

Pop-Facts® Demographics | Population & Race



Trade Area: Harvard Village Vs USA - Linear - 3 mi Radius

POPULATION

92,293

HOUSEHOLDS

43,294

ETHNICITY



12.7%

Index:98

Hispanic/Latino

HISPANIC ORIGIN*



74.8%

Index:123

Mexican

HOME LANGUAGE*

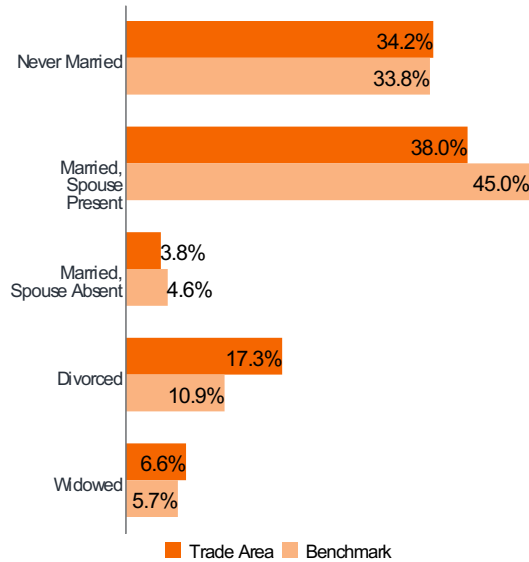


88.7%

Index:113

Only English

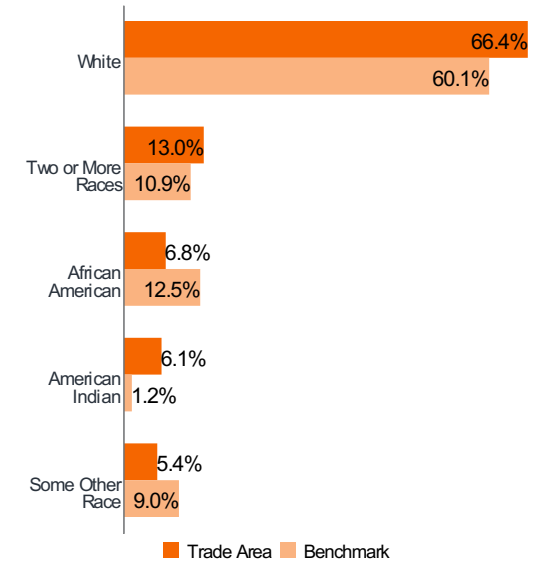
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	5,006	5.4	93
5 - 9	5,115	5.5	93
10 - 14	5,377	5.8	94
15 - 17	3,177	3.4	90
18 - 20	4,221	4.6	112
21 - 24	4,244	4.6	89
25 - 34	12,045	13.1	97
35 - 44	13,210	14.3	111
45 - 54	10,730	11.6	96
55 - 64	11,363	12.3	97
65 - 74	10,257	11.1	104
75 - 84	5,205	5.6	108
85+	2,342	2.5	123

