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Subject: Using the American Community Survey to Validate and Enhance Population Segmentation for the Census 2010 Integrated Communications Campaign

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Attached is the C2PO 2010 Census Integrated Communications Research about Using the American Community Survey to Validate and Enhance Population Segmentation for the Census 2010 Integrated Communications Campaign.

The purpose of this research is to determine whether the segmentation framework based on Census 2000 data is applicable to the communications campaign. To assist in the development of the 2010 communications campaign, the Census Bureau conducted research to segment the population into homogeneous groups based on indicators related to census mail-back behavior in Census 2000. This research identified eight clusters that are described in detail in this report.

Attachment

Using the American Community Survey to Validate and Enhance Population Segmentation for the Census 2010 Integrated Communications Campaign[1]

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Introduction

Mail response rates to the decennial census declined from 78 percent in 1970 to 75% in 1980, to only 65% in 1990. In response to this steep decline in participation rates, the Census Bureau used an extensive paid advertising program to increase awareness and boost mail response rates for Census 2000 (Edwards and Wilson, 2004).[3] In order to determine media allocations and tailor messaging for the 2000 campaign, the population was segmented into three groups based on their likelihood of participating in the Census. Estimates of people's likelihood of responding to the 2000 Census were based on a proxy measure – number of civic activities they engaged in – rather than previous census participation or behavior (Wolter, et. al, 2002).[4] A paid media program will also be utilized to increase awareness and promote response for the 2010 Census. To aid in the development of the 2010 communications campaign, the Census Bureau conducted research to segment the population into relatively homogeneous groups based on indicators closely related to census mail-back behavior in 2000 (Bates and Mulry, 2007). This research identified eight such groups, or clusters, that are described in more detail in the next section of this paper.

The segmentation research was conducted with 2000 Census data. Since 2000, the United States has continued to experience significant demographic change in many areas across the country. The purpose of the research described in this report was to assess whether the segmentation framework based on 2000 data would still be applicable for a communications campaign in 2009 and 2010. This report summarizes the stability of cluster characteristics between 2000 and 2006, and utilizes additional data from the American Community Survey to enhance cluster profiles, explore cluster differences in mode and timing of response, and examine race and ethnic differences in cluster characteristics and response patterns.

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[1] This report is released to inform interested parties of research and to encourage discussion. The views expressed are the authors' and not necessarily those of the U.S. Census Bureau.
[2] This author has Special Sworn Status at the U.S. Census Bureau and conducted these analyses as a sub-contractor to DraftFCB.
[3] The Census Bureau also implemented an enhanced partnership program as well as promotions and special events, and a Census in the Schools program to increase participation in the 2000 census.
[4] Civic behaviors included such activities as voting in elections, participating in a local school board, and attending meetings or events at service, civic, or religious organizations, or school, neighborhood, or community association groups.

Segmentation Framework for the 2010 Communications Program

To develop this framework, the Census Bureau conducted cluster analysis to segment the population based on characteristics identified in previous research to be highly correlated with mail response and return rates (Bruce and Robinson, 2003; Stackhouse and Brady, 2003a; Stackhouse and Brady, 2003b; Word, 1997). Using tract-level data from the 2000 census, Bates and Mulry (2007) defined eight distinct clusters with unique demographic, socioeconomic, and housing characteristics, as well as varying levels of mail return rates. The names and typical characteristics of these eight clusters are briefly described below (Bates, 2008):

- *All Around Average I (homeowner skewed)* – Average poverty, education, mobility and education; 75% homeowners; cluster with largest percent rural tracts; 80% White. Census 2000 mail response=66%. Comprises 35% of occupied housing units.

- *All Around Average II (renter skewed)* – Average poverty, education, mobility and education; skews renters in multi-units; urban; 69% White. Census 2000 mail response=66%. Comprises 16% of occupied housing units.

- *Economically Disadvantaged I (homeowner skewed)* – High poverty, public assistance, unemployment; 50% homeowners, skews female-headed households; central cities and rural; 49% Black, 37% White. Census 2000 mail response=55%. Comprises 6% of occupied housing units.

- *Economically Disadvantaged II (renter skewed)* – High poverty, public assistance, unemployment; renters in multi-units, non-spousal female-headed households; very urban; 59% Black. Census 2000 mail response rate=48%. Comprises 3% of occupied housing units.

- *Ethnic Enclave I (homeowner skewed)* – Crowded housing; high poverty, low education, mostly spousal households, high number of children, linguistic isolation; 61% Hispanic. Census 2000 mail response rate=60%. Comprises 3% of occupied housing units.

- *Ethnic Enclave II (renter skewed)* – Crowded housing; high poverty, low education; linguistic isolation, urban, 59% Hispanic; 11% Asian. Census 2000 mail response rate=57%. Comprises 3% of occupied housing units.

- *Single Unattached Mobiles* – skews non-spousal renters in multi-units with high mobility. Above average education. Racially diverse; urban. Census 2000 mail response rate=59%. Comprises 8% of occupied housing units.

- *Advantaged Homeowners* – mostly single family homeowners containing married couples; low mobility; suburban; 85% White. Census 2000 mail response=75%. Comprises 26% of occupied housing units.

This segmentation framework assigns every census tract in the U.S. to one of these eight clusters.[5] However, there are two potential issues in designing a communications campaign for 2010 using cluster assignments and profiles based on 2000 data. First, if substantial changes in population composition have occurred within many tracts since 2000, then the demographic profile of the clusters may have changed. Second, cluster mail return rates based on Census 2000 reflect the effects of the paid advertising campaign in 2000, as well as partnership and outreach programs.[6] In order to design an effective and efficient communication campaign for 2010, it is necessary to know what the mailback propensity of each cluster would be *in the absence* of such advertising and outreach efforts. A relatively new survey from the Census Bureau called the American Community Survey (ACS) provides information that facilitates evaluation of both of these issues. This report summarizes findings from ACS analyses pertaining to these issues and describes briefly how these findings were incorporated in the 2010 Census Integrated Communications Campaign Plan.

It is important to note that, although not described in this report, the cluster profiles have been further enhanced with the addition of media usage information (U.S. Census Bureau, 2008) and attitudinal information (Macro, 2009). The 2010 Census Integrated Communications Campaign Plan (ICP) (U.S. Census Bureau, 2008) provides detailed information on how DraftFCB, the primary contractor for the paid advertising campaign, and its' sub-contractors (specialized marketing agencies for race and ethnic audiences and outreach programs) analyzed Cluster profiles, Census response likelihood, media usage, and insight into census participation barriers and motivators in the design and implementation of the 2010 Campaign..

Overview of the American Community Survey

The ACS is a nationwide, continuous survey designed to provide communities with reliable and timely demographic housing, social, and economic data every year. The ACS will replace the decennial census long form in 2010 and thereafter by collecting long-form-type information throughout the decade. The ACS samples approximately 3 million addresses each year, resulting in nearly 2 million completed interviews. The annual ACS sample is smaller than that of the Census 2000 long-form sample, which included about 18 million housing units. As a result, the ACS needs to combine data from multiple years to provide reliable estimates for geographic areas that have less than 65,000 people. For example, the first tract-level data from the ACS will require data from the 2005 through 2009 surveys, and will not be available until the latter part of 2010. Therefore, it is not possible to use the ACS to compare the characteristics of individual census tracts in 2006 with those in 2000. However, the ACS can be used at

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[5] A small number of tracts (2476) were unclassified because they had fewer than 100 housing units, or a population size less than 250, or 50 percent or more of the population living in Group Quarters, or a vacancy rate of 35 percent or more.

[6] Evaluation studies indicate that the Census 2000 partnership and marking program increased awareness of Census 2000 and intention to participate, but could not be directly linked to actual mail return behavior. See Edwards and Wilson, 2004 for a detailed description of findings from these evaluation studies.

the national level to assess the consistency of cluster characteristics between 2000 and 2006.

Using the Census Bureau's internal, ACS microdata files for 2005 and 2006, we assign each ACS respondent to a cluster based on their census tract of residence. That is, ACS respondents are assigned the Census 2000-based cluster code of the census tract in which they reside. The individual and household characteristics of ACS reference persons are then rolled up to the national level by cluster to create detailed ACS-based profiles[7] of each cluster for comparison with Census-2000-based profiles. These comparisons not only provide an assessment of the stability of cluster characteristics across the time period from 2000 to 2006, but also a profile of household versus total population characteristics by cluster.

Validating Cluster Profiles with ACS Data

As shown in Table 1 below, the overall distribution of households by cluster did not change substantially between 2000 and 2006.

Table 1. Percent Distribution of Households by Cluster:
2000 Census and 2006 ACS

Cluster Name	2000 Census	2006 ACS
All Around Average I	35.3%	35.3%
All Around Average II	16.0%	15.5%
Economically Disadvantaged I	6.4%	5.8%
Economically Disadvantaged II	2.9%	2.6%
Ethnic Enclave I	3.3%	3.3%
Ethnic Enclave II	2.4%	2.3%
Single Unattached Mobiles	7.7%	7.2%
Advantaged Homeowners	25.9%	27.9%

In addition, the 2006 cluster distribution of householders within major race and ethnic groups was very similar to the distribution of the total population within these same race/ethnic groups in 2000 (see Table 2).[8] However, there are differences among Hispanics in the shares in the Ethnic Enclave I and II clusters. For example, only 18 percent of Hispanic householders were in Ethnic Enclave I in 2006 compared with 22 percent of the total Hispanic population in 2000. This may not represent a shift of Hispanics away from these clusters over the period from 2000 to 2006, but rather may be

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[7] All ACS estimates contained in this report are for planning purposes of the 2010 Census Integrated Communication Campaign and are not official Census Bureau estimates. All ACS estimates cited in this report were approved for release by the Disclosure Review Board of the U.S. Census Bureau.
[8] The profiles for 2000 are based on the Enhanced Planning Database which does not contain tract-level data on householders by race and ethnicity. Therefore, the bottom panel of Table 2 provides the distribution of the total population by race and ethnicity across the eight clusters.

due to the larger average household size in these clusters. Table 4 shows that almost one fourth of households in the Ethnic Enclave I cluster have 5 or more persons. Therefore, the percent of householders in this cluster will be lower than the percent of the total population in this cluster.

Bruce and Robinson (2003) have identified 12 variables which have a strong correlation with mail return rates. These include percent of housing units that are rented, percent of housing units that are not single-family, percent of households that are crowded (having 1.5 or more persons per room), percent of people living in poverty, percent of households receiving public assistance, percent of persons who are unemployed, percent of households not containing a married couple, percent of households that are linguistically isolated, percent of people age 25+ who are not High School graduates, percent of households that moved within the last year, percent of housing units without a telephone, and percent of housing units that are vacant. They used these variables to construct a "Hard-to-Count" (HTC) score for each census tract based on Census 2000 data. Their research shows that this HTC score is highly correlated with Census 2000 mail return rates. The top panel in Table 3 provides a comparison between 2006 ACS and 2000 Census estimates of HTC characteristics that are comparable.[9] The estimates from the 2000 Census come from Bates and Mulry (2007).

In general, the cluster profiles in 2000 and 2006 are very similar. There are several variables where the overall level is higher or lower in the ACS compared to the 2000 Census, but the rank order among the clusters is either identical or almost the same. For example, the percent of housing units that are rented is lower in 2006 in every cluster, but the rank order of clusters from highest to lowest in terms of percent renting is identical (see Figure 1). This pattern makes sense in the context of increasing rates of homeownership across this time period. Similarly, the share unemployed is also slightly lower in 2006 than in 2000. On the other hand, the share of linguistically isolated households is higher in every cluster in 2006, which makes sense in the context of sustained levels of high immigration across these years (see Figure 2). For several other characteristics, such as percent of households receiving public assistance and percent not containing a married couple, there are differences of 4 to 6 percent among two or three of the clusters, while the shares among the remainder are very similar (see Figure 3). The share of housing units without a landline telephone is also higher in every cluster in 2006, reflecting the increase in cell-phone-only households across this time period.

The bottom panel in Table 3 provides comparisons of several additional cluster characteristics examined in Bates and Mulry (2007). Average household size and the percent urban and rural in 2006 are very similar to those in 2000 across the majority of clusters. The racial and ethnic composition of the clusters in 2006 varies somewhat from

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[9] Previous research comparing ACS and Census 2000 data has found consistent differences in several variables due to a variety of operational differences between these two surveys. Variables that are different include several HTC characteristics such as percent of reference persons who moved into the housing unit in the last year, and the percent of housing units that are crowded (see U.S. Census Bureau, 2004). Therefore, comparisons of these variables are not included here. Also because the ACS data are at the household rather than the census tract level, there is no variable comparable to the HTC variable "percent of housing units that are vacant".

2000. However, these differences may be due to the fact that the ACS data reported here are only for reference persons or householders, while the 2000 Census data reported in Bates and Mulry (2007) are for the total population. On balance then, these detailed comparisons indicate that cluster characteristics in 2006 are similar enough to those in 2000 that it is reasonable to use the 2000-based segmentation framework for the Integrated Communications Campaign in 2009 and 2010.[10]

Enhancing Cluster Profiles with ACS Data

The 2006 ACS contains a number of important social, demographic, and economic characteristics that are not available in the Census 2000 Enhanced Planning Database. Table 4 provides cluster profiles for householder age, percent foreign-born, household type, household language, and median household income. As described below, these additional cluster characteristics further inform the segmentation framework and are helping to guide the cluster prioritization and strategy in the overall ICP plan.

The first panel in Table 4 shows the age distribution of reference persons or householders by cluster.[11] The Single, Unattached Mobile cluster has the youngest age distribution with 36 percent of householders less than 35 years old compared to only 15 percent of Advantaged Homeowners. However, more than one-fourth (27%) of Single/Mobile householders are also age 55 or older. This age profile information, along with the household structure and marital status cluster profiles in Table 4, led to a name change for this cluster from "Young, Single, Mobile" to "Single, Unattached, Mobile". The All Around Average I and Advantaged Homeowners clusters have the oldest age distribution with about 40 percent of householders falling in the age group 55 and older. Cluster age profiles are important because previous evaluations have shown that Census 2000 mail response and return rates were lowest among the younger age groups and highest among householders age 65 and older (Stackhouse and Brady, 2003a and 2003b).

The next three variables in Table 4 provide a more detailed picture of household composition by cluster. Almost two-thirds (65%) of Advantaged Homeowner households contain a married couple, while this share drops to only one-fifth among Economically Disadvantaged II households. Similarly, female-headed households make up one-fifth or more of households in the Economically Disadvantaged I and II and Ethnic Enclave I and II clusters. The share of one-person households is highest in the Single/Mobile and Economically Disadvantaged II clusters, while one-fifth or more of households in the Ethnic Enclave I and II clusters contain five or more persons. This is important information because previous research has shown that both household composition (Word, 1997; Bruce and Robinson, 2003) and household size are related to

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[10] Note that this research was completed in the first quarter of 2008 prior to the release of the 2007 ACS data. Although not shown in this report, all of these comparisons were repeated with the 2007 ACS data once it was available in the fall of 2008. These analyses with 2007 ACS data also confirmed the overall stability of core cluster characteristics.

[11] The reference person or householder is the person or one of the persons in whose name the housing unit is owned or rented.

mail response and return rates. Both one-person and five or more-person households had lower mail response and return rates in 2000 than two- to-four-person households (Stackhouse and Brady, 2003a and 2003b).

The next three variables in Table 4 (Percent Foreign-Born, English Ability, and Household Language) help to identify which clusters will likely be most affected by immigration concerns and which will be in most need of in-language outreach and advertising materials. The highest shares of foreign-born householders are found in the Ethnic Enclave I and II clusters (43% and 62% respectively). Nearly 40 percent of the Ethnic Enclave II householders and more than one-fourth of the Ethnic Enclave I householders are not citizens, indicating that illegal immigrants are more likely to be located in these two clusters. As a result, fears about deportation and reluctance to participate in the Census may be higher in these two clusters and both need to be addressed in the communications campaign. More than half of the householders in Ethnic Enclave I and II indicate that they speak Spanish or another language at home. About one-third of Single/Mobile and Economically Disadvantaged II householders also speak a language other than English at home. In addition, of those who speak a language other than English at home, 47 percent of Ethnic Enclave II householders and 40 percent of Ethnic Enclave I householders indicate that they either do not speak English well or do not speak it at all. These cluster profiles are helping to inform plans for in-language and in-culture materials and media in the overall integrated communications campaign.

The distribution of householder education and median household income provide additional information about the socioeconomic status of each of the clusters. With respect to education, Ethnic Enclave I and II stand out with about 40 percent of householders reporting they have completed less than a High School education. Conversely, Single/Mobile and Advantaged Homeowners stand out with nearly half of householders reporting a college degree or higher. Median household income is highest at $69,000 among Advantaged Homeowners and drops to a low of only $22,000 in the Economically Disadvantaged II cluster.[12] These cluster characteristics are also important because measures of socioeconomic status have been correlated with mail return rates in previous censuses (Bruce and Robinson, 2003).

