

Cluster 36

Active Seniors

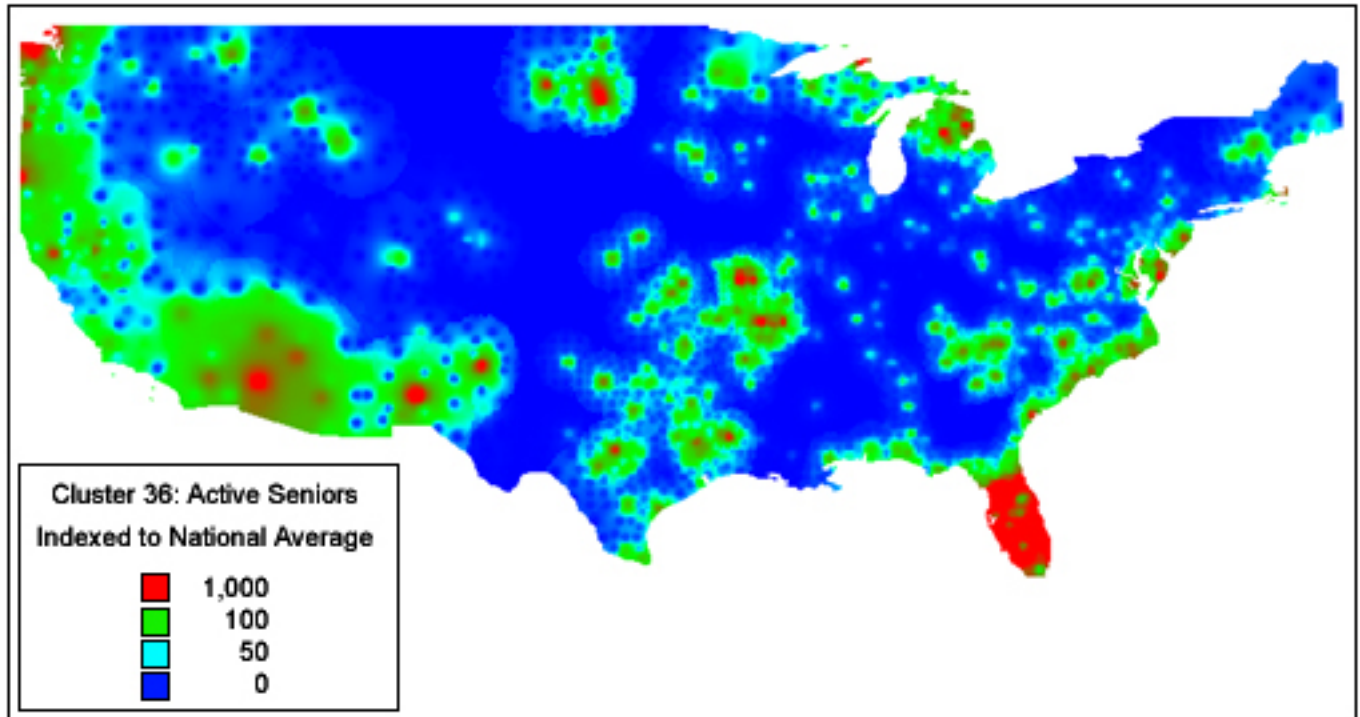


Cluster Highlights

| | <i>Cluster Relative</i> |
|---------------------------|---|
| Population | 1.8% |
| Households | 2.4% |
| Household Population | 1.8% |
| Group Quarters Population | 1.0% |
| Median Household Income | 82 |
| Mean Household Income | 97 |
| Per Capita Income | 128 |
| Vehicle Preferences | BUICK CENTURY CADILLAC ELDORADO FORD CROWN VICTORIA |

Today's retired couples have higher incomes and better health than previous generations. Their travel patterns -- from snow-bird migrations to national and international eco-treks -- reflect their health and relative wealth. About 18 percent live in mobile homes, at least part of the year and 60 percent live in detached owner-occupied housing (one third of which is owned free and clear). Over 90 percent are white, non-Hispanic. Household income is bimodal reflecting differences between those who planned ahead for retirement and those who may not have. Mean income is \$56,600. As relatively young and newly retired, their activities may include golf, foreign travel, and visiting grandchildren.

