

Cluster 54

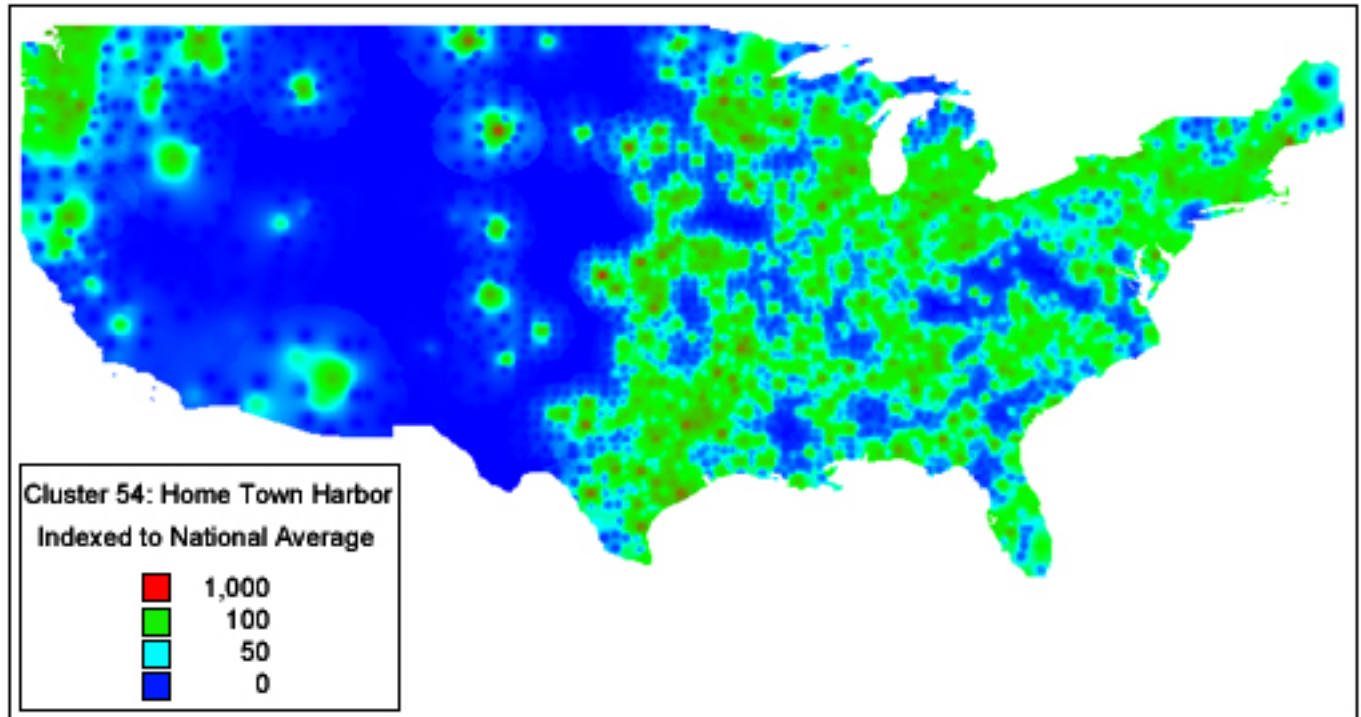
Home Town Harbor



Cluster Highlights		<i>Cluster Relative</i>
Population		1.4%
Households		1.5%
Household Population		1.3%
Group Quarters Population		4.9%
Median Household Income		73
Mean Household Income		74
Per Capita Income		73
Vehicle Preferences	GEO METRO PLYMOUTH NEON FORD FOCUS	

The mirror image of "Opportunity Knocks" this cluster captures the young singles and couples who remained in the East and South while their friends and relatives moved out West. Home Town Harbor also has an older population that "aged in place" generating a relatively high 85+ population index. But these are primarily young singles and couples without kids, starting their work life, living independently from parents, in apartments and other rental housing. Like Opportunity Knocks they should have stayed in school longer to increase their options. Unlike Opportunity Knocks, the young adults in Home Town Harbor are sticking to the familiar territory of their home town. Their mean household income is \$43,500.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	4,154,531	289,575,713	1.4%
Households	1,600,780	109,038,334	1.5%
Household Population	3,798,578	282,356,192	1.3%
Group Quarters Population	355,953	7,219,521	4.9%

Settlement Context

High Density Urban	0.1%	2.6%	4
Urban	0.2%	3.5%	6
High Density Suburban	4.1%	11.3%	36
Suburban	26.0%	21.3%	122
Low Density Suburban	21.2%	13.3%	159
Low Density Exurban	41.5%	25.4%	163
Rural	6.9%	22.4%	31