The ACS uses three different response modes to collect data from housing units: mail, Computer-assisted Telephone Interviewing (CATI), and Computer-assisted Personal Interviewing (CAPI). The last panel in Table 4 shows the overall distribution of response mode by cluster. The share of households responding by mail varies across the clusters and follows a pattern similar to that for the 2000 Census. While information from two-thirds of the Advantaged Homeowners was collected by mail, information from about three-fifths of the Economically Disadvantaged II and Ethnic Enclave II households was collected by CAPI. Because not all sampled ACS housing units have mailable addresses, in the next section we explore the level and timing of mail response by cluster for just mail-eligible households.

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[12] Median household income is rounded to thousands per Disclosure Review Board requirements.

Cluster Differences in Mode and Timing of Response

In the ACS, all mail-eligible households who have not returned their questionnaire within three weeks are sent a replacement questionnaire. For the first time in the decennial Census, the Census Bureau will use replacement questionnaires for the 2010 Census. Although the methodology will differ somewhat from the ACS in that replacement questionnaires will not be sent to all non-responding households, examination of mode and timing of response by cluster in the ACS still provides valuable information for the Census 2010 ICP.[13]   Following the reminder postcard, the replacement form provides an opportunity to capture information from a significant share of additional households by mail prior to the start of Non-response Follow-Up (NRFU). Of course, higher mail response rates reduce the NRFU workload and overall costs of the Census.

Because the ACS sends a replacement questionnaire to all non-responding mail-eligible households, previous Census Bureau research has been able to examine the characteristics of respondents by both mode and timing of response (Joshipura, 2008). The likelihood of responding to the ACS by mail is associated with the same demographic and socioeconomic characteristics as the likelihood of responding to previous censuses by mail. Specifically, ACS mail respondents are disproportionately non-Hispanic Whites, who are older, own their homes, live in a spousal household, and have completed more than a high school education. Conversely, CATI and CAPI respondents tend to be non-White, Hispanic, non-citizens, who are younger, rent their homes, live below the poverty threshold, have less than a high school education, and live in linguistically isolated households.

Joshipura (2008) also classified ACS respondents who returned their questionnaire before the replacement form was mailed as "Early Mail" responders, while those who returned it after this date were classified as "Late Mail" responders. About 35 percent of all 2005 ACS respondents fell in the Early Mail category, while only 26 percent were classified as Late Mail responders. Among those ACS households who did respond by mail, the share responding early was higher than the share responding late, and was also similar among many of the demographic and socioeconomic sub-groups. For example, 61 percent of single-person households returned their form early compared to 58 percent of spousal households. However, there were higher shares returning their forms late rather than early among linguistically isolated households, non-citizens, Blacks, and Hispanics.

Since the eight clusters are the foundation of the 2010 communications campaign, we need to extend Joshipura's (2008) work to examine how mode and timing of response vary by cluster as well as by race and ethnicity within clusters. Following Joshipura's (2008) methodology, we select mail-eligible households from the 2006 ACS and classify

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[13] In high response areas, no replacement forms will be mailed, while in areas with medium response rates, households that did not mail back the first Census form by a specified date will be sent a replacement questionnaire. In low response areas, all households will be sent a replacement questionnaire, regardless of whether they have already returned the first Census questionnaire.

mail returns as "late" if they were received after the date the replacement form was mailed, and as "early" otherwise.

Table 5 and Figure 4 highlight cluster mail response modes by race and ethnicity in the 2006 ACS. Among all mail-eligible households, the share responding by mail across the clusters displays a pattern very similar to that for Census 2000. The propensity to respond by mail is highest among Advantaged Homeowners and All Around Average I, and lowest among Ethnic Enclave II and Economically Disadvantaged II. Similarly, the shares responding by mail are lower among Blacks and Hispanics in every cluster. However, it is important to note that ACS mail response rates among Asians, while not as high as non-Hispanic Whites, are considerably higher in every cluster than those of other minority groups (see Figure 4). Because the ACS questionnaire is similar to the Census 2000 "long-form" and the 2010 Census will use only a "short-form"questionnaire, these mail response propensities may be lower than what might be expected in 2010. Nonetheless, these ACS race and ethnic differences in propensity to respond by mail in every cluster underscored the importance of considering race and ethnicity in conjunction with the segmentation framework in the design and implementation of the ICP.

Table 6 and Figures 5 and 6 highlight early and late mail returns by cluster, and by race and ethnic groups within the clusters. Among households who were eligible to return their 2006 ACS form by mail, slightly more than half who returned their form by mail did so prior to the mailout of the replacement form in every cluster except Ethnic Enclave I & II. However, within each cluster, ACS results indicate that Asian, Hispanic, and Black households were more likely to return their forms late than early (see Figure 5). Only non-Hispanic Whites were more likely to return their questionnaires by mail early in every cluster (see Figure 6). However, even among non-Hispanic White households, between one-fifth and almost one-third returned their form late. These results suggest that consideration should be given towards urging Asian, Hispanic and Black households to return their forms by mail promptly, even within those clusters with higher mail return rates.

In light of the significant shares of households who mail back their ACS form late, it is possible that timely and highly targeted messaging and outreach efforts could be leveraged to improve mail back of the Census 2010 replacement questionnaire. For example, it may be possible to target replacement form messaging and outreach efforts specifically to those geographies with lower mail return rates as of April 6th.[14] The differential rates of early and late mail returns in the ACS suggest that such efforts may need to be specifically tailored for certain race and ethnic groups within particular clusters.

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[14] The replacement questionnaire is currently scheduled to be mailed by the United States Postal Office (USPS) during the first two weeks of April from 4/6/2010 through 4/15/2010.

Cluster Profiles for Race and Ethnic Groups

While the ICP is built around the eight clusters, these ACS analyses indicate the importance of taking race and ethnicity into account for further defining and designing individual plans for each major audience. In this section, we provide detailed profiles from the ACS to better understand the race and ethnic composition *within* clusters as well as how race and ethnic households are distributed *among* clusters. We also examine race and ethnic breakouts within each cluster to tease out the finer nuances. For example, what is the prevalence of linguistic isolation and foreign born among Asian householders in Ethnic Enclave II compared to those in Advantaged Homeowners? We integrate the insights from these findings with those from the two previous sections of this report to provide a more holistic picture of each of these major audience groups and to consider possible implications for the ICP. Although not discussed in this report, a detailed profile of Non-Hispanic White-headed households by cluster is provided in Table 13 to enable comparisons with the detailed profiles for the major race and ethnic groups described in detail below.

Black Audience

As shown in Table 2, the Black audience is represented in all eight clusters, but the majority of Black households lie in All Around Average I, Economically Disadvantaged I, All Around Average II, Advantaged Homeowner, and Economically Disadvantaged II, in that order. In terms of racial composition within the clusters (see Table 3), Economically Disadvantaged I & II have the highest concentrations of Black-headed households, at 45% and 48% respectively. In addition, 16% of all households in the Single Unattached Mobile cluster are also headed by Blacks.

Table 7 provides a detailed profile of Black-headed households by cluster. Nearly 40% of Black-headed households fall in the All Around Average I (26%) and Advantaged Homeowner (12%) clusters. However, the demographic and economic profile of Black households, as well as their mailback behavior, varies from the overall profile of these two clusters. Black-headed households in these clusters are less likely to contain married couples (35% versus the average of 52% for All Around Average I and 51% versus the average of 65% for Advantaged Homeowners), and more likely to contain female-headed families (28% versus cluster average of 12% for All Around Average I). Black householders skew younger in these two clusters, and are more likely to reside in the principal city of metropolitan/micropolitan areas. Although these two clusters had the highest overall mail return rates in Census 2000, ACS data indicate that Black-headed households in these clusters have much lower mail return rates than either non-Hispanic white or Asian-headed households (43% for Blacks versus 72% for non-Hispanic whites and 63% for Asians in All Around Average I). In addition, Black-headed households who did return the 2006 ACS form by mail were much more likely to return it late, that is, after the replacement form had been mailed. These results underscore the importance of reaching Black-headed households in these clusters and motivating them to return their forms promptly.

One-third of Black-headed households fall in Economically Disadvantaged I and II, and they comprise nearly half of all the households in these two clusters. Black-headed households in these clusters skew older, have fewer married couples, and more single-person households and female-headed families. Levels of education are lower, with less than 1 in 5 householders having a college degree or more, and more than one quarter who have not completed high school. More than half of the households in Economically Disadvantaged I and more than four-fifths in Economically Disadvantaged II are renters, and more than a third of Black households in both of these clusters are below the poverty line. These two clusters also have the lowest median incomes for Blacks among all the clusters at $22,000 and $20,000. In Census 2000, mail return rates were lowest in Economically Disadvantaged II, and were third lowest in Economically Disadvantaged I. However, mail return behavior in the ACS also shows that Black-headed households in the Economically Disadvantaged clusters have much lower mail return rates than do non-Hispanic white and Asian-headed households in these clusters. Only a third or less of the Black-headed households returned their 2006 ACS by mail compared to more than 40% of Asian and more than 50% of non-Hispanic White households. Reaching and motivating Black households in these clusters to participate in Census 2010 will be important for reducing differential undercount and improving overall accuracy of the census.

Asian Audience

The majority of Asian-headed households are located in the Advantaged Homeowners, All Around Average I and II, and Single/Unattached/Mobile clusters, in that order (see Table 2). Table 3 shows that within clusters, Asian-headed households comprise a sizeable portion of Ethnic Enclave II (about 12%) as well as the Single/Unattached/Mobile cluster (close to 8%).

A detailed profile of Asian-headed households by cluster is provided in Table 8. A majority of Asian-headed households are located within Metropolitan/Micropolitan Statistical Areas (MSAs), (97% average across the 8 clusters). This is a clear indication that Asian-headed households tend to be located in urban and suburban areas in key markets such as California, New York, Texas, and Hawaii. However, there are some areas outside MSAs with hard-to-enumerate Asian segments as well.

A majority of Asian householders speak a language other than English at home (81% average across all clusters and even higher, 89% and 92%, respectively) in the Ethnic clusters I and II. A large portion of Asian householders cannot speak English very well. (In Economically Disadvantaged I and II and Ethnic Enclaves I and II at least one-third of Asian householders are characterized as "not speaking English well" or "not speaking English at all"). Consequently, the highest percentages of Asian householders that are linguistically isolated are located in these four clusters – on average 39% are linguistically isolated. Within Ethnic Enclave II, over one-quarter of householders have less than a high school education and close to half are linguistically isolated. These

findings suggest that aggressive community partnerships and events for the hard-to-enumerate populations characterized by language and literacy barriers, such as the Hmong, Laotian, and Cambodian groups, may be important in the campaign. The same recommendation applies to other Asian audiences where in-language messaging is preferred (i.e., Chinese, Vietnamese, Korean, Filipino, etc.).

A majority of Asian householders are foreign-born. Across all clusters, 82% of Asian householders were born outside of the U.S.. This information demonstrates why in-language and in-culture efforts are critical to effectively reach them. Additionally, this is one of the reasons why they have very strong family ties and family support is critical.

Asian householders within the Advantaged Homeowners, All Around Average I and II, and Single/Unattached/Mobile clusters are very educated (college or more education levels) vs. the Economically Disadvantaged I & II and Ethnic Enclave I & II clusters, who have larger concentrations of householders with less than a high school education. Varying education levels by cluster are clearly related to disparate income levels as well. For example, the median income for Asian-headed households in the Advantaged Homeowner cluster is $90,000 compared to Economically Disadvantaged II where the median household income is only $26,000. Asian householders with the lowest education and incomes are also overwhelmingly located in clusters situated within the principal cities of MSAs.

An additional insight from the ACS for Asian-headed households involves the timing of when they tend to return a questionnaire by mail. For Asian-headed households that mailed back the ACS form, the majority did so *after* the replacement form had been mailed out (this was true across all eight clusters). This is in contrast, for example, to non-Hispanic White households where most of the mail response occurs prior to the replacement form mailout. This finding can be practically applied within the Asian communication campaign in several ways. First, advertising and partnership messages should consider emphasis on mailing back the form as soon as possible. This will reduce the chances that Asian-headed households are included in the pool of households requiring a personal visit from a Census enumerator. Second, the campaign should consider making Asian households aware that a replacement questionnaire will be sent to those households who don't mail back right away and that the opportunity to participate in Census 2010 is still available.

Hispanic Audience

Table 2 indicates that the majority of Hispanic-headed households in the U.S. lie within the All Around Average I, Ethnic Enclave I, All Around Average II, and Advantaged Homeowners, in that order. Within clusters, Ethnic Enclaves I and II are comprised of 60% and 55% Hispanic-headed households, respectively (see Table 3). Additionally, the Economically Disadvantaged II cluster is comprised of close to one-quarter Hispanic-headed households (see Table 3.).

Table 9 provides a detailed profile of Hispanic-headed households by cluster. Hispanics in Ethnic Enclave I are somewhat atypical of other low mail response rate clusters in that they skew more suburban, tend to contain married households, and are comprised of larger households (close to a third have 5 or more persons).

The majority of Hispanic householders in both the Ethnic Enclave I and All Around Average clusters are foreign born. Over half of Hispanic householders in the Ethnic Enclave I and II clusters have less than a high school education and over 90% speak Spanish at home. Consequently, literacy and language barriers are both challenges to take into account when planning strategies to encourage participation within these two clusters. Toward this point, the Census Bureau examined the overlap of tracts falling within Ethnic Enclaves I & II with those tracts slated to receive a bi-lingual Spanish language form in 2010. Results indicate that approximately 80% of tracts in both Ethnic Enclave clusters are flagged to receive a Spanish language bi-lingual form (Bentley, 2008). This suggests that partnership and media messaging for these two clusters can stress the fact that language need not be a barrier to Census participation -- a Spanish language form is likely to be mailed to most households in these areas.

Households falling into the Ethnic Enclave I & II and Economically Disadvantaged II clusters were among the least likely to participate by mail in the 2000 Census. Therefore, the Hispanic programs have a major responsibility within the overall ICP because by converting these households to advocates for the Census, one of the major challenges – gaining participation from the Hard to Enumerate groups – will be addressed.

An additional insight from the ACS for Hispanic-headed households involves the *timing* of when they tend to return a mail form. Across all eight clusters, we found a higher share of households that participate by mail do so *after* the replacement form has been mailed out. This is in contrast, for example, to non-Hispanic White households where the majority of mail responders do so earlier in the timeline. As with the Asian audience, the advertising and partnership should consider mailing back the form as soon as possible.

American Indian / Alaska Native Audience

In Census 2000, 4.3 million people, comprising 1.5 percent of the total U.S. population, reported they were American Indian and Alaska Native. This included 2.4 million who reported AI/AN as their only race, and an additional 1.9 million who reported they were AI/AN in combination with one or more additional races. Because AI/AN make up such a small share of the total population, we combined data from the 2005 and 2006 ACS for householders who reported they were AI/AN alone or in combination with one or more additional races.

The ACS cluster information shows that the majority of AI/AN-headed households lie within the All Around Average I, Advantaged Homeowner, All Around Average II, and Economically Disadvantaged I clusters, in that order (see Table 10). However, AI/AN-

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headed households within these four clusters display a different profile from the average for all households in several important respects (see Table 11). First, AI/AN-headed households in All Around Average I and Economically Disadvantaged I are more likely to live in non-metropolitan areas than other households in these clusters. For example, nearly half (48%) of AI/AN households in Economically Disadvantaged I reside in non-metro areas compared to an average of 25 percent for all households in this cluster. AI/AN householders also skew younger in these top four clusters, with smaller shares of households headed by someone age 65 or older.

AI/AN-headed households in these four clusters also differ in terms of household size and household structure. AI/AN households contain lower shares of married couples and higher shares of female-headed families with children. While 65 percent of all households in the Advantaged Homeowner cluster contain married couples, this share falls to only 44% among AI/AN households. Similarly, 20 percent of AI/AN households in All Around Average II contain female-headed families compared to an average of only 13 percent among all households in this cluster. There is also a higher share of AI/AN-headed households that have 5 or more persons (17% in Economically Disadvantaged I compared to an average of 11% for all households in this cluster).

AI/AN-headed households also display lower levels of education and income than the average for these four clusters. There are higher shares of AI/AN householders with less than a high school education and lower shares who have a college degree or more. For example, in the Advantaged Homeowner cluster, about 36% of AI/AN householders have a college degree compared to 47% for all householders. The median household income for AI/AN-headed households is about $10,000 lower than the average for all households in the All Around Average I, All Around Average II and Advantaged Homeowner clusters. The share of AI/AN households who rent, live in poverty, and receive public assistance is also higher than the average for all households in these four clusters.

In the three clusters with the largest share of AI/AN households, at least three-fourths of the households speak only English at home, and among those who do speak another language at home, at least 89% report speaking English "very well" or "well". However, in the Economically Disadvantaged I cluster, 27% of the AI/AN householders report speaking a language other than English at home, and this rises as high as 67 % among several of the clusters with smaller shares of AI/AN households.

