

## Cluster 30

# Moo's and Modems

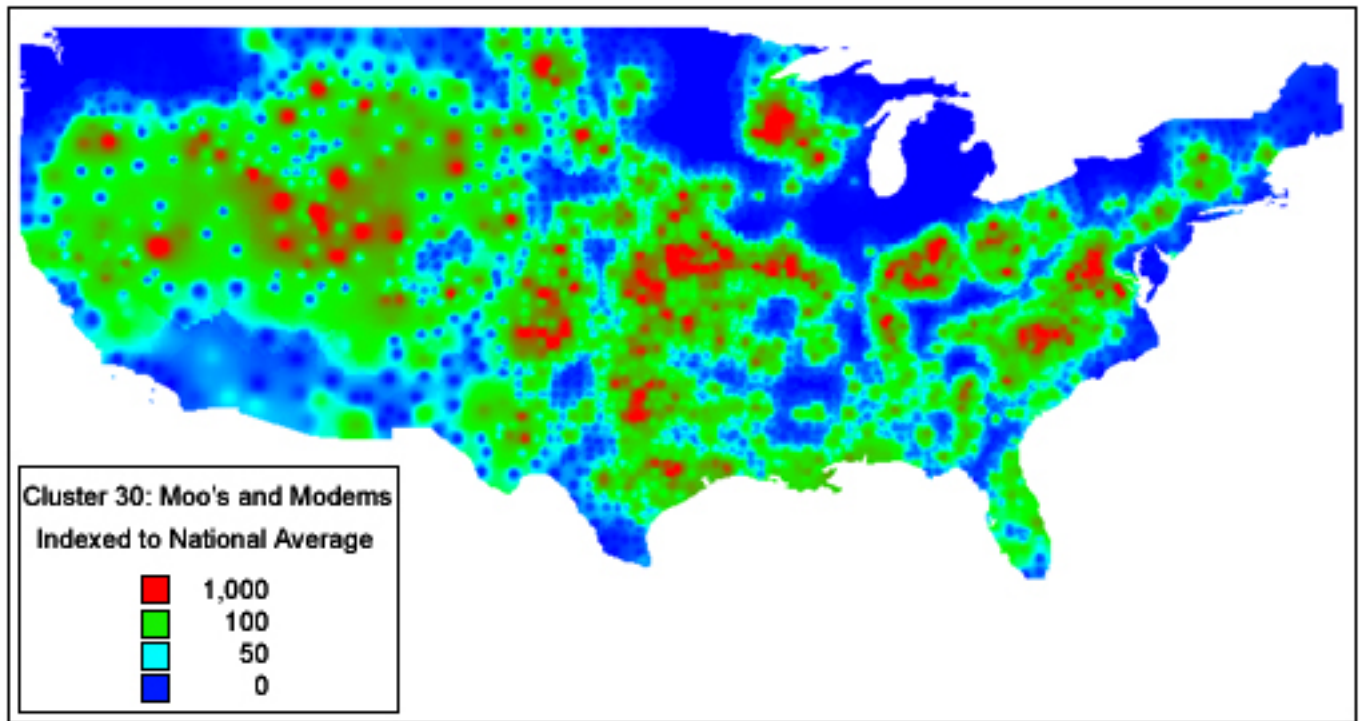


### Cluster Highlights

	<i>Cluster Relative</i>
Population	1.7%
Households	1.6%
Household Population	1.7%
Group Quarters Population	0.4%
Median Household Income	99
Mean Household Income	96
Per Capita Income	93
Vehicle Preferences	FORD F150 ISUZU RODEO GMC YUKON

Farm land taken over by development, apartments and mobile homes springing up where cows used to roam -- this cluster is a mix of the old and new. Young family householders with college educations work in the offices and factories of nearby metro areas. Some neighbors, however, still tend their herds and crops, driving the farm employment index over 200. Average family incomes are \$61,500 and ethnicity is 91 percent white, non-Hispanic. Of course, your truly modern dairy has a computer in the barn, too.

### Cluster Distribution



**Population and Households**

	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
Population	4,859,978	289,575,713	1.7%
Households	1,786,334	109,038,334	1.6%
Household Population	4,829,047	282,356,192	1.7%
Group Quarters Population	30,931	7,219,521	0.4%

**Settlement Context**

High Density Urban	0.0%	2.6%	-
Urban	0.0%	3.5%	-
High Density Suburban	0.1%	11.3%	1
Suburban	1.6%	21.3%	8
Low Density Suburban	2.5%	13.3%	19
Low Density Exurban	30.4%	25.4%	120
Rural	65.3%	22.4%	291

