

Cluster 58

Latino Quarter

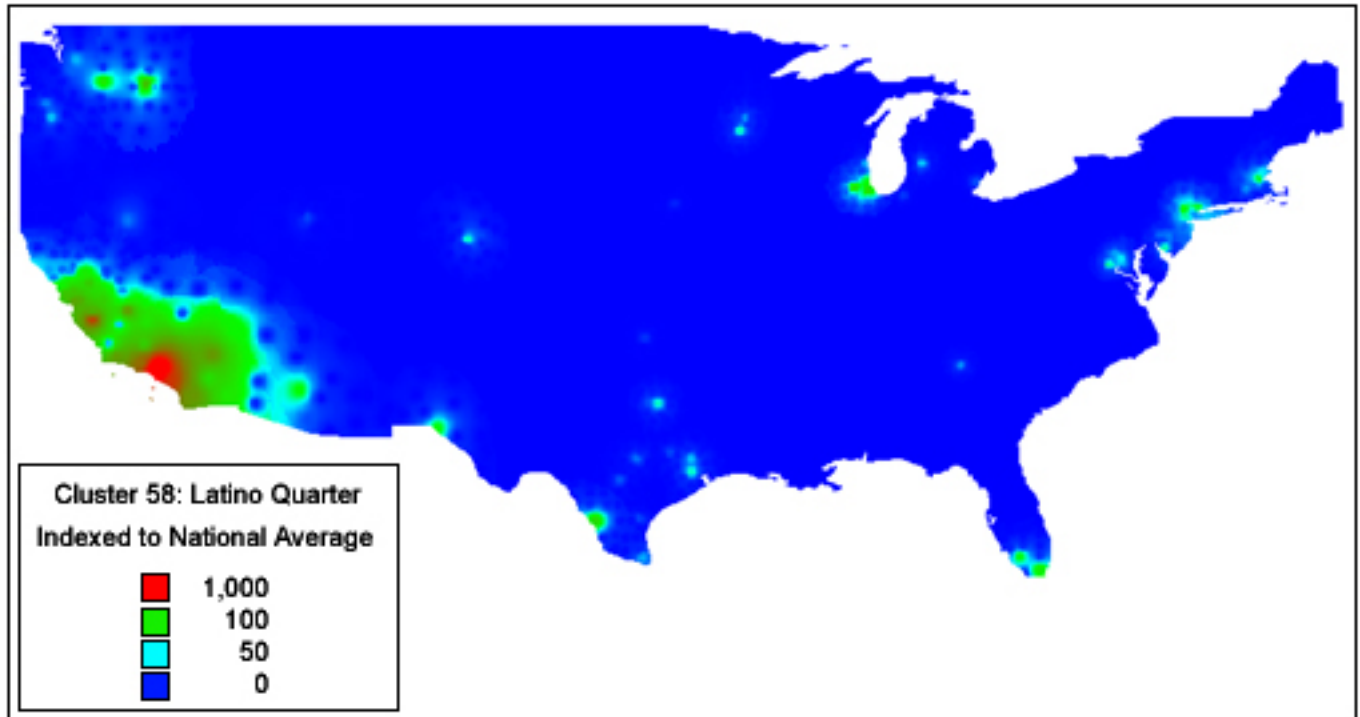


Cluster Highlights

	<i>Cluster Relative</i>
Population	2.2%
Households	1.5%
Household Population	2.3%
Group Quarters Population	1.0%
Median Household Income	69
Mean Household Income	69
Per Capita Income	46
Vehicle Preferences	HONDA CIVIC FORD EXPLORER CHEVROLET SILVERADO

This Latino community is 70 percent Hispanic, second to Border Zone on that statistic. Concentrated in urban neighborhoods ranging from California to Arizona, Texas, Illinois, Florida, New Jersey and New York this cluster has the largest Mexican American contingent among Hispanic metro markets, but Latinos from all major countries of origin are represented. With a 33/67 owner to renter ratio, these families are still settling in. Fifty percent are foreign born and 30 percent immigrated since 1985. This cluster represents the core of the Hispanic market. An above average 35 percent of households are families with children. Average family size is 4.2 persons. Mean family income is \$41,000. Spanish is likely the language of preference for 75 percent and only 25 percent speak just English.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	6,443,375	289,575,713	2.2%
Households	1,655,701	109,038,334	1.5%
Household Population	6,372,878	282,356,192	2.3%
Group Quarters Population	70,497	7,219,521	1.0%

Settlement Context

High Density Urban	1.1%	2.6%	42
Urban	16.3%	3.5%	461
High Density Suburban	51.8%	11.3%	457
Suburban	24.4%	21.3%	115
Low Density Suburban	4.1%	13.3%	31
Low Density Exurban	2.0%	25.4%	8
Rural	0.3%	22.4%	1