Although AI/AN-headed households are concentrated in three of the clusters with the highest mail return rates in Census 2000, ACS data suggest that mail return rates for these households are lower than the average for all households in these clusters. In addition, the remaining 25% of AI/AN-headed households are located in clusters with much lower propensities to return forms by mail.

Native Hawaiian/Other Pacific Islander (NHOPI) Audience

Native Hawaiians, Samoans, and Tongans make up the Native Hawaiian/Other Pacific Islander (NHOPI) audience, a diverse group of individuals who come from a multitude of cultural backgrounds. They are geographically dispersed throughout Hawaii and the Western U.S., in places such as Seattle, Los Angeles, Sacramento, Bay Area, and San Diego. The majority of NHOPI households fall within the Advantaged Homeowner, All Around Average I and All Around Average II clusters (See Table 2). According to the ACS (2005 and 2006 combined), 40% or more of NHOPI-headed households in these three clusters speak a language other than English at home. However, more than 90% of those speaking another language at home reported that they spoke English "very well" or "well" (see Table 12).

Cluster Profiles for Specific Origin and Language Groups

In light of continued high levels of immigration between 2000 and 2006, several of the Agency partners requested ACS profiles for specific origin and language groups (termed Emerging Markets) they considered to be important audiences in their own right. In this section, we briefly highlight the major insights from the ACS for these groups.

Foreign-Born Black Audience

The Black audience is diverse, with about eight percent of the total Black population born outside of the United States. The largest shares of foreign-born Blacks come from the Caribbean and Africa. We combined data from the 2005 and 2006 ACS to look at the cluster and demographic profiles of these two groups (see Tables 14, 15, and 16). The majority of Caribbean-born householders are located in All Around Average II, Economically Disadvantaged II, All Around Average I, and Advantaged Homeowner, in that order. The majority of African-born householders are located in All Around Average II, Single Unattached Mobile, All Around Average I, and Advantaged Homeowner, in that order. Very few foreign-born Blacks are found in Economically Disadvantaged I, which is the second highest cluster for U.S.-born Black householders.

Households headed by Caribbean-born Blacks have higher shares of married couple households and lower shares of one-person households than the average for all Blacks across the clusters. Caribbean-born householders are more concentrated in the ages from 35 to 54, with fewer in the youngest and oldest age groups. They also have higher levels of education than all Blacks, especially in the All Around Average I and II clusters. They have higher levels of homeownership, especially in All Around Average II, lower levels of poverty, and higher median incomes, especially in All Around Average I and II and Economically Disadvantaged II. Less than one-third of Caribbean-born households in the four top clusters report speaking a language other than English at home, and less than 10 percent are linguistically isolated households. However, language barriers may still be an issue for some clusters. Among householders in Economically Disadvantaged II who

speak another language at home, 22% report that they speak English "not well" or "not at all".

African-born householders are concentrated in the younger age groups, with about 40% under the age of 35 in the All Around Average II and Single Unattached Mobile clusters. Even more striking is the much smaller share that is age 55 or older, compared to the average for all Black householders. Only 9% of African-born householders in All Around Average II are age 55+ compared to 22% among all Black householders in this cluster. African-born Black householders are also highly educated, with half of those in Single Unattached Mobile having a college degree or more compared to only one-third of all Black householders in this cluster. African-born households have higher shares with married couples and higher median incomes in every cluster except Single Unattached Mobile. However, they have lower levels of homeownership than all Blacks in every cluster except Advantaged Homeowner. Language barriers may be more significant for African-born Blacks than for Caribbean-born. Only 25% or less of African-born householders report speaking only English at home, and levels of linguistic isolation range from 20% in All Around Average II and Single/Unattached/Mobile to 31% in Economically Disadvantaged II. However, among those speaking another language at home, the share who cannot speak English well or at all is fairly low (3% to 8%) except in the Economically Disadvantaged II cluster where it reaches 18%. The differences between U.S.-born and foreign-born Blacks within the different clusters will be considered in partnership, outreach, and media plans.

Biracial Black Audience

The number of householders who report being Black in combination with one or more other races is increasing due to intermarriage. We combined data from the 2005 and 2006 ACS to look at the cluster and demographic profiles of non-Hispanic biracial Blacks, that is, those who report only two races, one of which is "Black" (see Table 17). Biracial Black householders are concentrated in All Around Average I and II, Advantaged Homeowner, and Single Unattached Mobile, in that order. They also skew much younger than all Blacks, especially in All Around Average II and Single Unattached Mobile. In these two clusters, nearly half of biracial householders are under age 35. They also have higher levels of education than the average for all Blacks, but their median incomes in these four clusters are about the same. They have lower levels of homeownership and slightly higher shares of households who live in poverty in these four clusters. However, language barriers do not appear to be a major issue among biracial Blacks, as more than 80% report speaking only English at home, and almost none of these households are linguistically isolated.

Emerging Markets (Arabic-Speaking)

During Census 2000, there were approximately 1.6 millions Americans of Arab descent. We combined 2005 and 2006 ACS data to examine the cluster and demographic profiles

of Arabic-speaking households in the U.S. (see Tables 18 and 19) According to the ACS, the majority of Arabic speaking householders fall within Advantaged Homeowners and All Around Average I & II, in that order (see Tables 18). Because mail response rates for these three clusters as a whole tend to be at or above average, we might infer that Arabic-speaking households are also inclined to mail back Census forms at high rates. However, a closer examination of mailback behavior in the ACS suggests otherwise – the percentage of Arabic-speaking households responding by mail was well below that of non-Hispanic Whites in the same clusters. This suggests work will be required to bring up mail return rates for this audience despite the fact they are located predominantly in clusters predisposed to respond.

In addition to the Advantaged Homeowner and All Around Average clusters, a sizable percentage (16%) of Arabic-speaking households is also located in the Single Unattached Mobile cluster. The largest percentage of younger Arabic-speaking householders (under 35) is located in this cluster, which tends to reside in the principal cities of metropolitan/micropolitan areas. However, unlike this cluster as a whole, the majority of Arabic-speaking householders in this cluster are not single (54% are married).

While around 85% of Arabic-speaking householders are foreign born, the ability to speak English is not as large a concern compared to some other race and ethnic subgroups. In each of the four clusters where Arabic-speaking households are most likely to reside, close to 90% report speaking English "well" or "very well". Arabic-speaking householders are also highly educated with 50% or more having a college degree or higher.

Emerging Market Segments (Eastern European)

Russian and Polish are two of the oldest cultural groups in America, dating back to the early 19th century. Though most of the older generations are assimilated, there are many newer immigrants who may not be fully assimilated in the United States. We combined 2005 and 2006 ACS data to look at the cluster and demographic profiles of Russian and Polish-speaking households in the U.S. (see Tables 18, 20 and 21).

The majority of both Russian and Polish speaking households are located in the All Around Average I and II, Advantaged Homeowner, and Single/Unattached/Mobile clusters. About 12% of the Russian-speaking households are also located in Ethnic Enclave II.

Polish-speaking householders skew older than non-Hispanic whites, especially in All Around Average I and Advantaged Homeowners. About one-third of householders in these two clusters are age 65 or older. They are also more likely to live in the principal cities of metropolitan/micropolitan areas and much less likely to live in non-metro areas than non-Hispanic whites. They have lower levels of education in every cluster, with higher shares who have not completed high school and lower shares who have completed college. They have high levels of homeownership in All Around Average I (80%) and

Advantaged Homeowner (92%), but their median income in these clusters is lower than that for non-Hispanic whites. A sizeable share are foreign born in all four clusters, especially in Single Unattached Mobile at 82%. However, 40% or more are naturalized citizens in each cluster. Language barriers may be an issue for this group, especially among Single Unattached Mobile where 42% of the households are linguistically isolated. In addition, about one-fourth of Polish-speaking householders in All Around Average II and Single Unattached Mobile report speaking English "not well" or "not at all".

Russian-speaking householders skew more in the 25 to 44 age group in All Around Average I and II and Advantaged Homeowner than non-Hispanic whites, while both Ethnic Enclave II and Single/Unattached/Mobile have much higher shares of householders age 65 or older. Russian-speaking households have higher shares of married couples than either Polish-speaking or non-Hispanic white households. They are also more likely to live in principal cities and much less likely to live in non-metropolitan areas. Their education levels are much higher than Polish-speaking householders and non-Hispanic whites in these 5 clusters. Nearly two-thirds or more have a college degree in every cluster. Levels of homeownership are lower in every cluster than for Polish-speaking households, although median incomes are higher in every cluster except Single Unattached Mobile. The vast majority of Russian-speaking householders are foreign-born, although more than half are naturalized citizens. Language barriers are likely to be a problem for this group as levels of linguistic isolation range from 24% among Advantaged Homeowners to 52% among Single/Unattached/Mobiles and 64% among Ethnic Enclave II. In addition, 52% of Ethnic Enclave II householders and 36 % of Single/Unattached/Mobiles report that they speak English "not well" or "not at all".

Summary

In this report, we have used 2005 and 2006 data from the ACS to accomplish four objectives related to the Census 2010 ICP:

1. Determine whether the segmentation framework based on Census 2000 data is still valid and useful for the Census 2010 ICP
2. Enhance profiles of the eight clusters with information that was not available in the 2000 Enhanced Planning Database to provide a richer understanding of each cluster
3. Explore cluster differences in mode and timing of response to gain a better understanding of potential cluster propensities to return the 2010 Census by mail
4. Examine race and ethnic differences within the eight clusters to provide insights for specific audience plans within the overall campaign.

The results from these analyses indicate that the cluster characteristics have remained stable at the national level across the time period from 2000 to 2006, and that the segmentation system is still appropriate and useful in designing and implementing targeting and messaging for the 2010 Census. Further, ACS results indicate that the

segmentation framework also differentiates the propensity to return the ACS questionnaire by mail. That is, the proportion of households who returned their ACS form by mail varied considerably across the eight clusters, and followed a pattern very similar to that for the 2000 Census. In addition, since the ACS does not have an ongoing advertising, partnership or outreach program, mail response to the ACS is likely to be more indicative of the propensity to return a census form by mail *without* the benefit of a Census "environment".[15] Finally, the additional cluster characteristics provided by the ACS, as well as the detailed race and ethnic profiles within the eight clusters, provided valuable insights that have been incorporated in the Census 2010 Integrated Communications Campaign Plan (Census Bureau, 2008).

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[15] It is useful to note that mail response rates in the 2008 Dress Rehearsal, which used only a short form and had no paid advertising and outreach, were lower than those observed in 2000, but followed similar patterns by cluster (Bates, 2008).

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Figure 1. Percent of Housing Units That Are Rented by Cluster: 2000 Census and 2006 ACS
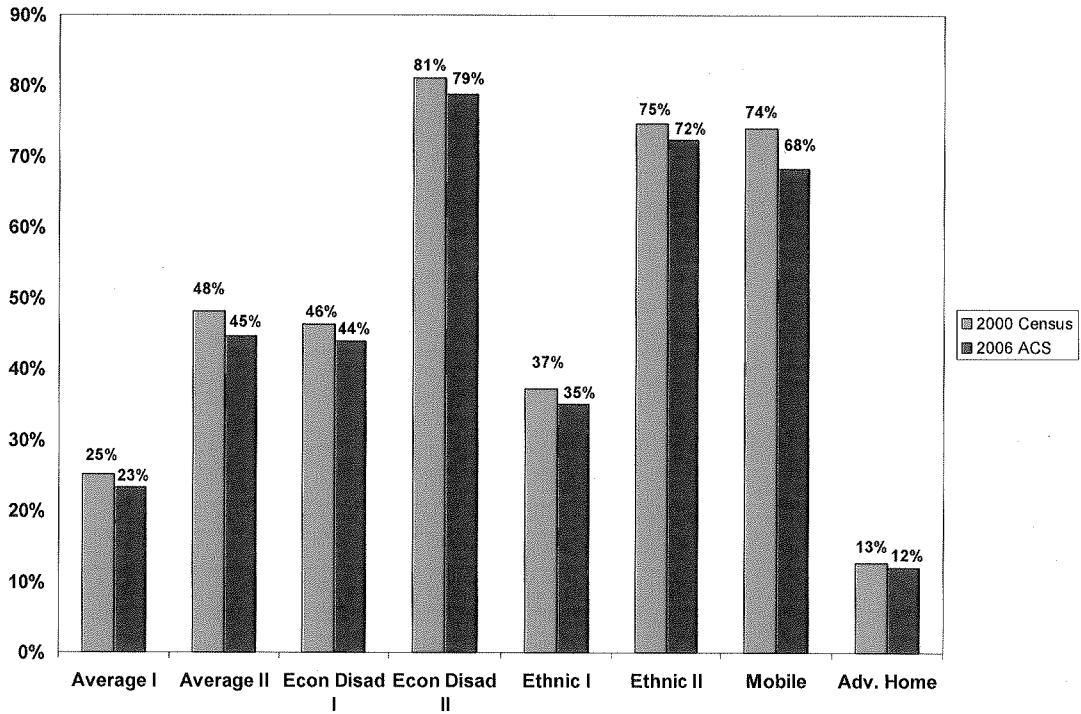
Figure 2. Percent of Households That Are Linguistically Isolated by Cluster: 2000 Census and 2006 ACS
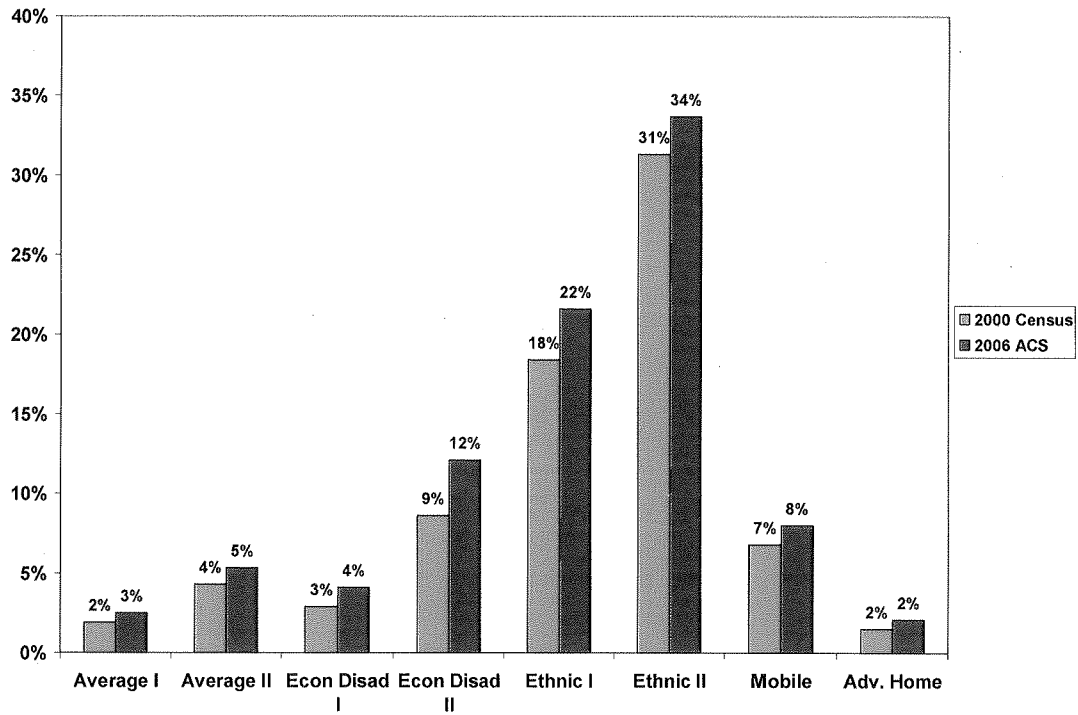
Figure 3. Percent of Households Not Containing a Married Couple: 2000 Census and 2006 ACS
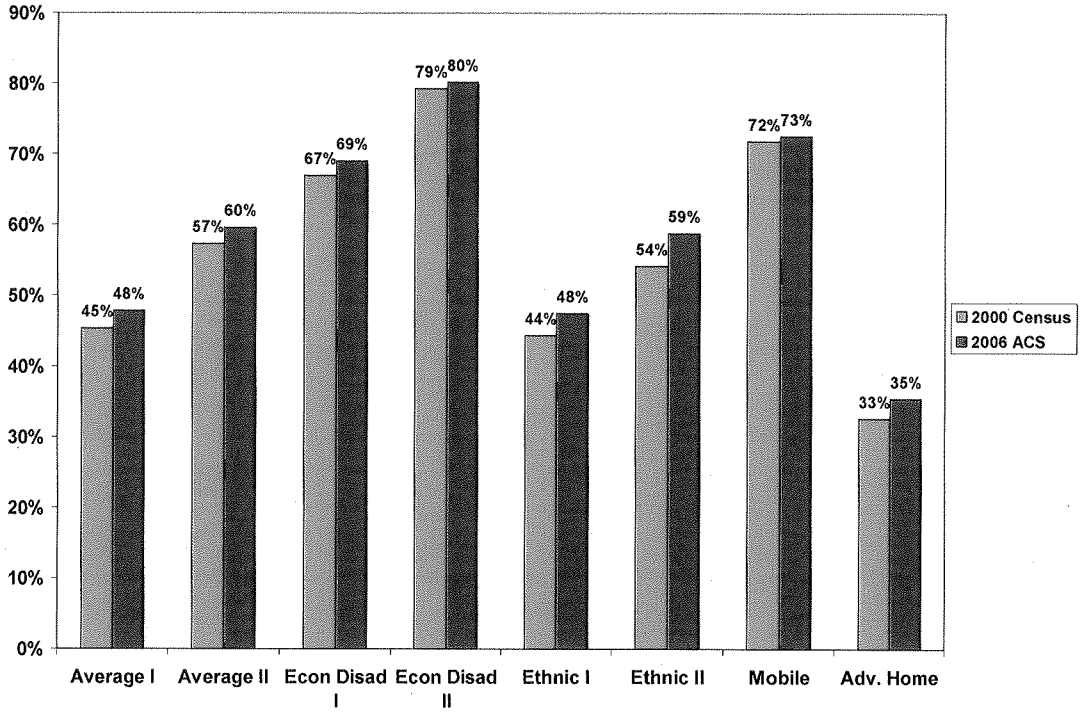
Figure 4.

