

Cluster 37

Outback USA

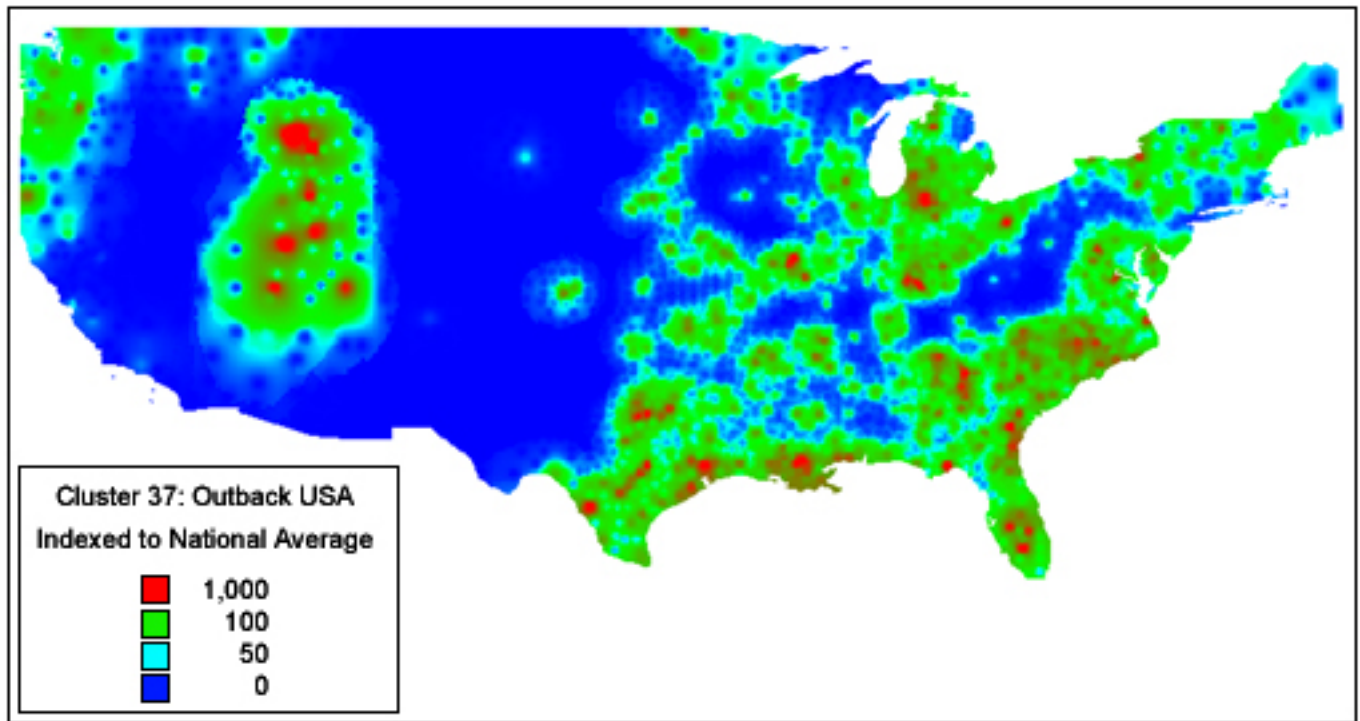


Cluster Highlights

| | <i>Cluster Relative</i> |
|---------------------------|----------------------------------------------|
| Population | 2.2% |
| Households | 2.1% |
| Household Population | 2.3% |
| Group Quarters Population | 0.8% |
| Median Household Income | 84 |
| Mean Household Income | 81 |
| Per Capita Income | 74 |
| Vehicle Preferences | FORD F150 ISUZU RODEO CHEVROLET CAMARO |

Sometimes the most affordable housing is found in rural areas of America. Young families with and without children, as well as singles, head for Outback USA, which can be near a metro area but more characteristically ranges from rural to wilderness. Primarily high school educated but with some college, members of this cluster typically work with their hands and earn a moderate \$47,000 average household income. Over 80 percent are white, non-Hispanic.

Cluster Distribution



Population and Households

| | <u>Cluster</u> | <u>USA</u> | <u>Cluster Relative</u> |
|---------------------------|-----------------------|-------------------|--------------------------------|
| Population | 6,460,640 | 289,575,713 | 2.2% |
| Households | 2,254,249 | 109,038,334 | 2.1% |
| Household Population | 6,403,563 | 282,356,192 | 2.3% |
| Group Quarters Population | 57,077 | 7,219,521 | 0.8% |

Settlement Context

| | | | |
|-----------------------|-------|-------|-----|
| High Density Urban | 0.1% | 2.6% | 4 |
| Urban | 0.0% | 3.5% | 1 |
| High Density Suburban | 1.1% | 11.3% | 9 |
| Suburban | 5.5% | 21.3% | 26 |
| Low Density Suburban | 7.4% | 13.3% | 56 |
| Low Density Exurban | 41.9% | 25.4% | 165 |
| Rural | 44.0% | 22.4% | 196 |