**Income**

Median Household Income	\$ 53,375	\$ 53,935	99
Mean Household Income	\$ 62,483	\$ 65,258	96
Per Capita Income	\$ 22,972	\$ 24,752	93
Under \$10,000	4.5%	7.6%	60
\$10,000-\$14,999	4.6%	6.3%	73
\$15,000-\$19,999	4.9%	6.1%	80
\$20,000-\$24,999	5.2%	6.2%	84
\$25,000-\$29,999	5.0%	5.5%	90
\$30,000-\$34,999	5.4%	5.7%	95
\$35,000-\$39,999	5.1%	5.0%	101
\$40,000-\$44,999	5.8%	5.3%	110
\$45,000-\$49,999	6.1%	5.1%	118
\$50,000-\$59,999	12.3%	9.0%	136
\$60,000-\$74,999	14.6%	10.9%	135
\$75,000-\$99,999	15.1%	12.8%	118
\$100,000-\$124,999	5.3%	5.6%	95
\$125,000-\$149,999	2.8%	3.6%	77
\$150,000-\$199,999	1.6%	2.4%	67
\$200,000 and over	1.8%	3.0%	60
\$200,000-\$249,999	0.4%	0.8%	55
\$250,000-\$499,999	1.3%	2.0%	63
\$500,000 and over	0.0%	0.1%	41

**Age of Householder**

15 to 24 years	2.8%	5.4%	52
25 to 34 years	14.3%	18.0%	80
35 to 44 years	24.9%	23.0%	108
45 to 54 years	23.4%	20.0%	117
55 to 64 years	15.9%	13.3%	120
65 to 74 years	11.1%	10.6%	104
75 years and older	7.6%	9.7%	78

<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)	0.8%	0.9%	91
Asian / Hawaiian / Other Pacific Islander (alone)	0.6%	3.7%	15
Black or African American (alone)	3.5%	12.1%	29
Some Other Race (includes two or more races)	2.9%	8.2%	35
White (alone)	92.3%	75.1%	123
Hispanic Origin	4.2%	13.3%	31
<b><u>Marital Status</u></b>			
Males, aged 15+	100.0%	100.0%	100
Males, Never Married	21.6%	30.0%	72
Males, Currently Married	68.5%	58.9%	116
Males, Married, spouse present	66.1%	53.4%	124
Males, Married, spouse absent	2.4%	5.5%	43
Males, spouse absent, separated	1.1%	1.8%	61
Males, spouse absent, other reasons	1.3%	3.7%	34
Males, Widowed	1.9%	2.5%	77
Males, Divorced	7.9%	8.6%	92
Females, aged 15+	100.0%	100.0%	100
Females, Never Married	16.1%	23.9%	68
Females, Currently Married	67.7%	54.9%	123
Females, Married, spouse present	65.2%	49.9%	131
Females, Married, spouse absent	2.6%	5.0%	51
Females, spouse absent, separated	1.3%	2.4%	54
Females, spouse absent, other reasons	1.2%	2.6%	47
Females, Widowed	7.9%	10.4%	76
Females, Divorced	8.3%	10.8%	77
<b><u>Household Composition</u></b>			
One person households	17.2%	25.8%	67
One person, male householder	8.2%	11.2%	74
One person, female householder	9.0%	14.6%	61
Two or More Person Households	82.8%	74.2%	112
Family Households	79.2%	68.1%	116
Married Couple Family Households	67.8%	51.7%	131
Married Couple with Children Under 18	30.0%	23.5%	127
Married Couple without Children Under 18	37.9%	28.1%	135
Other Family Households	11.4%	16.4%	69
Other Family, male householder	3.7%	4.2%	88
Other Family, male HH with Children Under 18	2.0%	2.1%	98
Other Family, male HH without Children Under 18	1.6%	2.1%	78
Other Family, female householder	7.7%	12.2%	63
Other Family, female HH with Children Under 18	4.3%	7.2%	60
Other Family, female HH without Children Under 18	3.4%	5.1%	67
Non-Family Households	3.6%	6.1%	58
Non-Family, male householder	2.3%	3.6%	63
Non-Family, female householder	1.3%	2.5%	51

<b><u>Household Size</u></b>	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
One person	17.3%	25.6%	68
Two persons	36.8%	32.9%	112
Three persons	19.2%	16.9%	114
Four persons	16.6%	14.1%	118
Five persons	6.8%	6.4%	106
Six persons	2.2%	2.5%	89
Seven or more persons	1.1%	1.7%	64
Average Household Size	2.71	2.66	102