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 - 3 mi Radius

Population: 92,293 | Households: 43,294

MEDIAN AGE OF HOUSEHOLDER

52

Index: 98

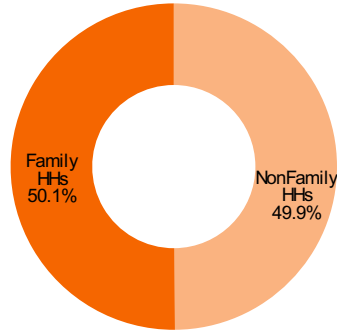
PRESENCE OF CHILDREN*



22.9%

Index: 68

HOUSEHOLD TYPE



HOUSING TENURE



Own

56.4%

Index: 88



Rent

43.6%

Index: 122

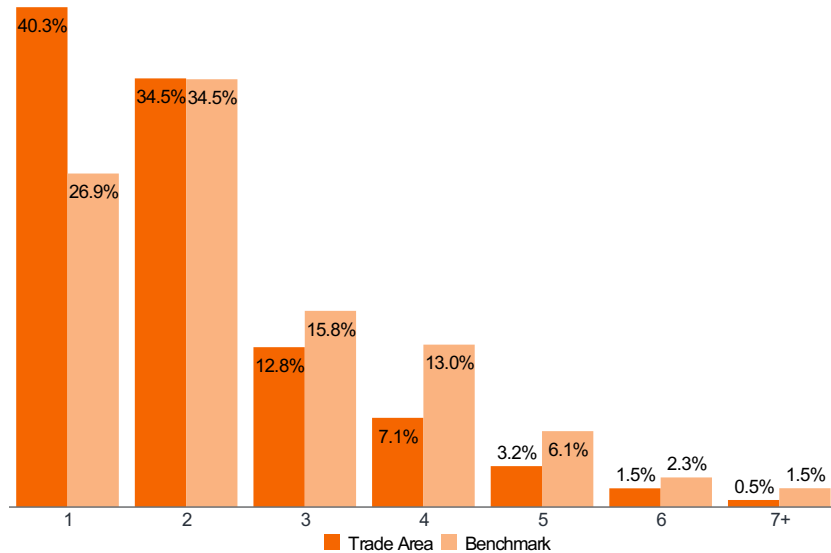
AGE OF HOUSING**



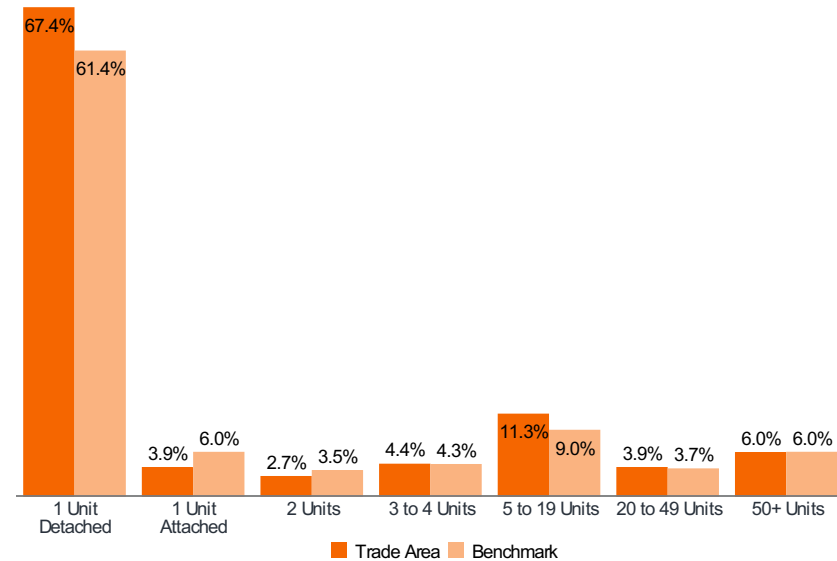
59 - 68 years old

% Comp: 26.0 Index: 265

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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Trade Area: Harvard Village Vs USA - Linear - 3 mi Radius

