

## Cluster 55

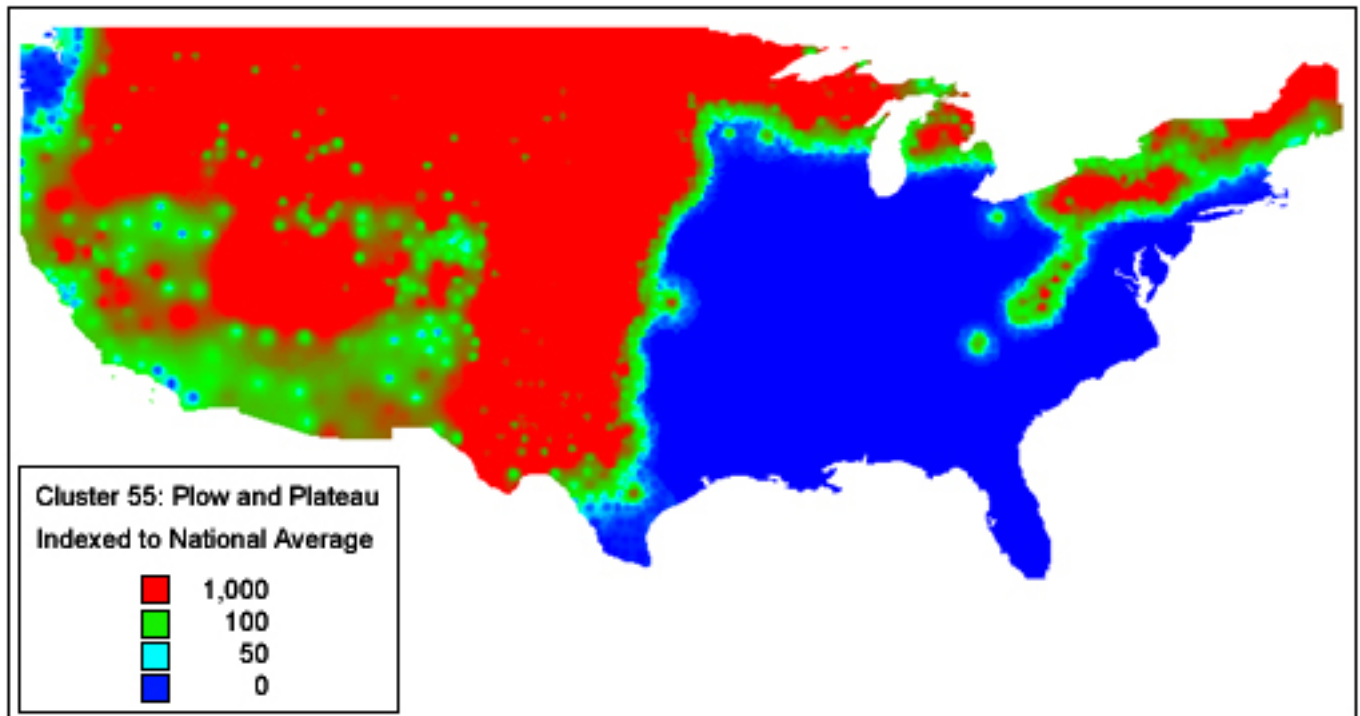
# Plow and Plateau



Cluster Highlights		Cluster Relative
Population		1.5%
Households		1.6%
Household Population		1.6%
Group Quarters Population		1.1%
Median Household Income		71
Mean Household Income		74
Per Capita Income		74
Vehicle Preferences	CHEVROLET SILVERADO ISUZU RODEO FORD RANGER	

Farmers, miners, and foresters are found in this broad swath of territory in the Northeast, northern Midwest, and Northwest. Their lifestyle is distinctly tied to Earth's bounty, a fact that likely affects their values and purchasing behaviors. A 65/35 owner to renter ratio obscures relatively high vacancy rates and seasonal occupancies. More than 15 percent live in mobile homes, and the cluster has a high recreational vehicle index. A high school diploma is the norm as is the dual-income home. An older age skew represents families with teens and empty nests. Average family income is \$48,000. The cluster is 88 percent white, non-Hispanic and 12 percent Hispanic.

### Cluster Distribution



**Population and Households**

	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
Population	4,466,139	289,575,713	1.5%
Households	1,705,132	109,038,334	1.6%
Household Population	4,388,362	282,356,192	1.6%
Group Quarters Population	77,777	7,219,521	1.1%

**Settlement Context**

High Density Urban	0.0%	2.6%	-
Urban	0.0%	3.5%	-
High Density Suburban	0.1%	11.3%	1
Suburban	0.5%	21.3%	2
Low Density Suburban	1.4%	13.3%	11
Low Density Exurban	15.9%	25.4%	62
Rural	82.1%	22.4%	366

