

Pop-Facts® Demographics | Population & Race



Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

POPULATION

72,647

HOUSEHOLDS

30,280

ETHNICITY



9.6%

Index:99

Hispanic/Latino

HISPANIC ORIGIN*



60.9%

Index:100

Mexican

HOME LANGUAGE*

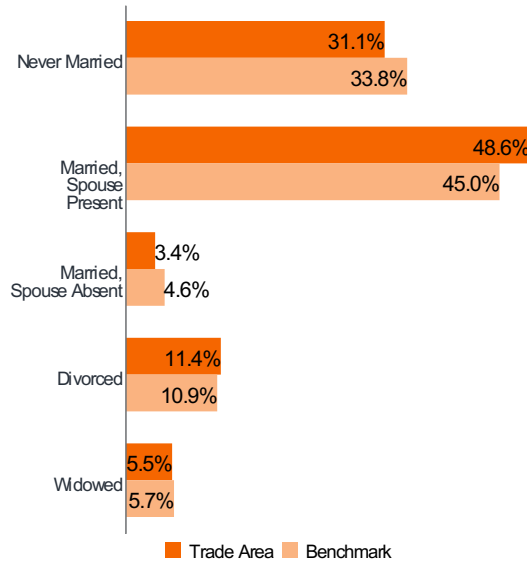


85.5%

Index:109

Only English

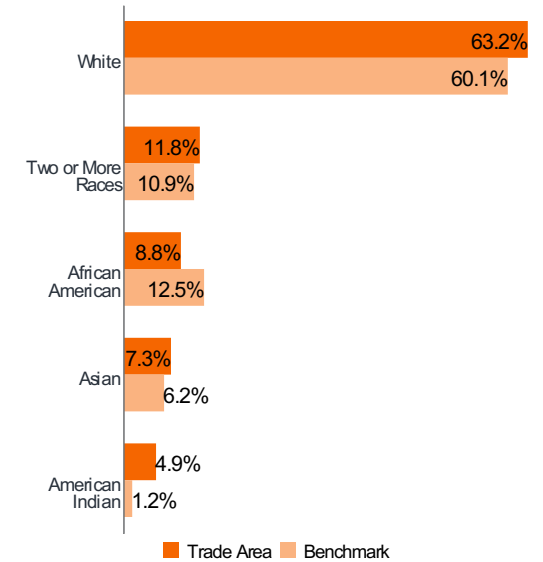
MARITAL STATUS



POPULATION BY AGE

| Age | Count | % | Index |
|---------|--------|------|-------|
| 0 - 4 | 3,945 | 5.4 | 93 |
| 5 - 9 | 4,000 | 5.5 | 92 |
| 10 - 14 | 4,318 | 5.9 | 96 |
| 15 - 17 | 2,793 | 3.8 | 100 |
| 18 - 20 | 3,643 | 5.0 | 123 |
| 21 - 24 | 4,337 | 6.0 | 116 |
| 25 - 34 | 10,061 | 13.8 | 103 |
| 35 - 44 | 8,654 | 11.9 | 92 |
| 45 - 54 | 7,753 | 10.7 | 89 |
| 55 - 64 | 9,077 | 12.5 | 99 |
| 65 - 74 | 8,199 | 11.3 | 106 |
| 75 - 84 | 4,091 | 5.6 | 108 |
| 85+ | 1,777 | 2.4 | 119 |

POPULATION BY RACE**



Benchmark:USA

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*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

| | | | |
|---------------|-----|----------|------|
| Index Colors: | <80 | 80 - 110 | 110+ |
|---------------|-----|----------|------|

Pop-Facts® Demographics | Housing & Household



Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

Population: 72,647 | Households: 30,280

MEDIAN AGE OF HOUSEHOLDER

53

Index:99

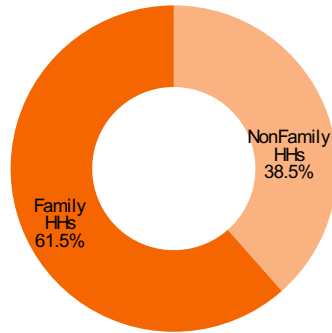
PRESENCE OF CHILDREN*



28.6%

Index: 85

HOUSEHOLD TYPE



HOUSING TENURE



Own

55.3%

Index: 86



Rent

44.7%

Index:126

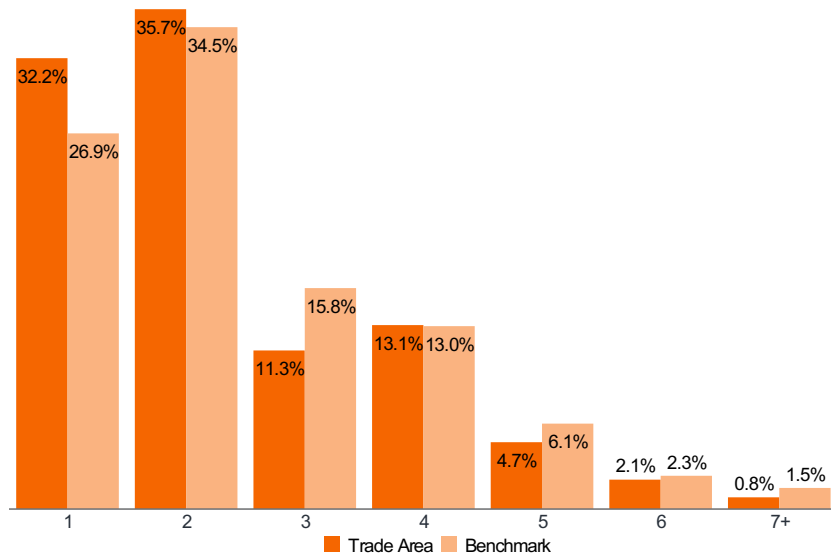
AGE OF HOUSING**



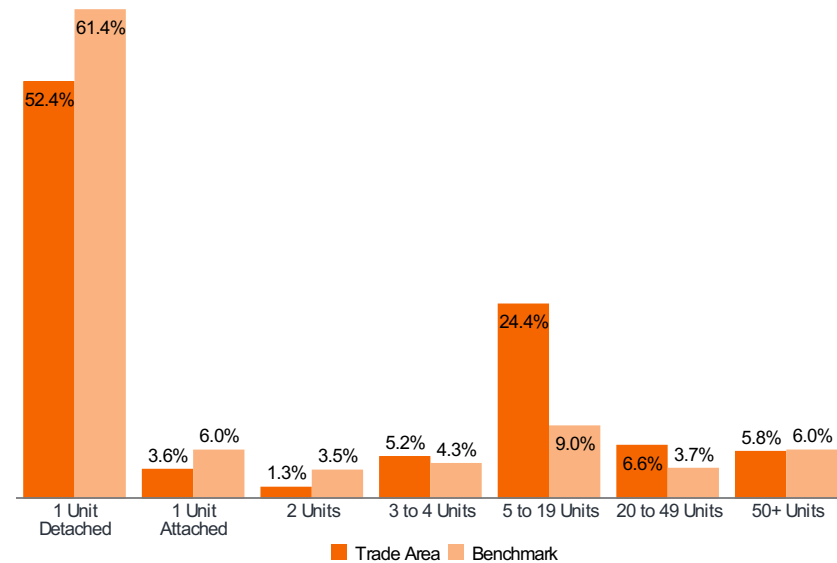
39 - 48 years old

% Comp:28.5 Index:195

HOUSEHOLD SIZE



HOUSING UNITS IN STRUCTURE



Benchmark: USA

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*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

| | | | |
|---------------|-----|----------|------|
| Index Colors: | <80 | 80 - 110 | 110+ |
|---------------|-----|----------|------|

Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

Population: 72,647 | Households:30,280

EDUCATIONAL ATTAINMENT: TOP 2*



Bachelor's Degree



Some College, No Degree

EDUCATION: HISPANIC/LATINO



Bachelor's degree or higher

POVERTY STATUS



At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$71,208

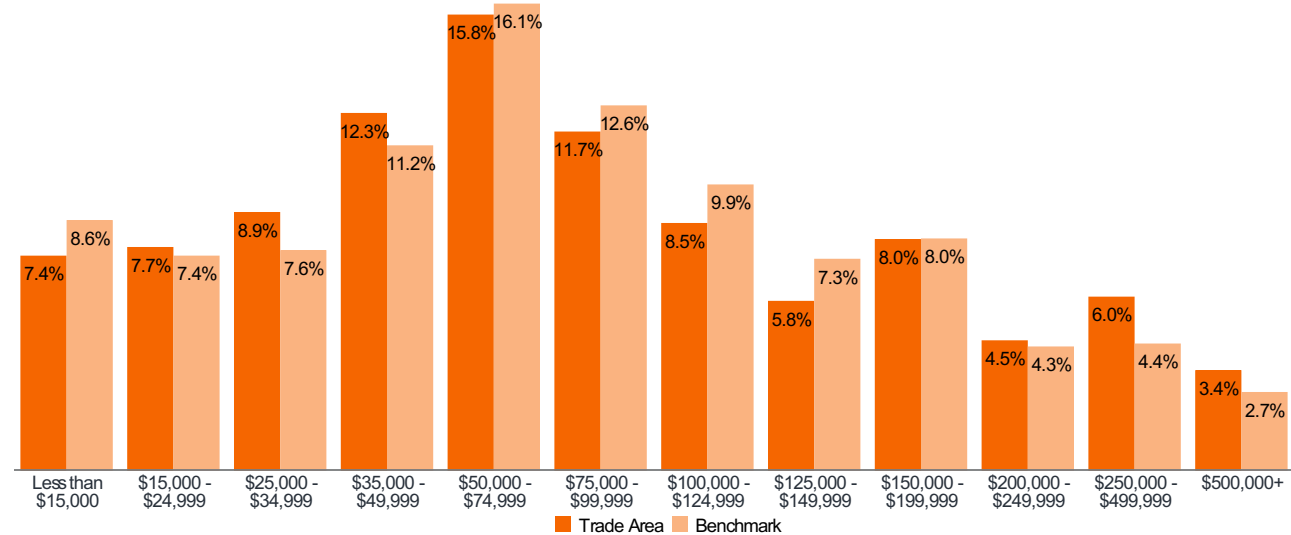
Index: **97**

Average Household Income

\$111,533

Index: **106**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: USA

*Ranked by percent composition

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| | | | |
|---------------|-----|----------|------|
| Index Colors: | <80 | 80 - 110 | 110+ |
|---------------|-----|----------|------|