Population: 92,293 | Households:43,294

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

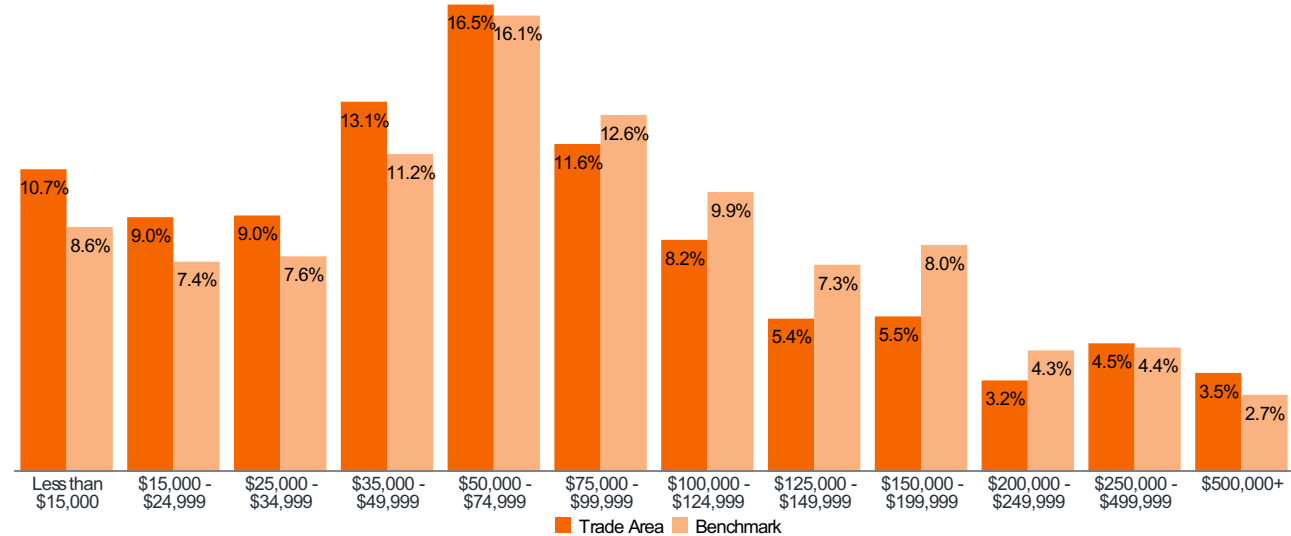
HOUSEHOLD INCOME



Median Household Income
\$61,376
Index: **84**

Average Household Income
\$99,514
Index: **95**

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 - 3 mi Radius

Population: 92,293 | Households: 43,294

OCCUPATIONAL CLASS*



68.5%

Index:113

White Collar

UNEMPLOYMENT RATE



4.4%

Index:93

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



81.4%

Index:108

Travel to work by **Driving Alone**

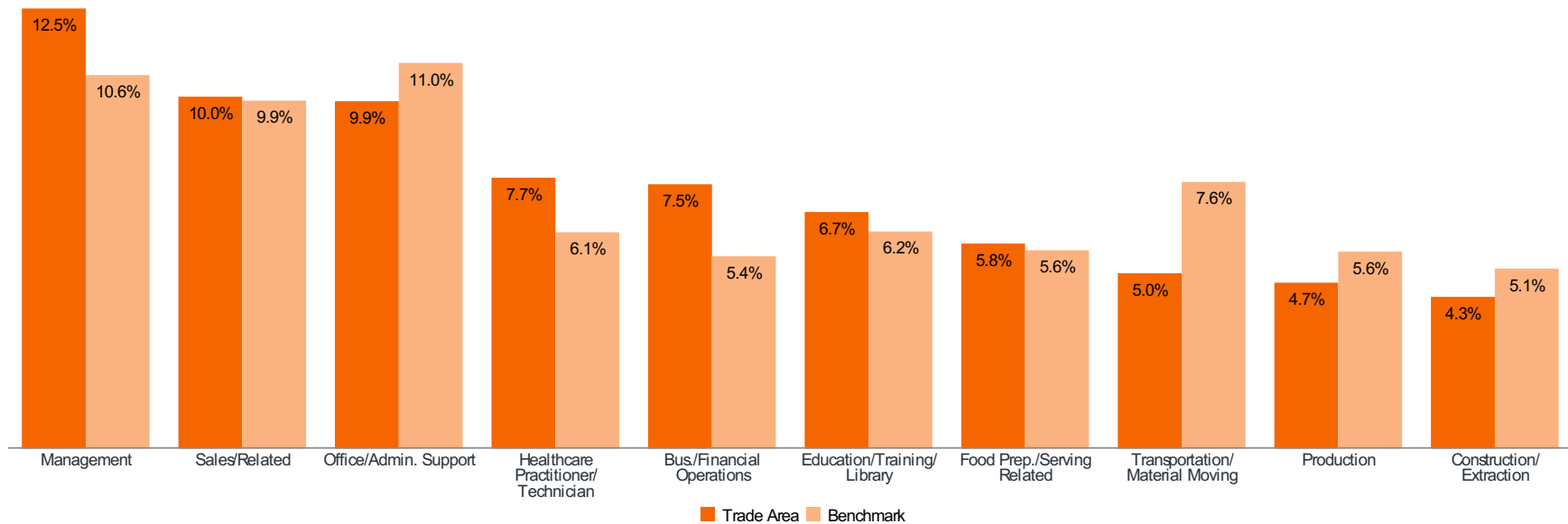


8.1%

Index:91

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

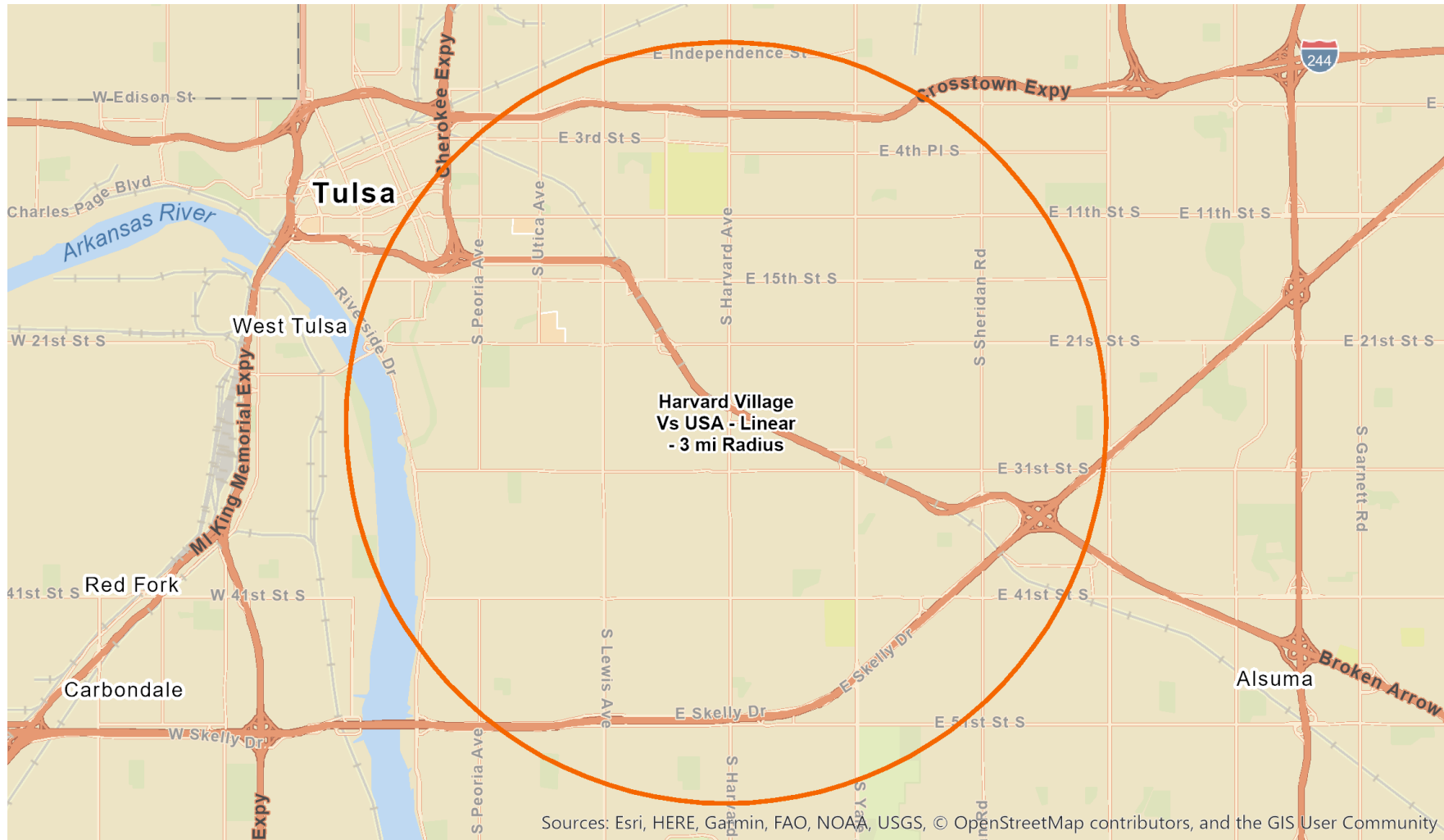
*Chosen from percent composition ranking

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Index Colors:	<80	80 - 110	110+
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Trade Area: Harvard Village Vs USA - Linear - 3 mi Radius

Population: 92,293 | Households: 43,294



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Trade Area: Harvard Village Vs USA - Linear - 3 mi Radius

	Total	%
Population		
2010 Census	94,069	100.00
2020 Census	91,881	100.00
2023 Estimate	92,293	100.00
2028 Projection	93,640	100.00
Population Growth		
Percent Change: 2010 to 2020	--	-2.33
Percent Change: 2020 to 2023	--	0.45
Percent Change: 2023 to 2028	--	1.46
Households		
2010 Census	44,426	100.00
2020 Census	42,926	100.00
2023 Estimate	43,294	100.00
2028 Projection	44,129	100.00
Household Growth		
Percent Change: 2010 to 2020	--	-3.38
Percent Change: 2020 to 2023	--	0.86
Percent Change: 2023 to 2028	--	1.93
Family Households		
2010 Census	22,031	100.00
2023 Estimate	21,696	100.00
2028 Projection	22,095	100.00
Family Household Growth		
Percent Change: 2010 to 2023	--	-1.52
Percent Change: 2023 to 2028	--	1.84

