

Cluster 6

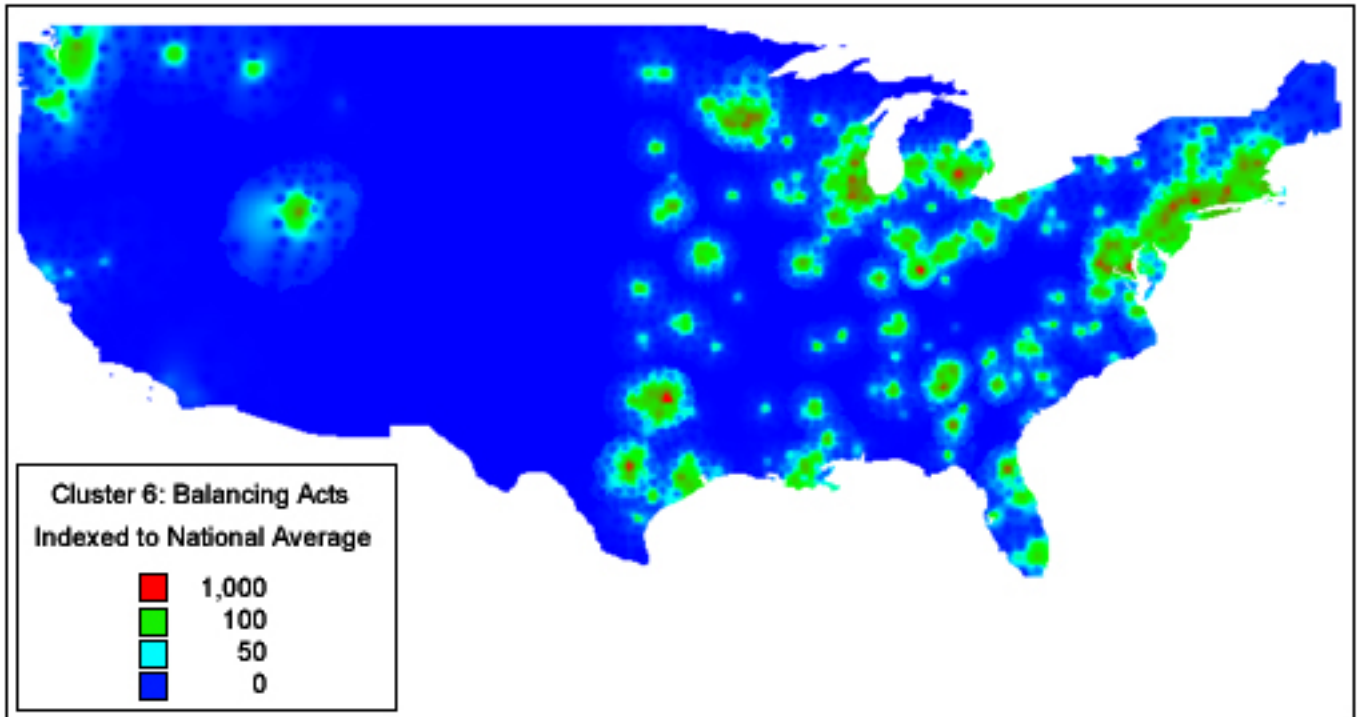
Balancing Acts



Cluster Highlights		Cluster Relative
Population		1.7%
Households		1.4%
Household Population		1.7%
Group Quarters Population		0.3%
Median Household Income		170
Mean Household Income		157
Per Capita Income		135
Vehicle Preferences		FORD EXPLORER FORD WINDSTAR HONDA CIVIC

Rush home from work, improvise dinner, pick up the kid(s), greet the spouse in the fog of go, go, go. These dual-earning couples in the suburbs are not necessarily two professionals trying to combine career and family but they manage. This is "soccer mom" country, and a "balancing act" because of the high proportion of school-aged kids and working parents. They have relatively new homes, 90 percent owner occupied, and are college educated scientists, information industry, and health care workers sharing high-speed internet connections. Fully 90 percent are white, non-Hispanic with an average family income of \$97,000. Go figure...and work out tomorrow's family schedule.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	4,780,580	289,575,713	1.7%
Households	1,562,464	109,038,334	1.4%
Household Population	4,757,917	282,356,192	1.7%
Group Quarters Population	22,663	7,219,521	0.3%

Settlement Context

High Density Urban	0.0%	2.6%	-
Urban	0.0%	3.5%	1
High Density Suburban	1.0%	11.3%	9
Suburban	13.8%	21.3%	65
Low Density Suburban	22.1%	13.3%	166
Low Density Exurban	53.4%	25.4%	210
Rural	9.6%	22.4%	43