Pop-Facts® Demographics | Employment & Occupation



Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

Population: 72,647 | Households: 30,280

OCCUPATIONAL CLASS*



69.7%

Index:115

White Collar

UNEMPLOYMENT RATE



4.6%

Index:98

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



79.8%

Index:106

Travel to work by **Driving Alone**

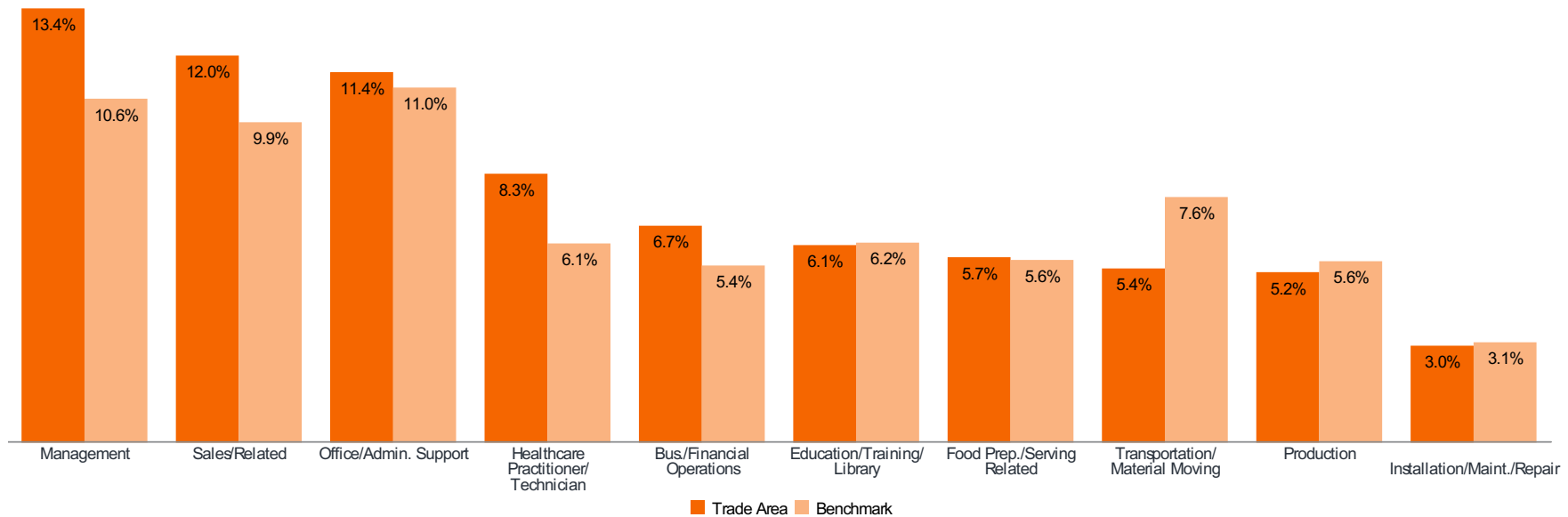


9.3%

Index:105

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

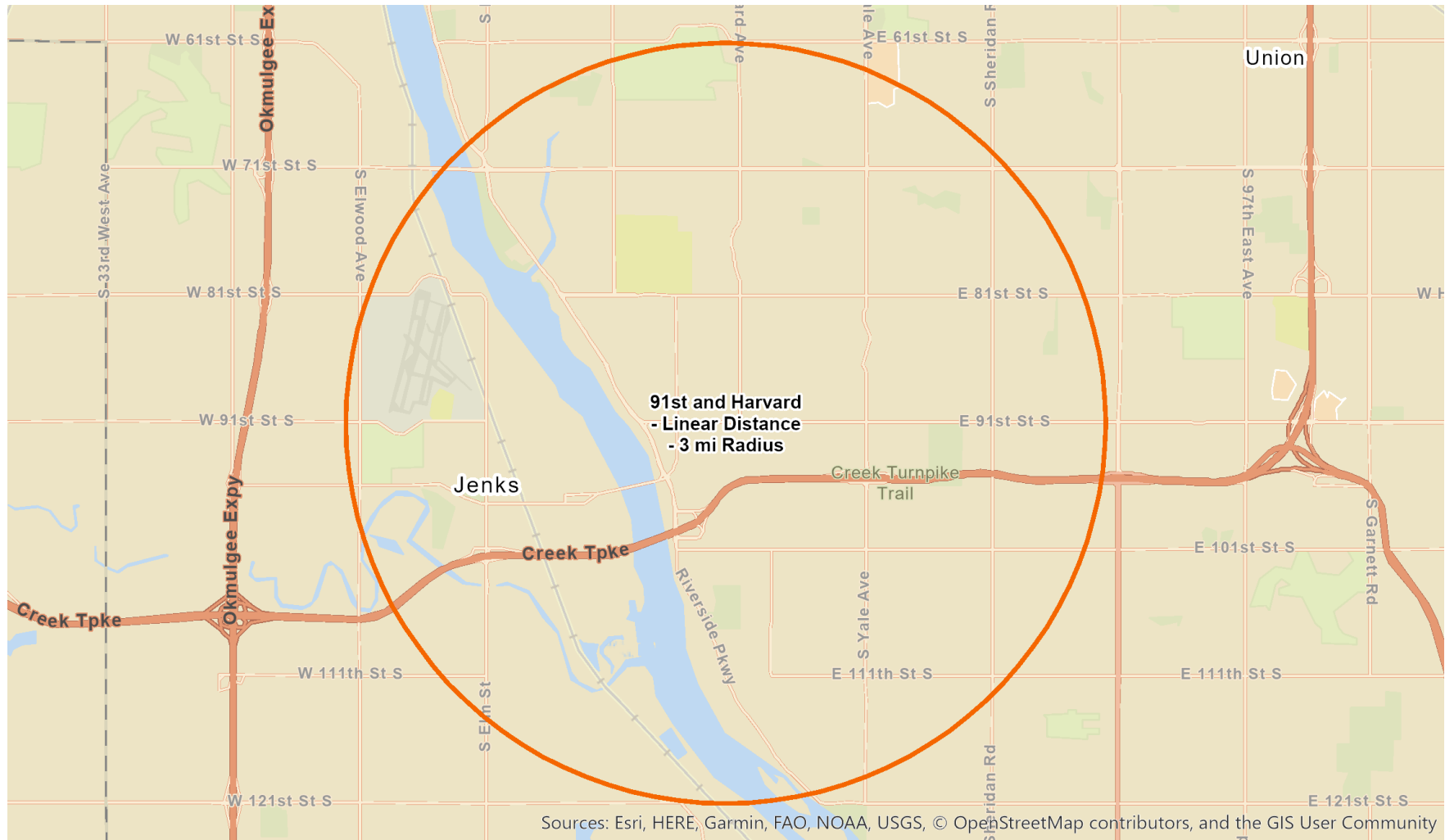
*Chosen from percent composition ranking

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| | | | |
|---------------|-----|----------|------|
| Index Colors: | <80 | 80 - 110 | 110+ |
|---------------|-----|----------|------|

Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

Population: 72,647 | Households: 30,280



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

| | 2023 Demand (\$) | 2023 Supply (\$) | Opportunity Gap/Surplus (\$) |
|--|------------------|------------------|------------------------------|
| Totals | | | |
| Total retail trade including food and drink (NAICS 44, 45 and 722) | 1,692,512,439 | 1,347,639,654 | 344,872,785 |
| Total retail trade (NAICS 44 and 45) | 1,511,846,600 | 1,169,126,670 | 342,719,930 |
| Motor Vehicle and Parts Dealers | | | |
| Motor vehicle and parts dealers (NAICS 441) | 393,668,054 | 205,160,359 | 188,507,695 |
| Automobile dealers (NAICS 4411) | 338,523,355 | 171,961,098 | 166,562,258 |
| New car dealers (NAICS 44111) | 301,677,368 | 164,907,539 | 136,769,829 |
| Used car dealers (NAICS 44112) | 36,845,987 | 7,053,559 | 29,792,428 |
| Other motor vehicle dealers (NAICS 4412) | 26,846,023 | 20,354,014 | 6,492,008 |
| Recreational vehicle dealers (NAICS 44121) | 8,750,688 | 7,263,543 | 1,487,145 |
| Motorcycle, boat, and other motor vehicle dealers (NAICS 44122) | 18,095,334 | 13,090,471 | 5,004,863 |
| Boat dealers (NAICS 441222) | 5,546,701 | 4,862,596 | 684,105 |
| Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228) | 12,548,633 | 8,227,875 | 4,320,758 |
| Automotive parts, accessories, and tire stores (NAICS 4413) | 28,298,676 | 12,845,247 | 15,453,429 |
| Automotive parts and accessories stores (NAICS 44131) | 17,893,836 | 8,141,095 | 9,752,741 |
| Tire dealers (NAICS 44132) | 10,404,839 | 4,704,152 | 5,700,688 |
| Furniture and Home Furnishings Stores | | | |
| Furniture and home furnishings stores (NAICS 442) | 31,166,456 | 23,613,820 | 7,552,636 |
| Furniture stores (NAICS 4421) | 18,060,525 | 13,313,917 | 4,746,608 |
| Home furnishings stores (NAICS 4422) | 13,105,931 | 10,299,903 | 2,806,028 |
| Floor covering stores (NAICS 44221) | 6,528,100 | 6,753,971 | -225,871 |
| Other home furnishings stores (NAICS 44229) | 6,577,831 | 3,545,932 | 3,031,899 |
| Window treatment stores (NAICS 442291) | 290,979 | 60,718 | 230,261 |
| All other home furnishings stores (NAICS 442299) | 6,286,851 | 3,485,214 | 2,801,638 |
| Electronics and Appliance Stores | | | |
| Electronics and appliance stores (NAICS 443) | 23,144,747 | 20,712,902 | 2,431,844 |
| Household appliance stores (NAICS 443141) | 5,082,083 | 6,728,595 | -1,646,512 |
| Electronics stores (NAICS 443142) | 18,062,663 | 13,984,307 | 4,078,356 |
| Building Material and Garden Equipment and Supplies Dealers | | | |
| Building material and garden equipment and supplies dealers (NAICS 444) | 112,556,295 | 58,858,017 | 53,698,279 |
| Building material and supplies dealers (NAICS 4441) | 99,472,583 | 50,045,255 | 49,427,329 |
| Home centers (NAICS 44411) | 55,616,201 | 32,466,510 | 23,149,691 |
| Paint and wallpaper stores (NAICS 44412) | 3,958,114 | 1,244,960 | 2,713,154 |
| Hardware stores (NAICS 44413) | 8,200,621 | 1,358,599 | 6,842,022 |
| Other building material dealers (NAICS 44419) | 31,697,648 | 14,975,186 | 16,722,462 |
| Lawn and garden equipment and supplies stores (NAICS 4442) | 13,083,712 | 8,812,762 | 4,270,950 |
| Outdoor power equipment stores (NAICS 44421) | 2,773,888 | 2,833,046 | -59,157 |
| Nursery, garden center, and farm supply stores (NAICS 44422) | 10,309,824 | 5,979,716 | 4,330,107 |
| Food and Beverage Stores | | | |
| Food and beverage stores (NAICS 445) | 206,143,685 | 158,037,959 | 48,105,726 |
| Grocery stores (NAICS 4451) | 185,292,245 | 136,945,649 | 48,346,597 |
| Supermarkets and other grocery (except convenience) stores (NAICS 44511) | 177,180,414 | 135,487,234 | 41,693,180 |
| Convenience stores (NAICS 44512) | 8,111,831 | 1,458,415 | 6,653,417 |
| Specialty food stores (NAICS 4452) | 5,327,833 | 1,626,376 | 3,701,457 |
| Meat markets (NAICS 44521) | 1,638,927 | 1,626,376 | 12,551 |
| Fish and seafood markets (NAICS 44522) | 643,511 | 0 | 643,511 |
| Fruit and vegetable markets (NAICS 44523) | 1,109,529 | 0 | 1,109,529 |
| Other specialty food stores (NAICS 44529) | 1,935,866 | 0 | 1,935,866 |
| All other specialty food stores (NAICS 445299) | 913,461 | 0 | 913,461 |
| Beer, wine, and liquor stores (NAICS 4453) | 15,523,607 | 19,465,934 | -3,942,328 |
| Health and Personal Care Stores | | | |
| Health and personal care stores (NAICS 446) | 88,963,842 | 110,842,246 | -21,878,405 |
| Pharmacies and drug stores (NAICS 44611) | 76,454,168 | 106,570,531 | -30,116,363 |
| Cosmetics, beauty supplies, and perfume stores (NAICS 44612) | 5,338,104 | 4,271,715 | 1,066,389 |
| Optical goods stores (NAICS 44613) | 2,326,278 | 0 | 2,326,278 |
| Other health and personal care stores (NAICS 44619) | 4,845,291 | 0 | 4,845,291 |
| Food (health) supplement stores (NAICS 446191) | 1,708,925 | 0 | 1,708,925 |
| All other health and personal care stores (NAICS 446199) | 3,136,366 | 0 | 3,136,366 |
| Gasoline Stations | | | |
| Gasoline stations (NAICS 447) | 121,134,425 | 209,216,463 | -88,082,038 |