Income

| | | | |
|-------------------------|-----------|-----------|-----|
| Median Household Income | \$ 45,324 | \$ 53,935 | 84 |
| Mean Household Income | \$ 52,661 | \$ 65,258 | 81 |
| Per Capita Income | \$ 18,346 | \$ 24,752 | 74 |
| Under \$10,000 | 6.3% | 7.6% | 83 |
| \$10,000-\$14,999 | 5.8% | 6.3% | 93 |
| \$15,000-\$19,999 | 6.0% | 6.1% | 99 |
| \$20,000-\$24,999 | 6.7% | 6.2% | 108 |
| \$25,000-\$29,999 | 6.2% | 5.5% | 113 |
| \$30,000-\$34,999 | 6.7% | 5.7% | 118 |
| \$35,000-\$39,999 | 6.1% | 5.0% | 121 |
| \$40,000-\$44,999 | 6.7% | 5.3% | 127 |
| \$45,000-\$49,999 | 6.9% | 5.1% | 135 |
| \$50,000-\$59,999 | 12.3% | 9.0% | 136 |
| \$60,000-\$74,999 | 12.3% | 10.9% | 113 |
| \$75,000-\$99,999 | 10.7% | 12.8% | 84 |
| \$100,000-\$124,999 | 3.5% | 5.6% | 64 |
| \$125,000-\$149,999 | 1.7% | 3.6% | 47 |
| \$150,000-\$199,999 | 1.0% | 2.4% | 41 |
| \$200,000 and over | 1.0% | 3.0% | 35 |
| \$200,000-\$249,999 | 0.2% | 0.8% | 30 |
| \$250,000-\$499,999 | 0.8% | 2.0% | 37 |
| \$500,000 and over | 0.0% | 0.1% | 23 |

Age of Householder

| | | | |
|--------------------|-------|-------|-----|
| 15 to 24 years | 5.2% | 5.4% | 96 |
| 25 to 34 years | 19.9% | 18.0% | 111 |
| 35 to 44 years | 25.9% | 23.0% | 113 |
| 45 to 54 years | 20.4% | 20.0% | 102 |
| 55 to 64 years | 13.3% | 13.3% | 100 |
| 65 to 74 years | 9.1% | 10.6% | 86 |
| 75 years and older | 6.2% | 9.7% | 64 |

Race / Hispanic Origin

| | <u>Cluster</u> | <u>USA</u> | <u>Cluster Relative</u> |
|---------------------------------------------------|-----------------------|-------------------|--------------------------------|
| American Indian / Alaska Native (alone) | 0.9% | 0.9% | 107 |
| Asian / Hawaiian / Other Pacific Islander (alone) | 0.9% | 3.7% | 23 |
| Black or African American (alone) | 8.3% | 12.1% | 69 |
| Some Other Race (includes two or more races) | 5.4% | 8.2% | 66 |
| White (alone) | 84.5% | 75.1% | 113 |
| Hispanic Origin | 8.9% | 13.3% | 67 |

Marital Status

| | | | |
|---------------------------------------|--------|--------|-----|
| Males, aged 15+ | 100.0% | 100.0% | 100 |
| Males, Never Married | 26.1% | 30.0% | 87 |
| Males, Currently Married | 61.9% | 58.9% | 105 |
| Males, Married, spouse present | 57.8% | 53.4% | 108 |
| Males, Married, spouse absent | 4.1% | 5.5% | 74 |
| Males, spouse absent, separated | 1.8% | 1.8% | 99 |
| Males, spouse absent, other reasons | 2.3% | 3.7% | 61 |
| Males, Widowed | 2.0% | 2.5% | 80 |
| Males, Divorced | 10.0% | 8.6% | 116 |
| Females, aged 15+ | 100.0% | 100.0% | 100 |
| Females, Never Married | 20.2% | 23.9% | 85 |
| Females, Currently Married | 60.1% | 54.9% | 109 |
| Females, Married, spouse present | 55.9% | 49.9% | 112 |
| Females, Married, spouse absent | 4.2% | 5.0% | 82 |
| Females, spouse absent, separated | 2.5% | 2.4% | 102 |
| Females, spouse absent, other reasons | 1.7% | 2.6% | 65 |
| Females, Widowed | 8.1% | 10.4% | 78 |
| Females, Divorced | 11.6% | 10.8% | 108 |