Cluster Distribution



Population and Households

| | <u>Cluster</u> | <u>USA</u> | <u>Cluster Relative</u> |
|---------------------------|-----------------------|-------------------|--------------------------------|
| Population | 5,168,842 | 289,575,713 | 1.8% |
| Households | 2,587,011 | 109,038,334 | 2.4% |
| Household Population | 5,097,363 | 282,356,192 | 1.8% |
| Group Quarters Population | 71,479 | 7,219,521 | 1.0% |

Settlement Context

| | | | |
|-----------------------|-------|-------|-----|
| High Density Urban | 0.2% | 2.6% | 7 |
| Urban | 0.2% | 3.5% | 7 |
| High Density Suburban | 4.0% | 11.3% | 35 |
| Suburban | 22.8% | 21.3% | 107 |
| Low Density Suburban | 15.4% | 13.3% | 116 |
| Low Density Exurban | 41.9% | 25.4% | 165 |
| Rural | 15.5% | 22.4% | 69 |

Income

| | | | |
|-------------------------|-----------|-----------|-----|
| Median Household Income | \$ 44,241 | \$ 53,935 | 82 |
| Mean Household Income | \$ 63,542 | \$ 65,258 | 97 |
| Per Capita Income | \$ 31,582 | \$ 24,752 | 128 |
| Under \$10,000 | 7.0% | 7.6% | 92 |
| \$10,000-\$14,999 | 8.3% | 6.3% | 133 |
| \$15,000-\$19,999 | 9.0% | 6.1% | 147 |
| \$20,000-\$24,999 | 8.4% | 6.2% | 136 |
| \$25,000-\$29,999 | 7.2% | 5.5% | 131 |
| \$30,000-\$34,999 | 6.6% | 5.7% | 116 |
| \$35,000-\$39,999 | 5.8% | 5.0% | 115 |
| \$40,000-\$44,999 | 5.5% | 5.3% | 105 |
| \$45,000-\$49,999 | 4.8% | 5.1% | 93 |
| \$50,000-\$59,999 | 7.7% | 9.0% | 85 |
| \$60,000-\$74,999 | 8.0% | 10.9% | 73 |
| \$75,000-\$99,999 | 9.0% | 12.8% | 71 |
| \$100,000-\$124,999 | 4.3% | 5.6% | 77 |
| \$125,000-\$149,999 | 2.9% | 3.6% | 81 |
| \$150,000-\$199,999 | 2.2% | 2.4% | 91 |
| \$200,000 and over | 3.3% | 3.0% | 111 |
| \$200,000-\$249,999 | 0.9% | 0.8% | 117 |
| \$250,000-\$499,999 | 2.2% | 2.0% | 108 |
| \$500,000 and over | 0.2% | 0.1% | 128 |

Age of Householder

| | | | |
|--------------------|-------|-------|-----|
| 15 to 24 years | 1.7% | 5.4% | 31 |
| 25 to 34 years | 6.5% | 18.0% | 36 |
| 35 to 44 years | 10.3% | 23.0% | 45 |
| 45 to 54 years | 12.1% | 20.0% | 61 |
| 55 to 64 years | 16.5% | 13.3% | 124 |
| 65 to 74 years | 24.8% | 10.6% | 233 |
| 75 years and older | 28.1% | 9.7% | 290 |

| <u>Race / Hispanic Origin</u> | <u>Cluster</u> | <u>USA</u> | <u>Cluster Relative</u> |
|---|-----------------------|-------------------|--------------------------------|
| American Indian / Alaska Native (alone) | 0.4% | 0.9% | 44 |
| Asian / Hawaiian / Other Pacific Islander (alone) | 1.1% | 3.7% | 30 |
| Black or African American (alone) | 2.4% | 12.1% | 20 |
| Some Other Race (includes two or more races) | 2.7% | 8.2% | 33 |
| White (alone) | 93.4% | 75.1% | 124 |
| Hispanic Origin | 5.7% | 13.3% | 43 |
| <u>Marital Status</u> | | | |
| Males, aged 15+ | 100.0% | 100.0% | 100 |
| Males, Never Married | 14.5% | 30.0% | 48 |
| Males, Currently Married | 70.5% | 58.9% | 120 |
| Males, Married, spouse present | 67.3% | 53.4% | 126 |
| Males, Married, spouse absent | 3.2% | 5.5% | 57 |
| Males, spouse absent, separated | 1.2% | 1.8% | 64 |
| Males, spouse absent, other reasons | 2.0% | 3.7% | 54 |
| Males, Widowed | 5.8% | 2.5% | 233 |
| Males, Divorced | 9.2% | 8.6% | 106 |
| Females, aged 15+ | 100.0% | 100.0% | 100 |
| Females, Never Married | 9.9% | 23.9% | 42 |
| Females, Currently Married | 60.1% | 54.9% | 109 |
| Females, Married, spouse present | 57.1% | 49.9% | 114 |
| Females, Married, spouse absent | 3.0% | 5.0% | 59 |
| Females, spouse absent, separated | 1.2% | 2.4% | 48 |
| Females, spouse absent, other reasons | 1.8% | 2.6% | 69 |
| Females, Widowed | 20.1% | 10.4% | 193 |
| Females, Divorced | 9.9% | 10.8% | 92 |
| <u>Household Composition</u> | | | |
| One person households | 33.5% | 25.8% | 130 |
| One person, male householder | 10.9% | 11.2% | 98 |
| One person, female householder | 22.6% | 14.6% | 154 |
| Two or More Person Households | 66.5% | 74.2% | 90 |
| Family Households | 61.8% | 68.1% | 91 |
| Married Couple Family Households | 54.2% | 51.7% | 105 |
| Married Couple with Children Under 18 | 9.1% | 23.5% | 39 |
| Married Couple without Children Under 18 | 45.1% | 28.1% | 160 |
| Other Family Households | 7.6% | 16.4% | 47 |
| Other Family, male householder | 2.1% | 4.2% | 49 |
| Other Family, male HH with Children Under 18 | 0.9% | 2.1% | 44 |
| Other Family, male HH without Children Under 18 | 1.2% | 2.1% | 55 |
| Other Family, female householder | 5.6% | 12.2% | 46 |
| Other Family, female HH with Children Under 18 | 2.5% | 7.2% | 35 |
| Other Family, female HH without Children Under 18 | 3.1% | 5.1% | 61 |
| Non-Family Households | 4.7% | 6.1% | 76 |
| Non-Family, male householder | 2.7% | 3.6% | 74 |
| Non-Family, female householder | 2.0% | 2.5% | 80 |