Percent of Households Responding by Mail by Cluster and Race/Ethnicity: 2006 ACS
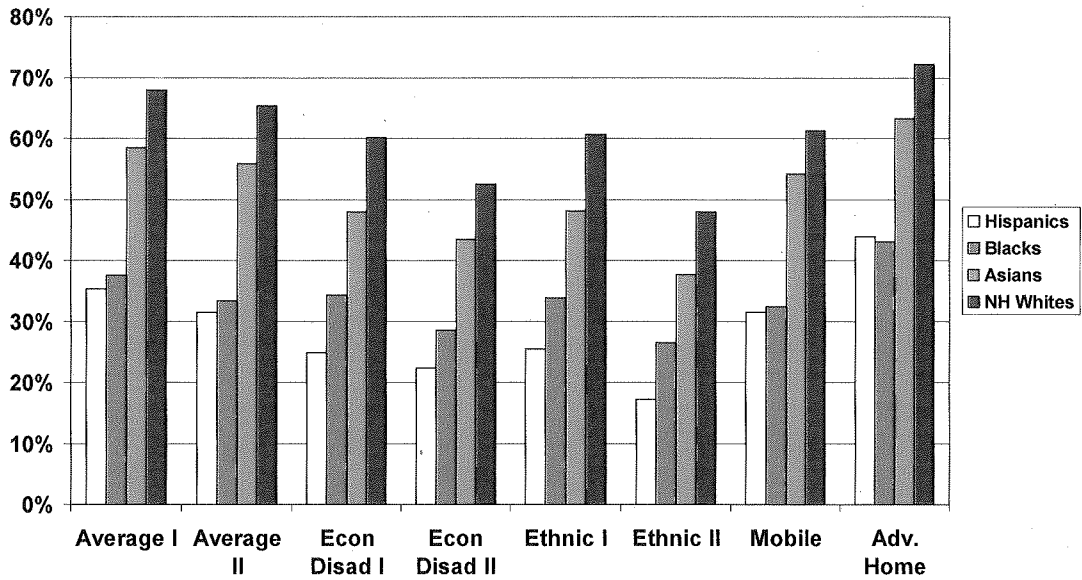
Figure 5.

Early vs. Late Mail Return: Hispanics

Figure 6.

Early vs. Late Mail Return: Non-Hispanic Whites
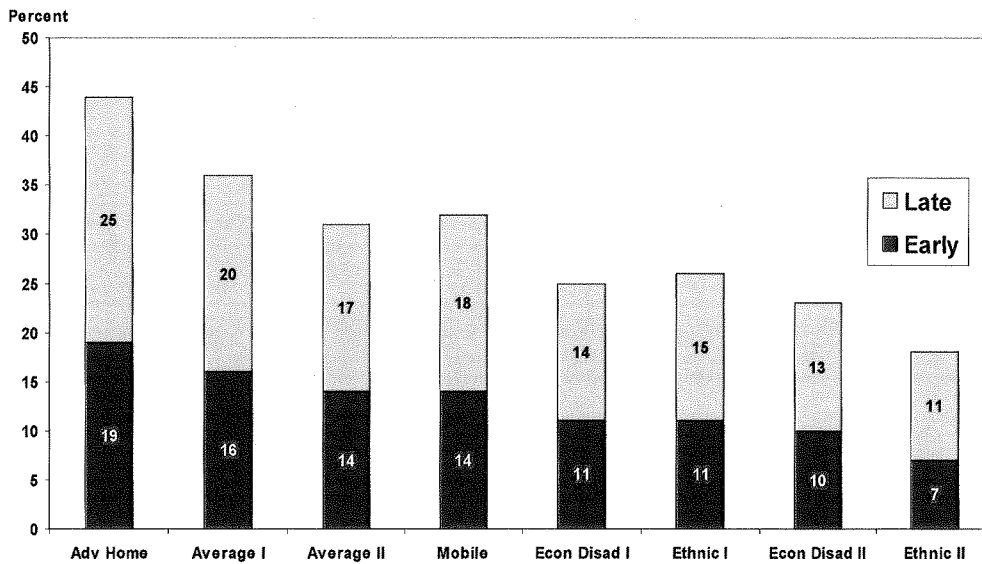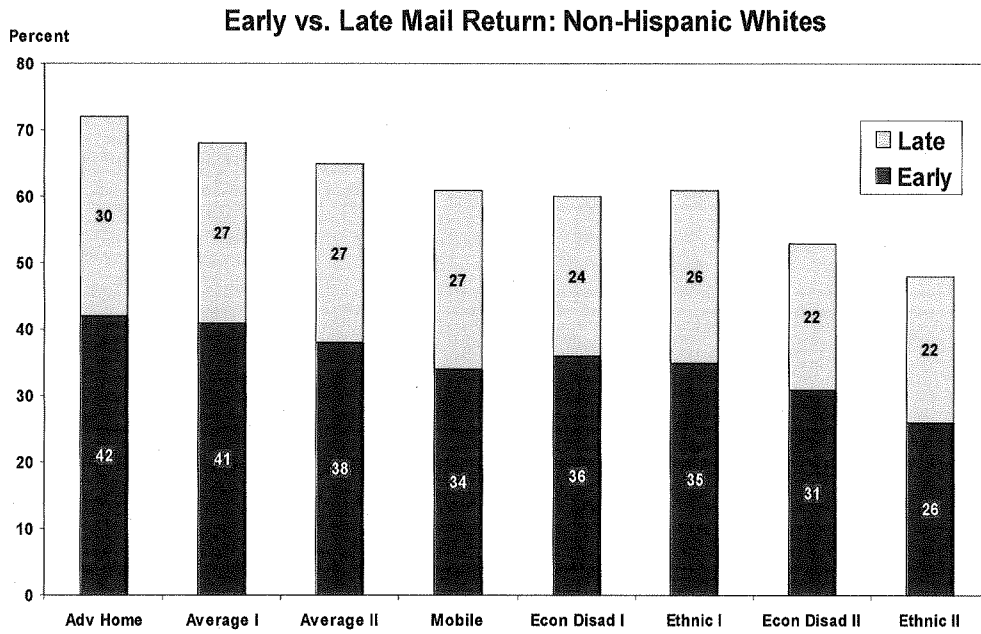
Table 2. Percent Distribution of Reference Persons by Race and Ethnicity Among the Clusters: 2006 ACS

Cluster Name	NHWhite Alone	Black Alone	Hispanic	Asian alone	AIAN alone	NHOPI alone	SOR alone	2+ races
All Around Average I	39.8%	26.0%	20.8%	20.9%	37.6%	31.0%	19.8%	32.1%
All Around Average II	15.2%	15.6%	15.9%	19.9%	15.6%	21.2%	15.6%	18.4%
Economically Disadvan. I	3.4%	22.1%	5.1%	1.9%	13.9%	4.8%	5.6%	6.6%
Economically Disadvan. II	0.9%	10.6%	5.5%	2.3%	2.4%	2.3%	8.0%	3.9%
Ethnic Enclave I	1.2%	2.1%	17.9%	3.9%	8.9%	5.1%	17.0%	3.9%
Ethnic Enclave II	0.7%	2.0%	11.7%	7.2%	1.9%	5.4%	13.3%	3.0%
Single/Unattached/Mobiles	6.2%	9.7%	8.4%	14.9%	6.3%	10.2%	8.5%	10.3%
Advantaged Homeowners	32.7%	12.0%	14.6%	29.0%	13.4%	20.0%	12.4%	21.8%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Distribution of Total Population by Race and Ethnicity Among the Clusters: 2000 Census

Cluster Name	NHWhite Alone	Black Alone	Hispanic	Asian alone	AIAN alone	NHOPI alone
All Around Average I	39.9%	25.4%	19.0%	20.8%	35.6%	29.5%
All Around Average II	14.6%	13.8%	14.0%	19.6%	14.0%	19.6%
Economically Disadvan. I	3.6%	25.3%	5.3%	2.5%	15.0%	5.2%
Economically Disadvan. II	0.8%	11.9%	5.6%	2.3%	2.5%	2.6%
Ethnic Enclave I	1.4%	2.8%	22.0%	5.7%	12.2%	8.1%
Ethnic Enclave II	0.8%	2.3%	14.8%	8.8%	3.4%	5.9%
Single/Unattached/Mobiles	5.3%	8.3%	7.1%	13.1%	5.0%	9.1%
Advantaged Homeowners	33.6%	10.1%	12.2%	27.2%	12.4%	20.0%
Total	100%	100%	100%	100%	100%	100%

Table 3. Percent Distribution of Hard-To-Count Score Variables and Other Characteristics By Cluster: 2000 Census and 2006 American Community Survey

| | Cluster Name | | | | | | | |
HTC Score Variables	All Around Average I	All Around Average II	Economically Disadvan. I	Economically Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
% Renting								
ACS	23.3%	44.6%	43.9%	78.8%	35.1%	72.4%	68.3%	12.0%
Census	25.1%	48.2%	46.3%	81.1%	37.2%	74.7%	74.0%	12.7%
% Not Single-Family Units								
ACS	26.1%	47.0%	28.3%	80.3%	24.3%	73.2%	78.5%	9.7%
Census	27.7%	49.6%	29.3%	79.7%	25.4%	73.2%	79.9%	9.6%
% in Poverty								
ACS (households)	11.8%	12.8%	28.0%	35.9%	22.4%	24.9%	16.7%	5.3%
Census (total population)	10.8%	11.5%	28.3%	39.0%	24.8%	28.3%	16.9%	4.5%
% With Public Assistance								
ACS	2.1%	2.3%	5.7%	8.4%	4.4%	4.9%	2.2%	1.1%
Census	2.9%	3.2%	8.7%	14.2%	8.1%	9.7%	3.4%	1.4%
% Unemployed								
ACS (reference persons)	2.7%	3.1%	5.3%	6.0%	3.8%	3.9%	3.8%	2.1%
Census (persons age 16+)	3.2%	3.6%	6.6%	8.9%	6.0%	6.1%	4.2%	2.3%
% Not Married Couple HHs								
ACS	47.8%	59.6%	69.0%	80.2%	47.5%	58.8%	72.6%	35.4%
Census	45.3%	57.3%	67.0%	79.3%	44.3%	54.2%	71.8%	32.6%
% Linguistically Isolated								
ACS	2.5%	5.3%	4.1%	12.1%	21.6%	33.7%	8.0%	2.1%
Census	1.9%	4.3%	2.9%	8.6%	18.4%	31.3%	6.8%	1.5%
% Without Phone								
ACS	5.6%	6.7%	10.8%	11.8%	8.3%	8.8%	8.9%	2.9%
Census	2.7%	1.8%	7.0%	8.5%	5.7%	5.0%	2.1%	0.7%
Mail Return Rate*								
ACS	77.5%	74.8%	67.3%	58.9%	70.0%	64.6%	68.0%	83.0%
Census	77.3%	74.2%	66.5%	58.0%	69.8%	63.6%	67.2%	83.2%

	All Around Average I	All Around Average II	Economically Disadvan. I	Economically Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
HTC Score*								
ACS	22	40	64	92	63	84	60	6
Census	23	41	65	92	63	84	61	6
Other Characteristics								
Average Household Size								
ACS	2.5	2.3	2.5	2.4	3.3	3.0	2.0	2.7
Census	2.6	2.4	2.7	2.6	3.6	3.4	2.1	2.8
% Urban								
ACS	65.0%	97.0%	91.5%	99.9%	86.1%	99.7%	99.5%	72.2%
Census	63.2%	97.3%	91.8%	99.9%	84.3%	99.7%	99.6%	72.1%
% Rural								
ACS	35.0%	3.0%	8.5%	0.1%	13.9%	0.3%	0.5%	27.9%
Census	36.8%	2.7%	8.2%	0.1%	15.7%	0.3%	0.4%	27.9%
%Non-Hisp White alone								
ACS (reference persons)	80.9%	70.2%	41.8%	24.9%	25.7%	22.5%	61.6%	84.2%
Census (all persons)	80.0%	69.4%	36.9%	21.8%	24.0%	19.0%	59.3%	85.3%
% Black alone								
ACS (reference persons)	8.8%	11.9%	44.8%	47.9%	7.6%	10.2%	15.9%	5.1%
Census (all persons)	9.1%	11.8%	49.1%	53.5%	7.9%	8.8%	16.6%	4.3%
% Hispanic								
ACS (reference persons)	6.4%	11.1%	9.6%	22.9%	59.9%	54.8%	12.7%	5.7%
Census (all persons)	6.6%	11.3%	9.3%	20.6%	60.7%	58.9%	24.6%	5.2%
%Asian alone								
ACS (reference persons)	2.2%	4.8%	1.2%	3.3%	4.6%	11.6%	7.8%	3.9%
Census (all persons)	2.0%	4.6%	1.2%	2.6%	4.5%	11.0%	7.4%	3.5%
% AIAN alone								
ACS (reference persons)	0.7%	0.7%	1.6%	0.6%	1.9%	0.6%	0.6%	0.3%
Census (all persons)	1.0%	0.8%	2.3%	0.8%	2.4%	0.9%	0.7%	0.4%
%NHOPI (alone)								
ACS (reference persons)	0.1%	0.2%	0.1%	0.1%	0.2%	0.3%	0.2%	0.1%
Census (all persons)	0.1%	0.2%	0.1%	0.1%	0.3%	0.3%	0.2%	0.1%

	All Around Average I	All Around Average II	Economically Disadvan. I	Economically Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
% Ling Isolated - Spanish								
ACS	1.5%	3.0%	3.3%	8.8%	19.4%	24.7%	3.7%	0.9%
Census	1.0%	2.0%	2.0%	6.1%	16.1%	22.4%	2.8%	0.5%
% Ling Isolated - Asian								
ACS	0.4%	1.0%	0.4%	1.1%	1.4%	5.1%	1.8%	0.6%
Census	0.4%	1.0%	0.4%	0.9%	1.4%	4.8%	1.7%	0.5%
% Single-Family units								
ACS	74.0%	53.0%	71.7%	19.7%	75.2%	26.8%	21.5%	90.3%
Census	72.3%	50.4%	70.7%	20.3%	74.6%	26.8%	20.1%	90.4%
% 10+ Units								
ACS	5.7%	20.2%	6.6%	43.8%	6.1%	35.2%	47.4%	2.8%
Census	5.5%	19.9%	6.3%	38.1%	5.8%	32.0%	44.4%	2.1%
% Mobile Home								
ACS	11.3%	4.4%	5.1%	0.6%	8.2%	2.2%	1.4%	2.9%
Census	13.1%	5.1%	4.9%	0.7%	9.5%	2.4%	1.6%	3.6%

*The Mail Return Rate and the HTC score are calculated for Census tracts and come from the Census 2000 Enhanced Planning Database (EPDB). The Census 2000 tract-level mail return rate and HTC score from the EPDB were appended to ACS respondent files. They were not re-calculated based on ACS data.