Household Composition

| | | | |
|---------------------------------------------------|-------|-------|-----|
| One person households | 18.6% | 25.8% | 72 |
| One person, male householder | 9.0% | 11.2% | 81 |
| One person, female householder | 9.6% | 14.6% | 66 |
| Two or More Person Households | 81.4% | 74.2% | 110 |
| Family Households | 76.7% | 68.1% | 113 |
| Married Couple Family Households | 59.1% | 51.7% | 114 |
| Married Couple with Children Under 18 | 30.0% | 23.5% | 127 |
| Married Couple without Children Under 18 | 29.1% | 28.1% | 103 |
| Other Family Households | 17.6% | 16.4% | 107 |
| Other Family, male householder | 5.1% | 4.2% | 121 |
| Other Family, male HH with Children Under 18 | 3.0% | 2.1% | 145 |
| Other Family, male HH without Children Under 18 | 2.0% | 2.1% | 98 |
| Other Family, female householder | 12.5% | 12.2% | 102 |
| Other Family, female HH with Children Under 18 | 7.9% | 7.2% | 110 |
| Other Family, female HH without Children Under 18 | 4.6% | 5.1% | 91 |
| Non-Family Households | 4.7% | 6.1% | 77 |
| Non-Family, male householder | 3.0% | 3.6% | 83 |
| Non-Family, female householder | 1.7% | 2.5% | 68 |

| <u>Household Size</u> | <u>Cluster</u> | <u>USA</u> | <u>Cluster Relative</u> |
|------------------------------|-----------------------|-------------------|--------------------------------|
| One person | 18.6% | 25.6% | 73 |
| Two persons | 31.4% | 32.9% | 95 |
| Three persons | 19.9% | 16.9% | 118 |
| Four persons | 16.9% | 14.1% | 120 |
| Five persons | 7.9% | 6.4% | 124 |
| Six persons | 3.1% | 2.5% | 126 |
| Seven or more persons | 2.2% | 1.7% | 130 |
| Average Household Size | 2.88 | 2.66 | 108 |

Housing Tenure by Units in Structure

| | | | |
|----------------------------------|-------|-------|-----|
| Owner Occupied | 78.4% | 66.5% | 118 |
| Renter Occupied | 21.6% | 33.5% | 65 |
| Owner Occupied, single detached | 56.6% | 53.6% | 106 |
| Owner Occupied, single attached | 1.1% | 3.6% | 29 |
| Owner Occupied, 2 units | 0.3% | 1.1% | 31 |
| Owner Occupied, 3-4 units | 0.1% | 0.6% | 23 |
| Owner Occupied, 5-9 units | 0.1% | 0.5% | 15 |
| Owner Occupied, 10-19 units | 0.0% | 0.4% | 10 |
| Owner Occupied, 20-49 units | 0.0% | 0.4% | 5 |
| Owner Occupied, 50+ units | 0.0% | 0.7% | 3 |
| Owner Occupied, mobile home | 20.0% | 5.6% | 356 |
| Owner Occupied, boat, RV, other | 0.1% | 0.1% | 152 |
| Renter Occupied, single detached | 8.7% | 8.0% | 108 |
| Renter Occupied, single attached | 0.9% | 2.0% | 46 |
| Renter Occupied, 2 units | 1.8% | 3.1% | 58 |
| Renter Occupied, 3-4 units | 1.7% | 4.0% | 44 |
| Renter Occupied, 5-9 units | 1.6% | 4.1% | 40 |
| Renter Occupied, 10-19 units | 0.8% | 3.5% | 23 |
| Renter Occupied, 20-49 units | 0.5% | 2.9% | 17 |
| Renter Occupied, 50+ units | 0.4% | 4.5% | 8 |
| Renter Occupied, mobile home | 5.3% | 1.5% | 360 |
| Renter Occupied, boat, RV, other | 0.0% | 0.0% | 133 |

Housing Vintage (Year Built)

| | | | |
|-----------------------------|-------|-------|-----|
| 1999 to March 2000 | 4.1% | 2.4% | 174 |
| 1995 to 1998 | 12.9% | 7.3% | 176 |
| 1990 to 1994 | 10.6% | 7.3% | 146 |
| 1980 to 1989 | 20.2% | 15.8% | 128 |
| 1970 to 1979 | 20.3% | 18.5% | 110 |
| 1960 to 1969 | 11.3% | 13.7% | 82 |
| 1950 to 1959 | 7.9% | 12.7% | 62 |
| 1940 to 1949 | 4.0% | 7.3% | 55 |
| 1939 or earlier | 8.7% | 15.0% | 58 |
| Median Year Structure Built | 1975 | 1966 | 114 |

