

Cluster 68

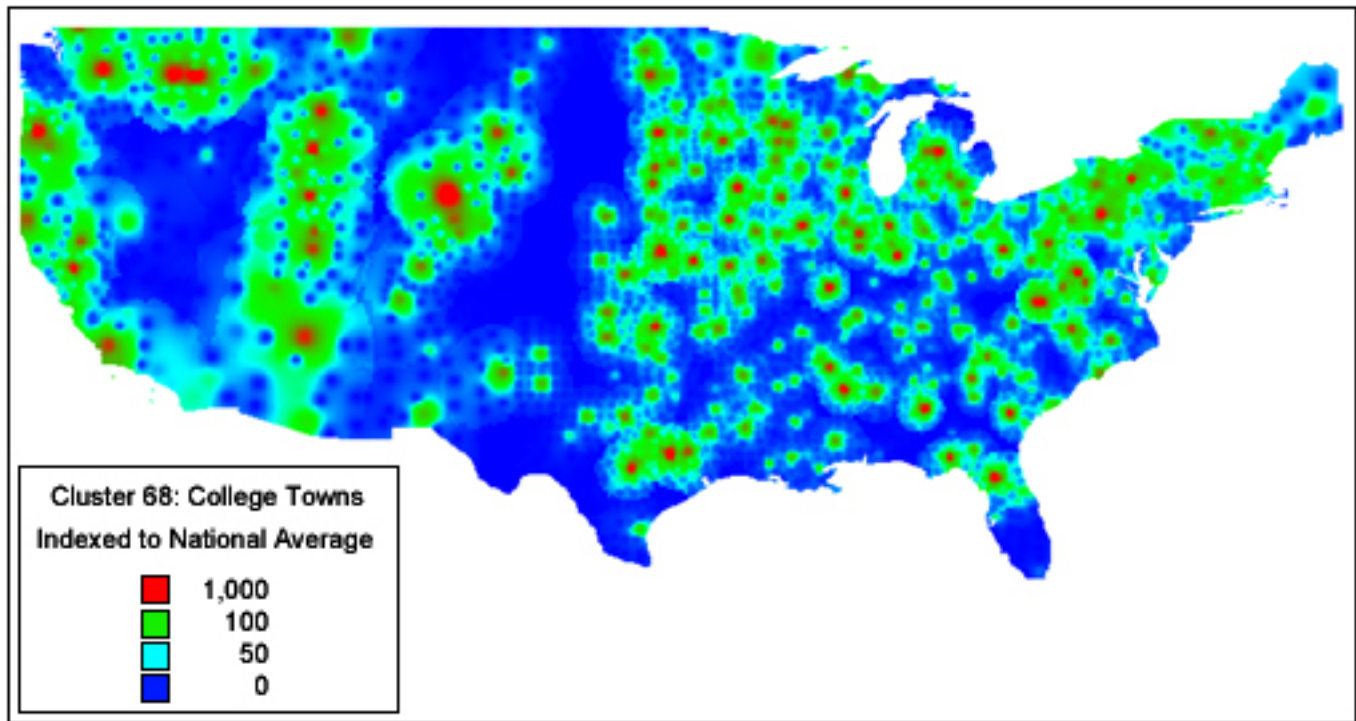
College Towns



Cluster Highlights	
	Cluster Relative
Population	1.3%
Households	1.0%
Household Population	0.8%
Group Quarters Population	18.9%
Median Household Income	59
Mean Household Income	62
Per Capita Income	49
Vehicle Preferences	SUBARU IMPREZA HONDA CIVIC MINI COOPER

Indexing highest on college dormitories, this cluster captures students on and off campus. Incomes are generally lower than the household average but discretionary spending is higher than expected. Dormitory neighborhoods also contain a mix of households (not typically the professors and college administrators, see The Professoriat) but others involved in education and its supportive industries. Median household income \$23,700.

Cluster Distribution



Population and Households

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Population	3,756,878	289,575,713	1.3%
Households	1,104,492	109,038,334	1.0%
Household Population	2,389,149	282,356,192	0.8%
Group Quarters Population	1,367,729	7,219,521	18.9%

Settlement Context

High Density Urban	0.9%	2.6%	34
Urban	5.6%	3.5%	158
High Density Suburban	12.0%	11.3%	106
Suburban	27.4%	21.3%	128
Low Density Suburban	23.5%	13.3%	177
Low Density Exurban	27.7%	25.4%	109
Rural	3.0%	22.4%	13