Table 4. Percent Distribution of Additional Characteristics by Cluster: 2006 ACS

Characteristics	All Around Average I	All Around Average II	Economically Disadvan. I	Economically Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Age of Householder								
<25	4.1%	7.1%	6.2%	8.2%	4.7%	5.7%	11.2%	2.1%
25-34	15.1%	19.0%	16.9%	19.5%	18.7%	22.2%	24.7%	12.7%
35-44	19.7%	20.0%	19.2%	20.6%	23.0%	24.1%	20.4%	22.4%
45-54	21.4%	19.7%	20.5%	19.7%	21.0%	20.0%	16.8%	24.9%
55-64	17.0%	14.8%	15.8%	14.3%	14.8%	12.8%	12.2%	18.3%
65+	22.6%	19.4%	21.5%	17.7%	17.8%	15.3%	14.7%	19.6%
Household Type								
Married Couple	**52.2%**	**40.4%**	**31.1%**	**19.8%**	**52.5%**	**41.2%**	**27.5%**	**64.6%**
With children	43.8%	45.6%	45.4%	51.5%	60.8%	61.4%	42.8%	47.8%
Without children	56.2%	54.4%	54.6%	48.5%	39.2%	38.6%	57.2%	52.2%
Family / Male head	**4.5%**	**4.8%**	**6.2%**	**5.8%**	**8.1%**	**8.9%**	**4.1%**	**3.7%**
With children	59.6%	56.5%	55.8%	53.3%	60.3%	54.2%	49.4%	59.5%
Without children	40.4%	43.5%	44.3%	46.7%	39.7%	45.8%	50.6%	40.5%
Family / Female head	**11.8%**	**13.0%**	**24.6%**	**27.4%**	**18.5%**	**19.2%**	**11.0%**	**8.6%**
With children	68.9%	69.5%	72.5%	76.6%	71.5%	71.4%	67.4%	65.0%
Without children	31.1%	30.6%	27.5%	23.4%	28.5%	28.6%	32.6%	35.0%
Live alone	**26.4%**	**33.9%**	**32.6%**	**39.5%**	**17.2%**	**23.7%**	**45.4%**	**19.1%**
Non-family (2+ persons)	**5.1%**	**7.9%**	**5.6%**	**7.5%**	**3.8%**	**7.1%**	**12.0%**	**4.1%**
Household Size								
1 person	26.5%	33.9%	32.6%	39.5%	17.2%	23.7%	45.4%	19.1%
2 persons	35.0%	32.1%	29.1%	24.6%	23.6%	23.4%	29.9%	35.2%
3 or 4 persons	29.5%	26.2%	27.6%	25.6%	34.5%	33.8%	19.9%	34.6%
5+ persons	9.0%	7.7%	10.6%	1.3%	24.7%	19.1%	4.8%	11.1%
Marital Status								
Married	54.0%	42.9%	33.5%	23.7%	55.9%	46.2%	30.7%	66.1%
Never married	14.9%	25.6%	27.6%	40.8%	16.7%	26.7%	41.8%	10.4%
Divorced / Separated	19.7%	21.6%	25.4%	25.0%	17.9%	19.5%	20.3%	15.1%
Widowed	11.4%	9.9%	13.5%	10.5%	9.6%	7.7%	7.2%	8.4%

Cluster Name

	All Around Average I	All Around Average II	Economically Disadvan. I	Economically Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Foreign-Born	7.7%	15.7%	7.7%	23.7%	43.0%	61.6%	22.5%	9.9%
Naturalized citizen	4.2%	7.8%	2.9%	11.1%	17.0%	24.4%	10.3%	6.5%
Not a citizen	3.5%	7.9%	4.8%	12.6%	26.0%	37.2%	12.2%	3.4%
Household Language								
English only	87.0%	78.0%	86.1%	67.4%	33.8%	26.1%	71.6%	84.6%
Spanish	7.2%	11.3%	10.0%	23.0%	58.1%	53.8%	12.6%	6.7%
Other Indo-European	3.5%	5.8%	2.0%	5.4%	2.6%	8.9%	8.4%	4.9%
Asian or PI	1.8%	3.8%	1.1%	2.4%	4.0%	9.9%	5.5%	3.1%
Other	0.6%	1.1%	0.8%	1.7%	1.5%	1.3%	2.0%	0.7%
English Ability								
Speak very well	59.5%	56.5%	48.1%	43.4%	39.5%	30.3%	57.0%	65.5%
Speak well	21.8%	23.2%	20.6%	22.2%	21.0%	23.2%	22.3%	21.6%
Do not speak well	14.8%	15.8%	23.0%	24.1%	24.6%	30.3%	16.0%	10.8%
Do not speak at all	4.0%	4.6%	8.4%	10.3%	14.9%	16.2%	4.8%	2.1%
Education								
8th grade or less	5.0%	3.9%	9.3%	11.2%	23.6%	22.0%	3.9%	2.3%
Some high schl, no diploma	9.6%	7.6%	17.6%	17.9%	16.7%	15.6%	6.1%	5.1%
High School grad	32.2%	26.4%	34.9%	30.5%	28.4%	27.4%	19.9%	24.7%
Some college, no degree	21.6%	23.0%	20.0%	18.6%	16.2%	14.5%	21.4%	21.2%
College degree or more	31.6%	39.2%	18.1%	21.7%	15.1%	20.5%	48.7%	46.7%
Median Household Income	$45,000	$45,000	$26,000	$22,000	$35,000	$32,000	$40,000	$69,000
% Not in Labor Force	33.0%	28.8%	39.4%	39.6%	32.9%	29.9%	25.3%	26.9%
Metro Status								
Principal City of MSA	19.6%	46.2%	55.8%	87.1%	43.5%	74.5%	72.7%	18.7%
Remainder of MSA	50.3%	45.3%	19.1%	11.5%	42.6%	25.3%	25.2%	72.0%
Outside of MSA	30.1%	8.5%	25.2%	1.4%	14.0%	0.2%	2.1%	9.3%
Persons Per Room								
<= .50	71.6%	70.4%	67.5%	57.9%	44.3%	38.8%	67.4%	73.8%
.51 to 1.00	26.4%	26.8%	28.5%	35.3%	42.3%	42.8%	29.1%	25.0%
1.01 to 1.50	1.7%	2.2%	3.1%	4.8%	10.0%	12.0%	2.5%	1.0%
1.51 to 2.00	0.3%	0.5%	0.7%	1.7%	2.8%	5.0%	0.9%	0.1%
2.01+	0.1%	0.1%	0.2%	0.4%	0.7%	1.5%	0.2%	0.0%

	All Around Average I	All Around Average II	Economically Disadvan. I	Economically Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Presence & Age of Children								
Kids <6 only	7.5%	8.1%	7.9%	7.8%	9.5%	10.0%	6.9%	8.0%
Kids 6 to 17 only	19.4%	16.2%	19.1%	18.2%	25.2%	21.6%	10.4%	23.3%
Kids both <6 and 6 to 17	7.0%	6.1%	8.8%	8.6%	15.6%	12.7%	4.2%	7.7%
No children	66.0%	69.5%	64.2%	65.4%	49.7%	55.8%	78.6%	61.1%
Year Housing Unit Built								
2000-2005	10.5%	8.0%	4.8%	5.0%	8.3%	4.5%	6.8%	14.9%
1990-1999	15.9%	12.3%	6.5%	4.8%	10.8%	5.2%	9.5%	19.3%
1980-1989	14.9%	15.7%	8.3%	7.0%	12.6%	9.7%	14.3%	15.6%
1970-1979	17.4%	18.8%	13.2%	11.3%	15.3%	13.6%	17.9%	16.3%
1960-1969	11.5%	12.9%	13.3%	11.4%	13.6%	13.5%	13.1%	10.8%
1950-1959	11.7%	11.8%	17.2%	12.7%	18.6%	14.5%	9.4%	10.6%
1940-1949	5.8%	5.8%	12.0%	9.7%	10.0%	11.0%	5.6%	3.9%
1939 or earlier	12.3%	14.7%	24.8%	38.1%	10.9%	28.1%	23.5%	8.6%
Number of vehicles in HH								
None	5.5%	8.8%	18.4%	46.0%	9.7%	28.6%	21.9%	2.4%
1 vehicle	32.3%	42.0%	41.6%	36.6%	32.7%	39.8%	47.5%	23.1%
2 vehicles	40.1%	35.4%	27.9%	13.1%	35.6%	22.6%	24.0%	46.5%
3 vehicles	15.6%	10.1%	8.9%	3.0%	15.0%	6.2%	4.9%	19.5%
4+ vehicles	6.5%	3.8%	3.2%	1.3%	7.0%	2.8%	1.7%	8.5%
% Moved in Last Year	13.5%	20.4%	17.0%	19.2%	13.6%	16.5%	27.1%	10.4%
Response Mode*								
Mail	56.9%	55.5%	41.9%	32.9%	32.7%	27.1%	50.8%	66.3%
Telephone (CATI)	11.9%	9.5%	13.5%	9.3%	15.0%	10.9%	7.3%	11.7%
Personal Interview (CAPI)	31.1%	35.1%	44.7%	57.8%	52.3%	62.0%	42.0%	22.0%

*Not a response rate, it is the distribution of those who responded by the way their information was collected.

Table 5. Percent Distribution of Response Mode by Cluster and Race/Ethnicity for Mail Eligible Households Only: 2006 ACS

Cluster Name

	All Around Average I	All Around Average II	Economically Disadvan. I	Economically Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Response Mode*				**All Households**				
Mail	62.6%	57.0%	44.6%	33.7%	36.0%	27.6%	52.0%	68.5%
Telephone	11.8%	9.5%	13.7%	9.5%	15.5%	11.0%	7.4%	11.5%
Personal Interview	25.7%	33.5%	41.7%	56.9%	48.5%	61.4%	40.6%	20.0%
Response Mode*				**Non-Hispanic Whites**				
Mail	67.9%	65.4%	60.2%	52.5%	60.7%	47.9%	61.2%	72.2%
Telephone	11.0%	9.1%	11.2%	7.2%	10.7%	10.2%	7.1%	11.0%
Personal Interview	21.1%	25.5%	28.6%	40.4%	28.5%	42.0%	31.7%	16.8%
Response Mode*				**Blacks**				
Mail	37.6%	33.4%	34.4%	28.5%	33.9%	26.5%	32.4%	43.1%
Telephone	15.2%	10.4%	15.4%	10.8%	14.4%	9.2%	8.6%	15.6%
Personal Interview	47.2%	56.2%	50.2%	60.7%	51.7%	64.3%	59.0%	41.3%
Response Mode*				**Asians**				
Mail	58.5%	55.9%	47.9%	43.4%	48.1%	37.7%	54.2%	63.3%
Telephone	10.4%	8.2%	8.8%	7.6%	10.0%	9.2%	6.1%	10.9%
Personal Interview	31.4%	35.8%	43.3%	49.0%	41.9%	53.1%	39.7%	25.8%
Response Mode*				**Hispanics**				
Mail	35.3%	31.5%	24.9%	22.4%	25.5%	17.2%	31.5%	43.9%
Telephone	15.4%	11.3%	16.2%	9.6%	18.0%	12.0%	8.1%	14.6%
Personal Interview	49.3%	57.2%	58.9%	68.0%	56.5%	70.7%	60.5%	41.6%

*Not a response rate. It is the distribution of households by the way their data was actually collected

Table 6. Early and Late Mail Returns by Cluster and Race/Ethnicity for Mail Eligible Households: 2006 ACS

	Cluster Name							
	All Around Average I	All Around Average II	Economically Disadvan. I	Economically Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Response Mode*	**All Households**							
Total Mailback	62.6%	57.0%	44.6%	33.7%	36.0%	27.6%	52.0%	68.5%
Early Mail**	36.7%	32.0%	24.4%	17.1%	17.5%	12.9%	27.4%	39.0%
Late Mail	25.9%	25.0%	20.2%	16.5%	18.5%	14.7%	24.7%	29.6%
Phone/In-Person	37.4%	43.0%	55.4%	66.3%	64.0%	72.4%	48.0%	31.5%
Response Mode*	**Non-Hispanic Whites**							
Total Mailback	67.9%	65.4%	60.2%	52.5%	60.8%	47.9%	61.2%	72.2%
Early Mail**	41.0%	38.4%	36.4%	30.7%	35.1%	25.9%	33.9%	42.3%
Late Mail	26.9%	27.0%	23.8%	21.8%	25.6%	21.9%	27.3%	30.0%
Phone/In-Person	32.1%	34.6%	39.8%	47.5%	39.3%	52.1%	38.8%	27.8%
Response Mode*	**Blacks**							
Total Mailback	37.6%	33.4%	34.4%	28.5%	33.9%	26.5%	32.4%	43.1%
Early Mail**	16.9%	14.8%	16.3%	13.3%	14.0%	12.3%	14.6%	17.5%
Late Mail	20.7%	18.6%	18.1%	15.2%	19.9%	14.2%	17.8%	25.6%
Phone/In-Person	62.4%	66.6%	65.6%	71.5%	66.1%	73.5%	67.6%	57.0%
Response Mode*	**Asians**							
Total Mailback	58.5%	55.9%	47.9%	43.4%	48.1%	37.7%	54.2%	63.3%
Early Mail**	27.6%	26.7%	22.7%	19.9%	22.0%	17.4%	25.6%	29.8%
Late Mail	30.9%	29.3%	25.2%	23.5%	26.1%	20.3%	28.6%	33.5%
Phone/In-Person	41.5%	44.1%	52.1%	56.6%	51.9%	62.3%	45.8%	36.7%

Response Mode*	All Around Average I	All Around Average II	Economically Disadvan. I	Hispanics			Single / Mobiles	Advantaged Homeowners
				Economically Disadvan. II	Ethnic Enclave I	Ethnic Enclave II		
Total Mailback	35.3%	31.5%	24.9%	22.4%	25.5%	17.2%	31.5%	43.9%
Early Mail**	15.8%	14.2%	11.2%	9.8%	10.6%	6.7%	13.9%	19.4%
Late Mail	19.6%	17.3%	13.7%	12.6%	14.9%	10.5%	17.6%	24.5%
Phone/In-Person	64.7%	68.5%	75.1%	77.6%	74.5%	82.8%	68.5%	56.1%

*Not a mail response rate. It is the distribution of households by the way their data was actually collected.

**Households are classified as early mail if their form was returned within 21 days of the date their first questionnaire was mailed, i.e. before the replacement questionnaire was mailed out. If their form was received by mail 22 or more days after the initial form was mailed, they are classified as late mail returns.

Table 7. Percent Distribution of Black Household Characteristics by Cluster: 2006 ACS

	Cluster Name							
	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Household Type								
Married Couple	35.4%	27.8%	22.0%	15.0%	31.3%	20.9%	18.8%	51.3%
Family/male head	6.0%	6.3%	6.3%	5.7%	6.7%	7.1%	5.7%	5.2%
Family female head	28.0%	28.2%	35.5%	36.2%	32.4%	29.8%	24.3%	21.0%
Live alone	26.7%	32.1%	32.2%	38.8%	26.2%	36.2%	44.8%	19.3%
Non-family 2+	4.0%	5.6%	3.9%	4.4%	3.4%	6.1%	6.5%	3.3%
Household Size								
1 person	26.7%	32.1%	32.2%	38.8%	26.2%	36.2%	44.8%	19.3%
2 persons	28.2%	27.9%	27.4%	24.4%	25.8%	25.6%	26.0%	27.0%
3 or 4 persons	33.6%	30.1%	29.4%	26.7%	32.7%	28.1%	23.0%	39.0%
5+ persons	11.6%	9.8%	11.0%	10.2%	15.2%	10.0%	6.2%	14.8%
Householder Age								
< 25	4.6%	8.5%	5.6%	6.6%	4.0%	6.6%	10.3%	2.3%
25-34	17.6%	23.5%	15.8%	17.8%	14.9%	20.6%	24.6%	16.2%
35-44	23.4%	24.0%	19.9%	20.6%	20.6%	24.0%	23.5%	28.8%
45-54	23.5%	21.1%	21.7%	21.2%	22.2%	22.4%	19.3%	25.8%
55-64	15.7%	12.5%	16.4%	15.0%	18.3%	12.9%	11.6%	15.9%
65+	15.2%	10.4%	20.6%	18.7%	20.0%	13.6%	10.7%	11.2%
Metro Status								
Principal city MSA	31.7%	53.6%	65.5%	90.1%	58.0%	71.5%	68.1%	25.4%
Remainder MSA	47.0%	42.5%	16.0%	9.2%	33.5%	N/A	31.2%	72.6%
Non-metro	21.3%	3.9%	18.5%	0.8%	8.5%	N/A	0.7%	2.1%
Remainder & non-metro						28.5%		

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Education								
< high school	18.0%	12.7%	28.1%	28.1%	23.7%	22.9%	12.0%	8.0%
High school	33.2%	30.2%	37.4%	35.0%	34.7%	31.3%	28.9%	22.9%
some college	23.4%	26.8%	20.2%	19.6%	23.3%	23.5%	26.4%	25.1%
college degree or more	25.4%	30.3%	14.3%	17.3%	18.3%	22.3%	32.7%	44.0%
Units in Structure								
Single-family	67.4%	42.0%	70.9%	21.3%	72.1%	22.6%	17.3%	87.6%
2-9 Units	13.9%	31.4%	18.7%	37.7%	14.7%	36.5%	34.3%	5.8%
10+ units	7.9%	24.8%	6.4%	40.6%	10.0%	40.7%	47.8%	4.8%
Mobile home & other	10.9%	1.8%	4.0%	0.3%	3.3%	0.3%	0.6%	1.8%
% Renters	39.1%	64.6%	52.6%	81.1%	47.2%	82.7%	81.6%	22.1%
% in Poverty	20.3%	18.6%	34.6%	37.9%	25.2%	28.3%	21.0%	8.7%
% w/ Public Assistance	3.6%	4.2%	7.1%	9.6%	8.2%	8.5%	3.9%	2.1%
% Unemployed	4.8%	5.1%	7.1%	7.4%	5.0%	6.6%	5.7%	3.7%
% Not in Labor Force	29.9%	22.5%	41.1%	40.6%	37.5%	31.0%	23.7%	20.9%
Median HH income	$35,000	$36,000	$22,000	$20,000	$30,000	$27,000	$32,000	$61,000