Income

Median Household Income	\$ 36,950	\$ 53,935	69
Mean Household Income	\$ 45,167	\$ 65,258	69
Per Capita Income	\$ 11,463	\$ 24,752	46
Under \$10,000	11.8%	7.6%	155
\$10,000-\$14,999	8.9%	6.3%	141
\$15,000-\$19,999	8.2%	6.1%	134
\$20,000-\$24,999	8.3%	6.2%	134
\$25,000-\$29,999	6.9%	5.5%	124
\$30,000-\$34,999	7.0%	5.7%	122
\$35,000-\$39,999	5.6%	5.0%	111
\$40,000-\$44,999	5.5%	5.3%	105
\$45,000-\$49,999	5.1%	5.1%	98
\$50,000-\$59,999	7.9%	9.0%	88
\$60,000-\$74,999	9.6%	10.9%	88
\$75,000-\$99,999	8.4%	12.8%	66
\$100,000-\$124,999	3.1%	5.6%	55
\$125,000-\$149,999	1.6%	3.6%	44
\$150,000-\$199,999	1.0%	2.4%	41
\$200,000 and over	1.3%	3.0%	44
\$200,000-\$249,999	0.2%	0.8%	30
\$250,000-\$499,999	1.0%	2.0%	50
\$500,000 and over	0.0%	0.1%	25

Age of Householder

15 to 24 years	6.7%	5.4%	124
25 to 34 years	26.0%	18.0%	144
35 to 44 years	26.4%	23.0%	115
45 to 54 years	18.0%	20.0%	90
55 to 64 years	10.4%	13.3%	78
65 to 74 years	7.2%	10.6%	68
75 years and older	5.3%	9.7%	55

<u>Race / Hispanic Origin</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	1.1%	0.9%	129
Asian / Hawaiian / Other Pacific Islander (alone)	8.8%	3.7%	235
Black or African American (alone)	8.9%	12.1%	74
Some Other Race (includes two or more races)	45.2%	8.2%	550
White (alone)	36.0%	75.1%	48
Hispanic Origin	71.5%	13.3%	538
<u>Marital Status</u>			
Males, aged 15+	100.0%	100.0%	100
Males, Never Married	41.0%	30.0%	137
Males, Currently Married	51.9%	58.9%	88
Males, Married, spouse present	40.4%	53.4%	76
Males, Married, spouse absent	11.6%	5.5%	209
Males, spouse absent, separated	2.9%	1.8%	160
Males, spouse absent, other reasons	8.6%	3.7%	234
Males, Widowed	1.8%	2.5%	70
Males, Divorced	5.3%	8.6%	62
Females, aged 15+	100.0%	100.0%	100
Females, Never Married	32.8%	23.9%	137
Females, Currently Married	52.1%	54.9%	95
Females, Married, spouse present	41.0%	49.9%	82
Females, Married, spouse absent	11.1%	5.0%	221
Females, spouse absent, separated	5.2%	2.4%	214
Females, spouse absent, other reasons	5.9%	2.6%	228
Females, Widowed	7.5%	10.4%	72
Females, Divorced	7.6%	10.8%	71
<u>Household Composition</u>			
One person households	15.7%	25.8%	61
One person, male householder	7.9%	11.2%	70
One person, female householder	7.9%	14.6%	54
Two or More Person Households	84.3%	74.2%	114
Family Households	79.0%	68.1%	116
Married Couple Family Households	50.5%	51.7%	98
Married Couple with Children Under 18	34.0%	23.5%	144
Married Couple without Children Under 18	16.5%	28.1%	59
Other Family Households	28.5%	16.4%	174
Other Family, male householder	8.6%	4.2%	207
Other Family, male HH with Children Under 18	4.0%	2.1%	195
Other Family, male HH without Children Under 18	4.6%	2.1%	220
Other Family, female householder	19.9%	12.2%	163
Other Family, female HH with Children Under 18	12.4%	7.2%	173
Other Family, female HH without Children Under 18	7.5%	5.1%	148
Non-Family Households	5.2%	6.1%	86
Non-Family, male householder	3.4%	3.6%	95
Non-Family, female householder	1.8%	2.5%	73

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	15.7%	25.6%	61
Two persons	18.0%	32.9%	55
Three persons	15.9%	16.9%	94
Four persons	16.8%	14.1%	120
Five persons	13.3%	6.4%	207
Six persons	8.5%	2.5%	346
Seven or more persons	11.8%	1.7%	694
Average Household Size	3.99	2.66	150