**Income**

Median Household Income	\$ 38,243	\$ 53,935	71
Mean Household Income	\$ 47,983	\$ 65,258	74
Per Capita Income	\$ 18,432	\$ 24,752	74
Under \$10,000	8.0%	7.6%	106
\$10,000-\$14,999	8.2%	6.3%	131
\$15,000-\$19,999	8.1%	6.1%	133
\$20,000-\$24,999	8.1%	6.2%	131
\$25,000-\$29,999	6.9%	5.5%	125
\$30,000-\$34,999	7.1%	5.7%	125
\$35,000-\$39,999	6.1%	5.0%	121
\$40,000-\$44,999	6.5%	5.3%	123
\$45,000-\$49,999	6.5%	5.1%	126
\$50,000-\$59,999	10.7%	9.0%	118
\$60,000-\$74,999	9.9%	10.9%	91
\$75,000-\$99,999	8.1%	12.8%	63
\$100,000-\$124,999	2.5%	5.6%	45
\$125,000-\$149,999	1.3%	3.6%	38
\$150,000-\$199,999	0.8%	2.4%	35
\$200,000 and over	1.1%	3.0%	36
\$200,000-\$249,999	0.2%	0.8%	27
\$250,000-\$499,999	0.8%	2.0%	41
\$500,000 and over	0.0%	0.1%	14

**Age of Householder**

15 to 24 years	3.7%	5.4%	69
25 to 34 years	13.0%	18.0%	72
35 to 44 years	21.0%	23.0%	91
45 to 54 years	20.1%	20.0%	100
55 to 64 years	14.9%	13.3%	112
65 to 74 years	13.6%	10.6%	128
75 years and older	13.5%	9.7%	139

<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)	1.4%	0.9%	162
Asian / Hawaiian / Other Pacific Islander (alone)	0.6%	3.7%	16
Black or African American (alone)	0.6%	12.1%	5
Some Other Race (includes two or more races)	7.7%	8.2%	94
White (alone)	89.7%	75.1%	119
Hispanic Origin	11.7%	13.3%	88
<b><u>Marital Status</u></b>			
Males, aged 15+	100.0%	100.0%	100
Males, Never Married	23.9%	30.0%	80
Males, Currently Married	64.6%	58.9%	110
Males, Married, spouse present	61.2%	53.4%	115
Males, Married, spouse absent	3.5%	5.5%	63
Males, spouse absent, separated	1.2%	1.8%	66
Males, spouse absent, other reasons	2.2%	3.7%	61
Males, Widowed	3.0%	2.5%	121
Males, Divorced	8.5%	8.6%	98
Females, aged 15+	100.0%	100.0%	100
Females, Never Married	16.7%	23.9%	70
Females, Currently Married	62.7%	54.9%	114
Females, Married, spouse present	59.2%	49.9%	119
Females, Married, spouse absent	3.4%	5.0%	68
Females, spouse absent, separated	1.4%	2.4%	57
Females, spouse absent, other reasons	2.1%	2.6%	79
Females, Widowed	12.3%	10.4%	118
Females, Divorced	8.3%	10.8%	77
<b><u>Household Composition</u></b>			
One person households	24.7%	25.8%	96
One person, male householder	11.0%	11.2%	99
One person, female householder	13.7%	14.6%	93
Two or More Person Households	75.3%	74.2%	101
Family Households	71.6%	68.1%	105
Married Couple Family Households	60.1%	51.7%	116
Married Couple with Children Under 18	25.4%	23.5%	108
Married Couple without Children Under 18	34.7%	28.1%	123
Other Family Households	11.5%	16.4%	70
Other Family, male householder	3.9%	4.2%	93
Other Family, male HH with Children Under 18	2.2%	2.1%	108
Other Family, male HH without Children Under 18	1.6%	2.1%	78
Other Family, female householder	7.6%	12.2%	62
Other Family, female HH with Children Under 18	4.7%	7.2%	65
Other Family, female HH without Children Under 18	2.9%	5.1%	58
Non-Family Households	3.7%	6.1%	60
Non-Family, male householder	2.4%	3.6%	67
Non-Family, female householder	1.3%	2.5%	50

<b><u>Household Size</u></b>	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
One person	24.4%	25.6%	96
Two persons	36.5%	32.9%	111
Three persons	14.9%	16.9%	88
Four persons	13.1%	14.1%	93
Five persons	6.7%	6.4%	105
Six persons	2.7%	2.5%	109
Seven or more persons	1.7%	1.7%	98
Average Household Size	2.59	2.66	97

**Housing Tenure by Units in Structure**

Owner Occupied	77.5%	66.5%	117
Renter Occupied	22.5%	33.5%	67
Owner Occupied, single detached	65.1%	53.6%	121
Owner Occupied, single attached	0.7%	3.6%	19
Owner Occupied, 2 units	0.3%	1.1%	32
Owner Occupied, 3-4 units	0.1%	0.6%	21
Owner Occupied, 5-9 units	0.1%	0.5%	15
Owner Occupied, 10-19 units	0.0%	0.4%	12
Owner Occupied, 20-49 units	0.0%	0.4%	8
Owner Occupied, 50+ units	0.0%	0.7%	2
Owner Occupied, mobile home	11.0%	5.6%	195
Owner Occupied, boat, RV, other	0.2%	0.1%	205
Renter Occupied, single detached	12.7%	8.0%	158
Renter Occupied, single attached	0.6%	2.0%	31
Renter Occupied, 2 units	1.4%	3.1%	44
Renter Occupied, 3-4 units	1.6%	4.0%	40
Renter Occupied, 5-9 units	1.1%	4.1%	28
Renter Occupied, 10-19 units	0.7%	3.5%	21
Renter Occupied, 20-49 units	0.7%	2.9%	26
Renter Occupied, 50+ units	0.3%	4.5%	7
Renter Occupied, mobile home	3.3%	1.5%	224
Renter Occupied, boat, RV, other	0.0%	0.0%	175