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

| | 2023 Demand (\$) | 2023 Supply (\$) | Opportunity Gap/Surplus (\$) |
|--|------------------|------------------|------------------------------|
| Clothing and Clothing Accessories Stores | | | |
| Clothing and clothing accessories stores (NAICS 448) | 61,230,745 | 73,457,213 | -12,226,468 |
| Clothing stores (NAICS 4481) | 41,605,259 | 48,805,907 | -7,200,648 |
| Men's clothing stores (NAICS 44811) | 1,554,504 | 1,116,539 | 437,965 |
| Women's clothing stores (NAICS 44812) | 7,821,905 | 10,611,665 | -2,789,760 |
| Children's and infants' clothing stores (NAICS 44813) | 2,066,490 | 3,137,636 | -1,071,146 |
| Family clothing stores (NAICS 44814) | 24,575,985 | 28,106,026 | -3,530,041 |
| Clothing accessories stores (NAICS 44815) | 2,043,597 | 1,006,193 | 1,037,404 |
| Other clothing stores (NAICS 44819) | 3,542,778 | 4,827,848 | -1,285,070 |
| Shoe stores (NAICS 4482) | 6,884,596 | 8,575,665 | -1,691,070 |
| Jewelry, luggage, and leather goods stores (NAICS 4483) | 12,740,890 | 16,075,640 | -3,334,750 |
| Jewelry stores (NAICS 44831) | 8,564,420 | 13,658,418 | -5,093,999 |
| Luggage and leather goods stores (NAICS 44832) | 4,176,470 | 2,417,222 | 1,759,249 |
| Sporting Goods, Hobby, Musical Instrument, and Book Stores | | | |
| Sporting goods, hobby, musical instrument, and book stores (NAICS 451) | 20,117,492 | 28,502,744 | -8,385,252 |
| Sporting goods, hobby, and musical instrument stores (NAICS 4511) | 17,317,359 | 28,502,744 | -11,185,384 |
| Sporting goods stores (NAICS 45111) | 10,919,449 | 19,380,785 | -8,461,336 |
| Hobby, toy, and game stores (NAICS 45112) | 4,856,437 | 8,467,667 | -3,611,229 |
| Sewing, needlework, and piece goods stores (NAICS 45113) | 562,952 | 0 | 562,952 |
| Musical instrument and supplies stores (NAICS 45114) | 978,521 | 654,292 | 324,229 |
| Book stores and news dealers (NAICS 4512) | 2,800,132 | 0 | 2,800,132 |
| Book stores (NAICS 451211) | 2,612,040 | 0 | 2,612,040 |
| News dealers and newsstands (NAICS 451212) | 188,092 | 0 | 188,092 |
| General Merchandise Stores | | | |
| General merchandise stores (NAICS 452) | 178,926,150 | 172,729,830 | 6,196,320 |
| Department stores (NAICS 4522) | 21,506,731 | 24,458,097 | -2,951,366 |
| Other general merchandise stores (NAICS 4523) | 157,419,419 | 148,271,733 | 9,147,686 |
| Warehouse clubs and supercenters (NAICS 452311) | 142,648,225 | 145,867,049 | -3,218,823 |
| All other general merchandise stores (NAICS 452319) | 14,771,194 | 2,404,685 | 12,366,509 |
| Miscellaneous Store Retailers | | | |
| Miscellaneous store retailers (NAICS 453) | 29,659,082 | 33,947,754 | -4,288,672 |
| Florists (NAICS 4531) | 1,495,365 | 139,739 | 1,355,626 |
| Office supplies, stationery, and gift stores (NAICS 4532) | 5,563,754 | 4,683,159 | 880,595 |
| Office supplies and stationery stores (NAICS 45321) | 2,581,357 | 2,458,082 | 123,275 |
| Gift, novelty, and souvenir stores (NAICS 45322) | 2,982,397 | 2,225,077 | 757,319 |
| Used merchandise stores (NAICS 4533) | 4,132,495 | 3,489,975 | 642,520 |
| Other miscellaneous store retailers (NAICS 4539) | 18,467,469 | 25,634,881 | -7,167,412 |
| Pet and pet supplies stores (NAICS 45391) | 5,388,779 | 7,487,648 | -2,098,869 |
| Art dealers (NAICS 45392) | 2,553,059 | 1,493 | 2,551,566 |
| Manufactured (mobile) home dealers (NAICS 45393) | 1,537,478 | 4,849,327 | -3,311,849 |
| All other miscellaneous store retailers (NAICS 45399) | 8,968,152 | 13,296,413 | -4,308,261 |
| Tobacco stores (NAICS 453991) | 3,165,775 | 6,555,513 | -3,389,739 |
| All other miscellaneous store retailers (except tobacco stores) (NAICS 453998) | 5,822,377 | 6,740,899 | -918,522 |
| Non-store Retailers | | | |
| Non-store retailers (NAICS 454) | 245,135,628 | 74,047,362 | 171,088,265 |
| Electronic shopping and mail-order houses (NAICS 4541) | 234,949,299 | 70,411,960 | 164,537,339 |
| Vending machine operators (NAICS 4542) | 1,286,791 | 0 | 1,286,791 |
| Direct selling establishments (NAICS 4543) | 8,899,538 | 3,635,402 | 5,264,136 |
| Fuel dealers (NAICS 45431) | 5,029,911 | 679 | 5,029,232 |
| Other direct selling establishments (NAICS 45439) | 3,869,627 | 3,634,722 | 234,904 |
| Food Services and Drinking Places | | | |
| Food services and drinking places (NAICS 722) | 180,665,839 | 178,512,984 | 2,152,855 |
| Special food services (NAICS 7223) | 13,690,114 | 9,763,059 | 3,927,055 |
| Food service contractors (NAICS 72231) | 10,773,969 | 8,923,195 | 1,850,773 |
| Caterers (NAICS 72232) | 2,631,970 | 839,864 | 1,792,107 |
| Mobile food services (NAICS 72233) | 284,175 | 0 | 284,175 |
| Drinking places (alcoholic beverages) (NAICS 7224) | 5,913,023 | 4,676,555 | 1,236,468 |
| Restaurants and other eating places (NAICS 7225) | 161,062,702 | 164,073,370 | -3,010,669 |
| Full-service restaurants (NAICS 722511) | 80,031,278 | 90,597,489 | -10,566,211 |
| Limited-service restaurants (NAICS 722513) | 68,762,891 | 62,245,825 | 6,517,066 |
| Cafeterias, grill buffets, and buffets (NAICS 722514) | 1,753,270 | 3,304,132 | -1,550,862 |
| Snack and non-alcoholic beverage bars (NAICS 722515) | 10,515,263 | 7,925,925 | 2,589,338 |

