

Cluster 3

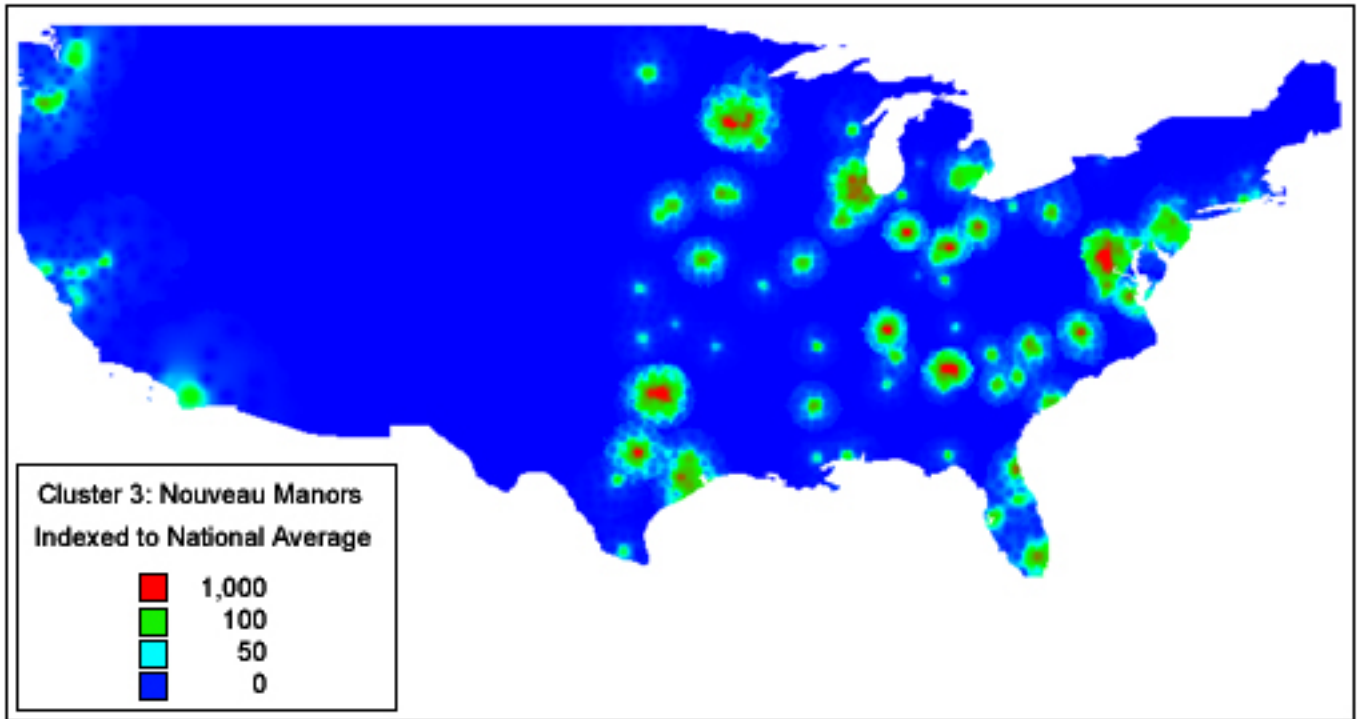
Nouveau Manors



Cluster Highlights		<i>Cluster Relative</i>
Population		0.9%
Households		0.8%
Household Population		0.9%
Group Quarters Population		0.1%
Median Household Income		181
Mean Household Income		166
Per Capita Income		144
Vehicle Preferences		FORD EXPLORER HONDA ACCORD GMC YUKON

Nouveau riche, yes, but also nouveau house. And not just a new house but a relatively large, new house. This cluster indexes highest on the newest homes, built since 1995. They are householders aged to 30 to 44 with families and children. They can afford the extra space as they have one of the highest indexes on dual-earner, college-educated couples. They are 80 percent white, non-Hispanic, but Asian, Hispanic, and African American new homeowners are also represented.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	2,605,221	289,575,713	0.9%
Households	860,385	109,038,334	0.8%
Household Population	2,600,360	282,356,192	0.9%
Group Quarters Population	4,861	7,219,521	0.1%

Settlement Context

High Density Urban	0.0%	2.6%	-
Urban	0.0%	3.5%	-
High Density Suburban	0.6%	11.3%	5
Suburban	9.7%	21.3%	46
Low Density Suburban	32.6%	13.3%	245
Low Density Exurban	55.6%	25.4%	219
Rural	1.5%	22.4%	7