Table 8. Percent Distribution of Asian Household Characteristics by Cluster: 2006

Cluster Name

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Household Type								
Married Couple	64.3%	57.2%	47.3%	38.3%	62.0%	52.3%	40.3%	74.9%
Family/male head	5.0%	5.3%	8.0%	5.2%	9.2%	7.8%	3.3%	4.1%
Family female head	10.0%	9.2%	12.7%	10.9%	13.6%	11.6%	7.1%	7.8%
Live alone	16.3%	22.0%	26.3%	34.5%	12.1%	23.1%	37.6%	10.5%
Non-family 2+	4.3%	6.3%	5.8%	11.2%	3.1%	5.3%	11.7%	2.6%
Household Size								
1 person	16.3%	22.0%	26.3%	34.5%	12.1%	23.1%	37.6%	10.5%
2 persons	26.0%	27.7%	24.3%	29.3%	22.9%	24.4%	30.4%	23.8%
3 or 4 persons	41.5%	38.7%	31.2%	24.3%	39.8%	36.3%	26.7%	47.7%
5+ persons	16.3%	11.6%	18.3%	11.9%	25.2%	16.3%	5.3%	18.0%
Householder Age								
< 25	3.2%	4.9%	5.4%	12.0%	3.1%	3.4%	9.4%	1.4%
25-34	19.7%	26.6%	24.8%	23.0%	14.7%	16.5%	36.1%	15.1%
35-44	27.5%	26.1%	22.8%	20.4%	22.1%	22.3%	23.7%	29.7%
45-54	22.6%	20.3%	21.0%	15.6%	25.7%	23.7%	13.1%	26.9%
55-64	14.8%	12.2%	14.2%	11.6%	16.8%	15.0%	8.6%	16.3%
65+	12.2%	9.9%	11.9%	17.5%	17.6%	19.1%	9.2%	10.6%
Metro Status								
Principal city MSA	39.5%	52.3%	72.8%	87.8%	49.4%	87.0%	76.0%	31.4%
Remainder MSA	52.4%	45.1%	17.7%	11.2%	47.9%	N/A	22.8%	66.6%
Non-metro	8.1%	2.6%	9.4%	1.0%	2.7%	N/A	1.2%	1.9%
Remainder & non-metro								

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Education								
< high school	10.1%	8.5%	22.6%	24.3%	22.4%	26.9%	7.5%	6.1%
High school	15.5%	14.5%	24.2%	20.0%	22.7%	24.0%	11.0%	11.5%
some college	13.9%	12.9%	15.4%	14.5%	16.3%	11.3%	12.3%	12.1%
college degree or more	60.6%	64.1%	37.7%	41.3%	38.6%	37.9%	69.2%	70.3%
Units in Structure								
Single-family	74.2%	49.3%	65.5%	13.9%	75.1%	22.7%	16.9%	91.7%
2-9 Units	12.1%	22.6%	17.8%	30.0%	13.9%	32.8%	26.1%	3.9%
10+ units	11.8%	26.7%	14.4%	56.1%	8.7%	43.8%	56.6%	3.9%
Household Language								
English only	22.0%	18.6%	20.1%	19.2%	10.7%	7.6%	23.4%	19.6%
Other Indo-European	13.5%	15.5%	9.6%	14.4%	6.4%	10.1%	16.2%	15.5%
Asian or PI	62.7%	64.3%	68.3%	64.0%	80.0%	80.3%	59.2%	63.7%
Spanish & other	1.8%	1.6%	2.0%	2.4%	2.9%	2.0%	1.2%	1.2%
Ability to Speak English*								
very well	54.3%	54.5%	37.0%	39.4%	37.0%	29.0%	55.2%	59.7%
well	28.3%	28.9%	31.1%	27.8%	30.6%	27.0%	27.2%	27.7%
not well	15.5%	14.2%	25.7%	22.2%	25.4%	29.6%	14.4%	11.3%
not at all	1.9%	2.5%	6.3%	10.6%	7.0%	14.4%	3.2%	1.3%

*For householders who report speaking a language other than English at home.

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Foreign Born by Citizenship								
Not Foreign-born	20.2%	17.0%	20.7%	16.6%	13.7%	8.9%	21.4%	18.4%
FB naturalized citizen	52.6%	46.6%	44.6%	44.5%	61.7%	53.8%	36.7%	58.2%
FB, not a citizen	27.3%	36.4%	34.7%	38.9%	24.5%	37.3%	41.9%	23.4%
% Renters	28.5%	48.7%	47.8%	80.6%	36.6%	71.5%	72.3%	12.7%
% in Poverty	8.9%	11.7%	22.4%	32.5%	14.1%	21.3%	17.7%	5.2%
% w/ Public Assistance	1.8%	1.6%	6.3%	5.2%	4.8%	4.1%	1.4%	1.3%
% Unemployed	2.3%	2.8%	3.8%	3.0%	3.3%	3.7%	2.7%	2.3%
% Not in Labor Force	21.6%	21.1%	30.1%	37.1%	29.3%	32.5%	23.5%	18.9%
% Linguistically Isolated	19.9%	22.9%	32.5%	35.9%	31.6%	46.8%	25.7%	16.4%
Median HH income	$66,000	$60,000	$35,000	$26,000	$52,000	$35,000	$50,000	$90,000

Table 9. Percent Distribution of Hispanic Household Characteristics by Cluster: 2006 ACS

	Cluster Name							
	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Household Type								
Married Couple	56.0%	46.3%	43.0%	27.3%	56.4%	44.6%	34.4%	64.9%
Family/male head	8.8%	9.3%	11.2%	8.6%	9.4%	11.3%	9.4%	6.7%
Family female head	16.0%	18.0%	20.7%	31.4%	19.7%	22.7%	16.7%	12.9%
Live alone	14.1%	18.7%	18.2%	26.6%	11.3%	14.5%	29.0%	11.2%
Non-family 2+	5.2%	7.7%	7.0%	6.2%	3.3%	7.0%	10.6%	4.3%
Household Size								
1 person	14.1%	18.7%	18.2%	26.6%	11.3%	14.5%	29.0%	11.2%
2 persons	22.6%	22.9%	20.6%	22.0%	18.1%	19.7%	26.4%	22.5%
3 or 4 persons	39.7%	38.8%	36.3%	34.5%	38.2%	39.7%	32.0%	42.4%
5+ persons	23.6%	19.6%	25.0%	16.9%	32.5%	26.2%	12.7%	24.0%
Householder Age								
< 25	6.5%	8.9%	9.0%	6.9%	5.5%	6.4%	10.7%	3.2%
25-34	26.1%	29.3%	28.2%	23.5%	22.4%	26.3%	32.6%	23.0%
35-44	27.7%	26.7%	26.3%	24.4%	25.9%	27.2%	24.2%	31.1%
45-54	19.7%	17.5%	17.2%	20.0%	20.4%	19.0%	15.5%	22.2%
55-64	10.7%	9.6%	9.6%	12.8%	12.6%	10.7%	8.8%	11.5%
65+	9.4%	8.0%	9.7%	12.3%	13.2%	10.3%	8.3%	9.1%
Metro Status								
Principal city MSA	30.4%	50.4%	64.4%	87.3%	48.0%	70.2%	69.2%	28.1%
Remainder MSA	52.9%	45.5%	21.0%	12.4%	44.2%	29.6%	30.0%	69.3%
Non-metro	16.7%	4.1%	14.6%	0.3%	7.8%	0.2%	0.9%	2.6%

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Education								
< high school	32.4%	29.6%	48.3%	45.1%	51.8%	51.6%	27.8%	20.5%
High school graduate only	28.3%	28.7%	28.0%	28.7%	25.9%	26.6%	25.3%	25.4%
some college / no degree	18.6%	19.9%	14.2%	12.7%	12.5%	11.2%	19.6%	21.5%
college degree or more	20.6%	21.7%	9.5%	13.5%	9.8%	10.7%	27.2%	32.6%
Units in Structure								
Single-family	66.9%	44.0%	65.9%	13.1%	75.4%	28.1%	17.1%	88.0%
2-9 Units	12.3%	27.0%	20.4%	33.7%	11.1%	36.2%	33.0%	5.1%
10+ units	8.6%	22.8%	7.7%	52.5%	6.5%	33.0%	47.8%	3.8%
Mobile home	12.1%	6.1%	5.9%	0.7%	6.9%	2.7%	2.0%	3.1%
Household Language								
English only	21.9%	20.2%	16.4%	8.8%	7.1%	5.3%	20.3%	25.8%
Spanish	77.3%	78.8%	83.1%	90.8%	92.7%	94.4%	78.7%	73.1%
Other	0.8%	1.0%	0.5%	0.4%	0.2%	0.3%	1.0%	1.1%
Ability to Speak English*								
very well	50.8%	49.0%	39.7%	39.7%	37.3%	27.4%	49.0%	58.9%
well	22.7%	22.7%	21.2%	20.8%	20.5%	22.2%	21.7%	22.3%
not well	19.5%	20.8%	27.8%	27.4%	25.7%	32.6%	21.6%	14.5%
not at all	7.0%	7.5%	11.3%	12.2%	16.5%	17.9%	7.8%	4.4%

*For householders who report speaking a language other than English at home.

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Foreign Born by Citizenship								
Not Foreign-born	53.4%	48.4%	48.9%	52.1%	38.6%	23.9%	47.7%	54.9%
FB naturalized citizen	17.9%	18.5%	13.6%	17.8%	21.4%	22.9%	17.9%	23.5%
FB, not a citizen	28.7%	33.1%	37.5%	30.1%	40.0%	53.1%	34.4%	21.7%
% Renters	37.6%	57.9%	56.2%	87.3%	41.2%	77.1%	79.1%	20.2%
% in Poverty	16.6%	17.9%	29.1%	38.4%	25.2%	27.5%	20.5%	8.5%
% w/ Public Assistance	2.6%	2.9%	5.2%	10.1%	4.3%	5.2%	3.0%	1.6%
% Unemployed	3.3%	3.8%	5.1%	5.2%	4.2%	3.9%	4.3%	2.5%
% Not in Labor Force	21.9%	20.2%	26.9%	36.3%	28.6%	25.0%	20.7%	19.7%
% Linguistically Isolated	22.6%	25.7%	33.0%	37.4%	32.1%	44.7%	28.1%	15.4%
Median HH income	$42,000	$40,000	$29,000	$23,000	$33,000	$31,000	$35,000	$61,000

Table 10. Percent AIAN Household Distribution Among the Clusters: 2006 ACS

Cluster Name	AIAN alone or in Combination (2005 & 2006 ACS combined)	AIAN alone (2006 ACS)
All Around Average I	38.20%	37.60%
All Around Average II	16.20%	15.60%
Economically Disadvan. I	11.10%	13.90%
Economically Disadvan. II	2.60%	2.40%
Ethnic Enclave I	5.80%	8.90%
Ethnic Enclave II	1.70%	1.90%
Single/Mobiles	7.10%	6.30%
Advantaged Homeowners	17.20%	13.40%
Total	100%	100%

Table 11. AIAN (alone or in combination) Household Characteristics by Cluster: 2005 and 2006 ACS Combined

Cluster Name

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Household Type								
Married Couple	44.3%	31.3%	30.7%	16.3%	42.3%	27.0%	19.9%	55.0%
Family, male head	6.6%	6.7%	8.6%	4.5%	9.9%	8.0%	4.9%	5.1%
Family, female head	17.1%	19.8%	27.0%	27.7%	24.5%	24.3%	16.7%	13.9%
Live alone	26.1%	32.7%	28.3%	43.4%	19.6%	32.9%	45.4%	20.0%
Non-family 2+	5.9%	9.5%	5.5%	8.2%	3.7%	7.8%	13.1%	6.1%
Household Size								
1 person	26.1%	32.7%	28.3%	43.4%	19.6%	32.9%	45.4%	20.0%
2 persons	31.7%	30.7%	25.1%	24.9%	23.2%	23.7%	27.0%	32.7%
3 or 4 persons	30.5%	26.5%	29.5%	23.6%	30.9%	30.0%	21.7%	34.8%
5+ persons	11.7%	10.2%	17.2%	8.1%	26.3%	13.4%	5.9%	12.5%
Householder Age								
< 25	6.0%	9.6%	7.2%	7.2%	5.2%	N/A*	13.6%	3.0%
25-34	16.0%	20.9%	18.5%	17.2%	14.3%	N/A*	24.2%	14.4%
35-44	21.3%	22.0%	20.8%	21.0%	22.0%	23.1%	19.6%	25.1%
45-54	23.9%	22.2%	22.5%	24.6%	24.9%	23.4%	21.9%	27.2%
55-64	17.2%	14.3%	14.9%	15.5%	16.1%	15.2%	11.9%	17.2%
65+	15.5%	11.1%	16.3%	14.5%	17.5%	13.9%	8.8%	13.0%
< 35						24.4%		
*Information for this cell is not available due to insufficient counts.								
Metro Status								
Principal city MSA	16.4%	47.0%	35.1%	88.3%	24.6%	79.2%	75.5%	21.5%
Remainder MSA	42.6%	36.6%	16.5%	N/A*	41.3%	N/A*	20.5%	67.2%
Non-metro	41.0%	16.4%	48.4%	N/A*	34.1%	N/A*	4.0%	11.3%
Remainder MSA & Non-metro				11.7%		20.8%		

*Information for this cell is not available due to insufficient counts.

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Education								
< high school	19.4%	15.7%	25.2%	22.7%	35.0%	23.7%	12.9%	10.5%
High school	31.0%	26.0%	32.1%	27.4%	30.8%	25.7%	23.3%	25.0%
some college	25.7%	28.9%	24.1%	27.2%	20.1%	26.5%	31.6%	28.2%
college degree or more	24.0%	29.6%	18.6%	22.7%	14.2%	24.1%	32.2%	36.3%
Units in Structure								
Single-family	67.3%	47.1%	69.9%	24.5%	73.2%	30.5%	22.3%	84.6%
2-9 Units	9.6%	24.4%	13.4%	33.6%	8.9%	31.2%	33.0%	5.5%
10+ units	5.6%	19.2%	6.1%	39.5%	3.4%	35.7%	40.9%	3.5%
Mobile home & other	18.5%	9.4%	10.7%	N/A*	14.5%	N/A*	3.9%	6.5%

*Information for this cell is not available due to insufficient counts.

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Household Language								
English only	82.3%	76.7%	73.3%	74.3%	33.3%	55.5%	76.4%	81.8%
Spanish	8.4%	12.1%	8.8%	18.2%	24.1%	36.0%	12.4%	10.6%
Indo-European or Asian/PI	2.8%	3.8%	0.017	N/A*	2.3%	N/A*	4.2%	4.9%
Other language	6.6%	7.4%	16.2%	N/A*	40.4%	N/A*	7.0%	2.7%
Other				7.5%		8.5%		

*Information for this cell is not available due to insufficient counts.