Benchmark: USA

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Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

| | Total | % |
|--------------------------------|--------|--------|
| Population | | |
| 2010 Census | 65,739 | 100.00 |
| 2020 Census | 71,848 | 100.00 |
| 2023 Estimate | 72,647 | 100.00 |
| 2028 Projection | 74,491 | 100.00 |
| Population Growth | | |
| Percent Change: 2010 to 2020 | -- | 9.29 |
| Percent Change: 2020 to 2023 | -- | 1.11 |
| Percent Change: 2023 to 2028 | -- | 2.54 |
| Households | | |
| 2010 Census | 27,615 | 100.00 |
| 2020 Census | 29,980 | 100.00 |
| 2023 Estimate | 30,280 | 100.00 |
| 2028 Projection | 31,027 | 100.00 |
| Household Growth | | |
| Percent Change: 2010 to 2020 | -- | 8.56 |
| Percent Change: 2020 to 2023 | -- | 1.00 |
| Percent Change: 2023 to 2028 | -- | 2.47 |
| Family Households | | |
| 2010 Census | 17,035 | 100.00 |
| 2023 Estimate | 18,624 | 100.00 |
| 2028 Projection | 19,075 | 100.00 |
| Family Household Growth | | |
| Percent Change: 2010 to 2023 | -- | 9.33 |
| Percent Change: 2023 to 2028 | -- | 2.42 |

Benchmark: USA

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<https://claritas.easptlight.com/Spotlight/About/3/2023>

Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

| | Total | % |
|--|--------|------------|
| 2023 Est. Households by Household Income | | |
| Income < \$15,000 | 2,240 | 7.40 |
| Income \$15,000 - \$24,999 | 2,331 | 7.70 |
| Income \$25,000 - \$34,999 | 2,698 | 8.91 |
| Income \$35,000 - \$49,999 | 3,737 | 12.34 |
| Income \$50,000 - \$74,999 | 4,769 | 15.75 |
| Income \$75,000 - \$99,999 | 3,542 | 11.70 |
| Income \$100,000 - \$124,999 | 2,583 | 8.53 |
| Income \$125,000 - \$149,999 | 1,766 | 5.83 |
| Income \$150,000 - \$199,999 | 2,414 | 7.97 |
| Income \$200,000 - \$249,999 | 1,352 | 4.46 |
| Income \$250,000 - \$499,999 | 1,810 | 5.98 |
| Income \$500,000+ | 1,039 | 3.43 |
| 2023 Est. Average Household Income | - | 111,533.00 |
| 2023 Est. Median Household Income | - | 71,207.94 |
| 2023 Median HH Income by Single-Classification Race | | |
| White Alone | - | 84,445.53 |
| Black/African American Alone | - | 42,320.17 |
| American Indian/Alaskan Native Alone | - | 51,658.62 |
| Asian Alone | - | 54,832.62 |
| Native Hawaiian/Pacific Islander Alone | - | 45,337.67 |
| Some Other Race Alone | - | 35,995.88 |
| Two or More Races | - | 60,208.46 |
| Hispanic/Latino | - | 57,636.98 |
| Not Hispanic/Latino | - | 72,554.99 |
| 2023 Est. Households by Household Type | | |
| Family Households | 18,624 | 61.51 |
| NonFamily Households | 11,656 | 38.49 |
| 2023 Est. Group Quarters Population | 2,547 | 3.51 |
| 2023 Est. Households by Household Size | | |
| 1-Person Household | 9,761 | 32.24 |
| 2-Person Household | 10,823 | 35.74 |
| 3-Person Household | 3,424 | 11.31 |
| 4-Person Household | 3,974 | 13.12 |
| 5-Person Household | 1,435 | 4.74 |
| 6-Person Household | 623 | 2.06 |
| 7+ Person Household | 240 | 0.79 |
| 2023 Est. Average Household Size | - | 2.32 |
| 2023 Est. HHs by Type by Presence of Own Children | | |
| Married Couple Family, with own children | 5,691 | 30.56 |
| Married Couple Family, without own children | 8,856 | 47.55 |
| Male Householder, with own children | 667 | 3.58 |
| Male Householder, without own children | 512 | 2.75 |
| Female Householder, with own children | 1,729 | 9.28 |
| Female Householder, without own children | 1,169 | 6.28 |