Housing Tenure by Units in Structure

Owner Occupied	35.5%	66.5%	53
Renter Occupied	64.5%	33.5%	193
Owner Occupied, single detached	27.2%	53.6%	51
Owner Occupied, single attached	3.3%	3.6%	90
Owner Occupied, 2 units	1.4%	1.1%	130
Owner Occupied, 3-4 units	1.1%	0.6%	172
Owner Occupied, 5-9 units	0.4%	0.5%	78
Owner Occupied, 10-19 units	0.3%	0.4%	74
Owner Occupied, 20-49 units	0.3%	0.4%	77
Owner Occupied, 50+ units	0.3%	0.7%	46
Owner Occupied, mobile home	1.3%	5.6%	24
Owner Occupied, boat, RV, other	0.0%	0.1%	43
Renter Occupied, single detached	12.9%	8.0%	161
Renter Occupied, single attached	5.7%	2.0%	291
Renter Occupied, 2 units	4.5%	3.1%	148
Renter Occupied, 3-4 units	9.0%	4.0%	226
Renter Occupied, 5-9 units	9.1%	4.1%	223
Renter Occupied, 10-19 units	7.9%	3.5%	222
Renter Occupied, 20-49 units	7.8%	2.9%	273
Renter Occupied, 50+ units	7.0%	4.5%	156
Renter Occupied, mobile home	0.6%	1.5%	41
Renter Occupied, boat, RV, other	0.0%	0.0%	145

Housing Vintage (Year Built)

1999 to March 2000	0.8%	2.4%	34
1995 to 1998	2.0%	7.3%	28
1990 to 1994	3.4%	7.3%	46
1980 to 1989	10.4%	15.8%	66
1970 to 1979	15.6%	18.5%	85
1960 to 1969	19.1%	13.7%	139
1950 to 1959	20.3%	12.7%	160
1940 to 1949	12.4%	7.3%	170
1939 or earlier	16.0%	15.0%	107
Median Year Structure Built	1959	1966	90

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.2%	0.4%	51
\$10,000 to \$14,999	0.2%	0.4%	55
\$15,000 to \$19,999	0.3%	0.5%	65
\$20,000 to \$24,999	0.4%	0.7%	54
\$25,000 to \$29,999	0.4%	0.9%	42
\$30,000 to \$34,999	0.4%	1.1%	33
\$35,000 to \$39,999	0.5%	1.4%	37
\$40,000 to \$49,999	1.2%	3.2%	38
\$50,000 to \$59,999	1.8%	4.0%	45
\$60,000 to \$69,999	2.3%	5.0%	45
\$70,000 to \$79,999	3.0%	5.8%	52
\$80,000 to \$89,999	4.3%	6.8%	63
\$90,000 to \$99,999	4.4%	6.4%	68
\$100,000 to \$124,999	10.3%	11.5%	90
\$125,000 to \$149,999	18.1%	11.6%	156
\$150,000 to \$174,999	20.0%	10.0%	200
\$175,000 to \$199,999	14.1%	7.1%	198
\$200,000 to \$249,999	9.1%	7.6%	120
\$250,000 to \$299,999	4.5%	5.0%	90
\$300,000 to \$399,999	2.9%	4.8%	61
\$400,000 to \$499,999	0.8%	2.4%	34
\$500,000 to \$749,999	0.4%	2.0%	21
\$750,000 to \$999,999	0.1%	0.7%	10
\$1,000,000 or more	0.2%	0.6%	33
Median Home Value	\$ 147,683	\$ 161,077	92

Educational Attainment

No schooling completed	9.4%	1.4%	661
Nursery to 4th grade	4.6%	0.8%	608
5th and 6th grade	12.6%	1.9%	669
7th and 8th grade	6.3%	3.4%	184
9th grade	5.9%	2.4%	242
10th grade	3.5%	3.0%	117
11th grade	4.0%	2.8%	142
12th grade, no diploma	7.6%	3.7%	206
High school graduate (includes equivalency)	19.9%	28.6%	70
Some college, less than 1 year	4.7%	7.1%	66
Some college, 1 or more years, no degree	9.2%	14.0%	65
Associate degree	3.8%	6.3%	59
Bachelor's degree	6.0%	15.6%	38
Master's degree	1.5%	5.9%	25
Professional school degree	0.8%	2.0%	42
Doctorate degree	0.2%	1.0%	25

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	38.7%	60.5%	64
Blue Collar	61.3%	39.5%	155
Managerial and Professional	15.3%	33.8%	45
Managerial	5.9%	13.5%	44
Professional	9.4%	20.2%	47
Service Occupation	21.3%	14.8%	144
Health Care Support Occupations	2.1%	2.0%	105
Protective Services	1.6%	2.0%	80
Food Preparation and Serving	6.6%	4.8%	138
Building and Grounds, Cleaning, Maintenance	7.8%	3.3%	238
Personal Care Services	3.2%	2.8%	116
Sales and Office Occupations	23.4%	26.7%	88
Sales and Related Occupations	9.3%	11.3%	82
Office and Administrative Support	14.1%	15.4%	92
Farming, Fishing, Forestry	1.8%	0.7%	250
Construction, Extraction, Maintenance, and Repair	11.5%	9.5%	122
Construction and Extraction	7.4%	5.5%	134
Maintenance and Repair Occupations	4.1%	3.9%	104
Production, Transportation, Material Moving	26.7%	14.6%	183
Production Occupations	17.3%	8.4%	205
Transportation and Material Moving	9.4%	6.1%	153