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 3 mi Radius

	Total	%
2023 Est. Households by Household Income		
Income < \$15,000	4,623	10.68
Income \$15,000 - \$24,999	3,886	8.98
Income \$25,000 - \$34,999	3,913	9.04
Income \$35,000 - \$49,999	5,660	13.07
Income \$50,000 - \$74,999	7,152	16.52
Income \$75,000 - \$99,999	5,008	11.57
Income \$100,000 - \$124,999	3,538	8.17
Income \$125,000 - \$149,999	2,328	5.38
Income \$150,000 - \$199,999	2,362	5.46
Income \$200,000 - \$249,999	1,379	3.19
Income \$250,000 - \$499,999	1,949	4.50
Income \$500,000+	1,494	3.45
2023 Est. Average Household Income	-	99,514.00
2023 Est. Median Household Income	-	61,376.20
2023 Median HH Income by Single-Classification Race		
White Alone	-	67,507.69
Black/African American Alone	-	35,661.97
American Indian/Alaskan Native Alone	-	55,825.56
Asian Alone	-	58,599.44
Native Hawaiian/Pacific Islander Alone	-	45,682.12
Some Other Race Alone	-	45,316.36
Two or More Races	-	58,772.49
Hispanic/Latino	-	52,362.33
Not Hispanic/Latino	-	62,398.90
2023 Est. Households by Household Type		
Family Households	21,696	50.11
NonFamily Households	21,599	49.89
2023 Est. Group Quarters Population	3,739	4.05
2023 Est. Households by Household Size		
1-Person Household	17,433	40.27
2-Person Household	14,947	34.52
3-Person Household	5,560	12.84
4-Person Household	3,093	7.14
5-Person Household	1,406	3.25
6-Person Household	631	1.46
7+ Person Household	224	0.52
2023 Est. Average Household Size	-	2.04
2023 Est. HHs by Type by Presence of Own Children		
Married Couple Family, with own children	5,505	25.37
Married Couple Family, without own children	9,723	44.81
Male Householder, with own children	960	4.42
Male Householder, without own children	876	4.04
Female Householder, with own children	2,495	11.50
Female Householder, without own children	2,137	9.85

Benchmark: USA

Trade Area: Harvard Village Vs USA - Linear - 3 mi Radius



Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Harvard Village Vs USA - Linear - 3 mi Radius

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	2,279,692,540	3,206,279,688	-926,587,148
Total retail trade (NAICS 44 and 45)	2,035,800,681	2,852,038,989	-816,238,307
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	532,427,695	879,404,998	-346,977,303
Automobile dealers (NAICS 4411)	458,099,559	829,597,836	-371,498,277
New car dealers (NAICS 44111)	408,146,376	685,021,129	-276,874,754
Used car dealers (NAICS 44112)	49,953,183	144,576,707	-94,623,523
Other motor vehicle dealers (NAICS 4412)	36,852,769	22,311,046	14,541,724
Recreational vehicle dealers (NAICS 44121)	12,090,360	4,605,083	7,485,277
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	24,762,409	17,705,962	7,056,447
Boat dealers (NAICS 441222)	7,658,498	2,827,094	4,831,405
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	17,103,911	14,878,869	2,225,042
Automotive parts, accessories, and tire stores (NAICS 4413)	37,475,367	27,496,116	9,979,250
Automotive parts and accessories stores (NAICS 44131)	23,703,280	18,330,294	5,372,986
Tire dealers (NAICS 44132)	13,772,087	9,165,823	4,606,264
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	42,030,062	64,467,602	-22,437,540
Furniture stores (NAICS 4421)	24,409,726	35,512,089	-11,102,363
Home furnishings stores (NAICS 4422)	17,620,335	28,955,513	-11,335,178
Floor covering stores (NAICS 44221)	8,724,740	21,833,541	-13,108,802
Other home furnishings stores (NAICS 44229)	8,895,596	7,121,972	1,773,624
Window treatment stores (NAICS 442291)	402,302	316,841	85,460
All other home furnishings stores (NAICS 442299)	8,493,294	6,805,130	1,688,164
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	31,268,541	55,963,366	-24,694,824
Household appliance stores (NAICS 443141)	6,855,311	14,114,335	-7,259,023
Electronics stores (NAICS 443142)	24,413,230	41,849,031	-17,435,801
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	150,452,231	146,082,500	4,369,731
Building material and supplies dealers (NAICS 4441)	132,916,580	137,202,176	-4,285,595
Home centers (NAICS 44411)	74,340,658	93,528,253	-19,187,595
Paint and wallpaper stores (NAICS 44412)	5,230,080	1,998,268	3,231,812
Hardware stores (NAICS 44413)	10,961,989	2,194,905	8,767,083
Other building material dealers (NAICS 44419)	42,383,854	39,480,749	2,903,105
Lawn and garden equipment and supplies stores (NAICS 4442)	17,535,650	8,880,324	8,655,326
Outdoor power equipment stores (NAICS 44421)	3,700,094	2,401,478	1,298,616
Nursery, garden center, and farm supply stores (NAICS 44422)	13,835,556	6,478,846	7,356,710
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	276,779,808	295,865,661	-19,085,853
Grocery stores (NAICS 4451)	248,722,965	244,827,016	3,895,949
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	237,792,931	243,905,296	-6,112,365
Convenience stores (NAICS 44512)	10,930,035	921,720	10,008,314
Specialty food stores (NAICS 4452)	7,145,526	10,308,092	-3,162,566
Meat markets (NAICS 44521)	2,199,871	5,843,034	-3,643,163
Fish and seafood markets (NAICS 44522)	863,553	53,614	809,939
Fruit and vegetable markets (NAICS 44523)	1,486,198	227,573	1,258,625
Other specialty food stores (NAICS 44529)	2,595,904	4,183,871	-1,587,967
All other specialty food stores (NAICS 445299)	1,226,050	4,116,509	-2,890,460
Beer, wine, and liquor stores (NAICS 4453)	20,911,317	40,730,553	-19,819,236
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	119,858,238	205,577,603	-85,719,365
Pharmacies and drug stores (NAICS 44611)	103,237,030	195,878,747	-92,641,717
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	7,205,093	7,657,193	-452,100
Optical goods stores (NAICS 44613)	2,871,525	1,036,127	1,835,398
Other health and personal care stores (NAICS 44619)	6,544,590	1,005,536	5,539,054
Food (health) supplement stores (NAICS 446191)	2,307,746	344,989	1,962,757
All other health and personal care stores (NAICS 446199)	4,236,844	660,547	3,576,297
Gasoline Stations			
Gasoline stations (NAICS 447)	163,245,622	381,623,613	-218,377,991