Benchmark: USA

Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius



Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

| Population | |
|------------------------------|--------|
| 2010 Census | 65,739 |
| 2020 Census | 71,848 |
| 2023 Estimate | 72,647 |
| 2028 Projection | 74,491 |
| Population Growth | |
| Percent Change: 2010 to 2020 | 9.29 |
| Percent Change: 2020 to 2023 | 1.11 |
| Percent Change: 2023 to 2028 | 2.54 |
| Households | |
| 2010 Census | 27,615 |
| 2020 Census | 29,980 |
| 2023 Estimate | 30,280 |
| 2028 Projection | 31,027 |
| Household Growth | |
| Percent Change: 2010 to 2020 | 8.56 |
| Percent Change: 2020 to 2023 | 1.00 |
| Percent Change: 2023 to 2028 | 2.47 |
| Family Households | |
| 2010 Census | 17,035 |
| 2023 Estimate | 18,624 |
| 2028 Projection | 19,075 |
| Family Household Growth | |
| Percent Change: 2010 to 2023 | 9.33 |
| Percent Change: 2023 to 2028 | 2.42 |

Benchmark: USA

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Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

Total Population: 72,647 | Total Households: 30,280

| | Count | % |
|--|--------|-------|
| 2023 Est. Population by Single-Classification Race | | |
| White Alone | 45,924 | 63.22 |
| Black/African American Alone | 6,415 | 8.83 |
| American Indian/Alaskan Native Alone | 3,583 | 4.93 |
| Asian Alone | 5,284 | 7.27 |
| Native Hawaiian/Pacific Islander Alone | 78 | 0.11 |
| Some Other Race Alone | 2,794 | 3.85 |
| Two or More Races | 8,570 | 11.80 |
| 2023 Est. Population by Hispanic or Latino Origin | | |
| Not Hispanic or Latino | 65,644 | 90.36 |
| Hispanic or Latino | 7,003 | 9.64 |
| Mexican Origin | 4,266 | 60.92 |
| Puerto Rican Origin | 684 | 9.77 |
| Cuban Origin | 73 | 1.04 |
| All Other Hispanic or Latino | 1,980 | 28.27 |
| 2023 Est. Pop by Race, Asian Alone, by Category | | |
| Chinese, except Taiwanese | 719 | 13.61 |
| Filipino | 125 | 2.37 |
| Japanese | 92 | 1.74 |
| Asian Indian | 814 | 15.40 |
| Korean | 110 | 2.08 |
| Vietnamese | 445 | 8.42 |
| Cambodian | 1 | 0.02 |
| Hmong | 91 | 1.72 |
| Laotian | 10 | 0.19 |
| Thai | 2 | 0.04 |
| All Other Asian Races Including 2+ Category | 2,875 | 54.41 |
| 2023 Est. Pop Age 5+ by Language Spoken At Home | | |
| Speak Only English at Home | 58,731 | 85.49 |
| Speak Asian/Pacific Isl. Lang. at Home | 3,390 | 4.93 |
| Speak Indo-European Language at Home | 1,669 | 2.43 |
| Speak Spanish at Home | 3,859 | 5.62 |
| Speak Other Language at Home | 1,054 | 1.53 |
| 2023 Est. Hisp. or Latino Pop by Single-Class. Race | | |
| White Alone | 1,614 | 23.05 |
| Black/African American Alone | 104 | 1.49 |
| American Indian/Alaskan Native Alone | 176 | 2.51 |
| Asian Alone | 40 | 0.57 |
| Native Hawaiian/Pacific Islander Alone | 4 | 0.06 |
| Some Other Race Alone | 2,448 | 34.96 |
| Two or More Races | 2,616 | 37.35 |

Benchmark: USA

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Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

Total Population: 72,647 | Total Households: 30,280

| | Count | % |
|--|--------|-------|
| 2023 Est. Population by Sex | | |
| Male | 35,031 | 48.22 |
| Female | 37,616 | 51.78 |
| 2023 Est. Population by Age | | |
| Age 0 - 4 | 3,945 | 5.43 |
| Age 5 - 9 | 4,000 | 5.51 |
| Age 10 - 14 | 4,318 | 5.94 |
| Age 15 - 17 | 2,793 | 3.85 |
| Age 18 - 20 | 3,643 | 5.01 |
| Age 21 - 24 | 4,337 | 5.97 |
| Age 25 - 34 | 10,061 | 13.85 |
| Age 35 - 44 | 8,654 | 11.91 |
| Age 45 - 54 | 7,753 | 10.67 |
| Age 55 - 64 | 9,077 | 12.49 |
| Age 65 - 74 | 8,199 | 11.29 |
| Age 75 - 84 | 4,091 | 5.63 |
| Age 85 and over | 1,777 | 2.45 |
| Age 16 and over | 59,467 | 81.86 |
| Age 18 and over | 57,592 | 79.28 |
| Age 21 and over | 53,949 | 74.26 |
| Age 65 and over | 14,066 | 19.36 |
| Median Age | - | 38.57 |
| Average Age | - | 40.55 |
| 2023 Est. Pop Age 15+ by Marital Status | | |
| Total, Never Married | 18,785 | 31.11 |
| Male, Never Married | 9,746 | 16.14 |
| Female, Never Married | 9,039 | 14.97 |
| Married, Spouse Present | 29,348 | 48.60 |
| Married, Spouse Absent | 2,078 | 3.44 |
| Widowed | 3,314 | 5.49 |
| Male, Widowed | 668 | 1.11 |
| Female, Widowed | 2,646 | 4.38 |
| Divorced | 6,859 | 11.36 |
| Male, Divorced | 2,485 | 4.12 |
| Female, Divorced | 4,374 | 7.24 |
| 2023 Est. Male Population by Age | | |
| Male: Age 0 - 4 | 2,022 | 5.77 |
| Male: Age 5 - 9 | 2,037 | 5.82 |
| Male: Age 10 - 14 | 2,178 | 6.22 |
| Male: Age 15 - 17 | 1,405 | 4.01 |
| Male: Age 18 - 20 | 1,759 | 5.02 |
| Male: Age 21 - 24 | 2,165 | 6.18 |
| Male: Age 25 - 34 | 5,140 | 14.67 |
| Male: Age 35 - 44 | 4,368 | 12.47 |
| Male: Age 45 - 54 | 3,671 | 10.48 |
| Male: Age 55 - 64 | 4,195 | 11.97 |
| Male: Age 65 - 74 | 3,718 | 10.61 |
| Male: Age 75 - 84 | 1,747 | 4.99 |
| Male: Age 85 and over | 627 | 1.79 |
| Median Age, Male | - | 36.73 |
| Average Age, Male | - | 39.20 |
| 2023 Est. Female Population by Age | | |
| Female: Age 0 - 4 | 1,923 | 5.11 |
| Female: Age 5 - 9 | 1,963 | 5.22 |
| Female: Age 10 - 14 | 2,140 | 5.69 |
| Female: Age 15 - 17 | 1,388 | 3.69 |
| Female: Age 18 - 20 | 1,884 | 5.01 |
| Female: Age 21 - 24 | 2,172 | 5.77 |
| Female: Age 25 - 34 | 4,922 | 13.09 |
| Female: Age 35 - 44 | 4,286 | 11.39 |
| Female: Age 45 - 54 | 4,082 | 10.85 |
| Female: Age 55 - 64 | 4,882 | 12.98 |
| Female: Age 65 - 74 | 4,480 | 11.91 |
| Female: Age 75 - 84 | 2,344 | 6.23 |
| Female: Age 85 and over | 1,150 | 3.06 |
| Median Age, Female | - | 40.52 |
| Average Age, Female | - | 41.80 |

