintenance, and Repair	6.3%	9.5%	67
Construction and Extraction	3.6%	5.5%	65
Maintenance and Repair Occupations	2.8%	3.9%	71
Production, Transportation, Material Moving	9.4%	14.6%	64
Production Occupations	5.4%	8.4%	64
Transportation and Material Moving	3.9%	6.1%	64