Income

Median Household Income	\$ 91,612	\$ 53,935	170
Mean Household Income	\$102,681	\$ 65,258	157
Per Capita Income	\$ 33,503	\$ 24,752	135
Under \$10,000	1.2%	7.6%	16
\$10,000-\$14,999	1.3%	6.3%	21
\$15,000-\$19,999	1.5%	6.1%	24
\$20,000-\$24,999	1.7%	6.2%	27
\$25,000-\$29,999	1.7%	5.5%	31
\$30,000-\$34,999	2.1%	5.7%	37
\$35,000-\$39,999	2.2%	5.0%	43
\$40,000-\$44,999	2.7%	5.3%	51
\$45,000-\$49,999	2.8%	5.1%	55
\$50,000-\$59,999	5.9%	9.0%	65
\$60,000-\$74,999	10.6%	10.9%	97
\$75,000-\$99,999	26.2%	12.8%	205
\$100,000-\$124,999	16.3%	5.6%	294
\$125,000-\$149,999	11.2%	3.6%	312
\$150,000-\$199,999	6.8%	2.4%	283
\$200,000 and over	5.8%	3.0%	194
\$200,000-\$249,999	1.7%	0.8%	206
\$250,000-\$499,999	3.9%	2.0%	192
\$500,000 and over	0.2%	0.1%	146

Age of Householder

15 to 24 years	0.8%	5.4%	16
25 to 34 years	12.5%	18.0%	69
35 to 44 years	31.7%	23.0%	138
45 to 54 years	29.5%	20.0%	148
55 to 64 years	14.7%	13.3%	111
65 to 74 years	6.9%	10.6%	65
75 years and older	3.7%	9.7%	38

<u>Race / Hispanic Origin</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.2%	0.9%	28
Asian / Hawaiian / Other Pacific Islander (alone)	2.9%	3.7%	79
Black or African American (alone)	3.6%	12.1%	30
Some Other Race (includes two or more races)	2.2%	8.2%	27
White (alone)	91.0%	75.1%	121
Hispanic Origin	3.5%	13.3%	26
<u>Marital Status</u>			
Males, aged 15+			
Males, Never Married	100.0%	100.0%	100
Males, Currently Married	22.1%	30.0%	74
Males, Married, spouse present	72.2%	58.9%	123
Males, Married, spouse absent	70.5%	53.4%	132
Males, spouse absent, separated	1.7%	5.5%	31
Males, spouse absent, other reasons	0.7%	1.8%	36
Males, Widowed	1.1%	3.7%	29
Males, Divorced	1.2%	2.5%	46
Females, aged 15+	4.6%	8.6%	53
Females, Never Married	100.0%	100.0%	100
Females, Currently Married	18.0%	23.9%	75
Females, Married, spouse present	70.8%	54.9%	129
Females, Married, spouse absent	68.9%	49.9%	138
Females, spouse absent, separated	1.9%	5.0%	39
Females, spouse absent, other reasons	0.9%	2.4%	38
Females, Widowed	1.0%	2.6%	39
Females, Divorced	4.8%	10.4%	46
	6.4%	10.8%	59
<u>Household Composition</u>			
One person households	10.6%	25.8%	41
One person, male householder	4.8%	11.2%	43
One person, female householder	5.8%	14.6%	39
Two or More Person Households	89.4%	74.2%	121
Family Households	86.5%	68.1%	127
Married Couple Family Households	77.6%	51.7%	150
Married Couple with Children Under 18	42.9%	23.5%	182
Married Couple without Children Under 18	34.7%	28.1%	123
Other Family Households	8.8%	16.4%	54
Other Family, male householder	2.5%	4.2%	60
Other Family, male HH with Children Under 18	1.3%	2.1%	64
Other Family, male HH without Children Under 18	1.2%	2.1%	57
Other Family, female householder	6.3%	12.2%	52
Other Family, female HH with Children Under 18	3.7%	7.2%	52
Other Family, female HH without Children Under 18	2.6%	5.1%	52
Non-Family Households	2.9%	6.1%	48
Non-Family, male householder	1.8%	3.6%	50
Non-Family, female householder	1.2%	2.5%	45

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	10.7%	25.6%	42
Two persons	31.1%	32.9%	95
Three persons	20.6%	16.9%	122
Four persons	23.8%	14.1%	169
Five persons	9.9%	6.4%	154
Six persons	2.9%	2.5%	116
Seven or more persons	1.1%	1.7%	63
Average Household Size	3.06	2.66	115