| <u>Household Size</u> | <u>Cluster</u> | <u>USA</u> | <u>Cluster Relative</u> |
|------------------------------|-----------------------|-------------------|--------------------------------|
| One person | 33.2% | 25.6% | 130 |
| Two persons | 49.8% | 32.9% | 151 |
| Three persons | 8.6% | 16.9% | 51 |
| Four persons | 5.3% | 14.1% | 38 |
| Five persons | 2.0% | 6.4% | 32 |
| Six persons | 0.7% | 2.5% | 29 |
| Seven or more persons | 0.4% | 1.7% | 22 |
| | | | |
| Average Household Size | 1.99 | 2.66 | 75 |

Housing Tenure by Units in Structure

| | | | |
|----------------------------------|-------|-------|-----|
| Owner Occupied | 83.3% | 66.5% | 125 |
| Renter Occupied | 16.7% | 33.5% | 50 |
| Owner Occupied, single detached | 46.5% | 53.6% | 87 |
| Owner Occupied, single attached | 7.5% | 3.6% | 205 |
| Owner Occupied, 2 units | 0.7% | 1.1% | 66 |
| Owner Occupied, 3-4 units | 1.9% | 0.6% | 309 |
| Owner Occupied, 5-9 units | 1.9% | 0.5% | 408 |
| Owner Occupied, 10-19 units | 1.8% | 0.4% | 519 |
| Owner Occupied, 20-49 units | 3.3% | 0.4% | 860 |
| Owner Occupied, 50+ units | 4.4% | 0.7% | 644 |
| Owner Occupied, mobile home | 14.8% | 5.6% | 263 |
| Owner Occupied, boat, RV, other | 0.5% | 0.1% | 539 |
| Renter Occupied, single detached | 4.5% | 8.0% | 56 |
| Renter Occupied, single attached | 1.1% | 2.0% | 57 |
| Renter Occupied, 2 units | 1.0% | 3.1% | 33 |
| Renter Occupied, 3-4 units | 1.4% | 4.0% | 37 |
| Renter Occupied, 5-9 units | 1.6% | 4.1% | 39 |
| Renter Occupied, 10-19 units | 1.4% | 3.5% | 38 |
| Renter Occupied, 20-49 units | 1.3% | 2.9% | 45 |
| Renter Occupied, 50+ units | 2.7% | 4.5% | 60 |
| Renter Occupied, mobile home | 1.7% | 1.5% | 117 |
| Renter Occupied, boat, RV, other | 0.0% | 0.0% | 194 |

Housing Vintage (Year Built)

| | | | |
|-----------------------------|-------|-------|-----|
| 1999 to March 2000 | 3.2% | 2.4% | 134 |
| 1995 to 1998 | 10.2% | 7.3% | 140 |
| 1990 to 1994 | 11.3% | 7.3% | 155 |
| 1980 to 1989 | 28.2% | 15.8% | 178 |
| 1970 to 1979 | 27.0% | 18.5% | 146 |
| 1960 to 1969 | 11.1% | 13.7% | 81 |
| 1950 to 1959 | 4.9% | 12.7% | 38 |
| 1940 to 1949 | 1.7% | 7.3% | 24 |
| 1939 or earlier | 2.4% | 15.0% | 16 |
| Median Year Structure Built | 1978 | 1966 | 119 |