Income

Median Household Income	\$ 39,165	\$ 53,935	73
Mean Household Income	\$ 47,999	\$ 65,258	74
Per Capita Income	\$ 18,140	\$ 24,752	73
Under \$10,000	8.2%	7.6%	108
\$10,000-\$14,999	7.5%	6.3%	119
\$15,000-\$19,999	7.6%	6.1%	125
\$20,000-\$24,999	8.1%	6.2%	131
\$25,000-\$29,999	7.3%	5.5%	131
\$30,000-\$34,999	7.3%	5.7%	127
\$35,000-\$39,999	6.3%	5.0%	125
\$40,000-\$44,999	6.4%	5.3%	122
\$45,000-\$49,999	6.1%	5.1%	119
\$50,000-\$59,999	9.9%	9.0%	110
\$60,000-\$74,999	10.0%	10.9%	92
\$75,000-\$99,999	8.7%	12.8%	68
\$100,000-\$124,999	3.0%	5.6%	54
\$125,000-\$149,999	1.5%	3.6%	43
\$150,000-\$199,999	0.9%	2.4%	38
\$200,000 and over	1.1%	3.0%	37
\$200,000-\$249,999	0.2%	0.8%	31
\$250,000-\$499,999	0.8%	2.0%	40
\$500,000 and over	0.0%	0.1%	27

Age of Householder

15 to 24 years	8.7%	5.4%	161
25 to 34 years	21.1%	18.0%	117
35 to 44 years	21.5%	23.0%	93
45 to 54 years	17.4%	20.0%	87
55 to 64 years	11.2%	13.3%	84
65 to 74 years	9.6%	10.6%	90
75 years and older	10.6%	9.7%	109

Race / Hispanic Origin

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.7%	0.9%	82
Asian / Hawaiian / Other Pacific Islander (alone)	2.1%	3.7%	56
Black or African American (alone)	12.5%	12.1%	103
Some Other Race (includes two or more races)	7.1%	8.2%	86
White (alone)	77.6%	75.1%	103
Hispanic Origin	10.8%	13.3%	81

Marital Status

Males, aged 15+	100.0%	100.0%	100
Males, Never Married	31.4%	30.0%	105
Males, Currently Married	54.3%	58.9%	92
Males, Married, spouse present	45.3%	53.4%	85
Males, Married, spouse absent	9.0%	5.5%	163
Males, spouse absent, separated	2.2%	1.8%	120
Males, spouse absent, other reasons	6.8%	3.7%	184
Males, Widowed	3.0%	2.5%	121
Males, Divorced	11.2%	8.6%	130
Females, aged 15+	100.0%	100.0%	100
Females, Never Married	23.6%	23.9%	99
Females, Currently Married	50.6%	54.9%	92
Females, Married, spouse present	38.0%	49.9%	76
Females, Married, spouse absent	12.5%	5.0%	248
Females, spouse absent, separated	2.9%	2.4%	119
Females, spouse absent, other reasons	9.6%	2.6%	370
Females, Widowed	12.6%	10.4%	121
Females, Divorced	13.3%	10.8%	123

Household Composition

One person households	32.2%	25.8%	125
One person, male householder	13.9%	11.2%	124
One person, female householder	18.3%	14.6%	125
Two or More Person Households	67.8%	74.2%	91
Family Households	60.6%	68.1%	89
Married Couple Family Households	41.3%	51.7%	80
Married Couple with Children Under 18	18.5%	23.5%	79
Married Couple without Children Under 18	22.8%	28.1%	81
Other Family Households	19.2%	16.4%	117
Other Family, male householder	4.7%	4.2%	112
Other Family, male HH with Children Under 18	2.6%	2.1%	125
Other Family, male HH without Children Under 18	2.1%	2.1%	99
Other Family, female householder	14.6%	12.2%	119
Other Family, female HH with Children Under 18	9.6%	7.2%	134
Other Family, female HH without Children Under 18	5.0%	5.1%	98
Non-Family Households	7.3%	6.1%	119
Non-Family, male householder	4.3%	3.6%	120
Non-Family, female householder	3.0%	2.5%	117

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	32.0%	25.6%	125
Two persons	32.0%	32.9%	97
Three persons	16.4%	16.9%	97
Four persons	11.6%	14.1%	82
Five persons	5.0%	6.4%	78
Six persons	1.9%	2.5%	76
Seven or more persons	1.2%	1.7%	69
Average Household Size	2.42	2.66	91