| <u>Home Value</u> | <u>Cluster</u> | <u>USA</u> | <u>Cluster Relative</u> |
|--------------------------|-----------------------|-------------------|--------------------------------|
| Less than \$10,000 | 0.2% | 0.4% | 62 |
| \$10,000 to \$14,999 | 0.3% | 0.4% | 65 |
| \$15,000 to \$19,999 | 0.4% | 0.5% | 67 |
| \$20,000 to \$24,999 | 0.6% | 0.7% | 77 |
| \$25,000 to \$29,999 | 0.7% | 0.9% | 78 |
| \$30,000 to \$34,999 | 1.1% | 1.1% | 93 |
| \$35,000 to \$39,999 | 1.3% | 1.4% | 97 |
| \$40,000 to \$49,999 | 4.1% | 3.2% | 126 |
| \$50,000 to \$59,999 | 6.3% | 4.0% | 156 |
| \$60,000 to \$69,999 | 8.6% | 5.0% | 171 |
| \$70,000 to \$79,999 | 10.4% | 5.8% | 180 |
| \$80,000 to \$89,999 | 12.2% | 6.8% | 179 |
| \$90,000 to \$99,999 | 10.5% | 6.4% | 163 |
| \$100,000 to \$124,999 | 14.7% | 11.5% | 128 |
| \$125,000 to \$149,999 | 11.3% | 11.6% | 98 |
| \$150,000 to \$174,999 | 7.8% | 10.0% | 78 |
| \$175,000 to \$199,999 | 3.6% | 7.1% | 51 |
| \$200,000 to \$249,999 | 3.0% | 7.6% | 39 |
| \$250,000 to \$299,999 | 1.4% | 5.0% | 29 |
| \$300,000 to \$399,999 | 0.9% | 4.8% | 19 |
| \$400,000 to \$499,999 | 0.3% | 2.4% | 12 |
| \$500,000 to \$749,999 | 0.2% | 2.0% | 9 |
| \$750,000 to \$999,999 | 0.1% | 0.7% | 10 |
| \$1,000,000 or more | 0.1% | 0.6% | 19 |
| Median Home Value | \$ 101,617 | \$ 161,077 | 63 |

Educational Attainment

| | | | |
|---------------------------------------------|-------|-------|-----|
| No schooling completed | 1.1% | 1.4% | 79 |
| Nursery to 4th grade | 0.7% | 0.8% | 94 |
| 5th and 6th grade | 1.7% | 1.9% | 89 |
| 7th and 8th grade | 4.5% | 3.4% | 132 |
| 9th grade | 3.5% | 2.4% | 143 |
| 10th grade | 4.3% | 3.0% | 145 |
| 11th grade | 3.9% | 2.8% | 139 |
| 12th grade, no diploma | 4.0% | 3.7% | 108 |
| High school graduate (includes equivalency) | 36.9% | 28.6% | 129 |
| Some college, less than 1 year | 8.2% | 7.1% | 115 |
| Some college, 1 or more years, no degree | 13.5% | 14.0% | 96 |
| Associate degree | 5.9% | 6.3% | 94 |
| Bachelor's degree | 8.2% | 15.6% | 52 |
| Master's degree | 2.5% | 5.9% | 42 |
| Professional school degree | 0.7% | 2.0% | 36 |
| Doctorate degree | 0.3% | 1.0% | 32 |

Cluster 37: Outback USA

| <u>Occupation</u> | <u>Cluster</u> | <u>USA</u> | <u>Cluster Relative</u> |
|---------------------------------------------------|-----------------------|-------------------|--------------------------------|
| White Collar | 48.2% | 60.5% | 80 |
| Blue Collar | 51.8% | 39.5% | 131 |
| Managerial and Professional | 22.6% | 33.8% | 67 |
| Managerial | 9.2% | 13.5% | 68 |
| Professional | 13.4% | 20.2% | 66 |
| Service Occupation | 15.1% | 14.8% | 102 |
| Health Care Support Occupations | 1.9% | 2.0% | 98 |
| Protective Services | 2.0% | 2.0% | 100 |
| Food Preparation and Serving | 4.9% | 4.8% | 101 |
| Building and Grounds, Cleaning, Maintenance | 3.7% | 3.3% | 113 |
| Personal Care Services | 2.6% | 2.8% | 93 |
| Sales and Office Occupations | 25.6% | 26.7% | 96 |
| Sales and Related Occupations | 10.3% | 11.3% | 91 |
| Office and Administrative Support | 15.4% | 15.4% | 100 |
| Farming, Fishing, Forestry | 1.1% | 0.7% | 149 |
| Construction, Extraction, Maintenance, and Repair | 14.7% | 9.5% | 155 |
| Construction and Extraction | 8.6% | 5.5% | 156 |
| Maintenance and Repair Occupations | 6.0% | 3.9% | 153 |
| Production, Transportation, Material Moving | 21.0% | 14.6% | 144 |
| Production Occupations | 12.7% | 8.4% | 150 |
| Transportation and Material Moving | 8.3% | 6.1% | 135 |