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Harvard Village Vs USA - Linear - 3 mi Radius

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	82,406,936	136,515,066	-54,108,130
Clothing stores (NAICS 4481)	55,961,006	90,586,291	-34,625,286
Men's clothing stores (NAICS 44811)	2,151,222	1,840,222	311,000
Women's clothing stores (NAICS 44812)	10,629,427	20,299,007	-9,669,580
Children's and infants' clothing stores (NAICS 44813)	2,485,210	5,260,547	-2,775,337
Family clothing stores (NAICS 44814)	33,074,240	52,559,735	-19,485,495
Clothing accessories stores (NAICS 44815)	2,802,181	1,697,930	1,104,251
Other clothing stores (NAICS 44819)	4,818,725	8,928,850	-4,110,125
Shoe stores (NAICS 4482)	9,138,094	15,881,522	-6,743,428
Jewelry, luggage, and leather goods stores (NAICS 4483)	17,307,836	30,047,252	-12,739,416
Jewelry stores (NAICS 44831)	11,608,483	26,036,656	-14,428,172
Luggage and leather goods stores (NAICS 44832)	5,699,353	4,010,597	1,688,756
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	26,881,256	60,690,636	-33,809,381
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	23,109,624	60,690,636	-37,581,013
Sporting goods stores (NAICS 45111)	14,544,650	39,794,287	-25,249,637
Hobby, toy, and game stores (NAICS 45112)	6,479,342	17,443,751	-10,964,408
Sewing, needlework, and piece goods stores (NAICS 45113)	761,933	0	761,933
Musical instrument and supplies stores (NAICS 45114)	1,323,699	3,452,599	-2,128,900
Book stores and news dealers (NAICS 4512)	3,771,632	0	3,771,632
Book stores (NAICS 451211)	3,519,081	0	3,519,081
News dealers and newsstands (NAICS 451212)	252,550	0	252,550
General Merchandise Stores			
General merchandise stores (NAICS 452)	240,323,322	391,768,696	-151,445,374
Department stores (NAICS 4522)	29,029,276	52,147,970	-23,118,694
Other general merchandise stores (NAICS 4523)	211,294,045	339,620,726	-128,326,680
Warehouse clubs and supercenters (NAICS 452311)	191,455,304	333,095,543	-141,640,240
All other general merchandise stores (NAICS 452319)	19,838,742	6,525,182	13,313,559
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	40,183,148	73,858,929	-33,675,781
Florists (NAICS 4531)	1,994,970	2,463,168	-468,197
Office supplies, stationery, and gift stores (NAICS 4532)	7,470,910	10,404,607	-2,933,698
Office supplies and stationery stores (NAICS 45321)	3,467,287	5,383,139	-1,915,853
Gift, novelty, and souvenir stores (NAICS 45322)	4,003,623	5,021,468	-1,017,845
Used merchandise stores (NAICS 4533)	5,610,389	9,227,760	-3,617,371
Other miscellaneous store retailers (NAICS 4539)	25,106,879	51,763,394	-26,656,514
Pet and pet supplies stores (NAICS 45391)	7,372,031	14,827,548	-7,455,517
Art dealers (NAICS 45392)	3,467,247	322,898	3,144,350
Manufactured (mobile) home dealers (NAICS 45393)	2,125,118	9,491,820	-7,366,702
All other miscellaneous store retailers (NAICS 45399)	12,142,483	27,121,128	-14,978,645
Tobacco stores (NAICS 453991)	4,320,992	13,354,787	-9,033,795
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	7,821,491	13,766,341	-5,944,850
Non-store Retailers			
Non-store retailers (NAICS 454)	329,943,823	160,220,320	169,723,504
Electronic shopping and mail-order houses (NAICS 4541)	316,329,197	150,038,985	166,290,212
