

Cluster 53

Southern Country

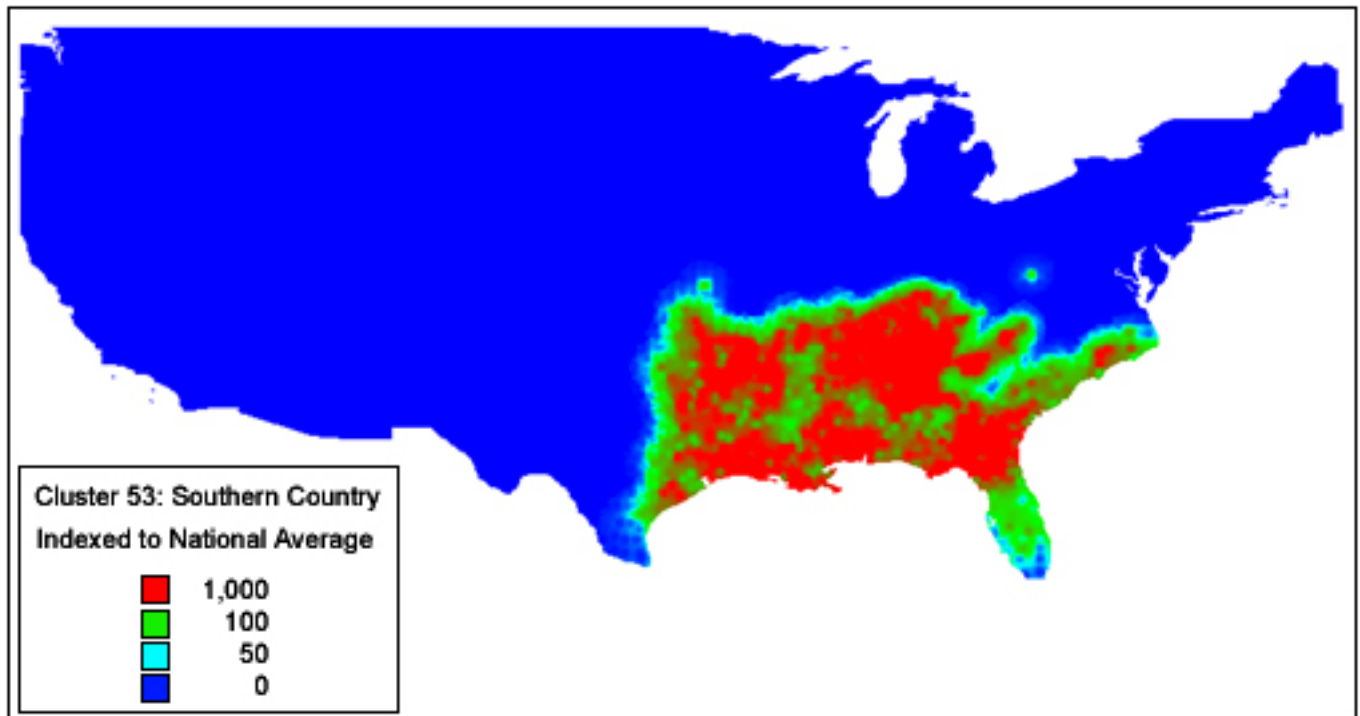


Cluster Highlights

	<i>Cluster Relative</i>
Population	2.0%
Households	2.0%
Household Population	2.1%
Group Quarters Population	0.5%
Median Household Income	72
Mean Household Income	73
Per Capita Income	73
Vehicle Preferences	CHEVROLET CAMARO CHEVROLET S-10 FORD F150

This Deep South cluster exemplifies a traditional rural lifestyle increasingly influenced by New South modernity. A variety of housing types exist including 30 percent mobile homes and a 75/25 owner to renter mix. Fully 98 percent of cluster residents were born in the USA and 75 percent were born in the state of current residence. Educational attainment tilts primarily to high school only with some college. Virtually absent within city boundaries, this cluster is one of the most rural. Average household income is \$43,000.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	5,836,530	289,575,713	2.0%
Households	2,197,552	109,038,334	2.0%
Household Population	5,799,796	282,356,192	2.1%
Group Quarters Population	36,734	7,219,521	0.5%

Settlement Context

High Density Urban	0.0%	2.6%	-
Urban	0.0%	3.5%	-
High Density Suburban	0.0%	11.3%	0
Suburban	0.1%	21.3%	1
Low Density Suburban	0.5%	13.3%	4
Low Density Exurban	16.9%	25.4%	66
Rural	82.4%	22.4%	367