Benchmark: USA

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| | Count | % |
|---|--------|------------|
| 2023 Est. Households by Household Type | | |
| Family Households | 18,624 | 61.51 |
| NonFamily Households | 11,656 | 38.49 |
| 2023 Est. Group Quarters Population | | |
| 2023 Est. Group Quarters Population | 2,547 | 3.51 |
| 2023 HHs By Ethnicity, Hispanic/Latino | | |
| 2023 HHs By Ethnicity, Hispanic/Latino | 2,226 | 7.35 |
| 2023 Est. Family HH Type by Presence of Own Child. | | |
| Married Couple Family, own children | 5,691 | 30.56 |
| Married Couple Family, no own children | 8,856 | 47.55 |
| Male Householder, own children | 667 | 3.58 |
| Male Householder, no own children | 512 | 2.75 |
| Female Householder, own children | 1,729 | 9.28 |
| Female Householder, no own children | 1,169 | 6.28 |
| 2023 Est. Households by Household Size | | |
| 1-Person Household | 9,761 | 32.24 |
| 2-Person Household | 10,823 | 35.74 |
| 3-Person Household | 3,424 | 11.31 |
| 4-Person Household | 3,974 | 13.12 |
| 5-Person Household | 1,435 | 4.74 |
| 6-Person Household | 623 | 2.06 |
| 7-or-more-person | 240 | 0.79 |
| 2023 Est. Average Household Size | - | 2.32 |
| 2023 Est. Households by Number of Vehicles | | |
| No Vehicles | 1,600 | 5.28 |
| 1 Vehicle | 11,571 | 38.21 |
| 2 Vehicles | 11,303 | 37.33 |
| 3 Vehicles | 4,298 | 14.19 |
| 4 Vehicles | 1,104 | 3.65 |
| 5 or more Vehicles | 405 | 1.34 |
| 2023 Est. Average Number of Vehicles | - | 1.79 |
| 2023 Est. Occupied Housing Units by Tenure | | |
| Housing Units, Owner-Occupied | 16,738 | 55.28 |
| Housing Units, Renter-Occupied | 13,542 | 44.72 |
| 2023 Owner Occ. HUs: Avg. Length of Residence | | |
| 2023 Owner Occ. HUs: Avg. Length of Residence | - | 13.02 |
| 2023 Renter Occ. HUs: Avg. Length of Residence | | |
| 2023 Renter Occ. HUs: Avg. Length of Residence | - | 5.44 |
| 2023 Est. Owner-Occupied Housing Units by Value | | |
| Value Less Than \$20,000 | 54 | 0.32 |
| Value \$20,000 - \$39,999 | 101 | 0.60 |
| Value \$40,000 - \$59,999 | 213 | 1.27 |
| Value \$60,000 - \$79,999 | 143 | 0.85 |
| Value \$80,000 - \$99,999 | 221 | 1.32 |
| Value \$100,000 - \$149,999 | 768 | 4.59 |
| Value \$150,000 - \$199,999 | 1,958 | 11.70 |
| Value \$200,000 - \$299,999 | 4,709 | 28.13 |
| Value \$300,000 - \$399,999 | 3,378 | 20.18 |
| Value \$400,000 - \$499,999 | 1,930 | 11.53 |
| Value \$500,000 - \$749,999 | 1,895 | 11.32 |
| Value \$750,000 - \$999,999 | 748 | 4.47 |
| Value \$1,000,000 - \$1,499,999 | 374 | 2.23 |
| Value \$1,500,000 - \$1,999,999 | 122 | 0.73 |
| Value \$2,000,000 or more | 124 | 0.74 |
| 2023 Est. Median All Owner-Occupied Housing Value | - | 305,015.44 |

| | Count | % |
|--|--------|----------|
| 2023 Est. Housing Units by Units in Structure | | |
| 1 Unit Attached | 1,179 | 3.58 |
| 1 Unit Detached | 17,259 | 52.37 |
| 2 Units | 436 | 1.32 |
| 3 to 4 Units | 1,705 | 5.17 |
| 5 to 19 Units | 8,034 | 24.38 |
| 20 to 49 Units | 2,174 | 6.60 |
| 50 or More Units | 1,921 | 5.83 |
| Mobile Home or Trailer | 229 | 0.69 |
| Boat, RV, Van, etc. | 19 | 0.06 |
| 2023 Est. Housing Units by Year Structure Built | | |
| Built 2014 or Later | 1,385 | 4.20 |
| Built 2010 to 2013 | 713 | 2.16 |
| Built 2000 to 2009 | 3,467 | 10.52 |
| Built 1990 to 1999 | 6,307 | 19.14 |
| Built 1980 to 1989 | 8,664 | 26.29 |
| Built 1970 to 1979 | 9,408 | 28.55 |
| Built 1960 to 1969 | 1,956 | 5.93 |
| Built 1950 to 1959 | 695 | 2.11 |
| Built 1940 to 1949 | 165 | 0.50 |
| Built 1939 or Earlier | 196 | 0.59 |
| 2023 Housing Units by Year Structure Built | | |
| 2023 Est. Median Year Structure Built | - | 1,984.47 |
| 2023 Est. Households by Presence of People Under 18 | | |
| 2023 Est. Households by Presence of People Under 18 | 8,646 | 28.55 |
| Households with 1 or More People under Age 18 | | |
| Married Couple Family | 5,927 | 68.55 |
| Other Family, Male Householder | 728 | 8.42 |
| Other Family, Female Householder | 1,925 | 22.27 |
| NonFamily Household, Male Householder | 48 | 0.56 |
| NonFamily Household, Female Householder | 19 | 0.22 |
| 2023 Est. Households with No People under Age 18 | | |
| Households with No People under Age 18 | 21,634 | 71.45 |
| Households with No People under Age 18 | | |
| Married Couple Family | 8,614 | 39.82 |
| Other Family, Male Householder | 449 | 2.08 |
| Other Family, Female Householder | 973 | 4.50 |
| NonFamily, Male Householder | 5,242 | 24.23 |
| NonFamily, Female Householder | 6,356 | 29.38 |