Vending machine operators (NAICS 4542)	1,725,172	0	1,725,172
Direct selling establishments (NAICS 4543)	11,889,455	10,181,335	1,708,120
Fuel dealers (NAICS 45431)	6,686,936	143,033	6,543,903
Other direct selling establishments (NAICS 45439)	5,202,519	10,038,302	-4,835,783
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	243,891,859	354,240,699	-110,348,841
Special food services (NAICS 7223)	18,510,641	23,588,316	-5,077,674
Food service contractors (NAICS 72231)	14,581,063	17,115,373	-2,534,310
Caterers (NAICS 72232)	3,546,772	6,472,942	-2,926,170
Mobile food services (NAICS 72233)	382,807	0	382,807
Drinking places (alcoholic beverages) (NAICS 7224)	8,080,673	10,274,654	-2,193,981
Restaurants and other eating places (NAICS 7225)	217,300,544	320,377,730	-103,077,185
Full-service restaurants (NAICS 722511)	108,130,322	150,719,788	-42,589,466
Limited-service restaurants (NAICS 722513)	92,644,710	152,692,779	-60,048,069
Cafeterias, grill buffets, and buffets (NAICS 722514)	2,362,148	5,322,089	-2,959,941
Snack and non-alcoholic beverage bars (NAICS 722515)	14,163,364	11,643,074	2,520,291

Benchmark: USA

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Pop-Facts® Demographic Snapshot | Summary



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Population	
2010 Census	94,069
2020 Census	91,881
2023 Estimate	92,293
2028 Projection	93,640
Population Growth	
Percent Change: 2010 to 2020	-2.33
Percent Change: 2020 to 2023	0.45
Percent Change: 2023 to 2028	1.46
Households	
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Family Household Growth	
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Percent Change: 2023 to 2028	1.84

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Trade Area: Harvard Village Vs USA - Linear - 3 mi Radius

Total Population: 92,293 | Total Households: 43,294

	Count	%
2023 Est. Population by Single-Classification Race		
White Alone	61,321	66.44
Black/African American Alone	6,256	6.78
American Indian/Alaskan Native Alone	5,618	6.09
Asian Alone	1,906	2.06
Native Hawaiian/Pacific Islander Alone	182	0.20
Some Other Race Alone	4,969	5.38
Two or More Races	12,040	13.04
2023 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	80,555	87.28
Hispanic or Latino	11,738	12.72
Mexican Origin	8,775	74.76
Puerto Rican Origin	688	5.86
Cuban Origin	78	0.67
All Other Hispanic or Latino	2,196	18.71
2023 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	341	17.89
Filipino	207	10.86
Japanese	205	10.76
Asian Indian	237	12.43
Korean	172	9.02
Vietnamese	247	12.96
Cambodian	5	0.26
Hmong	57	2.99
Laotian	30	1.57
Thai	58	3.04
All Other Asian Races Including 2+ Category	347	18.21
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	77,437	88.72
Speak Asian/Pacific Isl. Lang. at Home	1,085	1.24
Speak Indo-European Language at Home	1,099	1.26
Speak Spanish at Home	7,059	8.09
Speak Other Language at Home	607	0.69
2023 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	2,867	24.43
Black/African American Alone	181	1.54
American Indian/Alaskan Native Alone	445	3.79
Asian Alone	43	0.37
Native Hawaiian/Pacific Islander Alone	22	0.19
Some Other Race Alone	4,574	38.97
Two or More Races	3,605	30.71