Income

Median Household Income	\$ 97,584	\$ 53,935	181
Mean Household Income	\$108,265	\$ 65,258	166
Per Capita Income	\$ 35,629	\$ 24,752	144
Under \$10,000	0.9%	7.6%	12
\$10,000-\$14,999	0.9%	6.3%	14
\$15,000-\$19,999	1.0%	6.1%	16
\$20,000-\$24,999	1.1%	6.2%	18
\$25,000-\$29,999	1.3%	5.5%	23
\$30,000-\$34,999	1.6%	5.7%	27
\$35,000-\$39,999	1.7%	5.0%	33
\$40,000-\$44,999	2.1%	5.3%	40
\$45,000-\$49,999	2.3%	5.1%	44
\$50,000-\$59,999	5.3%	9.0%	59
\$60,000-\$74,999	9.9%	10.9%	91
\$75,000-\$99,999	26.6%	12.8%	208
\$100,000-\$124,999	17.9%	5.6%	322
\$125,000-\$149,999	13.1%	3.6%	366
\$150,000-\$199,999	8.0%	2.4%	336
\$200,000 and over	6.4%	3.0%	218
\$200,000-\$249,999	2.0%	0.8%	240
\$250,000-\$499,999	4.3%	2.0%	211
\$500,000 and over	0.2%	0.1%	173

Age of Householder

15 to 24 years	1.5%	5.4%	29
25 to 34 years	23.9%	18.0%	133
35 to 44 years	38.0%	23.0%	166
45 to 54 years	22.0%	20.0%	110
55 to 64 years	8.9%	13.3%	67
65 to 74 years	3.8%	10.6%	35
75 years and older	1.9%	9.7%	19

<u>Race / Hispanic Origin</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.2%	0.9%	25
Asian / Hawaiian / Other Pacific Islander (alone)	6.5%	3.7%	174
Black or African American (alone)	5.4%	12.1%	45
Some Other Race (includes two or more races)	3.6%	8.2%	43
White (alone)	84.3%	75.1%	112
Hispanic Origin	6.7%	13.3%	50
<u>Marital Status</u>			
Males, aged 15+			
Males, Never Married	100.0%	100.0%	100
Males, Currently Married	18.2%	30.0%	61
Males, Married, spouse present	76.7%	58.9%	130
Males, Married, spouse absent	75.0%	53.4%	141
Males, spouse absent, separated	1.7%	5.5%	30
Males, spouse absent, other reasons	0.7%	1.8%	37
Males, Widowed	1.0%	3.7%	27
Males, Divorced	0.7%	2.5%	26
Females, aged 15+	4.5%	8.6%	52
Females, Never Married	100.0%	100.0%	100
Females, Currently Married	15.6%	23.9%	66
Females, Married, spouse present	74.2%	54.9%	135
Females, Married, spouse absent	72.2%	49.9%	145
Females, spouse absent, separated	2.1%	5.0%	41
Females, spouse absent, other reasons	1.0%	2.4%	41
Females, Widowed	1.1%	2.6%	41
Females, Divorced	3.4%	10.4%	32
	6.8%	10.8%	63
<u>Household Composition</u>			
One person households	11.5%	25.8%	44
One person, male householder	5.4%	11.2%	48
One person, female householder	6.1%	14.6%	42
Two or More Person Households	88.5%	74.2%	119
Family Households	84.9%	68.1%	125
Married Couple Family Households	77.0%	51.7%	149
Married Couple with Children Under 18	48.6%	23.5%	206
Married Couple without Children Under 18	28.5%	28.1%	101
Other Family Households	7.9%	16.4%	48
Other Family, male householder	2.1%	4.2%	51
Other Family, male HH with Children Under 18	1.2%	2.1%	60
Other Family, male HH without Children Under 18	0.9%	2.1%	42
Other Family, female householder	5.8%	12.2%	47
Other Family, female HH with Children Under 18	3.9%	7.2%	55
Other Family, female HH without Children Under 18	1.9%	5.1%	37
Non-Family Households	3.6%	6.1%	58
Non-Family, male householder	2.2%	3.6%	61
Non-Family, female householder	1.4%	2.5%	54

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	11.9%	25.6%	47
Two persons	29.2%	32.9%	89
Three persons	20.9%	16.9%	123
Four persons	25.1%	14.1%	179
Five persons	9.6%	6.4%	149
Six persons	2.5%	2.5%	101
Seven or more persons	0.8%	1.7%	49
Average Household Size	3.05	2.66	115

