

Cluster 32

Echo Boomtown

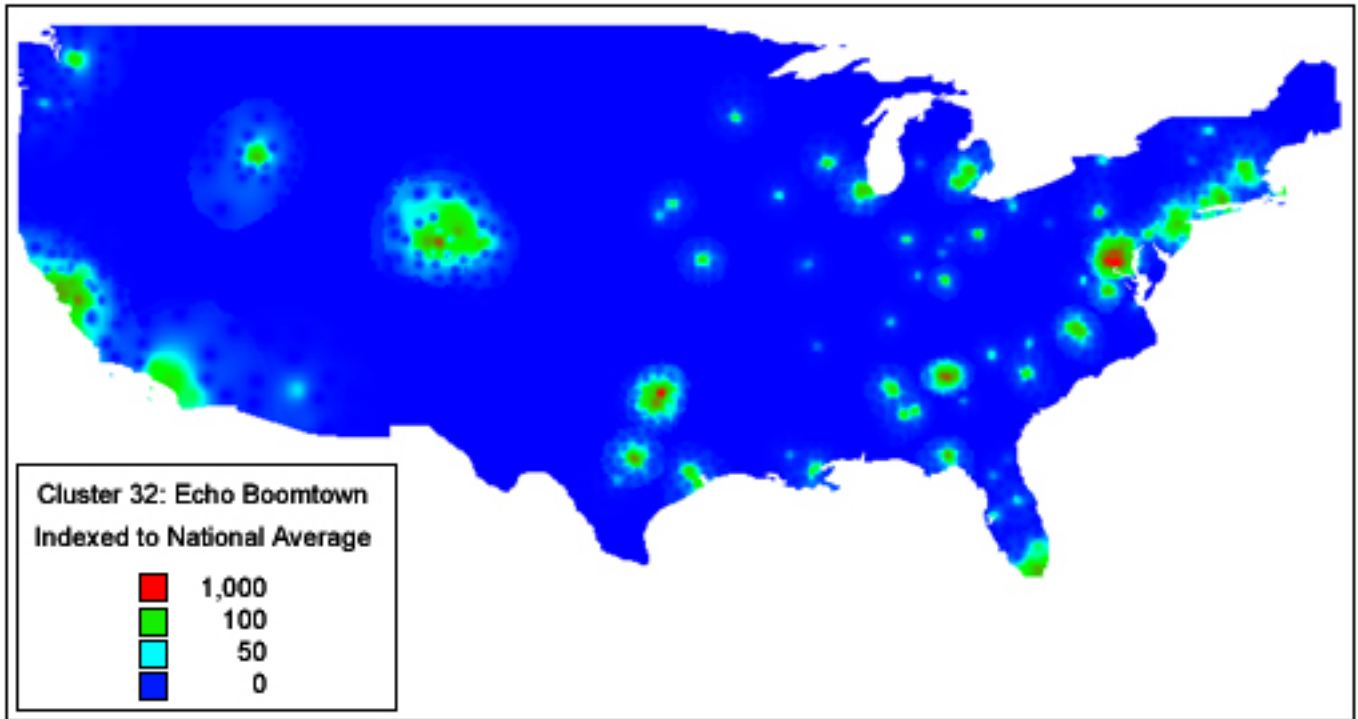


Cluster Highlights

	<i>Cluster Relative</i>
Population	0.6%
Households	0.9%
Household Population	0.7%
Group Quarters Population	0.4%
Median Household Income	103
Mean Household Income	98
Per Capita Income	133
Vehicle Preferences	HONDA PRELUDE VOLKSWAGEN JETTA ISUZU RODEO

What's a young married couple with a pair of college educations and no kids (yet) going to do? They gravitate to communities of opportunity and become renters in major metropolitan areas. They are joined by the 30 percent of this cluster who are recent immigrants. Ethnicity indexes super high on Asian but the cluster also contains 15 percent Hispanic and 14 percent African American. They work in a variety of jobs requiring college degrees from scientific, computer-oriented and health care to entertainment, media, the arts; average household income is \$58,400. It's a boomtown driven by youthful energy from all quarters.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	1,871,787	289,575,713	0.6%
Households	951,361	109,038,334	0.9%
Household Population	1,844,308	282,356,192	0.7%
Group Quarters Population	27,479	7,219,521	0.4%

Settlement Context

High Density Urban	5.6%	2.6%	214
Urban	12.7%	3.5%	358
High Density Suburban	21.4%	11.3%	189
Suburban	38.5%	21.3%	181
Low Density Suburban	16.5%	13.3%	124
Low Density Exurban	4.9%	25.4%	19
Rural	0.3%	22.4%	1