Housing Tenure by Units in Structure

Owner Occupied	51.1%	66.5%	77
Renter Occupied	48.9%	33.5%	146
Owner Occupied, single detached	40.5%	53.6%	76
Owner Occupied, single attached	2.8%	3.6%	76
Owner Occupied, 2 units	1.2%	1.1%	106
Owner Occupied, 3-4 units	0.6%	0.6%	91
Owner Occupied, 5-9 units	0.4%	0.5%	96
Owner Occupied, 10-19 units	0.3%	0.4%	83
Owner Occupied, 20-49 units	0.2%	0.4%	56
Owner Occupied, 50+ units	0.2%	0.7%	35
Owner Occupied, mobile home	4.9%	5.6%	87
Owner Occupied, boat, RV, other	0.0%	0.1%	54
Renter Occupied, single detached	9.0%	8.0%	112
Renter Occupied, single attached	2.5%	2.0%	127
Renter Occupied, 2 units	5.1%	3.1%	167
Renter Occupied, 3-4 units	6.8%	4.0%	172
Renter Occupied, 5-9 units	8.1%	4.1%	200
Renter Occupied, 10-19 units	6.5%	3.5%	184
Renter Occupied, 20-49 units	3.9%	2.9%	138
Renter Occupied, 50+ units	5.5%	4.5%	121
Renter Occupied, mobile home	1.4%	1.5%	97
Renter Occupied, boat, RV, other	0.0%	0.0%	92

Housing Vintage (Year Built)

1999 to March 2000	1.8%	2.4%	77
1995 to 1998	6.0%	7.3%	82
1990 to 1994	6.1%	7.3%	83
1980 to 1989	15.2%	15.8%	96
1970 to 1979	20.3%	18.5%	110
1960 to 1969	14.8%	13.7%	108
1950 to 1959	12.8%	12.7%	101
1940 to 1949	7.2%	7.3%	100
1939 or earlier	15.7%	15.0%	105
Median Year Structure Built	1963	1966	96

Cluster 54: Home Town Harbor

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.2%	0.4%	67
\$10,000 to \$14,999	0.3%	0.4%	77
\$15,000 to \$19,999	0.5%	0.5%	98
\$20,000 to \$24,999	0.8%	0.7%	109
\$25,000 to \$29,999	1.0%	0.9%	112
\$30,000 to \$34,999	1.3%	1.1%	116
\$35,000 to \$39,999	1.9%	1.4%	139
\$40,000 to \$49,999	4.8%	3.2%	148
\$50,000 to \$59,999	6.5%	4.0%	161
\$60,000 to \$69,999	8.6%	5.0%	171
\$70,000 to \$79,999	9.9%	5.8%	171
\$80,000 to \$89,999	11.5%	6.8%	169
\$90,000 to \$99,999	10.0%	6.4%	156
\$100,000 to \$124,999	14.6%	11.5%	127
\$125,000 to \$149,999	11.2%	11.6%	96
\$150,000 to \$174,999	7.3%	10.0%	73
\$175,000 to \$199,999	3.9%	7.1%	55
\$200,000 to \$249,999	2.8%	7.6%	36
\$250,000 to \$299,999	1.3%	5.0%	27
\$300,000 to \$399,999	0.8%	4.8%	17
\$400,000 to \$499,999	0.3%	2.4%	13
\$500,000 to \$749,999	0.2%	2.0%	11
\$750,000 to \$999,999	0.1%	0.7%	9
\$1,000,000 or more	0.1%	0.6%	15
Median Home Value	\$ 98,356	\$ 161,077	61

Educational Attainment

No schooling completed	1.5%	1.4%	104
Nursery to 4th grade	0.8%	0.8%	112
5th and 6th grade	1.9%	1.9%	104
7th and 8th grade	4.7%	3.4%	136
9th grade	3.1%	2.4%	126
10th grade	3.6%	3.0%	121
11th grade	3.4%	2.8%	122
12th grade, no diploma	3.9%	3.7%	104
High school graduate (includes equivalency)	31.9%	28.6%	112
Some college, less than 1 year	7.4%	7.1%	105
Some college, 1 or more years, no degree	13.9%	14.0%	99
Associate degree	6.1%	6.3%	97
Bachelor's degree	11.8%	15.6%	75
Master's degree	4.0%	5.9%	68
Professional school degree	1.2%	2.0%	60
Doctorate degree	0.6%	1.0%	62

Cluster 54: Home Town Harbor

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	54.2%	60.5%	90
Blue Collar	45.8%	39.5%	116
Managerial and Professional	26.8%	33.8%	80
Managerial	9.9%	13.5%	73
Professional	16.9%	20.2%	84
Service Occupation	16.8%	14.8%	114
Health Care Support Occupations	2.4%	2.0%	121
Protective Services	1.9%	2.0%	98
Food Preparation and Serving	5.9%	4.8%	123
Building and Grounds, Cleaning, Maintenance	3.7%	3.3%	114
Personal Care Services	2.9%	2.8%	105
Sales and Office Occupations	27.3%	26.7%	102
Sales and Related Occupations	11.1%	11.3%	98
Office and Administrative Support	16.3%	15.4%	105
Farming, Fishing, Forestry	0.6%	0.7%	77
Construction, Extraction, Maintenance, and Repair	10.2%	9.5%	108
Construction and Extraction	6.0%	5.5%	109
Maintenance and Repair Occupations	4.2%	3.9%	106
Production, Transportation, Material Moving	18.2%	14.6%	125
Production Occupations	10.9%	8.4%	129
Transportation and Material Moving	7.3%	6.1%	120