

Demographic Clusters of Georgia

By Frank Millard

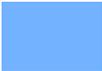
Revised by Kim Zhou, July, 2012

Demographic clusters were created from EASI Demographics data (2011) available at the census block group level of the 2010 census geographies, containing 25 variables relating to age, income, family structure, housing value and type, education attainment and employment type.

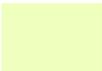
A classification model composed of Two-Step-Clustering and Discriminant Analysis was used to classify census block groups based on the 25 selected variables. The census block groups were first classed into four major groups, which were further partitioned into a total of eighteen distinct demographic clusters.

The legend is arranged by the derived socioeconomic status, from “higher” to “lower”, within the four major groups and their respective demographic clusters.

A.1  Georgia’s wealthiest cluster is primarily populated by “new money” executives and professionals living in tract mansions of metropolitan suburbs and exurbs. Predominantly White with an above average index for Asians, this highly educated cluster is composed of married couples in their middle adulthood ages (45-64) with young and adolescent children.

A.2  This well-educated, suburban cluster, dominated by professionals and managers, has the second highest level of affluence in the state. Mostly White with a high percentage in their middle or late adulthood (55+), they have adolescent and grown children.

A.3  Found in the metro suburbs, this mixed-ethnicity with majority of Whites and high index for African-Americans, more youthful cluster is populated by married couples in their late 20’s through early 40’s with young children. The majority has some college degree or are college graduates. Most are employed in sales and other white-collar jobs, while some are high-earning blue-collar families. This cluster has a median household income well above the state average.

B.1  This cluster is characterized by its high concentration of White and Asian non-family households renting in upscale apartments. With easy access to major highways, this cluster is the home for young managers and professionals in their late 20’s through early 40’s, predominately with college degrees and beyond. They live a modern urban lifestyle in the most densely populated urban neighborhoods before they establish families and move to suburban areas.

 B.2 This small cluster is populated by military personnel in their early and young adulthood ages (18-34) with some college degrees. Majority of the population are White. They live in rented apartments and condos in urban areas. Their median income is around the state average.

 B.3 This is a mixed-ethnicity cluster with a high index of Asian and Multiracial non-family households living in middle-range value apartments in urban/suburban areas. Although many have some college degrees or are college graduates, their median income is below the state average due to their recent entry into the workforce.

 B.4 This mixed-ethnicity cluster mainly represents the college populations in Georgia (populations living in group quarters). They are mostly between 18-24 years of age and have incomes lower than the state average.

 C.1 This is a White, middle-class rural cluster dominated by married families of people aged 55 years and over. They are mainly home owners, but the value of their housing is lower than in some of the urban and suburban clusters. Many in this cluster are high school graduates. Found predominantly in N/NE rural counties of Georgia, this cluster is highly represented in farming, production, and construction.

 C.2 This rural cluster is dominated by married families of people in their middle adulthood ages with young and adolescent children. Found widespread in rural counties of Georgia, the cluster is White with some African-American population. Many people are in construction and production jobs; their incomes are average compared to the state.

 C.3 Found in relatively populated areas in rural counties, this mixed-ethnicity cluster with high index of African-Americans is populated by older people living in old houses. With mixed levels of education, people in this cluster mainly work in lower paying service, sales and managerial jobs earning below state average incomes.

 C.4 This rural cluster is composed of married and single parent families of predominantly White population with or without children. Most have high school diploma or less; they mainly work in farming, production, and construction earning well below the state average income.

 D.1 An urban cluster, this mixed-race group has a high representation of single-parent families with or without children. Most have a high school diploma or less; this group mainly works in the service industry earning lower than state average income. They live in rented apartments or old houses of low housing values.

D.2  This is a small cluster composed of military personnel in their early and young adulthood ages (18-34) with some college degrees. A mixed-ethnicity group with majority of Whites, this cluster is populated by married and single families with young children. The percentage of population 18 years of age and younger is higher than any other cluster in the state.

D.3  This is the oldest urban cluster with high proportion of 55 years of age and older. Primarily African-American with a high index for non-Hispanic Whites, this cluster is characterized by single family or non-family households living in their own old houses in urban/suburban areas. They work in low-paying service and sales jobs earning incomes lower than the state average.

D.4  This cluster is composed predominantly of African-Americans with a high percentage of single family households with or without children. It is relatively young among urban clusters with a high percentage of population between 18-34 years of age. They are primarily renters, have high school or less than high school educations and work in service industry--making 30% below the state average in income.

D.5  This is a mixed-ethnicity cluster with a high index of Hispanics and Multiracial groups. Most have high school diploma or less; they mainly work in low-paying blue collar jobs in production and construction industries. The cluster's housing is half owner-occupied and half renter-occupied with a high percentage of vacant housing.

D.6  This cluster is predominantly populated by African-Americans with high percentage of population in their 60's and over. Most have a high school diploma or less; they mainly work in service industries. Their median income is second lowest in the state.

D.7  This cluster is predominantly composed of very young African-Americans with more females than males. The cluster has the highest percentage of population less than 18 years of age in non-military clusters in the state, of whom most live in female-headed households. Most have a high school diploma or less; they work in low-paying jobs and live in rental units. The median household income in this cluster is the lowest in the state.