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Ability to Speak English								
Very well or well	90.2%	88.5%	87.5%	82.3%	82.4%	69.4%	85.0%	93.7%
Not well or not at all	9.8%	11.5%	12.5%	17.7%	17.6%	30.6%	15.0%	6.3%
Mode of Response								
Mail	40.4%	42.4%	28.5%	39.4%	23.6%	43.0%	44.6%	52.2%
Telephone	17.4%	12.3%	14.1%	13.7%	12.6%	15.9%	9.7%	18.6%
Personal Interview	42.2%	45.3%	57.5%	46.9%	63.8%	41.2%	45.7%	29.3%
Foreign Born Status								
Not Foreign-born	97.4%	94.7%	97.2%	91.2%	91.9%	75.6%	93.7%	96.2%
Foreign-born	2.6%	5.4%	2.8%	8.8%	8.1%	24.4%	6.3%	3.8%

Other HTC Variables

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
% Renters	35.6%	59.7%	50.5%	80.8%	35.5%	75.2%	81.4%	22.0%
% in Poverty	20.9%	21.7%	35.3%	36.8%	31.7%	26.6%	24.5%	9.4%
% w/ Public Assistance	4.9%	5.1%	10.9%	12.6%	10.3%	7.9%	5.5%	2.8%
% Unemployed	5.1%	5.5%	8.3%	8.6%	6.2%	5.8%	6.8%	4.3%
% Not in Labor Force	35.5%	29.2%	40.6%	43.2%	40.2%	34.7%	26.1%	27.5%
% Linguistically Isolated	2.0%	3.1%	3.6%	4.5%	12.2%	12.8%	4.0%	1.4%
% with children age 0 to 17	39.5%	35.7%	44.8%	33.1%	51.0%	37.0%	24.9%	41.1%
Median HH income	$34,000	$34,000	$23,000	$20,000	$29,000	$30,000	$30,000	$57,000

Table 12. NHOPI Household Characteristics by Cluster: 2005 and 2006 ACS Combined

	Cluster Name			
	All Around Average I	All Around Average II	Single / Mobiles	Advantaged Homeowners
Household Type				
Married Couple	54.4%	46.9%	33.8%	64.1%
Other Family	25.4%	23.6%	23.0%	19.6%
Live alone	12.8%	22.3%	27.7%	11.1%
Non-family 2+	7.4%	7.3%	15.5%	5.2%
Household Size				
1 person	12.8%	22.3%	27.7%	11.1%
2 persons	26.6%	23.4%	26.3%	20.7%
3 or 4 persons	36.8%	32.8%	30.2%	40.5%
5+ persons	23.8%	21.5%	15.8%	27.7%
Householder Age				
< 25	6.0%	12.9%	17.3%	4.3%
25-34	19.2%	21.6%	33.1%	17.2%
35-44	26.7%	23.3%	17.6%	24.9%
45-54	20.7%	21.7%	14.1%	25.0%
55-64	16.3%	13.6%	11.0%	15.9%
65+	11.1%	6.9%	6.9%	12.7%
Metro Status				
Principal city MSA	24.4%	39.3%	75.4%	22.5%
Remainder MSA	50.7%	51.6%	N/A*	67.3%
Non-metro	24.9%	9.2%	N/A*	10.2%
Remainder & non-metro			24.6%	

*Information for this cell is not available due to insufficient counts.

	All Around Average I	All Around Average II	Single / Mobiles	Advantaged Homeowners
Education				
< high school	15.5%	14.5%	12.8%	10.5%
High school	34.0%	35.9%	33.8%	31.0%
some college	25.0%	24.5%	30.3%	28.3%
college degree or more	25.5%	25.1%	23.2%	30.2%
Units in Structure				
Single-family	73.7%	43.6%	23.2%	85.5%
2-9 Units	13.9%	25.6%	26.6%	7.8%
10+ units	7.2%	28.3%	49.5%	5.1%
Household Language				
English only	59.1%	45.7%	52.3%	59.4%
Spanish	6.4%	8.7%	5.1%	5.6%
Asian or PI	27.9%	40.6%	36.0%	27.9%
Other (Indo-Europ. & Other)	6.6%	5.1%	6.6%	7.2%
Ability to Speak English				
very well or well	91.6%	93.9%	90.5%	91.4%
not well or not at all	8.5%	6.1%	9.5%	8.6%
Mode of Response				
Mail	33.5%	29.9%	30.3%	41.2%
Telephone	15.7%	10.7%	8.3%	16.4%
Personal Interview	50.8%	59.3%	61.4%	42.4%
Foreign Born by Citizenship				
Not Foreign-born	79.7%	70.7%	70.7%	79.5%
FB naturalized citizen	8.9%	11.8%	8.9%	11.9%
FB, not a citizen	11.4%	17.5%	20.4%	8.7%

Other HTC Variables	All Around Average I	All Around Average II	Single / Mobiles	Advantaged Homeowners
% Renters	42.7%	68.3%	88.5%	27.1%
% in Poverty	15.1%	16.9%	24.8%	8.0%
% w/ Public Assistance	4.6%	5.8%	6.2%	3.4%
% Unemployed	3.2%	5.5%	7.9%	2.9%
% Not in Labor Force	26.1%	20.5%	23.5%	26.2%
% Linguistically Isolated	4.5%	8.9%	9.2%	2.7%
Median HH income	$50,000	$41,000	$35,000	$68,000

Table 13. Percent Distribution of Non-Hispanic White Alone Household Characteristics
by Cluster: 2006 ACS

Cluster Name

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Household Type								
Married Couple	53.6%	40.7%	37.5%	19.7%	48.9%	36.5%	26.8%	64.9%
Family/male head	3.9%	3.7%	4.7%	3.5%	5.0%	4.2%	2.7%	3.3%
Family female head	9.6%	9.7%	13.9%	9.6%	11.8%	10.2%	6.9%	7.5%
Live alone	27.7%	37.6%	36.7%	52.9%	29.1%	40.5%	50.1%	20.1%
Non-family 2+	5.2%	8.4%	7.2%	14.2%	5.2%	8.6%	13.6%	4.1%
Household Size								
1 person	27.7%	37.6%	36.7%	52.9%	29.1%	40.5%	50.1%	20.1%
2 persons	37.0%	34.6%	33.3%	27.2%	35.9%	30.8%	31.5%	37.2%
3 or 4 persons	27.9%	22.7%	23.5%	15.7%	25.9%	21.2%	15.6%	33.1%
5+ persons	7.4%	5.2%	6.5%	4.3%	9.1%	7.5%	2.8%	9.7%
Householder Age								
< 25	3.9%	6.7%	5.8%	11.9%	3.4%	4.8%	11.5%	2.0%
25-34	13.8%	16.0%	15.3%	18.2%	12.1%	15.5%	21.6%	11.7%
35-44	18.5%	17.7%	16.7%	17.2%	17.1%	17.4%	18.4%	21.1%
45-54	21.3%	19.8%	19.8%	17.0%	20.9%	19.3%	16.9%	24.9%
55-64	17.7%	16.2%	16.7%	14.5%	18.5%	16.7%	13.6%	19.1%
65+	24.9%	23.7%	25.8%	21.2%	28.0%	26.4%	18.1%	21.3%
Metro Status								
Principal city MSA	16.9%	43.9%	44.1%	81.4%	29.7%	79.2%	74.1%	17.0%
Remainder MSA	50.6%	45.8%	21.9%	15.2%	40.3%	20.5%	23.1%	72.5%
Non-metro	32.6%	10.3%	34.0%	3.5%	30.0%	0.3%	2.8%	10.5%

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Education								
< high school	12.9%	8.6%	21.2%	18.3%	22.3%	17.3%	6.1%	6.5%
High school	32.9%	26.1%	34.4%	25.5%	33.0%	28.6%	17.6%	25.4%
some college	21.8%	23.4%	21.0%	21.8%	22.3%	19.8%	21.4%	21.3%
college degree or more	32.5%	41.9%	23.4%	34.4%	22.5%	34.4%	54.9%	46.8%
Units in Structure								
Single-family	75.3%	56.7%	74.2%	23.0%	75.7%	27.7%	24.1%	90.7%
2-9 Units	8.0%	19.9%	13.6%	34.4%	6.6%	35.3%	28.2%	3.7%
10+ units	5.0%	18.5%	6.2%	41.3%	3.9%	34.3%	46.1%	2.5%
Mobile home & other	11.6%	4.9%	6.0%	1.3%	13.9%	2.7%	1.7%	3.1%
Household Language								
English only	93.4%	89.5%	94.0%	82.9%	84.4%	60.8%	84.6%	91.5%
Spanish	2.3%	2.8%	2.4%	3.5%	7.3%	5.6%	3.1%	2.7%
Other Indo-European	3.5%	6.2%	2.9%	11.4%	6.4%	28.8%	9.8%	4.7%
Asian or PI	0.4%	0.7%	0.4%	0.7%	0.7%	1.4%	1.1%	0.6%
Other language	0.4%	0.8%	0.4%	1.5%	1.3%	3.4%	1.5%	0.5%
Ability to Speak English*								
Very well	73.1%	67.5%	73.2%	55.4%	68.2%	44.9%	65.2%	75.3%
Well	17.2%	19.7%	15.2%	20.6%	18.8%	24.3%	19.6%	16.7%
Not well	8.7%	10.5%	9.1%	16.4%	10.9%	20.5%	11.9%	7.3%
Not at all	1.0%	2.3%	2.5%	7.6%	2.1%	10.4%	3.3%	0.7%

*For householders who report speaking a language other than English at home.

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Foreign Born by Citizenship								
Not Foreign-born	97.3%	94.0%	98.0%	89.1%	94.9%	70.1%	89.2%	96.0%
FB naturalized citizen	1.8%	3.7%	1.2%	6.1%	3.2%	19.0%	6.1%	2.9%
FB, not a citizen	1.0%	2.3%	0.8%	4.7%	1.9%	10.9%	4.8%	1.2%

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave I	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
% Renters	23.1%	40.8%	39.3%	73.7%	27.6%	63.5%	64.6%	12.2%
% in Poverty	10.4%	10.9%	20.6%	30.2%	16.1%	19.2%	14.6%	4.8%
% w/ Public Assistance	1.8%	1.9%	3.9%	5.1%	2.9%	3.1%	1.6%	1.0%
% Unemployed	2.5%	2.7%	3.5%	4.5%	2.7%	3.0%	3.2%	2.0%
% Not in Labor Force	34.5%	31.8%	40.6%	41.3%	41.9%	39.8%	27.0%	28.2%
% Linguistically Isolated	0.6%	1.5%	0.7%	4.9%	2.1%	13.9%	3.1%	0.6%
Median HH income	$46,000	$46,000	$31,000	$25,000	$38,000	$35,000	$45,000	$70,000

14. Black Household Distribution Among the Clusters: 2005 and 2006 ACS

Cluster Name	Foreign-born Blacks/Caribbean (2005 & 2006 ACS combined)	Foreign-born Blacks/Africa (2005 & 2006 ACS combined)	Non-Hisp. Bi-racial Blacks (2005 & 2006 ACS combined)	Black Alone 2006 ACS
All Around Average I	17.6%	16.3%	25.7%	26.0%
All Around Average II	20.8%	24.0%	21.3%	15.6%
Economically Disadvantaged I	5.9%	4.6%	11.0%	22.1%
Economically Disadvantaged II	18.8%	11.8%	6.9%	10.6%
Ethnic Enclave I	2.8%	1.4%	1.8%	2.1%
Ethnic Enclave II	4.4%	3.8%	2.3%	2.0%
Single/Mobiles	14.7%	23.2%	14.7%	9.7%
Advantaged Homeowners	15.0%	14.9%	16.4%	12.0%
Total	100%	100%	100%	100%

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Table 15. Percent of African-Born Black* Householders by Cluster: 2005 and 2006 ACS Combined

Cluster Name**

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Single / Mobiles	Advantaged Homeowners
Household Type						
Married Couple	46.6%	39.0%	39.6%	29.6%	30.9%	63.2%
Other Family	25.8%	27.5%	28.3%	35.2%	26.4%	20.2%
Live alone	20.1%	26.4%	24.5%	28.2%	33.9%	12.7%
Non-family 2+	7.4%	7.1%	7.7%	6.9%	8.8%	3.9%
Household Size						
1 person	20.1%	26.4%	24.5%	28.2%	33.9%	12.7%
2 persons	21.5%	25.8%	21.3%	23.7%	27.9%	15.1%
3 or 4 persons	36.1%	30.7%	30.5%	31.4%	28.7%	38.6%
5+ persons	22.4%	17.1%	23.8%	16.7%	9.5%	33.6%
Householder Age						
< 35	27.8%	40.1%	33.7%	31.2%	41.4%	21.2%
35-44	34.0%	31.5%	31.5%	33.4%	33.6%	33.5%
45-54	29.3%	20.3%	24.8%	23.6%	18.7%	33.3%
55+	8.9%	8.2%	10.1%	11.9%	6.3%	12.0%
Metro Status						
Principal city MSA	36.3%	47.6%	82.0%	91.7%	64.4%	18.6%
Remainder MSA & non-metro	63.7%	52.4%	18.0%	8.3%	35.6%	81.4%
Education						
< high school	6.5%	9.0%	14.8%	19.3%	8.8%	5.5%
High school	16.5%	21.6%	23.9%	30.9%	19.9%	11.6%
some college	18.9%	23.2%	21.1%	15.6%	21.8%	15.0%
college degree or more	58.0%	46.2%	40.2%	34.1%	49.6%	67.9%
Units in Structure						
Single-family	57.6%	30.2%	54.3%	9.9%	8.3%	88.0%
2-9 Units	21.2%	31.0%	29.9%	29.1%	31.1%	6.4%
10+ units	20.7%	38.4%	14.8%	60.7%	60.4%	5.3%

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Single / Mobiles	Advantaged Homeowners
Household Language						
English only	20.3%	19.5%	25.2%	16.6%	19.2%	23.9%
Other Indo-European	15.3%	16.0%	14.4%	18.0%	15.1%	13.1%
Other language	63.5%	63.0%	58.8%	63.8%	64.5%	61.7%
Ability to Speak English						
very well or well	94.7%	91.5%	84.4%	81.8%	91.4%	96.4%
not well or not at all	5.3%	8.5%	15.6%	18.2%	8.6%	3.6%
Mode of Response						
Mail	36.1%	29.5%	24.6%	20.4%	29.5%	42.8%
Telephone	15.8%	10.6%	15.4%	9.9%	9.4%	19.4%
Personal Interview	48.2%	59.9%	60.1%	69.7%	61.1%	37.8%
Foreign Born by Citizenship						
FB, Naturalized citizen	47.8%	38.3%	42.1%	34.6%	33.5%	59.1%
FB, not a citizen	50.4%	60.0%	56.7%	64.2%	65.5%	39.4%
Other Characteristics						
% Renters	48.1%	71.5%	98.4%	89.8%	89.8%	20.2%
% in Poverty	14.1%	20.6%	28.4%	30.4%	22.2%	9.3%
% w/ Public Assistance	3.3%	4.7%	7.7%	6.2%	3.3%	2.2%
% Unemployed	5.0%	5.6%	5.9%	7.2%	4.1%	4.0%
% Not in Labor Force	10.4%	12.8%	18.3%	17.5%	13.2%	11.1%
% With children <18	54.2%	46.9%	52.4%	44.0%	38.2%	67.9%
% Linguistically Isolated	13.3%	19.8%	19.5%	30.8%	19.5%	7.6%
Median HH income	$45,000	$37,000	$30,000	$28,000	$31,000	$66,000

*Householders who report their race as Black Alone and who report their place of birth as one of the following: Angola, Benin, Botswana, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Djibouti, Equitorial Guinea, Ethiopia, Eritrea, Gabon, Gambia, Ghana, Guinea, Guinea-bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Uganda, Democratic Republic of Congo (Zaire), Zambia, Zimbabwe, Africa.

**No data are shown for the Ethnic Enclave I and Ethnic Enclave II clusters due to insufficient counts.

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Table 16. Percent of Caribbean-Born* Black Householders by Cluster: 2005 and 2006 ACS Combined

Cluster Name**

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Household Type							
Married Couple	48.2%	39.0%	31.7%	25.8%	29.6%	29.0%	55.4%
Other Family	30.8%	33.8%	36.3%	42.5%	39.7%	35.5%	29.4%
Live alone	17.0%	22.3%	27.0%	28.4%	25.8%	31.0%	13.4%
Non-family 2+	4.0%	4.9%	5.0%	3.3%	4.9%	4.4%	1.7%
Household Size							
1 person	17.0%	22.3%	27.0%	28.4%	25.8%	31.0%	13.4%
2 persons	23.2%	25.3%	23.4%	24.1%	25.8%	25.6%	22.6%
3 or 4 persons	40.3%	37.0%	31.7%	34.6%	35.6%	30.9%	43.5%
5+ persons	19.5%	15.4%	18.0%	13.0%	12.8%	12.5%	20.5%
Householder Age							
<35	16.6%	23.0%	18.4%	19.2%	21.6%	23.7%	14.0%
35-44	27.6%	27.3%	21.4%	22.9%	20.4%	26.3%	28.3%
45-54	27.1%	25.7%	27.3%	25.9%	24.3%	21.8%	28.9%
55-64	16.5%	14.6%	18.2%	16.0%	19.2%	16.1%	17.2%
65+	12.3%	9.3%	14.7%	16.1%	14.6%	12.1%	11.6%
Metro Status							
Principal city MSA	37.4%	50.0%	58.8%	88.7%	55.4%	60.8%	18.5%
Remainder MSA & non-metro	62.6%	50.0%	41.3%	11.3%	44.6%	39.2%	81.5%
Education							
< high school	15.1%	15.5%	31.0%	26.3%	30.0%	17.5%	10.9%
High school	30.1%	30.4%	35.4%	38.8%	31.4%	32.4%	23.9%
some college	19.8%	20.5%	15.8%	16.0%	21.1%	18.1%	18.7%
college degree or more	35.0%	33.6%	17.8%	18.9%	17.5%	32.0%	46.5%
Units in Structure							
Single-family	73.1%	39.0%	66.2%	12.9%	24.1%	17.8%	91.6%
2-9 Units	17.6%	36.0%	23.4%	39.9%	34.1%	34.0%	4.9%
10+ units	8.5%	24.5%	10.1%	46.9%	40.4%	48.1%	3.3%

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Household Language							
English only	65.6%	65.3%	62.4%	72.3%	39.4%	63.4%	64.6%
Other Indo-European	30.9%	30.8%	34.5%	25.4%	57.1%	34.0%	31.2%
Other	3.5%	4.0%	3.1%	2.3%	3.5%	2.7%	4.3%
Ability to Speak English							
very well	50.7%	55.3%	36.8%	47.4%	40.3%	55.7%	61.5%
well	34.3%	31.5%	30.2%	31.0%	31.7%	28.4%	31.3%
not well / not at all	15.0%	13.3%	33.0%	21.6%	28.0%	15.9%	7.2%
Mode of Response							
Mail	31.2%	28.3%	25.1%	20.6%	22.1%	26.6%	37.6%
Telephone	16.0%	10.8%	14.7%	12.0%	10.5%	9.4%	18.1%
Personal Interview	52.8%	60.9%	60.3%	67.5%	67.4%	63.9%	44.3%
Foreign Born by Citizenship							
Naturalized citizen	67.5%	57.4%	49.4%	58.1%	53.6%	57.4%	72.7%
Not a citizen	31.1%	41.1%	49.1%	40.7%	45.8%	41.1%	25.8%
Other Characteristics							
% Renters	27.5%	49.9%	45.4%	77.7%	73.7%	70.9%	11.6%
% in Poverty	10.1%	12.9%	23.8%	22.7%	25.5%	15.9%	7.4%
% w/ Public Assistance	1.7%	2.2%	3.2%	5.1%	2.0%	2.6%	1.4%
% Unemployed	4.2%	3.9%	6.1%	5.4%	7.0%	4.9%	3.2%
% Not in Labor Force	19.9%	17.4%	22.6%	26.5%	21.5%	19.0%	18.5%
% With children <18	50.5%	47.6%	45.1%	43.7%	42.7%	40.3%	54.8%
% Linguistically Isolated	7.6%	8.8%	14.4%	8.4%	20.6%	8.9%	5.2%
Median HH income	$51,000	$45,000	$28,000	$31,000	$30,000	$40,000	$62,000

*Householders who report their race as Black Alone and who report their place of birth as one of the following: Anguilla, Antigua & Barbuda, Bahamas, Barbados, British Virgin Islands, Cayman Islands, Grenada, Guadeloupe, Haiti, Jamaica, Martinique, Netherlands Antilles, St. Barthelemy, St. Kitts-Nevis, St. Lucia, St. Vincent & the Grenadines, Trinidad & Tobago.