| <u>Home Value</u> | <u>Cluster</u> | <u>USA</u> | <u>Cluster Relative</u> |
|--------------------------|-----------------------|-------------------|--------------------------------|
| Less than \$10,000 | 0.1% | 0.4% | 27 |
| \$10,000 to \$14,999 | 0.1% | 0.4% | 28 |
| \$15,000 to \$19,999 | 0.2% | 0.5% | 29 |
| \$20,000 to \$24,999 | 0.2% | 0.7% | 32 |
| \$25,000 to \$29,999 | 0.3% | 0.9% | 36 |
| \$30,000 to \$34,999 | 0.5% | 1.1% | 42 |
| \$35,000 to \$39,999 | 0.7% | 1.4% | 53 |
| \$40,000 to \$49,999 | 2.3% | 3.2% | 70 |
| \$50,000 to \$59,999 | 3.4% | 4.0% | 84 |
| \$60,000 to \$69,999 | 4.3% | 5.0% | 85 |
| \$70,000 to \$79,999 | 5.1% | 5.8% | 88 |
| \$80,000 to \$89,999 | 6.0% | 6.8% | 88 |
| \$90,000 to \$99,999 | 6.1% | 6.4% | 95 |
| \$100,000 to \$124,999 | 11.6% | 11.5% | 101 |
| \$125,000 to \$149,999 | 12.2% | 11.6% | 105 |
| \$150,000 to \$174,999 | 10.4% | 10.0% | 105 |
| \$175,000 to \$199,999 | 7.7% | 7.1% | 109 |
| \$200,000 to \$249,999 | 8.9% | 7.6% | 117 |
| \$250,000 to \$299,999 | 6.0% | 5.0% | 121 |
| \$300,000 to \$399,999 | 6.0% | 4.8% | 125 |
| \$400,000 to \$499,999 | 3.0% | 2.4% | 124 |
| \$500,000 to \$749,999 | 2.7% | 2.0% | 133 |
| \$750,000 to \$999,999 | 1.1% | 0.7% | 162 |
| \$1,000,000 or more | 1.1% | 0.6% | 199 |
| Median Home Value | \$ 176,354 | \$ 161,077 | 109 |

Educational Attainment

| | | | |
|---|-------|-------|-----|
| No schooling completed | 0.5% | 1.4% | 37 |
| Nursery to 4th grade | 0.3% | 0.8% | 34 |
| 5th and 6th grade | 0.7% | 1.9% | 38 |
| 7th and 8th grade | 2.5% | 3.4% | 74 |
| 9th grade | 1.9% | 2.4% | 76 |
| 10th grade | 2.7% | 3.0% | 90 |
| 11th grade | 2.4% | 2.8% | 85 |
| 12th grade, no diploma | 3.8% | 3.7% | 103 |
| High school graduate (includes equivalency) | 30.2% | 28.6% | 106 |
| Some college, less than 1 year | 7.9% | 7.1% | 112 |
| Some college, 1 or more years, no degree | 16.2% | 14.0% | 115 |
| Associate degree | 5.6% | 6.3% | 88 |
| Bachelor's degree | 15.7% | 15.6% | 101 |
| Master's degree | 6.0% | 5.9% | 102 |
| Professional school degree | 2.5% | 2.0% | 124 |
| Doctorate degree | 1.0% | 1.0% | 104 |

Cluster 36: Active Seniors

| <u>Occupation</u> | <u>Cluster</u> | <u>USA</u> | <u>Cluster Relative</u> |
|---|----------------|------------|-------------------------|
| White Collar | 65.0% | 60.5% | 108 |
| Blue Collar | 35.0% | 39.5% | 88 |
| Managerial and Professional | 34.6% | 33.8% | 102 |
| Managerial | 15.4% | 13.5% | 114 |
| Professional | 19.2% | 20.2% | 95 |
| Service Occupation | 15.9% | 14.8% | 107 |
| Health Care Support Occupations | 1.8% | 2.0% | 92 |
| Protective Services | 2.3% | 2.0% | 114 |
| Food Preparation and Serving | 5.0% | 4.8% | 104 |
| Building and Grounds, Cleaning, Maintenance | 3.5% | 3.3% | 109 |
| Personal Care Services | 3.3% | 2.8% | 118 |
| Sales and Office Occupations | 30.4% | 26.7% | 114 |
| Sales and Related Occupations | 15.5% | 11.3% | 138 |
| Office and Administrative Support | 14.9% | 15.4% | 97 |
| Farming, Fishing, Forestry | 0.6% | 0.7% | 87 |
| Construction, Extraction, Maintenance, and Repair | 8.8% | 9.5% | 94 |
| Construction and Extraction | 5.4% | 5.5% | 99 |
| Maintenance and Repair Occupations | 3.4% | 3.9% | 86 |
| Production, Transportation, Material Moving | 9.6% | 14.6% | 66 |
| Production Occupations | 4.7% | 8.4% | 56 |
| Transportation and Material Moving | 4.9% | 6.1% | 80 |