Income

Median Household Income	\$ 55,669	\$ 53,935	103
Mean Household Income	\$ 63,970	\$ 65,258	98
Per Capita Income	\$ 32,897	\$ 24,752	133
Under \$10,000	6.0%	7.6%	79
\$10,000-\$14,999	3.8%	6.3%	60
\$15,000-\$19,999	3.7%	6.1%	61
\$20,000-\$24,999	4.6%	6.2%	74
\$25,000-\$29,999	4.7%	5.5%	84
\$30,000-\$34,999	5.6%	5.7%	98
\$35,000-\$39,999	5.2%	5.0%	103
\$40,000-\$44,999	5.5%	5.3%	104
\$45,000-\$49,999	5.4%	5.1%	104
\$50,000-\$59,999	10.1%	9.0%	112
\$60,000-\$74,999	13.3%	10.9%	123
\$75,000-\$99,999	15.7%	12.8%	123
\$100,000-\$124,999	6.7%	5.6%	121
\$125,000-\$149,999	4.4%	3.6%	123
\$150,000-\$199,999	3.0%	2.4%	126
\$200,000 and over	2.5%	3.0%	84
\$200,000-\$249,999	0.7%	0.8%	81
\$250,000-\$499,999	1.7%	2.0%	85
\$500,000 and over	0.1%	0.1%	69

Age of Householder

15 to 24 years	11.8%	5.4%	219
25 to 34 years	37.1%	18.0%	206
35 to 44 years	22.2%	23.0%	97
45 to 54 years	14.1%	20.0%	70
55 to 64 years	7.1%	13.3%	53
65 to 74 years	4.1%	10.6%	39
75 years and older	3.6%	9.7%	37

<u>Race / Hispanic Origin</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.4%	0.9%	48
Asian / Hawaiian / Other Pacific Islander (alone)	13.2%	3.7%	353
Black or African American (alone)	15.1%	12.1%	125
Some Other Race (includes two or more races)	10.1%	8.2%	122
White (alone)	61.3%	75.1%	82
Hispanic Origin	15.6%	13.3%	117
<u>Marital Status</u>			
Males, aged 15+	100.0%	100.0%	100
Males, Never Married	47.3%	30.0%	158
Males, Currently Married	41.4%	58.9%	70
Males, Married, spouse present	34.3%	53.4%	64
Males, Married, spouse absent	7.1%	5.5%	128
Males, spouse absent, separated	2.3%	1.8%	129
Males, spouse absent, other reasons	4.7%	3.7%	128
Males, Widowed	1.2%	2.5%	49
Males, Divorced	10.1%	8.6%	117
Females, aged 15+	100.0%	100.0%	100
Females, Never Married	39.2%	23.9%	164
Females, Currently Married	41.6%	54.9%	76
Females, Married, spouse present	35.6%	49.9%	71
Females, Married, spouse absent	6.0%	5.0%	120
Females, spouse absent, separated	3.0%	2.4%	123
Females, spouse absent, other reasons	3.0%	2.6%	116
Females, Widowed	5.8%	10.4%	56
Females, Divorced	13.4%	10.8%	125
<u>Household Composition</u>			
One person households	45.3%	25.8%	176
One person, male householder	23.8%	11.2%	213
One person, female householder	21.5%	14.6%	147
Two or More Person Households	54.7%	74.2%	74
Family Households	40.0%	68.1%	59
Married Couple Family Households	28.0%	51.7%	54
Married Couple with Children Under 18	11.5%	23.5%	49
Married Couple without Children Under 18	16.5%	28.1%	59
Other Family Households	12.0%	16.4%	73
Other Family, male householder	3.6%	4.2%	87
Other Family, male HH with Children Under 18	1.4%	2.1%	66
Other Family, male HH without Children Under 18	2.3%	2.1%	109
Other Family, female householder	8.3%	12.2%	68
Other Family, female HH with Children Under 18	4.9%	7.2%	68
Other Family, female HH without Children Under 18	3.4%	5.1%	68
Non-Family Households	14.7%	6.1%	240
Non-Family, male householder	8.7%	3.6%	242
Non-Family, female householder	6.0%	2.5%	236

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	45.3%	25.6%	177
Two persons	32.6%	32.9%	99
Three persons	11.7%	16.9%	69
Four persons	6.5%	14.1%	46
Five persons	2.3%	6.4%	36
Six persons	0.9%	2.5%	37
Seven or more persons	0.7%	1.7%	40
Average Household Size	1.96	2.66	74