**No data are shown for the Ethnic Enclave I cluster due to insufficient counts.

Table 17. Percent of Black Biracial* Reference Persons by Cluster: 2005 and 2006 ACS Combined

	Cluster Name**					
	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Single / Mobiles	Advantaged Homeowners
Household Type						
Married Couple	31.1%	24.1%	21.2%	13.9%	19.0%	47.4%
Other Family	33.6%	33.4%	39.6%	39.0%	26.1%	28.7%
Live alone	28.3%	32.3%	33.5%	41.3%	41.1%	17.2%
Non-family 2+	7.0%	10.3%	5.6%	5.8%	13.8%	6.8%
Household Size						
1 person	28.3%	32.3%	33.5%	41.3%	41.1%	17.2%
2 persons	27.8%	30.1%	24.9%	26.6%	31.8%	28.7%
3 or 4 persons	33.8%	28.7%	30.3%	24.0%	23.3%	40.1%
5+ persons	10.1%	8.9%	11.3%	8.1%	3.9%	14.0%
Householder Age						
< 25	12.2%	17.9%	10.6%	10.7%	18.9%	6.0%
25-34	26.3%	28.7%	21.8%	20.3%	30.4%	24.5%
35-44	22.4%	18.7%	20.4%	22.0%	19.1%	26.3%
45-54	20.0%	18.2%	17.7%	19.5%	17.2%	23.7%
55-64	9.4%	8.8%	12.8%	11.6%	8.2%	11.4%
65+	9.6%	7.8%	16.7%	16.0%	6.3%	8.1%
Metro Status						
Principal city MSA	30.6%	52.6%	70.8%	90.9%	74.5%	23.4%
Remainder MSA	52.1%	43.0%	16.9%	NA***	NA***	73.9%
Non-metro	17.3%	4.5%	12.3%	NA***	NA***	2.8%
Remainder MSA & non-metro				9.1%	25.5%	

***Information for this cell is not available due to insufficient counts.

	All Around Average I	All Around Average II	Economic Disadvan. I	Economic Disadvan. II	Single / Mobiles	Advantaged Homeowners
Education						
< high school	11.9%	9.0%	18.5%	20.0%	8.1%	5.3%
High school	25.6%	22.6%	29.3%	24.1%	17.6%	17.5%
some college	30.9%	32.3%	29.0%	29.9%	32.8%	27.2%
college degree or more	31.6%	36.1%	23.2%	26.1%	41.6%	50.0%
Units in Structure						
Single-family	63.2%	40.0%	66.0%	16.8%	15.9%	81.8%
2-9 Units	18.0%	30.1%	18.8%	37.0%	38.0%	7.9%
10+ units	12.3%	28.3%	12.0%	45.0%	45.8%	7.6%
Household Language						
English only	86.1%	85.1%	87.8%	85.7%	82.2%	84.7%
Spanish	5.9%	5.8%	6.3%	6.6%	8.1%	5.9%
Other	8.0%	9.1%	5.9%	7.7%	9.7%	9.4%
Mode of Response						
Mail	39.8%	43.4%	32.8%	41.8%	39.8%	46.3%
Telephone	16.9%	12.3%	20.5%	11.4%	10.2%	18.9%
Personal Interview	43.3%	44.4%	46.7%	46.7%	50.0%	34.9%
Foreign Born by Citizenship						
Not Foreign-born	92.6%	89.5%	97.2%	85.3%	89.5%	88.9%
Foreign-born	7.5%	10.6%	2.8%	14.7%	10.5%	11.1%
Other Characteristics						
% Renters	51.4%	67.7%	59.8%	83.9%	84.1%	27.1%
% in Poverty	20.5%	20.5%	35.3%	42.0%	23.4%	11.1%
% w/ Public Assistance	5.5%	4.8%	9.7%	13.5%	5.1%	4.1%
% Unemployed	6.4%	7.5%	9.6%	11.9%	9.0%	4.9%
% Not in Labor Force	24.8%	21.6%	36.9%	42.3%	20.7%	19.0%
% With children <18	45.7%	39.8%	42.7%	39.5%	29.7%	51.7%
Median HH income	$36,000	$35,000	$23,000	$19,000	$33,000	$62,000

*Non-Hispanic householders who report only two races, one of which is Black.

**No data are shown for the Ethnic Enclave I and Ethnic Enclave II clusters due to insufficient counts.

Table 18. Percent of Reference Persons who speak Russian, Polish, or Arabic at Home by Cluster: 2005 and 2006 ACS Combined

	Other Language Spoken at Home		
	Russian	Polish	Arabic
Cluster Name			
All Around Average I	17.3%	27.5%	21.5%
All Around Average II	20.9%	22.6%	21.2%
Economic Disadvantaged I	1.0%	2.0%	3.3%
Economic Disadvantaged II	4.2%	2.6%	3.3%
Ethnic Enclave I	0.6%	1.1%	3.4%
Ethnic Enclave II	12.4%	5.4%	5.4%
Single/Mobiles	24.4%	11.5%	15.5%
Advantaged Homeowners	19.4%	27.4%	26.4%
TOTAL	100%	100%	100%

Note: Cells highlighted in yellow indicate clusters for which detailed profiles are provided.

Table 19. Characteristics of Households Speaking Arabic by Cluster: 2005 and 2006 ACS Combined

	Cluster Name			
	All Around Average I	All Around Average II	Single / Mobiles	Advantaged Homeowners
Household Type				
Married Couple	64.8%	59.6%	46.4%	75.1%
Other family	14.6%	15.5%	13.7%	12.5%
Live alone	15.7%	19.2%	30.1%	10.8%
Non-family 2+	5.0%	5.7%	9.8%	1.6%
Householder Age				
< 25	4.8%	7.1%	9.5%	3.0%
25-34	20.8%	20.4%	26.6%	13.7%
35-44	29.6%	30.4%	28.7%	32.4%
45-54	24.0%	20.6%	18.9%	26.2%
55-64	10.6%	11.8%	8.8%	14.1%
65+	10.1%	9.7%	7.4%	10.6%
Metro Status				
Principal city MSA	35.0%	45.3%	69.3%	28.9%
Remainder MSA	58.9%	52.6%	N/A*	70.1%
Non-metro	6.2%	2.1%	N/A*	1.1%
Remainder MSA & non-metro			30.6%	
Education				
< high school	12.7%	13.2%	10.1%	9.7%
High school	19.3%	21.6%	19.5%	16.4%
some college	16.5%	16.2%	15.4%	13.0%
college degree or more	51.5%	49.0%	54.9%	61.0%

*The information for this cell is not available due to insufficient counts.

	All Around Average I	All Around Average II	Single / Mobiles	Advantaged Homeowners
Units in Structure				
Single-family	69.3%	42.9%	15.7%	88.7%
2-9 Units	17.3%	29.7%	31.6%	5.9%
10+ units	11.5%	26.3%	52.5%	5.0%
English Ability				
Very well	64.5%	60.8%	59.6%	72.7%
Well	26.2%	26.6%	28.2%	20.0%
Not well	N/A*	10.5%	9.6%	N/A*
Not at all	N/A*	2.1%	2.6%	N/A*
Not well or not at all	9.3%			7.4%
Mode of Response				
Mail	42.6%	41.0%	37.2%	47.8%
Telephone	16.1%	11.4%	8.4%	16.6%
Personal Interview	41.3%	47.6%	54.4%	35.7%
Foreign Born by Citizenship				
Not Foreign-born	13.9%	14.8%	16.6%	14.4%
FB naturalized citizen	57.9%	52.2%	42.3%	66.5%
FB, not a citizen	28.3%	33.1%	41.1%	19.1%
Marital Status				
Married	70.0%	65.2%	54.8%	79.6%
Widowed	4.8%	4.4%	4.2%	3.8%
Divorced or Separated	10.5%	13.1%	13.5%	8.3%
Never Married	14.8%	17.3%	27.5%	8.3%
Other Characteristics				
%Homeowners	60.5%	39.6%	19.8%	83.4%
% in Poverty	17.1%	19.8%	23.8%	11.9%
% Linguistically Isolated	19.5%	23.7%	30.5%	12.2%
Median HH income	$46,000	$39,000	$35,000	$65,000

*The information for this cell is not available due to insufficient counts.

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Table 20. Characteristics of Households Speaking Polish by Cluster: 2005 and 2006 ACS Combined

	Cluster Name			
	All Around Average I	All Around Average II	Single / Mobiles	Advantaged Homeowners
Household Type				
Married Couple	52.0%	45.4%	36.8%	62.4%
Other family	13.0%	13.6%	15.2%	12.0%
Live alone	31.3%	35.2%	39.0%	22.5%
Non-family 2+	3.7%	5.9%	9.1%	3.1%
Householder Age				
< 25	2.0%	4.0%	5.0%	0.9%
25-34	13.5%	14.8%	21.9%	12.3%
35-44	14.5%	16.6%	14.2%	17.3%
45-54	19.3%	20.9%	20.5%	22.6%
55-64	15.3%	15.0%	15.0%	15.7%
65+	35.5%	28.8%	23.4%	31.2%
Metro Status				
Principal city MSA	32.0%	40.9%	67.7%	15.9%
Remainder MSA	60.4%	57.6%	N/A*	80.6%
Non-metro	7.6%	1.6%	N/A*	3.5%
Remainder MSA & non-metro			32.3%	
Education				
< high school	20.3%	16.9%	14.5%	15.5%
High school	32.0%	33.1%	27.1%	26.9%
some college	17.8%	17.3%	17.0%	19.2%
college degree or more	29.9%	32.7%	41.4%	38.5%

*The information for this cell is not available due to insufficient counts.

	All Around Average I	All Around Average II	Single / Mobiles	Advantaged Homeowners
Units in Structure				
Single-family	71.1%	41.4%	14.3%	89.4%
2-9 Units	16.5%	35.9%	46.3%	5.9%
10+ units	9.9%	22.0%	39.3%	3.9%
English Ability				
Very well	56.5%	50.7%	46.8%	62.1%
Well	25.9%	27.4%	29.3%	26.6%
Not well	15.1%	19.0%	17.5%	10.6%
Not at all	2.5%	3.0%	6.5%	0.8%
Mode of Response				
Mail	55.2%	46.1%	41.1%	65.8%
Telephone	10.8%	10.1%	6.7%	11.0%
Personal Interview	34.0%	43.9%	52.2%	23.2%
Foreign Born by Citizenship				
Not Foreign-born	36.8%	27.5%	18.3%	36.1%
FB naturalized citizen	39.7%	44.2%	44.5%	46.7%
FB, not a citizen	23.5%	28.3%	37.2%	17.2%
Marital Status				
Married	55.2%	50.0%	45.3%	65.3%
Widowed	22.0%	17.9%	15.1%	16.1%
Divorced or Separated	12.0%	16.5%	15.4%	10.7%
Never Married	10.8%	15.6%	24.2%	7.9%
Other Characteristics				
%Homeowners	80.4%	62.3%	37.1%	92.3%
% in Poverty	9.0%	10.8%	12.5%	5.7%
% Linguistically Isolated	29.1%	35.6%	42.0%	22.0%
Median HH income	$42,000	$41,000	$40,000	$57,000

Table 21. Characteristics of Households Speaking Russian by Cluster: 2005 and 2006 ACS Combined

	Cluster Name				
	All Around Average I	All Around Average II	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Household Type					
Married Couple	66.2%	56.2%	46.1%	43.7%	74.8%
Other family	12.8%	13.0%	17.6%	10.9%	10.1%
Live alone	18.3%	25.9%	31.9%	40.8%	12.2%
Non-family 2+	2.7%	4.9%	4.5%	4.6%	2.9%
Householder Age					
< 25	4.5%	5.1%	3.3%	6.0%	2.2%
25-34	18.8%	19.8%	13.1%	18.2%	18.4%
35-44	26.1%	20.3%	17.1%	15.2%	27.7%
45-54	21.4%	21.0%	17.3%	16.0%	25.6%
55-64	12.7%	14.7%	12.5%	13.2%	13.7%
65+	16.5%	19.1%	36.7%	31.5%	12.4%
Metro Status					
Principal city MSA	38.4%	56.7%	97.6%	79.8%	24.9%
Remainder MSA	55.7%	41.6%	N/A*	N/A*	72.8%
Non-metro	5.9%	1.7%	N/A*	N/A*	2.3%
Remainder MSA & non-metro			2.4%	20.2%	
*The information for this cell is not available due to insufficient counts.					
Education					
< high school	6.7%	5.2%	10.4%	6.3%	4.3%
High school	14.0%	14.6%	15.5%	14.5%	13.6%
some college	13.5%	9.8%	11.4%	10.2%	10.8%
college degree or more	65.8%	70.4%	62.7%	69.0%	71.4%

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	All Around Average I	All Around Average II	Ethnic Enclave II	Single / Mobiles	Advantaged Homeowners
Units in Structure					
Single-family	63.5%	33.4%	6.1%	9.6%	84.6%
2-9 Units	15.6%	25.6%	16.6%	19.6%	7.1%
10+ units	18.7%	40.4%	77.1%	70.8%	7.7%
English Ability					
Very well	47.3%	44.2%	20.1%	35.8%	56.7%
Well	30.4%	29.9%	27.7%	28.0%	30.4%
Not well	19.2%	20.5%	34.7%	26.5%	11.1%
Not at all	3.2%	5.4%	17.5%	9.8%	1.8%
Mode of Response					
Mail	47.7%	42.1%	29.5%	41.6%	53.2%
Telephone	17.5%	15.4%	22.4%	16.3%	15.8%
Personal Interview	34.8%	42.5%	48.1%	42.1%	30.9%
Foreign Born by Citizenship					
Not Foreign-born	15.1%	9.6%	1.9%	6.4%	12.8%
FB naturalized citizen	52.2%	56.2%	68.2%	64.9%	63.9%
FB, not a citizen	32.7%	34.3%	29.9%	28.8%	23.3%
Marital Status					
Married	69.3%	60.5%	51.7%	48.0%	78.4%
Widowed	6.5%	9.7%	17.7%	16.4%	5.8%
Divorced or Separated	15.7%	17.3%	19.1%	19.2%	9.8%
Never Married	8.5%	12.6%	11.5%	16.4%	6.0%
Other Characteristics					
%Homeowners	65.7%	44.5%	13.0%	23.9%	84.2%
% in Poverty	13.9%	19.0%	37.9%	25.9%	7.3%
% Linguistically Isolated	33.3%	40.6%	64.1%	51.5%	24.1%
Median HH income	$53,000	$45,000	$21,000	$30,000	$80,000