

Pop-Facts® Demographics | Population & Race



Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

POPULATION

10,952

HOUSEHOLDS

5,486

ETHNICITY



6.6%

Index:101

Hispanic/Latino

HISPANIC ORIGIN*



57.1%

Index:94

Mexican

HOME LANGUAGE*

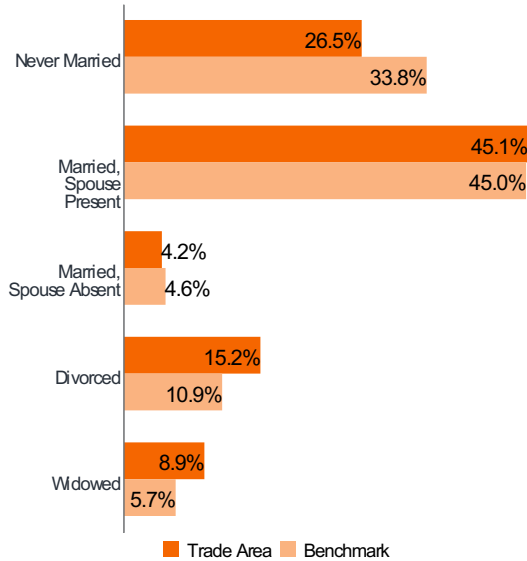


91.9%

Index:117

Only English

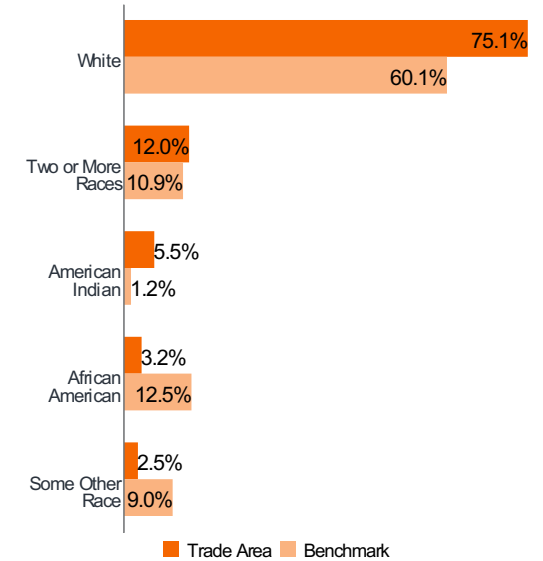
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	599	5.5	94
5 - 9	627	5.7	96
10 - 14	670	6.1	99
15 - 17	361	3.3	86
18 - 20	308	2.8	69
21 - 24	375	3.4	66
25 - 34	1,497	13.7	102
35 - 44	1,492	13.6	106
45 - 54	1,320	12.1	100
55 - 64	1,488	13.6	107
65 - 74	1,262	11.5	108
75 - 84	613	5.6	107
85+	341	3.1	151

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+
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Pop-Facts® Demographics | Housing & Household



Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

Population: 10,952 | Households: 5,486

MEDIAN AGE OF HOUSEHOLDER

54

Index:101

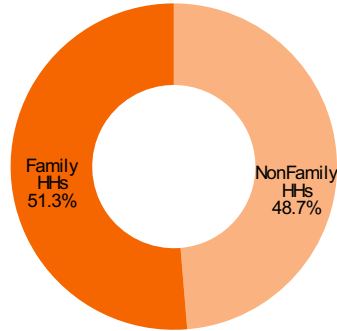
PRESENCE OF CHILDREN*



22.5%

Index: 67

HOUSEHOLD TYPE



HOUSING TENURE



Own

65.8%

Index: 102



Rent

34.2%

Index:96

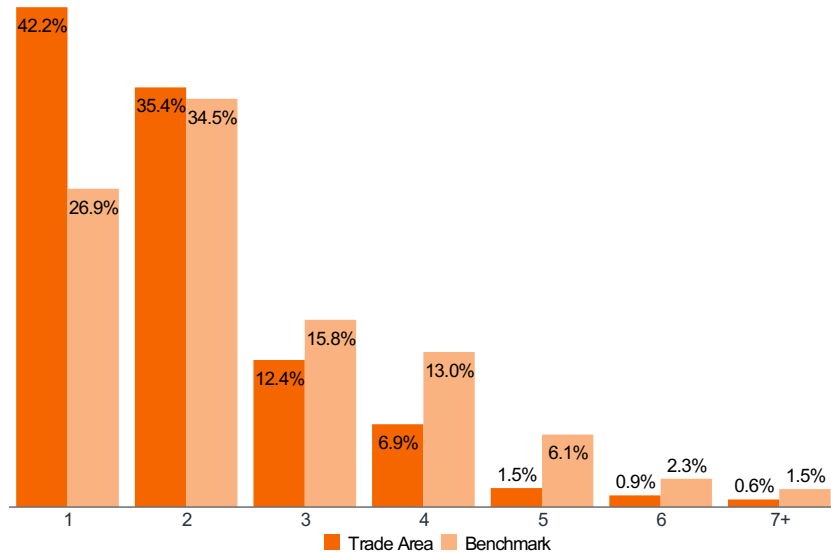
AGE OF HOUSING**



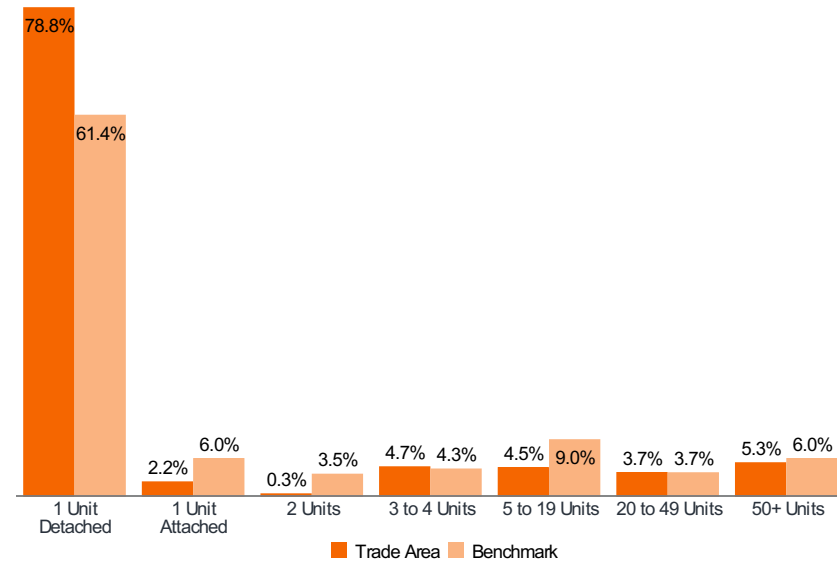
59 - 68 years old

% Comp:41.8 Index:426

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+
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Pop-Facts® Demographics | Affluence & Education



Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

Population: 10,952 | Households:5,486

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

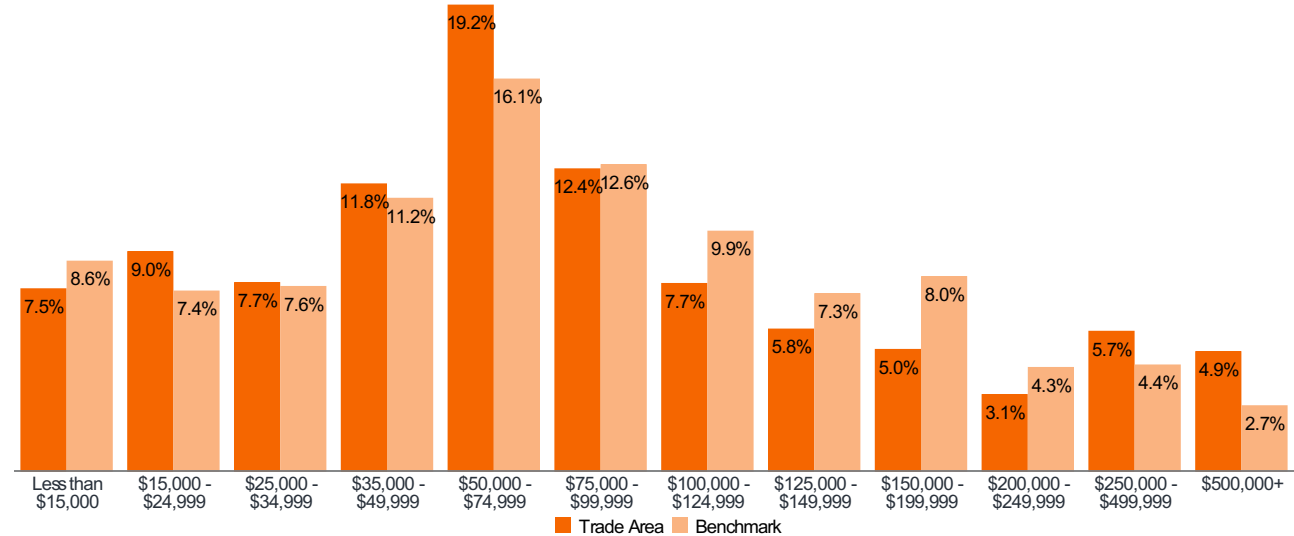
HOUSEHOLD INCOME



Median Household Income
\$67,505
Index: **92**

Average Household Income
\$112,404
Index: **107**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: USA

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*Ranked by percent composition

Index Colors:	<80	80 - 110	110+
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Pop-Facts® Demographics | Employment & Occupation



Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

Population: 10,952 | Households: 5,486

OCCUPATIONAL CLASS*



73.9%

Index: 122

White Collar

UNEMPLOYMENT RATE



3.3%

Index: 70

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



88.7%

Index: 118

Travel to work by **Driving Alone**

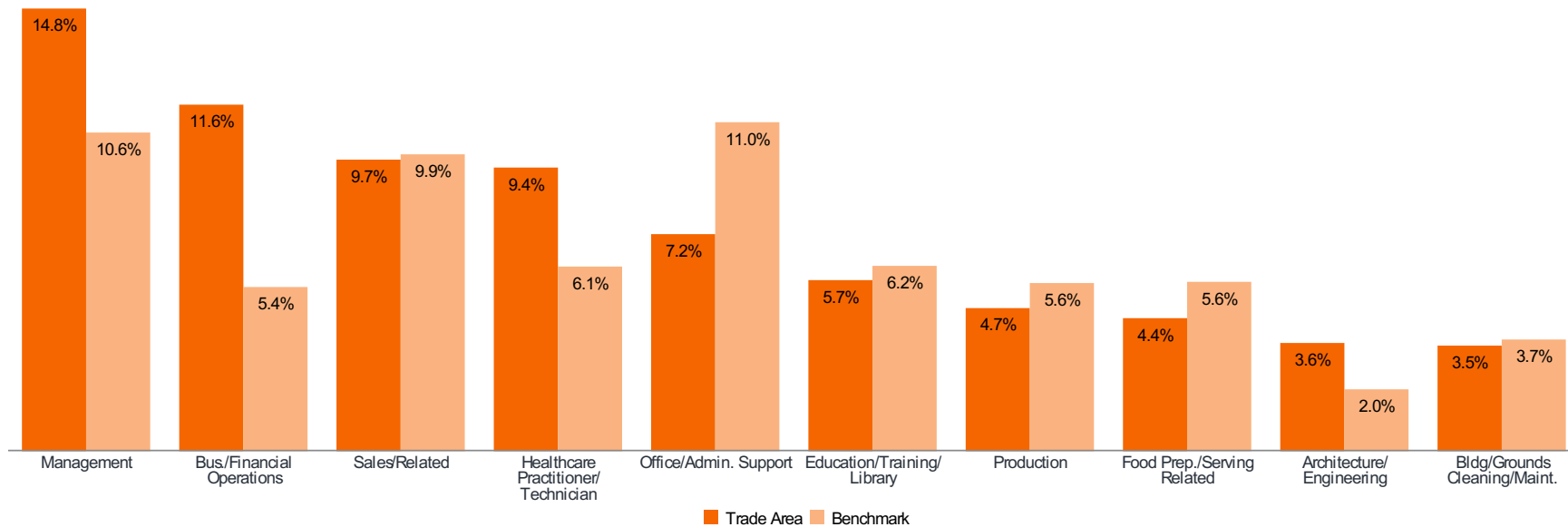


4.9%

Index: 55

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

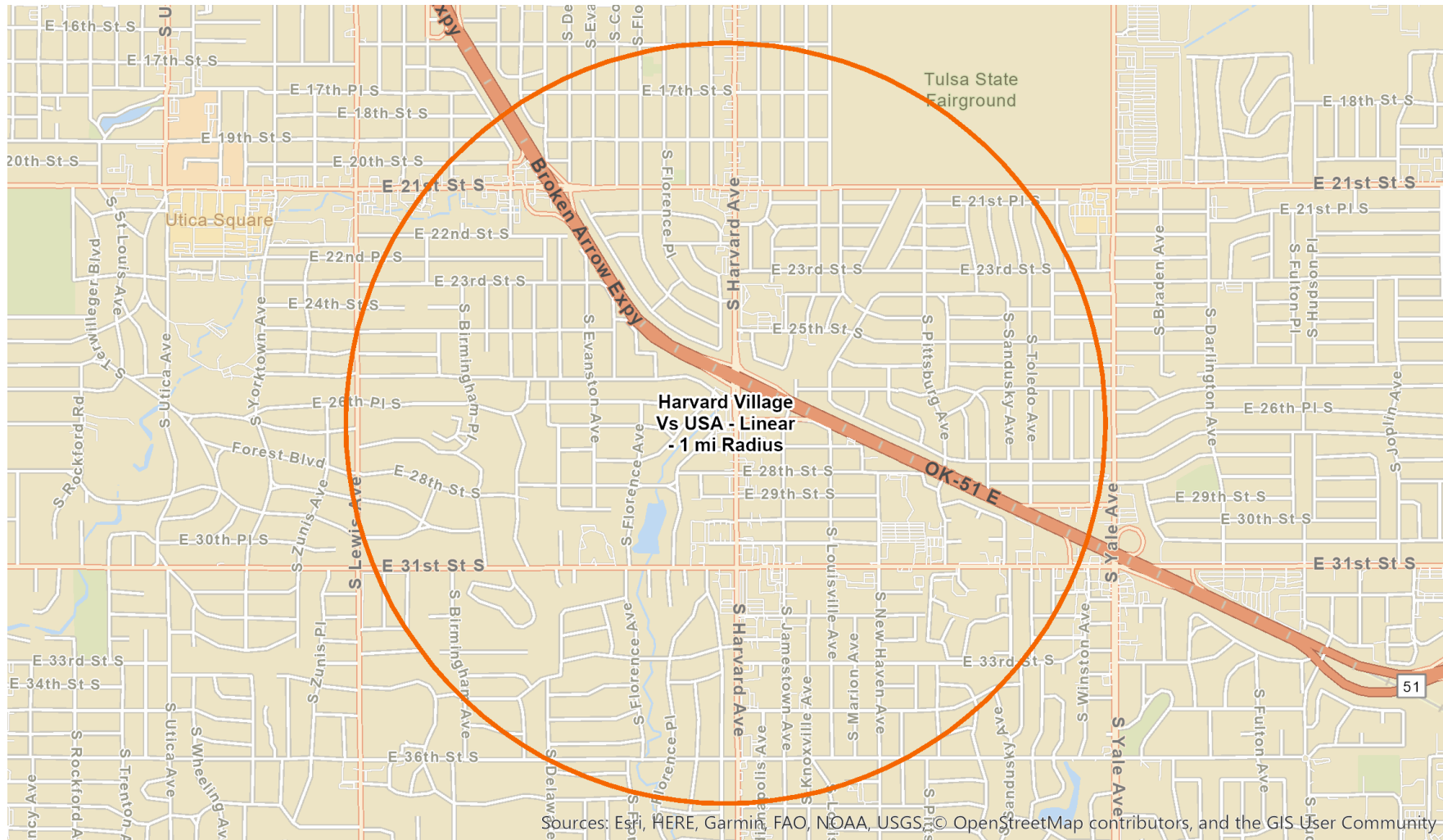
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*Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+
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Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

Population: 10,952 | Households: 5,486



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Pop-Facts® Demographics | Summary



Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

	Total	%
Population		
2010 Census	11,004	100.00
2020 Census	10,832	100.00
2023 Estimate	10,952	100.00
2028 Projection	11,212	100.00
Population Growth		
Percent Change: 2010 to 2020	--	-1.56
Percent Change: 2020 to 2023	--	1.11
Percent Change: 2023 to 2028	--	2.37
Households		
2010 Census	5,344	100.00
2020 Census	5,377	100.00
2023 Estimate	5,486	100.00
2028 Projection	5,675	100.00
Household Growth		
Percent Change: 2010 to 2020	--	0.62
Percent Change: 2020 to 2023	--	2.03
Percent Change: 2023 to 2028	--	3.44
Family Households		
2010 Census	2,752	100.00
2023 Estimate	2,815	100.00
2028 Projection	2,905	100.00
Family Household Growth		
Percent Change: 2010 to 2023	--	2.29
Percent Change: 2023 to 2028	--	3.20

Benchmark: USA

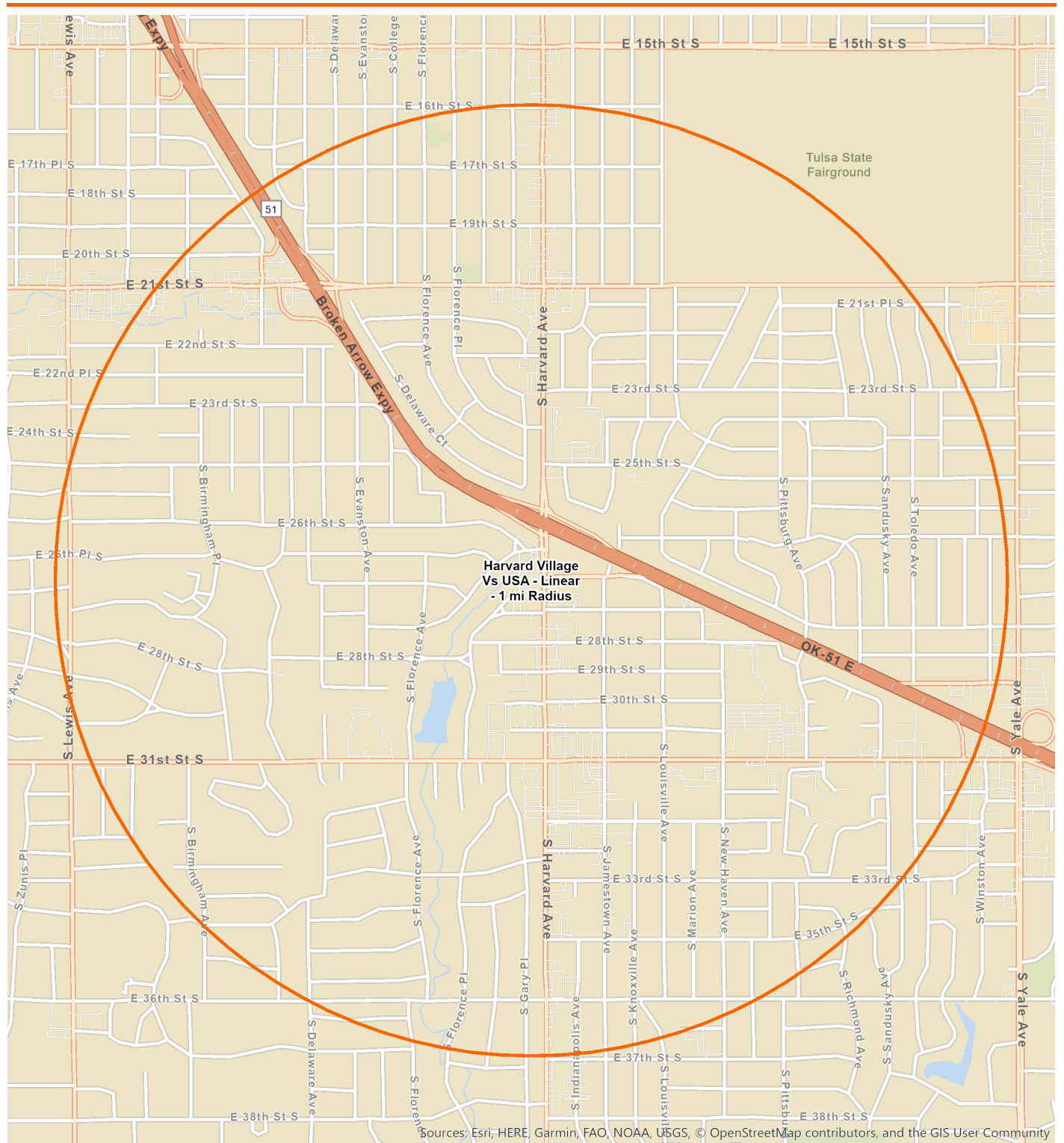
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Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