Housing Tenure by Units in Structure

Owner Occupied	22.5%	66.5%	34
Renter Occupied	77.5%	33.5%	231
Owner Occupied, single detached	8.7%	53.6%	16
Owner Occupied, single attached	5.9%	3.6%	161
Owner Occupied, 2 units	0.4%	1.1%	34
Owner Occupied, 3-4 units	0.8%	0.6%	123
Owner Occupied, 5-9 units	1.5%	0.5%	314
Owner Occupied, 10-19 units	1.6%	0.4%	457
Owner Occupied, 20-49 units	1.2%	0.4%	312
Owner Occupied, 50+ units	2.3%	0.7%	338
Owner Occupied, mobile home	0.2%	5.6%	4
Owner Occupied, boat, RV, other	0.0%	0.1%	22
Renter Occupied, single detached	1.9%	8.0%	23
Renter Occupied, single attached	2.3%	2.0%	119
Renter Occupied, 2 units	1.7%	3.1%	57
Renter Occupied, 3-4 units	5.9%	4.0%	148
Renter Occupied, 5-9 units	14.0%	4.1%	345
Renter Occupied, 10-19 units	18.8%	3.5%	531
Renter Occupied, 20-49 units	12.0%	2.9%	419
Renter Occupied, 50+ units	20.8%	4.5%	461
Renter Occupied, mobile home	0.1%	1.5%	6
Renter Occupied, boat, RV, other	0.0%	0.0%	61

Housing Vintage (Year Built)

1999 to March 2000	3.8%	2.4%	162
1995 to 1998	12.3%	7.3%	168
1990 to 1994	10.7%	7.3%	147
1980 to 1989	22.4%	15.8%	141
1970 to 1979	20.0%	18.5%	108
1960 to 1969	12.1%	13.7%	88
1950 to 1959	6.1%	12.7%	48
1940 to 1949	3.6%	7.3%	50
1939 or earlier	8.9%	15.0%	60
Median Year Structure Built	1973	1966	112

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.0%	0.4%	13
\$10,000 to \$14,999	0.1%	0.4%	22
\$15,000 to \$19,999	0.1%	0.5%	16
\$20,000 to \$24,999	0.1%	0.7%	10
\$25,000 to \$29,999	0.1%	0.9%	14
\$30,000 to \$34,999	0.1%	1.1%	9
\$35,000 to \$39,999	0.2%	1.4%	12
\$40,000 to \$49,999	0.3%	3.2%	10
\$50,000 to \$59,999	0.5%	4.0%	12
\$60,000 to \$69,999	1.1%	5.0%	22
\$70,000 to \$79,999	1.8%	5.8%	30
\$80,000 to \$89,999	2.4%	6.8%	34
\$90,000 to \$99,999	3.1%	6.4%	49
\$100,000 to \$124,999	8.4%	11.5%	73
\$125,000 to \$149,999	11.9%	11.6%	103
\$150,000 to \$174,999	11.2%	10.0%	112
\$175,000 to \$199,999	10.2%	7.1%	144
\$200,000 to \$249,999	12.7%	7.6%	167
\$250,000 to \$299,999	10.2%	5.0%	205
\$300,000 to \$399,999	11.4%	4.8%	237
\$400,000 to \$499,999	6.8%	2.4%	285
\$500,000 to \$749,999	5.1%	2.0%	252
\$750,000 to \$999,999	1.6%	0.7%	241
\$1,000,000 or more	0.6%	0.6%	113
Median Home Value	\$ 197,990	\$ 161,077	123

Educational Attainment

No schooling completed	1.1%	1.4%	81
Nursery to 4th grade	0.5%	0.8%	67
5th and 6th grade	1.5%	1.9%	80
7th and 8th grade	1.4%	3.4%	42
9th grade	1.2%	2.4%	48
10th grade	1.2%	3.0%	39
11th grade	1.1%	2.8%	40
12th grade, no diploma	2.5%	3.7%	68
High school graduate (includes equivalency)	14.8%	28.6%	52
Some college, less than 1 year	5.2%	7.1%	73
Some college, 1 or more years, no degree	14.1%	14.0%	100
Associate degree	6.2%	6.3%	97
Bachelor's degree	31.3%	15.6%	200
Master's degree	12.2%	5.9%	206
Professional school degree	3.5%	2.0%	176
Doctorate degree	2.2%	1.0%	225

Cluster 32: Echo Boomtown

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	77.0%	60.5%	127
Blue Collar	23.0%	39.5%	58
Managerial and Professional	51.1%	33.8%	151
Managerial	20.1%	13.5%	149
Professional	30.9%	20.2%	153
Service Occupation	11.8%	14.8%	80
Health Care Support Occupations	1.2%	2.0%	58
Protective Services	1.3%	2.0%	66
Food Preparation and Serving	4.7%	4.8%	99
Building and Grounds, Cleaning, Maintenance	2.3%	3.3%	70
Personal Care Services	2.3%	2.8%	82
Sales and Office Occupations	25.9%	26.7%	97
Sales and Related Occupations	12.1%	11.3%	107
Office and Administrative Support	13.9%	15.4%	90
Farming, Fishing, Forestry	0.1%	0.7%	14
Construction, Extraction, Maintenance, and Repair	4.8%	9.5%	50
Construction and Extraction	2.8%	5.5%	51
Maintenance and Repair Occupations	1.9%	3.9%	49
Production, Transportation, Material Moving	6.4%	14.6%	44
Production Occupations	3.3%	8.4%	40
Transportation and Material Moving	3.0%	6.1%	49