

## Cluster 34

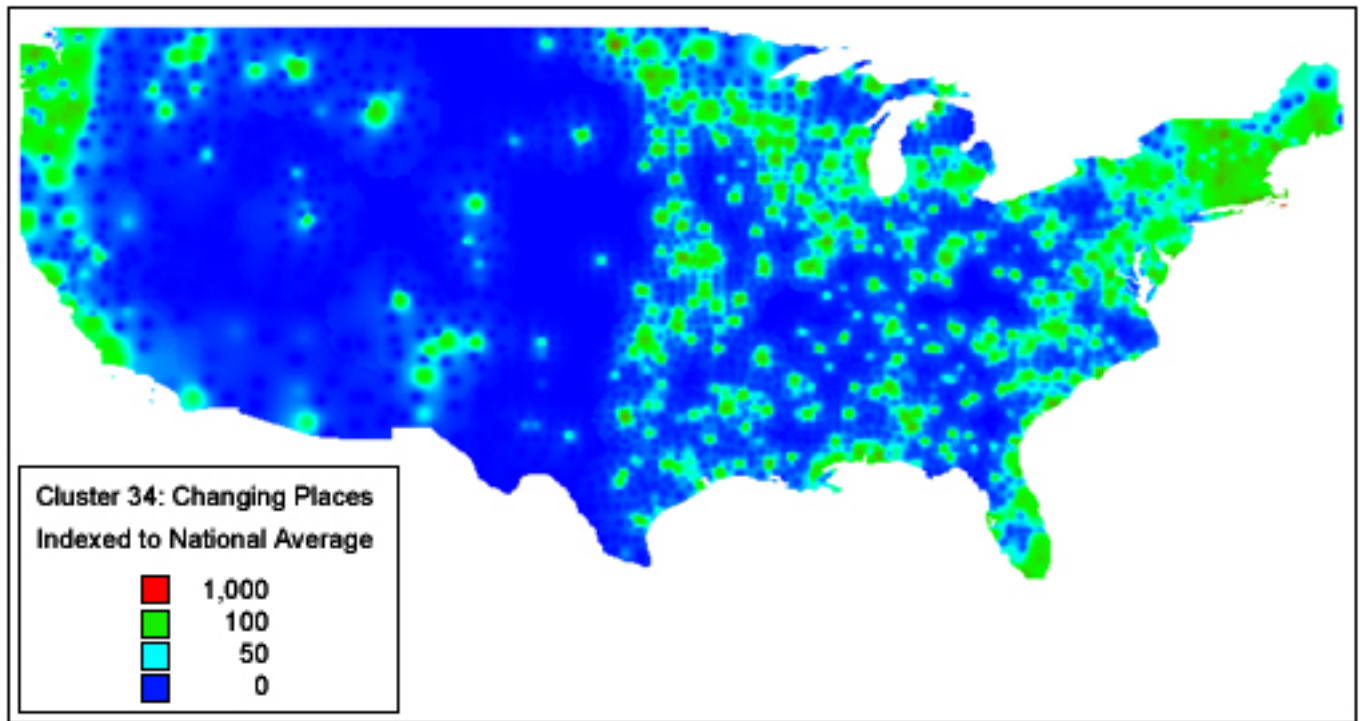
# Changing Places



Cluster Highlights		<i>Cluster Relative</i>
Population		2.3%
Households		2.9%
Household Population		2.3%
Group Quarters Population		1.6%
Median Household Income		89
Mean Household Income		93
Per Capita Income		116
Vehicle Preferences		TOYOTA CAMRY PONTIAC VIBE ISUZU RODEO

Today's Baby Boomer households reflect a diversity of living arrangements, the result of a generation that experienced historically high divorce rates in the context of economic booms and busts during their prime earning years. This cluster reflects the reality of current boomer generation diversity: 50/50 owner to renter ratio, college educated but living in non-family households, fourth highest index on divorced males and females, 80 percent white, non-Hispanic, 20 percent various minority ethnicities, metro area-oriented, 50 percent in central cities.

### Cluster Distribution



**Population and Households**

	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
Population	6,695,306	289,575,713	2.3%
Households	3,178,347	109,038,334	2.9%
Household Population	6,580,193	282,356,192	2.3%
Group Quarters Population	115,113	7,219,521	1.6%

**Settlement Context**

High Density Urban	0.1%	2.6%	2
Urban	1.2%	3.5%	35
High Density Suburban	14.9%	11.3%	132
Suburban	43.2%	21.3%	203
Low Density Suburban	20.1%	13.3%	151
Low Density Exurban	18.9%	25.4%	74
Rural	1.5%	22.4%	7