Income

Median Household Income	\$ 38,847	\$ 53,935	72
Mean Household Income	\$ 47,622	\$ 65,258	73
Per Capita Income	\$ 17,973	\$ 24,752	73
Under \$10,000	9.3%	7.6%	123
\$10,000-\$14,999	7.5%	6.3%	120
\$15,000-\$19,999	7.4%	6.1%	121
\$20,000-\$24,999	7.6%	6.2%	122
\$25,000-\$29,999	6.7%	5.5%	122
\$30,000-\$34,999	6.9%	5.7%	122
\$35,000-\$39,999	6.2%	5.0%	123
\$40,000-\$44,999	6.7%	5.3%	127
\$45,000-\$49,999	6.7%	5.1%	131
\$50,000-\$59,999	11.4%	9.0%	126
\$60,000-\$74,999	9.5%	10.9%	88
\$75,000-\$99,999	8.2%	12.8%	64
\$100,000-\$124,999	2.7%	5.6%	49
\$125,000-\$149,999	1.3%	3.6%	37
\$150,000-\$199,999	0.8%	2.4%	33
\$200,000 and over	1.0%	3.0%	33
\$200,000-\$249,999	0.2%	0.8%	28
\$250,000-\$499,999	0.7%	2.0%	36
\$500,000 and over	0.0%	0.1%	22

Age of Householder

15 to 24 years	4.5%	5.4%	84
25 to 34 years	16.7%	18.0%	93
35 to 44 years	22.5%	23.0%	98
45 to 54 years	20.5%	20.0%	102
55 to 64 years	15.7%	13.3%	118
65 to 74 years	11.7%	10.6%	110
75 years and older	8.4%	9.7%	87

<u>Race / Hispanic Origin</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.9%	0.9%	106
Asian / Hawaiian / Other Pacific Islander (alone)	0.3%	3.7%	9
Black or African American (alone)	9.0%	12.1%	74
Some Other Race (includes two or more races)	2.4%	8.2%	29
White (alone)	87.4%	75.1%	116
Hispanic Origin	2.9%	13.3%	22
<u>Marital Status</u>			
Males, aged 15+	100.0%	100.0%	100
Males, Never Married	21.6%	30.0%	72
Males, Currently Married	66.1%	58.9%	112
Males, Married, spouse present	62.8%	53.4%	118
Males, Married, spouse absent	3.3%	5.5%	59
Males, spouse absent, separated	1.6%	1.8%	87
Males, spouse absent, other reasons	1.7%	3.7%	45
Males, Widowed	2.4%	2.5%	97
Males, Divorced	9.9%	8.6%	114
Females, aged 15+	100.0%	100.0%	100
Females, Never Married	15.6%	23.9%	65
Females, Currently Married	64.1%	54.9%	117
Females, Married, spouse present	60.7%	49.9%	122
Females, Married, spouse absent	3.4%	5.0%	68
Females, spouse absent, separated	2.0%	2.4%	81
Females, spouse absent, other reasons	1.5%	2.6%	56
Females, Widowed	10.3%	10.4%	99
Females, Divorced	9.9%	10.8%	92
<u>Household Composition</u>			
One person households	20.1%	25.8%	78
One person, male householder	9.4%	11.2%	84
One person, female householder	10.7%	14.6%	73
Two or More Person Households	79.9%	74.2%	108
Family Households	76.6%	68.1%	113
Married Couple Family Households	62.1%	51.7%	120
Married Couple with Children Under 18	27.4%	23.5%	116
Married Couple without Children Under 18	34.7%	28.1%	124
Other Family Households	14.5%	16.4%	89
Other Family, male householder	4.2%	4.2%	101
Other Family, male HH with Children Under 18	2.3%	2.1%	110
Other Family, male HH without Children Under 18	1.9%	2.1%	92
Other Family, female householder	10.3%	12.2%	84
Other Family, female HH with Children Under 18	5.7%	7.2%	80
Other Family, female HH without Children Under 18	4.6%	5.1%	91
Non-Family Households	3.3%	6.1%	53
Non-Family, male householder	2.1%	3.6%	59
Non-Family, female householder	1.2%	2.5%	46

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	20.2%	25.6%	79
Two persons	34.9%	32.9%	106
Three persons	20.0%	16.9%	118
Four persons	15.7%	14.1%	112
Five persons	6.2%	6.4%	97
Six persons	2.0%	2.5%	81
Seven or more persons	1.0%	1.7%	61
Average Household Size	2.64	2.66	99