**Housing Tenure by Units in Structure**

Owner Occupied	86.0%	66.5%	129
Renter Occupied	14.0%	33.5%	42
Owner Occupied, single detached	73.0%	53.6%	136
Owner Occupied, single attached	0.7%	3.6%	18
Owner Occupied, 2 units	0.2%	1.1%	18
Owner Occupied, 3-4 units	0.1%	0.6%	13
Owner Occupied, 5-9 units	0.1%	0.5%	11
Owner Occupied, 10-19 units	0.0%	0.4%	7
Owner Occupied, 20-49 units	0.0%	0.4%	2
Owner Occupied, 50+ units	0.0%	0.7%	1
Owner Occupied, mobile home	11.8%	5.6%	211
Owner Occupied, boat, RV, other	0.1%	0.1%	146
Renter Occupied, single detached	8.0%	8.0%	100
Renter Occupied, single attached	0.4%	2.0%	19
Renter Occupied, 2 units	0.8%	3.1%	25
Renter Occupied, 3-4 units	0.7%	4.0%	19
Renter Occupied, 5-9 units	0.5%	4.1%	13
Renter Occupied, 10-19 units	0.3%	3.5%	9
Renter Occupied, 20-49 units	0.2%	2.9%	6
Renter Occupied, 50+ units	0.1%	4.5%	2
Renter Occupied, mobile home	3.0%	1.5%	204
Renter Occupied, boat, RV, other	0.0%	0.0%	84

**Housing Vintage (Year Built)**

1999 to March 2000	3.7%	2.4%	154
1995 to 1998	11.0%	7.3%	151
1990 to 1994	10.3%	7.3%	141
1980 to 1989	20.0%	15.8%	126
1970 to 1979	22.3%	18.5%	121
1960 to 1969	11.0%	13.7%	80
1950 to 1959	7.4%	12.7%	58
1940 to 1949	3.9%	7.3%	53
1939 or earlier	10.4%	15.0%	69
Median Year Structure Built	1975	1966	115

<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	0.2%	0.4%	45
\$10,000 to \$14,999	0.2%	0.4%	40
\$15,000 to \$19,999	0.2%	0.5%	42
\$20,000 to \$24,999	0.3%	0.7%	43
\$25,000 to \$29,999	0.4%	0.9%	49
\$30,000 to \$34,999	0.6%	1.1%	52
\$35,000 to \$39,999	0.8%	1.4%	55
\$40,000 to \$49,999	2.1%	3.2%	66
\$50,000 to \$59,999	3.5%	4.0%	87
\$60,000 to \$69,999	5.0%	5.0%	100
\$70,000 to \$79,999	7.1%	5.8%	122
\$80,000 to \$89,999	9.4%	6.8%	137
\$90,000 to \$99,999	9.6%	6.4%	150
\$100,000 to \$124,999	16.8%	11.5%	146
\$125,000 to \$149,999	15.4%	11.6%	133
\$150,000 to \$174,999	11.8%	10.0%	118
\$175,000 to \$199,999	6.3%	7.1%	88
\$200,000 to \$249,999	5.1%	7.6%	67
\$250,000 to \$299,999	2.6%	5.0%	52
\$300,000 to \$399,999	1.6%	4.8%	33
\$400,000 to \$499,999	0.5%	2.4%	21
\$500,000 to \$749,999	0.3%	2.0%	14
\$750,000 to \$999,999	0.1%	0.7%	12
\$1,000,000 or more	0.1%	0.6%	22
Median Home Value	\$ 117,908	\$ 161,077	73

**Educational Attainment**

No schooling completed	0.6%	1.4%	41
Nursery to 4th grade	0.3%	0.8%	46
5th and 6th grade	0.9%	1.9%	49
7th and 8th grade	3.4%	3.4%	98
9th grade	2.3%	2.4%	92
10th grade	3.1%	3.0%	104
11th grade	2.8%	2.8%	99
12th grade, no diploma	3.0%	3.7%	80
High school graduate (includes equivalency)	35.8%	28.6%	125
Some college, less than 1 year	8.4%	7.1%	119
Some college, 1 or more years, no degree	14.4%	14.0%	103
Associate degree	7.0%	6.3%	110
Bachelor's degree	12.3%	15.6%	78
Master's degree	4.1%	5.9%	69
Professional school degree	1.2%	2.0%	59
Doctorate degree	0.5%	1.0%	50

**Cluster 30: Moo's and Modems**

<b><u>Occupation</u></b>	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
White Collar	55.8%	60.5%	92
Blue Collar	44.2%	39.5%	112
Managerial and Professional	29.9%	33.8%	89
Managerial	12.7%	13.5%	93
Professional	17.3%	20.2%	85
Service Occupation	12.8%	14.8%	86
Health Care Support Occupations	1.7%	2.0%	86
Protective Services	1.9%	2.0%	97
Food Preparation and Serving	3.8%	4.8%	79
Building and Grounds, Cleaning, Maintenance	2.9%	3.3%	88
Personal Care Services	2.5%	2.8%	89
Sales and Office Occupations	25.9%	26.7%	97
Sales and Related Occupations	10.3%	11.3%	91
Office and Administrative Support	15.6%	15.4%	101
Farming, Fishing, Forestry	1.0%	0.7%	141
Construction, Extraction, Maintenance, and Repair	13.0%	9.5%	138
Construction and Extraction	7.2%	5.5%	131
Maintenance and Repair Occupations	5.8%	3.9%	147
Production, Transportation, Material Moving	17.3%	14.6%	119
Production Occupations	10.4%	8.4%	123
Transportation and Material Moving	7.0%	6.1%	114