	Total	%
2023 Est. Households by Household Income		
Income < \$15,000	411	7.49
Income \$15,000 - \$24,999	495	9.02
Income \$25,000 - \$34,999	425	7.75
Income \$35,000 - \$49,999	648	11.81
Income \$50,000 - \$74,999	1,052	19.18
Income \$75,000 - \$99,999	682	12.43
Income \$100,000 - \$124,999	423	7.71
Income \$125,000 - \$149,999	320	5.83
Income \$150,000 - \$199,999	274	5.00
Income \$200,000 - \$249,999	172	3.13
Income \$250,000 - \$499,999	315	5.74
Income \$500,000+	269	4.90
2023 Est. Average Household Income	--	112,404.00
2023 Est. Median Household Income	--	67,505.47
2023 Median HH Income by Single-Classification Race		
White Alone	--	69,985.45
Black/African American Alone	--	47,606.72
American Indian/Alaskan Native Alone	--	65,252.54
Asian Alone	--	73,017.88
Native Hawaiian/Pacific Islander Alone	--	42,711.95
Some Other Race Alone	--	50,274.45
Two or More Races	--	69,396.18
Hispanic/Latino	--	82,903.73
Not Hispanic/Latino	--	66,654.27
2023 Est. Households by Household Type		
Family Households	2,815	51.31
NonFamily Households	2,671	48.69
2023 Est. Group Quarters Population	106	0.97
2023 Est. Households by Household Size		
1-Person Household	2,315	42.20
2-Person Household	1,943	35.42
3-Person Household	679	12.38
4-Person Household	381	6.95
5-Person Household	85	1.55
6-Person Household	51	0.93
7+ Person Household	32	0.58
2023 Est. Average Household Size	--	1.98
2023 Est. HHs by Type by Presence of Own Children		
Married Couple Family, with own children	747	26.54
Married Couple Family, without own children	1,338	47.53
Male Householder, with own children	94	3.34
Male Householder, without own children	82	2.91
Female Householder, with own children	298	10.59
Female Householder, without own children	256	9.09

Benchmark: USA

Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius



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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	316,693,349	260,954,532	55,738,817
Total retail trade (NAICS 44 and 45)	283,127,622	237,436,532	45,691,089
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	74,985,507	13,746,470	61,239,037
Automobile dealers (NAICS 4411)	64,500,566	11,678,891	52,821,676
New car dealers (NAICS 44111)	57,471,592	9,559,860	47,911,731
Used car dealers (NAICS 44112)	7,028,975	2,119,030	4,909,944
Other motor vehicle dealers (NAICS 4412)	5,172,180	780,053	4,392,127
Recreational vehicle dealers (NAICS 44121)	1,695,693	300,457	1,395,235
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	3,476,488	479,595	2,996,892
Boat dealers (NAICS 441222)	1,073,953	174,355	899,599
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	2,402,534	305,241	2,097,294
Automotive parts, accessories, and tire stores (NAICS 4413)	5,312,761	1,287,526	4,025,234
Automotive parts and accessories stores (NAICS 44131)	3,358,808	873,382	2,485,426
Tire dealers (NAICS 44132)	1,953,953	414,144	1,539,809
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	5,773,252	4,617,753	1,155,499
Furniture stores (NAICS 4421)	3,346,956	2,481,608	865,349
Home furnishings stores (NAICS 4422)	2,426,296	2,136,145	290,151
Floor covering stores (NAICS 44221)	1,204,226	1,523,697	-319,472
Other home furnishings stores (NAICS 44229)	1,222,070	612,448	609,622
Window treatment stores (NAICS 442291)	55,262	0	55,262
All other home furnishings stores (NAICS 442299)	1,166,808	612,448	554,361
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	4,309,024	4,278,060	30,964
Household appliance stores (NAICS 443141)	948,254	1,273,302	-325,048
Electronics stores (NAICS 443142)	3,360,770	3,004,758	356,011
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	20,989,739	17,338,728	3,651,011
Building material and supplies dealers (NAICS 4441)	18,539,827	15,518,641	3,021,185
Home centers (NAICS 44411)	10,365,836	7,837,635	2,528,201
Paint and wallpaper stores (NAICS 44412)	731,446	468,861	262,585
Hardware stores (NAICS 44413)	1,529,538	516,108	1,013,430
Other building material dealers (NAICS 44419)	5,913,006	6,696,037	-783,031
Lawn and garden equipment and supplies stores (NAICS 4442)	2,449,912	1,820,087	629,826
Outdoor power equipment stores (NAICS 44421)	516,354	603,892	-87,538
Nursery, garden center, and farm supply stores (NAICS 44422)	1,933,558	1,216,194	717,364
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	38,219,941	38,586,797	-366,856
Grocery stores (NAICS 4451)	34,360,206	32,810,067	1,550,139
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	32,856,444	32,810,067	46,377
Convenience stores (NAICS 44512)	1,503,762	0	1,503,762
Specialty food stores (NAICS 4452)	986,834	950,827	36,007
Meat markets (NAICS 44521)	303,711	345,037	-41,326
Fish and seafood markets (NAICS 44522)	119,230	0	119,230
Fruit and vegetable markets (NAICS 44523)	205,395	0	205,395
Other specialty food stores (NAICS 44529)	358,499	605,791	-247,292
All other specialty food stores (NAICS 445299)	169,269	605,791	-436,522
Beer, wine, and liquor stores (NAICS 4453)	2,872,901	4,825,903	-1,953,002
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	16,699,123	27,424,065	-10,724,943
Pharmacies and drug stores (NAICS 44611)	14,365,589	26,892,974	-12,527,385
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	1,002,864	531,092	471,773
Optical goods stores (NAICS 44613)	418,962	0	418,962
Other health and personal care stores (NAICS 44619)	911,707	0	911,707
Food (health) supplement stores (NAICS 446191)	321,403	0	321,403
All other health and personal care stores (NAICS 446199)	590,305	0	590,305
Gasoline Stations			
Gasoline stations (NAICS 447)	22,639,531	52,020,180	-29,380,649