Housing Tenure by Units in Structure

Owner Occupied	83.0%	66.5%	125
Renter Occupied	17.0%	33.5%	51
Owner Occupied, single detached	57.8%	53.6%	108
Owner Occupied, single attached	0.4%	3.6%	12
Owner Occupied, 2 units	0.1%	1.1%	9
Owner Occupied, 3-4 units	0.1%	0.6%	11
Owner Occupied, 5-9 units	0.1%	0.5%	11
Owner Occupied, 10-19 units	0.0%	0.4%	3
Owner Occupied, 20-49 units	0.0%	0.4%	2
Owner Occupied, 50+ units	0.0%	0.7%	1
Owner Occupied, mobile home	24.4%	5.6%	434
Owner Occupied, boat, RV, other	0.2%	0.1%	206
Renter Occupied, single detached	8.7%	8.0%	108
Renter Occupied, single attached	0.2%	2.0%	12
Renter Occupied, 2 units	0.7%	3.1%	24
Renter Occupied, 3-4 units	0.6%	4.0%	14
Renter Occupied, 5-9 units	0.4%	4.1%	11
Renter Occupied, 10-19 units	0.1%	3.5%	4
Renter Occupied, 20-49 units	0.2%	2.9%	5
Renter Occupied, 50+ units	0.1%	4.5%	2
Renter Occupied, mobile home	6.0%	1.5%	407
Renter Occupied, boat, RV, other	0.0%	0.0%	199

Housing Vintage (Year Built)

1999 to March 2000	4.0%	2.4%	168
1995 to 1998	12.8%	7.3%	175
1990 to 1994	10.7%	7.3%	146
1980 to 1989	21.0%	15.8%	133
1970 to 1979	21.0%	18.5%	114
1960 to 1969	12.0%	13.7%	88
1950 to 1959	7.8%	12.7%	61
1940 to 1949	4.5%	7.3%	61
1939 or earlier	6.2%	15.0%	41
Median Year Structure Built	1978	1966	120

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.8%	0.4%	221
\$10,000 to \$14,999	1.0%	0.4%	223
\$15,000 to \$19,999	1.0%	0.5%	198
\$20,000 to \$24,999	1.6%	0.7%	221
\$25,000 to \$29,999	1.9%	0.9%	220
\$30,000 to \$34,999	2.7%	1.1%	233
\$35,000 to \$39,999	3.2%	1.4%	230
\$40,000 to \$49,999	7.4%	3.2%	230
\$50,000 to \$59,999	9.2%	4.0%	228
\$60,000 to \$69,999	10.4%	5.0%	205
\$70,000 to \$79,999	10.9%	5.8%	188
\$80,000 to \$89,999	11.3%	6.8%	165
\$90,000 to \$99,999	8.7%	6.4%	136
\$100,000 to \$124,999	11.0%	11.5%	96
\$125,000 to \$149,999	7.6%	11.6%	65
\$150,000 to \$174,999	4.8%	10.0%	48
\$175,000 to \$199,999	2.2%	7.1%	32
\$200,000 to \$249,999	2.0%	7.6%	27
\$250,000 to \$299,999	1.1%	5.0%	23
\$300,000 to \$399,999	0.7%	4.8%	14
\$400,000 to \$499,999	0.2%	2.4%	9
\$500,000 to \$749,999	0.2%	2.0%	8
\$750,000 to \$999,999	0.1%	0.7%	8
\$1,000,000 or more	0.1%	0.6%	23
Median Home Value	\$ 79,069	\$ 161,077	49

Educational Attainment

No schooling completed	1.2%	1.4%	81
Nursery to 4th grade	0.9%	0.8%	119
5th and 6th grade	2.2%	1.9%	115
7th and 8th grade	6.0%	3.4%	176
9th grade	4.4%	2.4%	178
10th grade	5.3%	3.0%	178
11th grade	4.6%	2.8%	161
12th grade, no diploma	4.0%	3.7%	108
High school graduate (includes equivalency)	37.8%	28.6%	132
Some college, less than 1 year	6.9%	7.1%	98
Some college, 1 or more years, no degree	11.7%	14.0%	83
Associate degree	4.7%	6.3%	74
Bachelor's degree	6.9%	15.6%	44
Master's degree	2.5%	5.9%	42
Professional school degree	0.7%	2.0%	36
Doctorate degree	0.3%	1.0%	29

Cluster 53: Southern Country

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	46.1%	60.5%	76
Blue Collar	53.9%	39.5%	136
Managerial and Professional	22.4%	33.8%	66
Managerial	9.1%	13.5%	67
Professional	13.3%	20.2%	66
Service Occupation	13.3%	14.8%	90
Health Care Support Occupations	1.8%	2.0%	91
Protective Services	2.1%	2.0%	104
Food Preparation and Serving	3.9%	4.8%	81
Building and Grounds, Cleaning, Maintenance	3.3%	3.3%	100
Personal Care Services	2.3%	2.8%	81
Sales and Office Occupations	23.7%	26.7%	89
Sales and Related Occupations	9.8%	11.3%	87
Office and Administrative Support	13.8%	15.4%	90
Farming, Fishing, Forestry	1.5%	0.7%	205
Construction, Extraction, Maintenance, and Repair	15.6%	9.5%	165
Construction and Extraction	9.2%	5.5%	166
Maintenance and Repair Occupations	6.4%	3.9%	162
Production, Transportation, Material Moving	23.6%	14.6%	162
Production Occupations	14.8%	8.4%	175
Transportation and Material Moving	8.9%	6.1%	145