**Income**

Median Household Income	\$ 47,778	\$ 53,935	89
Mean Household Income	\$ 60,699	\$ 65,258	93
Per Capita Income	\$ 28,772	\$ 24,752	116
Under \$10,000	6.2%	7.6%	82
\$10,000-\$14,999	6.2%	6.3%	99
\$15,000-\$19,999	6.4%	6.1%	105
\$20,000-\$24,999	6.5%	6.2%	105
\$25,000-\$29,999	6.0%	5.5%	109
\$30,000-\$34,999	6.4%	5.7%	112
\$35,000-\$39,999	5.4%	5.0%	108
\$40,000-\$44,999	5.6%	5.3%	107
\$45,000-\$49,999	5.4%	5.1%	105
\$50,000-\$59,999	9.3%	9.0%	103
\$60,000-\$74,999	10.8%	10.9%	99
\$75,000-\$99,999	12.1%	12.8%	95
\$100,000-\$124,999	5.2%	5.6%	93
\$125,000-\$149,999	3.4%	3.6%	94
\$150,000-\$199,999	2.3%	2.4%	97
\$200,000 and over	2.7%	3.0%	93
\$200,000-\$249,999	0.7%	0.8%	84
\$250,000-\$499,999	2.0%	2.0%	97
\$500,000 and over	0.1%	0.1%	78

**Age of Householder**

15 to 24 years	6.7%	5.4%	124
25 to 34 years	19.8%	18.0%	110
35 to 44 years	20.0%	23.0%	87
45 to 54 years	18.6%	20.0%	93
55 to 64 years	11.9%	13.3%	89
65 to 74 years	10.4%	10.6%	98
75 years and older	12.6%	9.7%	130

<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)	0.5%	0.9%	57
Asian / Hawaiian / Other Pacific Islander (alone)	3.0%	3.7%	80
Black or African American (alone)	7.7%	12.1%	64
Some Other Race (includes two or more races)	3.9%	8.2%	47
White (alone)	84.9%	75.1%	113
Hispanic Origin	5.5%	13.3%	42
<b><u>Marital Status</u></b>			
Males, aged 15+	100.0%	100.0%	100
Males, Never Married	33.0%	30.0%	110
Males, Currently Married	53.1%	58.9%	90
Males, Married, spouse present	49.2%	53.4%	92
Males, Married, spouse absent	3.8%	5.5%	70
Males, spouse absent, separated	1.7%	1.8%	93
Males, spouse absent, other reasons	2.2%	3.7%	58
Males, Widowed	2.8%	2.5%	114
Males, Divorced	11.1%	8.6%	128
Females, aged 15+	100.0%	100.0%	100
Females, Never Married	26.3%	23.9%	110
Females, Currently Married	45.6%	54.9%	83
Females, Married, spouse present	41.8%	49.9%	84
Females, Married, spouse absent	3.8%	5.0%	76
Females, spouse absent, separated	2.0%	2.4%	82
Females, spouse absent, other reasons	1.8%	2.6%	71
Females, Widowed	13.0%	10.4%	125
Females, Divorced	15.1%	10.8%	140
<b><u>Household Composition</u></b>			
One person households	39.5%	25.8%	153
One person, male householder	15.7%	11.2%	140
One person, female householder	23.8%	14.6%	162
Two or More Person Households	60.5%	74.2%	82
Family Households	51.8%	68.1%	76
Married Couple Family Households	38.9%	51.7%	75
Married Couple with Children Under 18	14.8%	23.5%	63
Married Couple without Children Under 18	24.1%	28.1%	86
Other Family Households	13.0%	16.4%	79
Other Family, male householder	3.1%	4.2%	74
Other Family, male HH with Children Under 18	1.5%	2.1%	70
Other Family, male HH without Children Under 18	1.6%	2.1%	77
Other Family, female householder	9.9%	12.2%	81
Other Family, female HH with Children Under 18	5.6%	7.2%	79
Other Family, female HH without Children Under 18	4.3%	5.1%	84
Non-Family Households	8.7%	6.1%	142
Non-Family, male householder	4.8%	3.6%	134
Non-Family, female householder	3.9%	2.5%	154

<b><u>Household Size</u></b>	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
One person	39.3%	25.6%	154
Two persons	34.4%	32.9%	105
Three persons	13.2%	16.9%	78
Four persons	8.6%	14.1%	61
Five persons	3.1%	6.4%	48
Six persons	1.0%	2.5%	40
Seven or more persons	0.5%	1.7%	28
Average Household Size	2.09	2.66	78