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



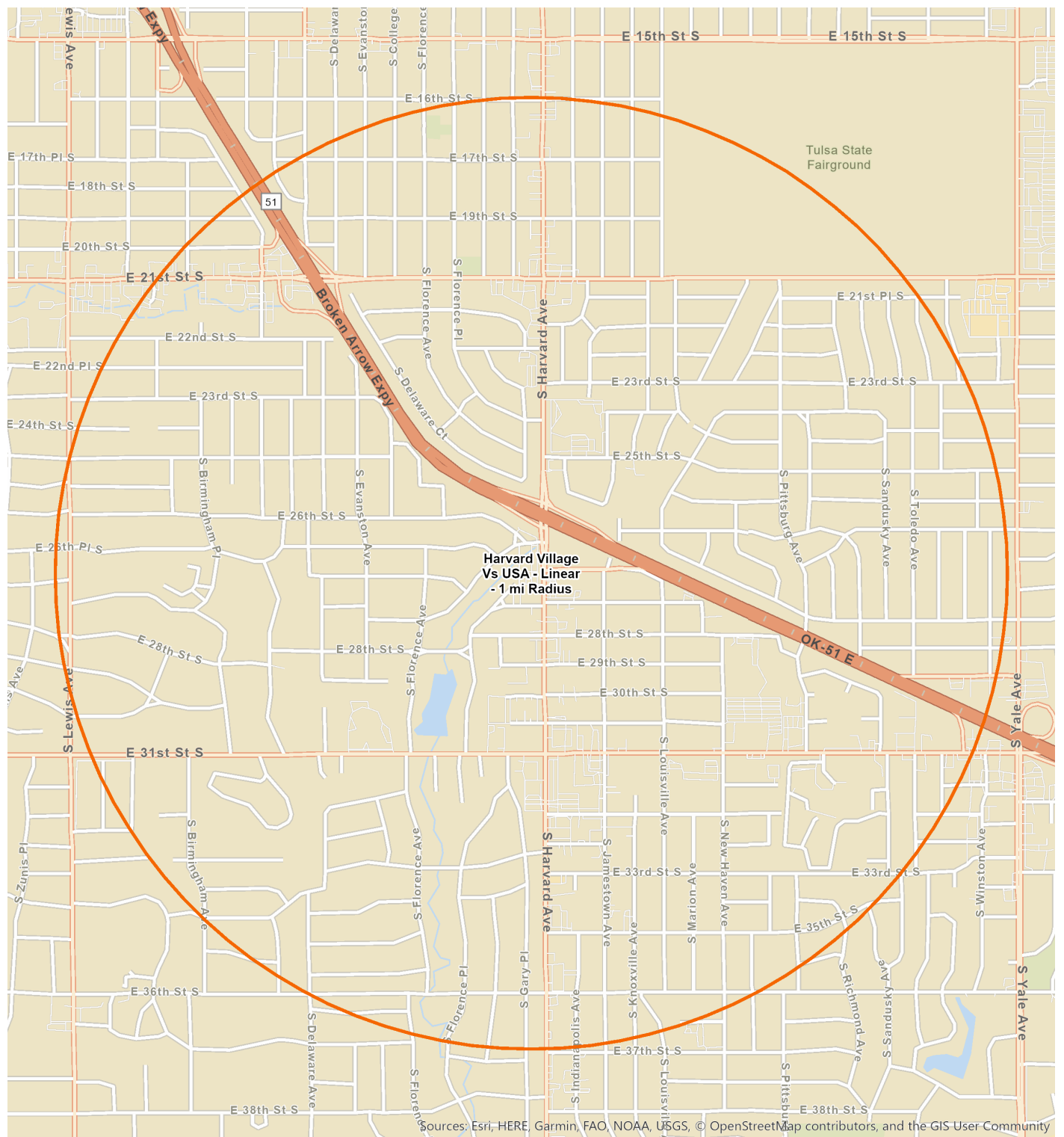
Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	11,294,209	17,586,157	-6,291,948
Clothing stores (NAICS 4481)	7,677,676	12,324,276	-4,646,600
Men's clothing stores (NAICS 44811)	293,846	146,869	146,977
Women's clothing stores (NAICS 44812)	1,458,344	2,816,231	-1,357,887
Children's and infants' clothing stores (NAICS 44813)	344,805	637,820	-293,014
Family clothing stores (NAICS 44814)	4,536,052	7,398,589	-2,862,538
Clothing accessories stores (NAICS 44815)	383,496	132,150	251,346
Other clothing stores (NAICS 44819)	661,134	1,192,618	-531,484
Shoe stores (NAICS 4482)	1,242,389	1,426,514	-184,125
Jewelry, luggage, and leather goods stores (NAICS 4483)	2,374,144	3,835,368	-1,461,223
Jewelry stores (NAICS 44831)	1,595,058	3,515,406	-1,920,348
Luggage and leather goods stores (NAICS 44832)	779,086	319,962	459,124
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	3,737,342	5,692,844	-1,955,503
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	3,217,445	5,692,844	-2,475,399
Sporting goods stores (NAICS 45111)	2,020,615	3,882,994	-1,862,379
Hobby, toy, and game stores (NAICS 45112)	904,692	1,560,243	-655,551
Sewing, needlework, and piece goods stores (NAICS 45113)	108,263	0	108,263
Musical instrument and supplies stores (NAICS 45114)	183,875	249,607	-65,732
Book stores and news dealers (NAICS 4512)	519,896	0	519,896
Book stores (NAICS 451211)	484,938	0	484,938
News dealers and newsstands (NAICS 451212)	34,958	0	34,958
General Merchandise Stores			
General merchandise stores (NAICS 452)	33,245,908	35,145,345	-1,899,437
Department stores (NAICS 4522)	3,965,959	4,903,723	-917,764
Other general merchandise stores (NAICS 4523)	29,259,949	30,241,622	-981,673
Warehouse clubs and supercenters (NAICS 452311)	26,514,551	29,649,018	-3,134,467
All other general merchandise stores (NAICS 452319)	2,745,398	592,604	2,152,794
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	5,546,608	6,884,892	-1,338,284
Florists (NAICS 4531)	278,253	34,080	244,173
Office supplies, stationery, and gift stores (NAICS 4532)	1,030,282	971,550	58,732
Office supplies and stationery stores (NAICS 45321)	477,689	499,865	-22,177
Gift, novelty, and souvenir stores (NAICS 45322)	552,593	471,684	80,909
Used merchandise stores (NAICS 4533)	770,247	901,505	-131,258
Other miscellaneous store retailers (NAICS 4539)	3,467,828	4,977,758	-1,509,930
Pet and pet supplies stores (NAICS 45391)	1,022,541	1,408,872	-386,331
Art dealers (NAICS 45392)	475,938	0	475,938
Manufactured (mobile) home dealers (NAICS 45393)	298,028	855,157	-557,129
All other miscellaneous store retailers (NAICS 45399)	1,671,321	2,713,729	-1,042,408
Tobacco stores (NAICS 453991)	588,197	1,337,104	-748,907
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	1,083,123	1,376,624	-293,501
Non-store Retailers			
Non-store retailers (NAICS 454)	45,687,439	14,115,240	31,572,198
Electronic shopping and mail-order houses (NAICS 4541)	43,796,520	13,190,707	30,605,813
Vending machine operators (NAICS 4542)	238,264	0	238,264
Direct selling establishments (NAICS 4543)	1,652,655	924,534	728,122
Fuel dealers (NAICS 45431)	931,625	0	931,625
Other direct selling establishments (NAICS 45439)	721,030	924,534	-203,503
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	33,565,727	23,518,000	10,047,727
Special food services (NAICS 7223)	2,541,918	1,292,957	1,248,961
Food service contractors (NAICS 72231)	2,000,014	423,488	1,576,526
Caterers (NAICS 72232)	489,095	869,469	-380,373
Mobile food services (NAICS 72233)	52,808	0	52,808
Drinking places (alcoholic beverages) (NAICS 7224)	1,097,384	0	1,097,384
Restaurants and other eating places (NAICS 7225)	29,926,425	22,225,043	7,701,383
Full-service restaurants (NAICS 722511)	14,868,447	6,870,084	7,998,363
Limited-service restaurants (NAICS 722513)	12,778,317	15,290,651	-2,512,334
Cafeterias, grill buffets, and buffets (NAICS 722514)	325,817	64,309	261,509
Snack and non-alcoholic beverage bars (NAICS 722515)	1,953,844	0	1,953,844