Housing Tenure by Units in Structure

Owner Occupied	91.3%	66.5%	137
Renter Occupied	8.7%	33.5%	26
Owner Occupied, single detached	82.2%	53.6%	153
Owner Occupied, single attached	7.2%	3.6%	197
Owner Occupied, 2 units	0.1%	1.1%	6
Owner Occupied, 3-4 units	0.2%	0.6%	35
Owner Occupied, 5-9 units	0.3%	0.5%	69
Owner Occupied, 10-19 units	0.3%	0.4%	90
Owner Occupied, 20-49 units	0.1%	0.4%	14
Owner Occupied, 50+ units	0.1%	0.7%	9
Owner Occupied, mobile home	0.9%	5.6%	16
Owner Occupied, boat, RV, other	0.0%	0.1%	26
Renter Occupied, single detached	2.8%	8.0%	36
Renter Occupied, single attached	1.1%	2.0%	57
Renter Occupied, 2 units	0.2%	3.1%	7
Renter Occupied, 3-4 units	0.5%	4.0%	12
Renter Occupied, 5-9 units	1.2%	4.1%	29
Renter Occupied, 10-19 units	1.5%	3.5%	42
Renter Occupied, 20-49 units	0.6%	2.9%	21
Renter Occupied, 50+ units	0.6%	4.5%	13
Renter Occupied, mobile home	0.2%	1.5%	14
Renter Occupied, boat, RV, other	0.0%	0.0%	5

Housing Vintage (Year Built)

1999 to March 2000	14.1%	2.4%	593
1995 to 1998	37.2%	7.3%	508
1990 to 1994	23.0%	7.3%	315
1980 to 1989	16.0%	15.8%	101
1970 to 1979	5.1%	18.5%	28
1960 to 1969	2.0%	13.7%	14
1950 to 1959	1.1%	12.7%	9
1940 to 1949	0.5%	7.3%	6
1939 or earlier	1.0%	15.0%	7
Median Year Structure Built	1993	1966	142

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.0%	0.4%	2
\$10,000 to \$14,999	0.0%	0.4%	6
\$15,000 to \$19,999	0.0%	0.5%	9
\$20,000 to \$24,999	0.0%	0.7%	3
\$25,000 to \$29,999	0.0%	0.9%	4
\$30,000 to \$34,999	0.0%	1.1%	3
\$35,000 to \$39,999	0.0%	1.4%	3
\$40,000 to \$49,999	0.1%	3.2%	2
\$50,000 to \$59,999	0.1%	4.0%	2
\$60,000 to \$69,999	0.1%	5.0%	3
\$70,000 to \$79,999	0.3%	5.8%	4
\$80,000 to \$89,999	0.6%	6.8%	8
\$90,000 to \$99,999	1.0%	6.4%	16
\$100,000 to \$124,999	5.5%	11.5%	47
\$125,000 to \$149,999	11.5%	11.6%	99
\$150,000 to \$174,999	14.5%	10.0%	145
\$175,000 to \$199,999	14.6%	7.1%	205
\$200,000 to \$249,999	19.5%	7.6%	257
\$250,000 to \$299,999	14.3%	5.0%	289
\$300,000 to \$399,999	11.7%	4.8%	243
\$400,000 to \$499,999	3.5%	2.4%	149
\$500,000 to \$749,999	1.9%	2.0%	96
\$750,000 to \$999,999	0.3%	0.7%	52
\$1,000,000 or more	0.2%	0.6%	40
Median Home Value	\$ 220,505	\$161,077	137

Educational Attainment

No schooling completed	0.3%	1.4%	18
Nursery to 4th grade	0.1%	0.8%	18
5th and 6th grade	0.4%	1.9%	19
7th and 8th grade	0.6%	3.4%	17
9th grade	0.4%	2.4%	16
10th grade	0.6%	3.0%	21
11th grade	0.6%	2.8%	20
12th grade, no diploma	1.2%	3.7%	33
High school graduate (includes equivalency)	14.0%	28.6%	49
Some college, less than 1 year	6.0%	7.1%	85
Some college, 1 or more years, no degree	14.7%	14.0%	105
Associate degree	7.8%	6.3%	123
Bachelor's degree	36.4%	15.6%	233
Master's degree	12.6%	5.9%	212
Professional school degree	2.7%	2.0%	137
Doctorate degree	1.6%	1.0%	168

Cluster 3: Nouveau Manors

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	82.2%	60.5%	136
Blue Collar	17.8%	39.5%	45
Managerial and Professional	55.3%	33.8%	164
Managerial	26.7%	13.5%	197
Professional	28.6%	20.2%	141
Service Occupation	7.7%	14.8%	52
Health Care Support Occupations	0.7%	2.0%	35
Protective Services	1.6%	2.0%	80
Food Preparation and Serving	2.3%	4.8%	48
Building and Grounds, Cleaning, Maintenance	1.0%	3.3%	30
Personal Care Services	2.2%	2.8%	77
Sales and Office Occupations	26.9%	26.7%	101
Sales and Related Occupations	14.2%	11.3%	126
Office and Administrative Support	12.7%	15.4%	82
Farming, Fishing, Forestry	0.1%	0.7%	11
Construction, Extraction, Maintenance, and Repair	4.5%	9.5%	48
Construction and Extraction	2.3%	5.5%	42
Maintenance and Repair Occupations	2.2%	3.9%	56
Production, Transportation, Material Moving	5.5%	14.6%	38
Production Occupations	3.0%	8.4%	35
Transportation and Material Moving	2.6%	6.1%	42