**Housing Vintage (Year Built)**

1999 to March 2000	1.7%	2.4%	73
1995 to 1998	5.6%	7.3%	77
1990 to 1994	5.4%	7.3%	74
1980 to 1989	12.1%	15.8%	77
1970 to 1979	18.8%	18.5%	101
1960 to 1969	11.5%	13.7%	84
1950 to 1959	11.7%	12.7%	92
1940 to 1949	8.2%	7.3%	113
1939 or earlier	24.9%	15.0%	166
Median Year Structure Built	1961	1966	94

<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	2.1%	0.4%	566
\$10,000 to \$14,999	2.0%	0.4%	466
\$15,000 to \$19,999	2.1%	0.5%	401
\$20,000 to \$24,999	2.7%	0.7%	373
\$25,000 to \$29,999	2.9%	0.9%	331
\$30,000 to \$34,999	3.5%	1.1%	302
\$35,000 to \$39,999	3.7%	1.4%	265
\$40,000 to \$49,999	7.7%	3.2%	240
\$50,000 to \$59,999	8.5%	4.0%	210
\$60,000 to \$69,999	9.0%	5.0%	179
\$70,000 to \$79,999	9.2%	5.8%	158
\$80,000 to \$89,999	9.6%	6.8%	140
\$90,000 to \$99,999	7.4%	6.4%	116
\$100,000 to \$124,999	10.4%	11.5%	91
\$125,000 to \$149,999	7.2%	11.6%	62
\$150,000 to \$174,999	4.8%	10.0%	48
\$175,000 to \$199,999	2.5%	7.1%	35
\$200,000 to \$249,999	2.2%	7.6%	29
\$250,000 to \$299,999	1.2%	5.0%	25
\$300,000 to \$399,999	0.8%	4.8%	16
\$400,000 to \$499,999	0.3%	2.4%	11
\$500,000 to \$749,999	0.2%	2.0%	9
\$750,000 to \$999,999	0.1%	0.7%	8
\$1,000,000 or more	0.1%	0.6%	17
Median Home Value	\$ 79,426	\$ 161,077	49

**Educational Attainment**

No schooling completed	1.2%	1.4%	88
Nursery to 4th grade	0.7%	0.8%	99
5th and 6th grade	1.6%	1.9%	87
7th and 8th grade	5.5%	3.4%	160
9th grade	2.4%	2.4%	97
10th grade	3.1%	3.0%	102
11th grade	2.8%	2.8%	99
12th grade, no diploma	3.1%	3.7%	84
High school graduate (includes equivalency)	35.8%	28.6%	125
Some college, less than 1 year	8.1%	7.1%	114
Some college, 1 or more years, no degree	14.2%	14.0%	102
Associate degree	6.6%	6.3%	105
Bachelor's degree	10.4%	15.6%	66
Master's degree	3.1%	5.9%	52
Professional school degree	1.0%	2.0%	52
Doctorate degree	0.3%	1.0%	35

**Cluster 55: Plow and Plateau**

<b><u>Occupation</u></b>	<b><u>Cluster</u></b>	<b><u>USA</u></b>	<b><u>Cluster Relative</u></b>
White Collar	51.4%	60.5%	85
Blue Collar	48.6%	39.5%	123
Managerial and Professional	29.4%	33.8%	87
Managerial	14.3%	13.5%	105
Professional	15.1%	20.2%	75
Service Occupation	15.8%	14.8%	107
Health Care Support Occupations	2.6%	2.0%	132
Protective Services	1.7%	2.0%	84
Food Preparation and Serving	5.0%	4.8%	104
Building and Grounds, Cleaning, Maintenance	3.6%	3.3%	109
Personal Care Services	3.0%	2.8%	107
Sales and Office Occupations	22.0%	26.7%	82
Sales and Related Occupations	9.0%	11.3%	80
Office and Administrative Support	13.0%	15.4%	84
Farming, Fishing, Forestry	4.5%	0.7%	619
Construction, Extraction, Maintenance, and Repair	11.5%	9.5%	122
Construction and Extraction	6.5%	5.5%	119
Maintenance and Repair Occupations	5.0%	3.9%	126
Production, Transportation, Material Moving	16.7%	14.6%	115
Production Occupations	8.8%	8.4%	105
Transportation and Material Moving	7.9%	6.1%	129