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

Population	
2010 Census	11,004
2020 Census	10,832
2023 Estimate	10,952
2028 Projection	11,212
Population Growth	
Percent Change: 2010 to 2020	-1.56
Percent Change: 2020 to 2023	1.11
Percent Change: 2023 to 2028	2.37
Households	
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Family Households	
2010 Census	2,752
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2028 Projection	2,905
Family Household Growth	
Percent Change: 2010 to 2023	2.29
Percent Change: 2023 to 2028	3.20

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

Total Population: 10,952 | Total Households: 5,486

	Count	%
2023 Est. Population by Single-Classification Race		
White Alone	8,230	75.15
Black/African American Alone	347	3.17
American Indian/Alaskan Native Alone	606	5.53
Asian Alone	150	1.37
Native Hawaiian/Pacific Islander Alone	29	0.27
Some Other Race Alone	272	2.48
Two or More Races	1,317	12.03
2023 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	10,225	93.36
Hispanic or Latino	727	6.64
Mexican Origin	415	57.08
Puerto Rican Origin	84	11.55
Cuban Origin	13	1.79
All Other Hispanic or Latino	215	29.57
2023 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	13	8.67
Filipino	44	29.33
Japanese	7	4.67
Asian Indian	30	20.00
Korean	14	9.33
Vietnamese	19	12.67
Cambodian	1	0.67
Hmong	7	4.67
Laotian	1	0.67
Thai	0	0.00
All Other Asian Races Including 2+ Category	13	8.67
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	9,516	91.92
Speak Asian/Pacific Isl. Lang. at Home	45	0.43
Speak Indo-European Language at Home	123	1.19
Speak Spanish at Home	596	5.76
Speak Other Language at Home	73	0.70
2023 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	197	27.10
Black/African American Alone	8	1.10
American Indian/Alaskan Native Alone	26	3.58
Asian Alone	1	0.14
Native Hawaiian/Pacific Islander Alone	7	0.96
Some Other Race Alone	217	29.85
Two or More Races	272	37.41

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

Total Population: 10,952 | Total Households: 5,486

	Count	%
2023 Est. Population by Sex		
Male	5,103	46.59
Female	5,849	53.41
2023 Est. Population by Age		
Age 0 - 4	599	5.47
Age 5 - 9	627	5.72
Age 10 - 14	670	6.12
Age 15 - 17	361	3.30
Age 18 - 20	308	2.81
Age 21 - 24	375	3.42
Age 25 - 34	1,497	13.67
Age 35 - 44	1,492	13.62
Age 45 - 54	1,320	12.05
Age 55 - 64	1,488	13.59
Age 65 - 74	1,262	11.52
Age 75 - 84	613	5.60
Age 85 and over	341	3.11
Age 16 and over	8,938	81.61
Age 18 and over	8,695	79.39
Age 21 and over	8,388	76.59
Age 65 and over	2,216	20.23
Median Age	—	41.89
Average Age	—	42.20
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,404	26.55
Male, Never Married	1,289	14.23
Female, Never Married	1,115	12.31
Married, Spouse Present	4,088	45.14
Married, Spouse Absent	378	4.17
Widowed	809	8.93
Male, Widowed	224	2.47
Female, Widowed	585	6.46
Divorced	1,377	15.21
Male, Divorced	501	5.53
Female, Divorced	876	9.67
2023 Est. Male Population by Age		
Male: Age 0 - 4	306	6.00
Male: Age 5 - 9	319	6.25
Male: Age 10 - 14	338	6.62
Male: Age 15 - 17	178	3.49
Male: Age 18 - 20	156	3.06
Male: Age 21 - 24	190	3.72
Male: Age 25 - 34	709	13.89
Male: Age 35 - 44	718	14.07
Male: Age 45 - 54	637	12.48
Male: Age 55 - 64	664	13.01
Male: Age 65 - 74	557	10.91
Male: Age 75 - 84	237	4.64
Male: Age 85 and over	95	1.86
Median Age, Male	—	39.90
Average Age, Male	—	40.24
2023 Est. Female Population by Age		
Female: Age 0 - 4	293	5.01
Female: Age 5 - 9	308	5.27
Female: Age 10 - 14	332	5.68
Female: Age 15 - 17	183	3.13
Female: Age 18 - 20	152	2.60
Female: Age 21 - 24	185	3.16
Female: Age 25 - 34	788	13.47
Female: Age 35 - 44	774	13.23
Female: Age 45 - 54	683	11.68
Female: Age 55 - 64	824	14.09
Female: Age 65 - 74	706	12.07
Female: Age 75 - 84	376	6.43
Female: Age 85 and over	245	4.19
Median Age, Female	—	43.78
Average Age, Female	—	43.89