Benchmark: USA

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| | Count | % |
|--|--------|------------|
| 2023 Est. Pop Age 25+ by Edu. Attainment | | |
| Less than 9th Grade | 1,623 | 3.27 |
| Some High School, No Diploma | 1,943 | 3.92 |
| High School Graduate (or GED) | 7,930 | 15.98 |
| Some College, No Degree | 10,208 | 20.58 |
| Associate's Degree | 4,180 | 8.43 |
| Bachelor's Degree | 15,031 | 30.30 |
| Master's Degree | 5,525 | 11.14 |
| Professional Degree | 2,196 | 4.43 |
| Doctorate Degree | 976 | 1.97 |
| 2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat. | | |
| Less than High School Diploma | 791 | 22.02 |
| High School Graduate | 836 | 23.27 |
| Some College or Associate's Degree | 986 | 27.44 |
| Bachelor's Degree or Higher | 980 | 27.27 |
| 2023 Est. Households by HH Income | | |
| Income < \$15,000 | 2,240 | 7.40 |
| Income \$15,000 - \$24,999 | 2,331 | 7.70 |
| Income \$25,000 - \$34,999 | 2,698 | 8.91 |
| Income \$35,000 - \$49,999 | 3,737 | 12.34 |
| Income \$50,000 - \$74,999 | 4,769 | 15.75 |
| Income \$75,000 - \$99,999 | 3,542 | 11.70 |
| Income \$100,000 - \$124,999 | 2,583 | 8.53 |
| Income \$125,000 - \$149,999 | 1,766 | 5.83 |
| Income \$150,000 - \$199,999 | 2,414 | 7.97 |
| Income \$200,000 - \$249,999 | 1,352 | 4.46 |
| Income \$250,000 - \$499,999 | 1,810 | 5.98 |
| Income \$500,000+ | 1,039 | 3.43 |
| 2023 Est. Average Household Income | - | 111,533.00 |
| 2023 Est. Median Household Income | - | 71,207.94 |
| 2023 Median HH Inc. by Single-Class. Race or Eth. | | |
| White Alone | - | 84,445.53 |
| Black or African American Alone | - | 42,320.17 |
| American Indian and Alaskan Native Alone | - | 51,658.62 |
| Asian Alone | - | 54,832.62 |
| Native Hawaiian and Other Pacific Islander Alone | - | 45,337.67 |
| Some Other Race Alone | - | 35,995.88 |
| Two or More Races | - | 60,208.46 |
| Hispanic or Latino | - | 57,636.98 |
| Not Hispanic or Latino | - | 72,554.99 |
| 2023 Est. Families by Poverty Status | | |
| 2023 Families at or Above Poverty | 17,238 | 92.56 |
| 2023 Families at or Above Poverty with children | 7,340 | 39.41 |
| 2023 Families Below Poverty | 1,385 | 7.44 |
| 2023 Families Below Poverty, with kids | 1,105 | 5.93 |

Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

Total Population: 72,647 | Total Households: 30,280

| | Count | % |
|--|--------|--------|
| 2023 Est. Employed Civilian Population 16+ by Occupation Classification | | |
| White Collar | 26,185 | 69.69 |
| Blue Collar | 5,890 | 15.68 |
| Service and Farming | 5,497 | 14.63 |
| 2023 Est. Workers Age 16+ by Travel Time to Work | | |
| Less than 15 Minutes | 10,512 | 31.23 |
| 15 - 29 Minutes | 17,397 | 51.69 |
| 30 - 44 Minutes | 4,230 | 12.57 |
| 45 - 59 Minutes | 740 | 2.20 |
| 60 or more Minutes | 775 | 2.30 |
| 2023 Est. Avg Travel Time to Work in Minutes | - | 22.00 |
| 2023 Est. Workers Age 16+ by Transp. to Work | | |
| 2023 Est. Workers Age 16+ by Transp. to Work | 36,702 | 100.00 |
| Drove Alone | 29,276 | 79.77 |
| Carpooled | 3,402 | 9.27 |
| Public Transport | 93 | 0.25 |
| Walked | 764 | 2.08 |
| Bicycle | 153 | 0.42 |
| Other Means | 384 | 1.05 |
| Worked at Home | 2,630 | 7.17 |
| 2023 Est. Civ. Employed Pop 16+ by Class of Worker | | |
| 2023 Est. Civ. Employed Pop 16+ by Class of Worker | 37,573 | 100.00 |
| For-Profit Private Workers | 25,822 | 68.72 |
| Non-Profit Private Workers | 3,522 | 9.37 |
| Local Government Workers | 1,647 | 4.38 |
| State Government Workers | 1,319 | 3.51 |
| Federal Government Workers | 555 | 1.48 |
| Self-Employed Workers | 4,606 | 12.26 |
| Unpaid Family Workers | 101 | 0.27 |
| 2023 Est. Civ. Employed Pop 16+ by Occupation | | |
| Architecture/Engineering | 807 | 2.15 |
| Arts/Design/Entertainment/Sports/Media | 876 | 2.33 |
| Building/Grounds Cleaning/Maintenance | 908 | 2.42 |
| Business/Financial Operations | 2,511 | 6.68 |
| Community/Social Services | 984 | 2.62 |
| Computer/Mathematical | 898 | 2.39 |
| Construction/Extraction | 794 | 2.11 |
| Education/Training/Library | 2,285 | 6.08 |
| Farming/Fishing/Forestry | 108 | 0.29 |
| Food Preparation/Serving Related | 2,144 | 5.71 |
| Healthcare Practitioner/Technician | 3,117 | 8.30 |
| Healthcare Support | 814 | 2.17 |
| Installation/Maintenance/Repair | 1,113 | 2.96 |
| Legal | 558 | 1.49 |
| Life/Physical/Social Science | 309 | 0.82 |
| Management | 5,044 | 13.43 |
| Office/Administrative Support | 4,301 | 11.45 |
| Production | 1,970 | 5.24 |
| Protective Services | 520 | 1.38 |
| Sales/Related | 4,494 | 11.96 |
| Personal Care/Service | 1,003 | 2.67 |
| Transportation/Material Moving | 2,013 | 5.36 |
| 2023 Est. Pop Age 16+ by Employment Status | | |
| In Armed Forces | 63 | 0.11 |
| Civilian - Employed | 37,696 | 63.39 |
| Civilian - Unemployed | 1,806 | 3.04 |
| Not in Labor Force | 19,902 | 33.47 |

Benchmark: USA

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Trade Area: 91st and Harvard - Linear Distance - 3 mi Radius

Total Population: 72,647 | Total Households: 30,280



Report Details

Name: 91st and Harvard Radius Miles
Date / Time: 4/17/2023 3:30:48 PM
Workspace Vintage: 2023

Trade Area

| Name | Level | Geographies |
|--|-------------|-------------|
| 91st and Harvard - Linear Distance - 1 mi Radius | 1 mi Radius | N/A |
| 91st and Harvard - Linear Distance - 3 mi Radius | 3 mi Radius | N/A |
| 91st and Harvard - Linear Distance - 5 mi Radius | 5 mi Radius | N/A |

Benchmark

| Name | Level | Geographies |
|------|-----------|---------------|
| USA | Entire US | United States |

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