Income

Median Household Income	\$ 31,917	\$ 53,935	59
Mean Household Income	\$ 40,723	\$ 65,258	62
Per Capita Income	\$ 12,013	\$ 24,752	49
Under \$10,000	19.4%	7.6%	256
\$10,000-\$14,999	10.9%	6.3%	173
\$15,000-\$19,999	9.9%	6.1%	162
\$20,000-\$24,999	8.6%	6.2%	139
\$25,000-\$29,999	6.9%	5.5%	124
\$30,000-\$34,999	6.0%	5.7%	106
\$35,000-\$39,999	4.9%	5.0%	97
\$40,000-\$44,999	4.4%	5.3%	84
\$45,000-\$49,999	3.8%	5.1%	74
\$50,000-\$59,999	6.0%	9.0%	66
\$60,000-\$74,999	6.1%	10.9%	56
\$75,000-\$99,999	6.5%	12.8%	51
\$100,000-\$124,999	2.7%	5.6%	48
\$125,000-\$149,999	1.6%	3.6%	46
\$150,000-\$199,999	1.1%	2.4%	46
\$200,000 and over	1.3%	3.0%	42
\$200,000-\$249,999	0.3%	0.8%	38
\$250,000-\$499,999	0.9%	2.0%	44
\$500,000 and over	0.0%	0.1%	41

Age of Householder

15 to 24 years	40.9%	5.4%	757
25 to 34 years	22.8%	18.0%	127
35 to 44 years	11.7%	23.0%	51
45 to 54 years	9.4%	20.0%	47
55 to 64 years	5.5%	13.3%	41
65 to 74 years	4.4%	10.6%	42
75 years and older	5.3%	9.7%	54

Race / Hispanic Origin

	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
American Indian / Alaska Native (alone)	0.6%	0.9%	69
Asian / Hawaiian / Other Pacific Islander (alone)	7.4%	3.7%	199
Black or African American (alone)	10.8%	12.1%	89
Some Other Race (includes two or more races)	5.6%	8.2%	68
White (alone)	75.6%	75.1%	101
Hispanic Origin	6.6%	13.3%	50

Marital Status

Males, aged 15+	100.0%	100.0%	100
Males, Never Married	68.0%	30.0%	227
Males, Currently Married	27.2%	58.9%	46
Males, Married, spouse present	14.5%	53.4%	27
Males, Married, spouse absent	12.7%	5.5%	230
Males, spouse absent, separated	1.0%	1.8%	56
Males, spouse absent, other reasons	11.7%	3.7%	316
Males, Widowed	1.2%	2.5%	48
Males, Divorced	3.6%	8.6%	42
Females, aged 15+	100.0%	100.0%	100
Females, Never Married	65.6%	23.9%	275
Females, Currently Married	25.9%	54.9%	47
Females, Married, spouse present	13.7%	49.9%	28
Females, Married, spouse absent	12.2%	5.0%	242
Females, spouse absent, separated	1.2%	2.4%	50
Females, spouse absent, other reasons	11.0%	2.6%	422
Females, Widowed	4.0%	10.4%	39
Females, Divorced	4.5%	10.8%	42

Household Composition

One person households	37.7%	25.8%	146
One person, male householder	19.3%	11.2%	172
One person, female householder	18.4%	14.6%	126
Two or More Person Households	62.3%	74.2%	84
Family Households	31.8%	68.1%	47
Married Couple Family Households	21.4%	51.7%	42
Married Couple with Children Under 18	8.7%	23.5%	37
Married Couple without Children Under 18	12.7%	28.1%	45
Other Family Households	10.4%	16.4%	63
Other Family, male householder	2.9%	4.2%	70
Other Family, male HH with Children Under 18	1.0%	2.1%	48
Other Family, male HH without Children Under 18	1.9%	2.1%	92
Other Family, female householder	7.5%	12.2%	61
Other Family, female HH with Children Under 18	4.4%	7.2%	61
Other Family, female HH without Children Under 18	3.1%	5.1%	61
Non-Family Households	30.5%	6.1%	498
Non-Family, male householder	16.1%	3.6%	450
Non-Family, female householder	14.4%	2.5%	565

<u>Household Size</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
One person	37.3%	25.6%	146
Two persons	33.4%	32.9%	101
Three persons	14.4%	16.9%	85
Four persons	9.7%	14.1%	69
Five persons	3.1%	6.4%	48
Six persons	1.3%	2.5%	55
Seven or more persons	0.8%	1.7%	46
Average Household Size	2.23	2.66	84

Housing Tenure by Units in Structure

Owner Occupied	21.9%	66.5%	33
Renter Occupied	78.1%	33.5%	233
Owner Occupied, single detached	16.6%	53.6%	31
Owner Occupied, single attached	1.6%	3.6%	44
Owner Occupied, 2 units	0.8%	1.1%	74
Owner Occupied, 3-4 units	0.5%	0.6%	76
Owner Occupied, 5-9 units	0.4%	0.5%	80
Owner Occupied, 10-19 units	0.3%	0.4%	90
Owner Occupied, 20-49 units	0.3%	0.4%	73
Owner Occupied, 50+ units	0.3%	0.7%	47
Owner Occupied, mobile home	1.1%	5.6%	20
Owner Occupied, boat, RV, other	0.0%	0.1%	31
Renter Occupied, single detached	7.8%	8.0%	97
Renter Occupied, single attached	2.8%	2.0%	141
Renter Occupied, 2 units	6.2%	3.1%	202
Renter Occupied, 3-4 units	10.4%	4.0%	262
Renter Occupied, 5-9 units	12.5%	4.1%	308
Renter Occupied, 10-19 units	13.8%	3.5%	391
Renter Occupied, 20-49 units	10.6%	2.9%	372
Renter Occupied, 50+ units	13.3%	4.5%	294
Renter Occupied, mobile home	0.7%	1.5%	47
Renter Occupied, boat, RV, other	0.0%	0.0%	101