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

Total Population: 10,952 | Total Households: 5,486

	Count	%
2023 Est. Households by Household Type		
Family Households	2,815	51.31
NonFamily Households	2,671	48.69
2023 Est. Group Quarters Population		
2023 Est. Group Quarters Population	106	0.97
2023 HHs By Ethnicity, Hispanic/Latino		
2023 HHs By Ethnicity, Hispanic/Latino	251	4.58
2023 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	747	26.54
Married Couple Family, no own children	1,338	47.53
Male Householder, own children	94	3.34
Male Householder, no own children	82	2.91
Female Householder, own children	298	10.59
Female Householder, no own children	256	9.09
2023 Est. Households by Household Size		
1-Person Household	2,315	42.20
2-Person Household	1,943	35.42
3-Person Household	679	12.38
4-Person Household	381	6.95
5-Person Household	85	1.55
6-Person Household	51	0.93
7-or-more-person	32	0.58
2023 Est. Average Household Size	-	1.98
2023 Est. Households by Number of Vehicles		
No Vehicles	295	5.38
1 Vehicle	2,187	39.87
2 Vehicles	2,212	40.32
3 Vehicles	572	10.43
4 Vehicles	146	2.66
5 or more Vehicles	73	1.33
2023 Est. Average Number of Vehicles	-	1.70
2023 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	3,610	65.80
Housing Units, Renter-Occupied	1,876	34.20
2023 Owner Occ. HUs: Avg. Length of Residence		
2023 Owner Occ. HUs: Avg. Length of Residence	-	16.63
2023 Renter Occ. HUs: Avg. Length of Residence		
2023 Renter Occ. HUs: Avg. Length of Residence	-	5.73
2023 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	28	0.78
Value \$20,000 - \$39,999	9	0.25
Value \$40,000 - \$59,999	7	0.19
Value \$60,000 - \$79,999	34	0.94
Value \$80,000 - \$99,999	76	2.10
Value \$100,000 - \$149,999	656	18.17
Value \$150,000 - \$199,999	663	18.37
Value \$200,000 - \$299,999	590	16.34
Value \$300,000 - \$399,999	404	11.19
Value \$400,000 - \$499,999	322	8.92
Value \$500,000 - \$749,999	414	11.47
Value \$750,000 - \$999,999	192	5.32
Value \$1,000,000 - \$1,499,999	118	3.27
Value \$1,500,000 - \$1,999,999	44	1.22
Value \$2,000,000 or more	52	1.44
2023 Est. Median All Owner-Occupied Housing Value	-	245,065.55

Benchmark: USA

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	Count	%
2023 Est. Housing Units by Units in Structure		
1 Unit Attached	133	2.23
1 Unit Detached	4,693	78.78
2 Units	18	0.30
3 to 4 Units	278	4.67
5 to 19 Units	270	4.53
20 to 49 Units	223	3.74
50 or More Units	317	5.32
Mobile Home or Trailer	25	0.42
Boat, RV, Van, etc.	0	0.00
2023 Est. Housing Units by Year Structure Built		
Built 2014 or Later	176	2.96
Built 2010 to 2013	113	1.90
Built 2000 to 2009	115	1.93
Built 1990 to 1999	166	2.79
Built 1980 to 1989	175	2.94
Built 1970 to 1979	238	4.00
Built 1960 to 1969	680	11.41
Built 1950 to 1959	2,489	41.78
Built 1940 to 1949	860	14.44
Built 1939 or Earlier	945	15.86
2023 Housing Units by Year Structure Built		
2023 Est. Median Year Structure Built	-	1,954.72
2023 Est. Households by Presence of People Under 18		
2023 Est. Households by Presence of People Under 18	1,236	22.53
Households with 1 or More People under Age 18		
Married Couple Family	771	62.38
Other Family, Male Householder	107	8.66
Other Family, Female Householder	347	28.07
NonFamily Household, Male Householder	6	0.48
NonFamily Household, Female Householder	5	0.40
2023 Est. Households with No People under Age 18		
Households with No People under Age 18	4,250	77.47
Households with No People under Age 18		
Married Couple Family	1,313	30.89
Other Family, Male Householder	70	1.65
Other Family, Female Householder	211	4.96
NonFamily, Male Householder	1,081	25.43
NonFamily, Female Householder	1,575	37.06

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

Total Population: 10,952 | Total Households: 5,486

	Count	%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	119	1.49
Some High School, No Diploma	225	2.81
High School Graduate (or GED)	1,393	17.38
Some College, No Degree	1,409	17.58
Associate's Degree	491	6.13
Bachelor's Degree	2,730	34.07
Master's Degree	926	11.56
Professional Degree	496	6.19
Doctorate Degree	223	2.78
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
Less than High School Diploma	50	12.99
High School Graduate	127	32.99
Some College or Associate's Degree	68	17.66
Bachelor's Degree or Higher	140	36.36
2023 Est. Households by HH Income		
Income < \$15,000	411	7.49
Income \$15,000 - \$24,999	495	9.02
Income \$25,000 - \$34,999	425	7.75
Income \$35,000 - \$49,999	648	11.81
Income \$50,000 - \$74,999	1,052	19.18
Income \$75,000 - \$99,999	682	12.43
Income \$100,000 - \$124,999	423	7.71
Income \$125,000 - \$149,999	320	5.83
Income \$150,000 - \$199,999	274	5.00
Income \$200,000 - \$249,999	172	3.13
Income \$250,000 - \$499,999	315	5.74
Income \$500,000+	269	4.90
2023 Est. Average Household Income	-	112,404.00
2023 Est. Median Household Income	-	67,505.47
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	-	69,985.45
Black or African American Alone	-	47,606.72
American Indian and Alaskan Native Alone	-	65,252.54
Asian Alone	-	73,017.88
Native Hawaiian and Other Pacific Islander Alone	-	42,711.95
Some Other Race Alone	-	50,274.45
Two or More Races	-	69,396.18
Hispanic or Latino	-	82,903.73
Not Hispanic or Latino	-	66,654.27
2023 Est. Families by Poverty Status		
2023 Families at or Above Poverty	2,614	92.86
2023 Families at or Above Poverty with children	985	34.99
2023 Families Below Poverty	201	7.14
2023 Families Below Poverty, with kids	141	5.01