**Housing Tenure by Units in Structure**

Owner Occupied	54.9%	66.5%	83
Renter Occupied	45.1%	33.5%	135
Owner Occupied, single detached	41.3%	53.6%	77
Owner Occupied, single attached	5.7%	3.6%	156
Owner Occupied, 2 units	1.3%	1.1%	119
Owner Occupied, 3-4 units	1.1%	0.6%	176
Owner Occupied, 5-9 units	1.2%	0.5%	256
Owner Occupied, 10-19 units	0.9%	0.4%	251
Owner Occupied, 20-49 units	0.9%	0.4%	237
Owner Occupied, 50+ units	1.2%	0.7%	179
Owner Occupied, mobile home	1.3%	5.6%	23
Owner Occupied, boat, RV, other	0.0%	0.1%	52
Renter Occupied, single detached	6.4%	8.0%	80
Renter Occupied, single attached	2.2%	2.0%	113
Renter Occupied, 2 units	4.2%	3.1%	139
Renter Occupied, 3-4 units	6.2%	4.0%	155
Renter Occupied, 5-9 units	7.5%	4.1%	184
Renter Occupied, 10-19 units	6.8%	3.5%	191
Renter Occupied, 20-49 units	4.6%	2.9%	160
Renter Occupied, 50+ units	6.9%	4.5%	153
Renter Occupied, mobile home	0.3%	1.5%	22
Renter Occupied, boat, RV, other	0.0%	0.0%	81

**Housing Vintage (Year Built)**

1999 to March 2000	1.2%	2.4%	52
1995 to 1998	4.2%	7.3%	57
1990 to 1994	5.0%	7.3%	69
1980 to 1989	14.7%	15.8%	93
1970 to 1979	19.4%	18.5%	105
1960 to 1969	15.0%	13.7%	109
1950 to 1959	14.8%	12.7%	116
1940 to 1949	8.6%	7.3%	119
1939 or earlier	17.1%	15.0%	114
Median Year Structure Built	1960	1966	91

<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	0.0%	0.4%	12
\$10,000 to \$14,999	0.1%	0.4%	12
\$15,000 to \$19,999	0.1%	0.5%	13
\$20,000 to \$24,999	0.1%	0.7%	19
\$25,000 to \$29,999	0.2%	0.9%	18
\$30,000 to \$34,999	0.3%	1.1%	24
\$35,000 to \$39,999	0.4%	1.4%	29
\$40,000 to \$49,999	1.4%	3.2%	44
\$50,000 to \$59,999	2.6%	4.0%	63
\$60,000 to \$69,999	4.2%	5.0%	83
\$70,000 to \$79,999	5.8%	5.8%	100
\$80,000 to \$89,999	7.4%	6.8%	109
\$90,000 to \$99,999	7.7%	6.4%	121
\$100,000 to \$124,999	14.5%	11.5%	126
\$125,000 to \$149,999	14.2%	11.6%	123
\$150,000 to \$174,999	11.6%	10.0%	116
\$175,000 to \$199,999	7.8%	7.1%	110
\$200,000 to \$249,999	7.8%	7.6%	102
\$250,000 to \$299,999	4.8%	5.0%	98
\$300,000 to \$399,999	4.5%	4.8%	93
\$400,000 to \$499,999	2.0%	2.4%	86
\$500,000 to \$749,999	1.6%	2.0%	81
\$750,000 to \$999,999	0.5%	0.7%	71
\$1,000,000 or more	0.4%	0.6%	62
Median Home Value	\$ 151,786	\$ 161,077	94

**Educational Attainment**

No schooling completed	0.6%	1.4%	40
Nursery to 4th grade	0.2%	0.8%	32
5th and 6th grade	0.6%	1.9%	34
7th and 8th grade	2.0%	3.4%	57
9th grade	1.3%	2.4%	53
10th grade	1.9%	3.0%	62
11th grade	1.7%	2.8%	61
12th grade, no diploma	2.5%	3.7%	68
High school graduate (includes equivalency)	22.7%	28.6%	79
Some college, less than 1 year	6.7%	7.1%	95
Some college, 1 or more years, no degree	15.9%	14.0%	114
Associate degree	6.6%	6.3%	104
Bachelor's degree	23.3%	15.6%	149
Master's degree	9.1%	5.9%	153
Professional school degree	3.2%	2.0%	163
Doctorate degree	1.6%	1.0%	170

## **Cluster 34: Changing Places**

<b><u>Occupation</u></b>	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
White Collar	71.0%	60.5%	117
Blue Collar	29.0%	39.5%	73
Managerial and Professional	42.8%	33.8%	127
Managerial	16.0%	13.5%	118
Professional	26.8%	20.2%	133
Service Occupation	13.2%	14.8%	89
Health Care Support Occupations	1.6%	2.0%	82
Protective Services	1.6%	2.0%	82
Food Preparation and Serving	4.9%	4.8%	102
Building and Grounds, Cleaning, Maintenance	2.3%	3.3%	72
Personal Care Services	2.7%	2.8%	97
Sales and Office Occupations	28.2%	26.7%	106
Sales and Related Occupations	12.7%	11.3%	113
Office and Administrative Support	15.5%	15.4%	100
Farming, Fishing, Forestry	0.2%	0.7%	27
Construction, Extraction, Maintenance, and Repair	6.4%	9.5%	67
Construction and Extraction	3.7%	5.5%	68
Maintenance and Repair Occupations	2.6%	3.9%	67
Production, Transportation, Material Moving	9.3%	14.6%	64
Production Occupations	5.3%	8.4%	62
Transportation and Material Moving	4.0%	6.1%	66