Housing Vintage (Year Built)

1999 to March 2000	1.7%	2.4%	72
1995 to 1998	6.3%	7.3%	87
1990 to 1994	6.1%	7.3%	84
1980 to 1989	14.6%	15.8%	92
1970 to 1979	19.9%	18.5%	107
1960 to 1969	14.0%	13.7%	102
1950 to 1959	10.6%	12.7%	83
1940 to 1949	6.9%	7.3%	95
1939 or earlier	19.9%	15.0%	133
Median Year Structure Built	1961	1966	94

<u>Home Value</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
Less than \$10,000	0.2%	0.4%	59
\$10,000 to \$14,999	0.3%	0.4%	79
\$15,000 to \$19,999	0.3%	0.5%	55
\$20,000 to \$24,999	0.6%	0.7%	80
\$25,000 to \$29,999	0.8%	0.9%	86
\$30,000 to \$34,999	0.9%	1.1%	82
\$35,000 to \$39,999	1.3%	1.4%	92
\$40,000 to \$49,999	3.1%	3.2%	98
\$50,000 to \$59,999	4.4%	4.0%	109
\$60,000 to \$69,999	5.8%	5.0%	116
\$70,000 to \$79,999	6.7%	5.8%	115
\$80,000 to \$89,999	8.0%	6.8%	117
\$90,000 to \$99,999	7.0%	6.4%	110
\$100,000 to \$124,999	12.2%	11.5%	107
\$125,000 to \$149,999	11.0%	11.6%	94
\$150,000 to \$174,999	9.6%	10.0%	96
\$175,000 to \$199,999	6.9%	7.1%	97
\$200,000 to \$249,999	7.0%	7.6%	91
\$250,000 to \$299,999	4.8%	5.0%	97
\$300,000 to \$399,999	4.4%	4.8%	92
\$400,000 to \$499,999	2.0%	2.4%	82
\$500,000 to \$749,999	1.5%	2.0%	76
\$750,000 to \$999,999	0.5%	0.7%	77
\$1,000,000 or more	0.6%	0.6%	107
Median Home Value	\$ 117,974	\$ 161,077	73

Educational Attainment

No schooling completed	1.1%	1.4%	76
Nursery to 4th grade	0.4%	0.8%	59
5th and 6th grade	1.1%	1.9%	61
7th and 8th grade	2.3%	3.4%	68
9th grade	1.5%	2.4%	62
10th grade	2.0%	3.0%	67
11th grade	1.9%	2.8%	66
12th grade, no diploma	2.4%	3.7%	66
High school graduate (includes equivalency)	17.1%	28.6%	60
Some college, less than 1 year	4.6%	7.1%	65
Some college, 1 or more years, no degree	14.4%	14.0%	102
Associate degree	5.7%	6.3%	89
Bachelor's degree	24.2%	15.6%	154
Master's degree	13.3%	5.9%	224
Professional school degree	3.1%	2.0%	158
Doctorate degree	4.9%	1.0%	507

Cluster 68: College Towns

<u>Occupation</u>	<u>Cluster</u>	<u>USA</u>	<u>Cluster Relative</u>
White Collar	66.9%	60.5%	111
Blue Collar	33.1%	39.5%	84
Managerial and Professional	36.4%	33.8%	108
Managerial	7.8%	13.5%	58
Professional	28.6%	20.2%	142
Service Occupation	21.6%	14.8%	146
Health Care Support Occupations	1.6%	2.0%	80
Protective Services	1.8%	2.0%	92
Food Preparation and Serving	10.8%	4.8%	226
Building and Grounds, Cleaning, Maintenance	2.8%	3.3%	84
Personal Care Services	4.6%	2.8%	165
Sales and Office Occupations	30.5%	26.7%	114
Sales and Related Occupations	11.9%	11.3%	106
Office and Administrative Support	18.5%	15.4%	120
Farming, Fishing, Forestry	0.4%	0.7%	59
Construction, Extraction, Maintenance, and Repair	3.9%	9.5%	42
Construction and Extraction	2.3%	5.5%	42
Maintenance and Repair Occupations	1.6%	3.9%	41
Production, Transportation, Material Moving	7.1%	14.6%	49
Production Occupations	3.6%	8.4%	43
Transportation and Material Moving	3.5%	6.1%	57