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

Total Population: 10,952 | Total Households: 5,486

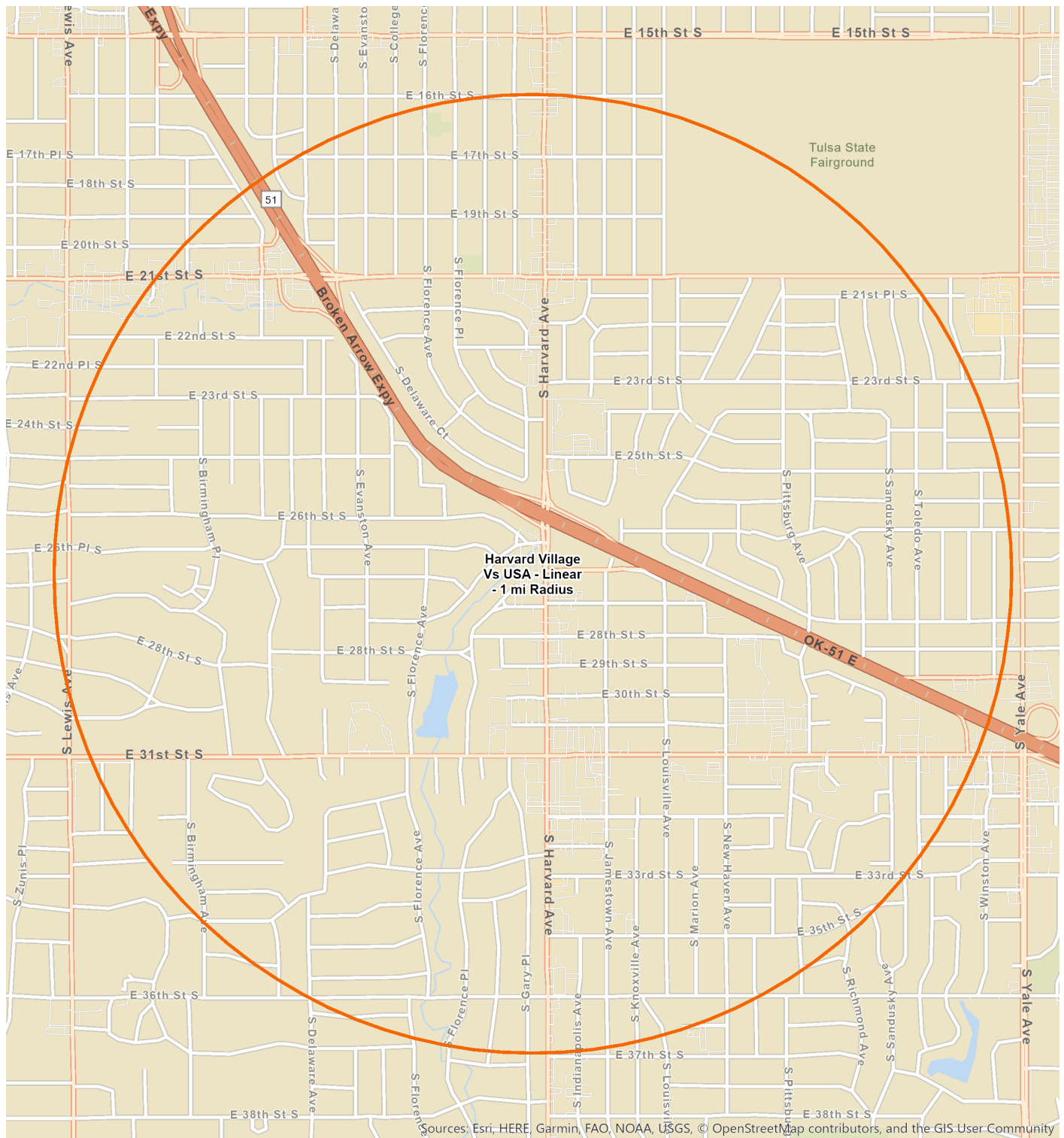
	Count	%
2023 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	4,175	73.88
Blue Collar	689	12.19
Service and Farming	788	13.94
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,788	53.42
15 - 29 Minutes	2,071	39.68
30 - 44 Minutes	210	4.02
45 - 59 Minutes	56	1.07
60 or more Minutes	95	1.82
2023 Est. Avg Travel Time to Work in Minutes	-	17.00
2023 Est. Workers Age 16+ by Transp. to Work		
2023 Est. Workers Age 16+ by Transp. to Work	5,557	100.00
Drove Alone	4,931	88.73
Carpooled	272	4.89
Public Transport	8	0.14
Walked	27	0.49
Bicycle	5	0.09
Other Means	24	0.43
Worked at Home	290	5.22
2023 Est. Civ. Employed Pop 16+ by Class of Worker		
2023 Est. Civ. Employed Pop 16+ by Class of Worker	5,651	100.00
For-Profit Private Workers	3,684	65.19
Non-Profit Private Workers	624	11.04
Local Government Workers	297	5.26
State Government Workers	205	3.63
Federal Government Workers	83	1.47
Self-Employed Workers	740	13.10
Unpaid Family Workers	19	0.34
2023 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	202	3.58
Arts/Design/Entertainment/Sports/Media	154	2.73
Building/Grounds Cleaning/Maintenance	197	3.49
Business/Financial Operations	653	11.56
Community/Social Services	189	3.35
Computer/Mathematical	95	1.68
Construction/Extraction	153	2.71
Education/Training/Library	321	5.68
Farming/Fishing/Forestry	4	0.07
Food Preparation/Serving Related	249	4.41
Healthcare Practitioner/Technician	534	9.45
Healthcare Support	98	1.73
Installation/Maintenance/Repair	128	2.27
Legal	165	2.92
Life/Physical/Social Science	69	1.22
Management	835	14.78
Office/Administrative Support	408	7.22
Production	268	4.74
Protective Services	65	1.15
Sales/Related	549	9.71
Personal Care/Service	176	3.12
Transportation/Material Moving	139	2.46
2023 Est. Pop Age 16+ by Employment Status		
In Armed Forces	3	0.03
Civilian - Employed	5,870	65.67
Civilian - Unemployed	203	2.27
Not in Labor Force	2,862	32.02

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 1 mi Radius

Total Population: 10,952 | Total Households: 5,486



Report Details

Name: Harvard Village Miles Radius
Date / Time: 4/17/2023 3:46:55 PM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
Harvard Village Vs USA - Linear - 1 mi Radius	1 mi Radius	N/A
Harvard Village Vs USA - Linear - 3 mi Radius	3 mi Radius	N/A
Harvard Village Vs USA - Linear - 5 mi Radius	5 mi Radius	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
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