Housing Tenure by Units in Structure

Owner Occupied	93.4%	66.5%	140
Renter Occupied	6.6%	33.5%	20
Owner Occupied, single detached	88.7%	53.6%	166
Owner Occupied, single attached	3.1%	3.6%	86
Owner Occupied, 2 units	0.2%	1.1%	23
Owner Occupied, 3-4 units	0.2%	0.6%	34
Owner Occupied, 5-9 units	0.2%	0.5%	39
Owner Occupied, 10-19 units	0.1%	0.4%	24
Owner Occupied, 20-49 units	0.0%	0.4%	6
Owner Occupied, 50+ units	0.0%	0.7%	3
Owner Occupied, mobile home	0.8%	5.6%	14
Owner Occupied, boat, RV, other	0.0%	0.1%	25
Renter Occupied, single detached	3.6%	8.0%	45
Renter Occupied, single attached	0.6%	2.0%	31
Renter Occupied, 2 units	0.5%	3.1%	17
Renter Occupied, 3-4 units	0.5%	4.0%	11
Renter Occupied, 5-9 units	0.5%	4.1%	11
Renter Occupied, 10-19 units	0.3%	3.5%	10
Renter Occupied, 20-49 units	0.2%	2.9%	7
Renter Occupied, 50+ units	0.2%	4.5%	4
Renter Occupied, mobile home	0.2%	1.5%	14
Renter Occupied, boat, RV, other	0.0%	0.0%	18

Housing Vintage (Year Built)

1999 to March 2000	3.5%	2.4%	148
1995 to 1998	11.5%	7.3%	157
1990 to 1994	15.3%	7.3%	209
1980 to 1989	28.9%	15.8%	183
1970 to 1979	21.5%	18.5%	116
1960 to 1969	8.7%	13.7%	63
1950 to 1959	4.8%	12.7%	38
1940 to 1949	1.8%	7.3%	25
1939 or earlier	4.0%	15.0%	27
Median Year Structure Built	1981	1966	123

Cluster 6: Balancing Act

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.0%	0.4%	4
\$10,000 to \$14,999	0.0%	0.4%	5
\$15,000 to \$19,999	0.0%	0.5%	4
\$20,000 to \$24,999	0.0%	0.7%	3
\$25,000 to \$29,999	0.0%	0.9%	2
\$30,000 to \$34,999	0.0%	1.1%	3
\$35,000 to \$39,999	0.0%	1.4%	2
\$40,000 to \$49,999	0.1%	3.2%	2
\$50,000 to \$59,999	0.1%	4.0%	3
\$60,000 to \$69,999	0.2%	5.0%	5
\$70,000 to \$79,999	0.5%	5.8%	9
\$80,000 to \$89,999	1.2%	6.8%	17
\$90,000 to \$99,999	2.0%	6.4%	31
\$100,000 to \$124,999	7.5%	11.5%	65
\$125,000 to \$149,999	13.2%	11.6%	114
\$150,000 to \$174,999	15.5%	10.0%	156
\$175,000 to \$199,999	15.3%	7.1%	215
\$200,000 to \$249,999	19.2%	7.6%	252
\$250,000 to \$299,999	11.7%	5.0%	235
\$300,000 to \$399,999	8.9%	4.8%	184
\$400,000 to \$499,999	2.9%	2.4%	121
\$500,000 to \$749,999	1.3%	2.0%	64
\$750,000 to \$999,999	0.2%	0.7%	36
\$1,000,000 or more	0.1%	0.6%	25
Median Home Value	\$ 205,768	\$161,077	128

Educational Attainment

No schooling completed	0.3%	1.4%	20
Nursery to 4th grade	0.1%	0.8%	17
5th and 6th grade	0.3%	1.9%	16
7th and 8th grade	0.9%	3.4%	26
9th grade	0.6%	2.4%	26
10th grade	1.0%	3.0%	33
11th grade	0.9%	2.8%	32
12th grade, no diploma	1.6%	3.7%	44
High school graduate (includes equivalency)	21.1%	28.6%	74
Some college, less than 1 year	7.4%	7.1%	104
Some college, 1 or more years, no degree	15.5%	14.0%	110
Associate degree	8.4%	6.3%	133
Bachelor's degree	27.7%	15.6%	177
Master's degree	10.5%	5.9%	177
Professional school degree	2.5%	2.0%	124
Doctorate degree	1.2%	1.0%	126

Cluster 6: Balancing Act

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	75.0%	60.5%	124
Blue Collar	25.0%	39.5%	63
Managerial and Professional	47.3%	33.8%	140
Managerial	21.0%	13.5%	155
Professional	26.3%	20.2%	130
Service Occupation	9.7%	14.8%	66
Health Care Support Occupations	1.0%	2.0%	52
Protective Services	1.9%	2.0%	96
Food Preparation and Serving	3.0%	4.8%	63
Building and Grounds, Cleaning, Maintenance	1.4%	3.3%	43
Personal Care Services	2.4%	2.8%	85
Sales and Office Occupations	27.7%	26.7%	104
Sales and Related Occupations	13.1%	11.3%	116
Office and Administrative Support	14.6%	15.4%	95
Farming, Fishing, Forestry	0.2%	0.7%	22
Construction, Extraction, Maintenance, and Repair	7.0%	9.5%	75
Construction and Extraction	3.9%	5.5%	70
Maintenance and Repair Occupations	3.2%	3.9%	80
Production, Transportation, Material Moving	8.1%	14.6%	55
Production Occupations	4.5%	8.4%	53
Transportation and Material Moving	3.6%	6.1%	58