Benchmark: USA

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Pop-Facts® Demographic Snapshot | Population & Race



Trade Area: Harvard Village Vs USA - Linear - 3 mi Radius

Total Population: 92,293 | Total Households: 43,294

	Count	%
2023 Est. Population by Sex		
Male	44,936	48.69
Female	47,356	51.31
2023 Est. Population by Age		
Age 0 - 4	5,006	5.42
Age 5 - 9	5,115	5.54
Age 10 - 14	5,377	5.83
Age 15 - 17	3,177	3.44
Age 18 - 20	4,221	4.57
Age 21 - 24	4,244	4.60
Age 25 - 34	12,045	13.05
Age 35 - 44	13,210	14.31
Age 45 - 54	10,730	11.63
Age 55 - 64	11,363	12.31
Age 65 - 74	10,257	11.11
Age 75 - 84	5,205	5.64
Age 85 and over	2,342	2.54
Age 16 and over	75,756	82.08
Age 18 and over	73,617	79.76
Age 21 and over	69,397	75.19
Age 65 and over	17,805	19.29
Median Age	-	40.20
Average Age	-	41.13
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	26,258	34.19
Male, Never Married	14,055	18.30
Female, Never Married	12,203	15.89
Married, Spouse Present	29,194	38.02
Married, Spouse Absent	2,933	3.82
Widowed	5,090	6.63
Male, Widowed	1,262	1.64
Female, Widowed	3,829	4.99
Divorced	13,319	17.34
Male, Divorced	5,975	7.78
Female, Divorced	7,344	9.56
2023 Est. Male Population by Age		
Male: Age 0 - 4	2,551	5.68
Male: Age 5 - 9	2,611	5.81
Male: Age 10 - 14	2,745	6.11
Male: Age 15 - 17	1,597	3.55
Male: Age 18 - 20	2,187	4.87
Male: Age 21 - 24	2,196	4.89
Male: Age 25 - 34	6,044	13.45
Male: Age 35 - 44	6,604	14.70
Male: Age 45 - 54	5,372	11.96
Male: Age 55 - 64	5,476	12.19
Male: Age 65 - 74	4,614	10.27
Male: Age 75 - 84	2,148	4.78
Male: Age 85 and over	792	1.76
Median Age, Male	-	38.81
Average Age, Male	-	39.80
2023 Est. Female Population by Age		
Female: Age 0 - 4	2,456	5.19
Female: Age 5 - 9	2,504	5.29
Female: Age 10 - 14	2,632	5.56
Female: Age 15 - 17	1,580	3.34
Female: Age 18 - 20	2,034	4.29
Female: Age 21 - 24	2,049	4.33
Female: Age 25 - 34	6,001	12.67
Female: Age 35 - 44	6,606	13.95
Female: Age 45 - 54	5,357	11.31
Female: Age 55 - 64	5,887	12.43
Female: Age 65 - 74	5,643	11.92
Female: Age 75 - 84	3,058	6.46
Female: Age 85 and over	1,550	3.27
Median Age, Female	-	41.60
Average Age, Female	-	42.34

Benchmark: USA

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	Count	%
2023 Est. Households by Household Type		
Family Households	21,696	50.11
NonFamily Households	21,599	49.89
2023 Est. Group Quarters Population		
2023 Est. Group Quarters Population	3,739	4.05
2023 HHs By Ethnicity, Hispanic/Latino		
2023 HHs By Ethnicity, Hispanic/Latino	3,665	8.46
2023 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	5,505	25.37
Married Couple Family, no own children	9,723	44.81
Male Householder, own children	960	4.42
Male Householder, no own children	876	4.04
Female Householder, own children	2,495	11.50
Female Householder, no own children	2,137	9.85
2023 Est. Households by Household Size		
1-Person Household	17,433	40.27
2-Person Household	14,947	34.52
3-Person Household	5,560	12.84
4-Person Household	3,093	7.14
5-Person Household	1,406	3.25
6-Person Household	631	1.46
7-or-more-person	224	0.52
2023 Est. Average Household Size	-	2.04
2023 Est. Households by Number of Vehicles		
No Vehicles	3,080	7.11
1 Vehicle	17,767	41.04
2 Vehicles	15,667	36.19
3 Vehicles	4,936	11.40
4 Vehicles	1,290	2.98
5 or more Vehicles	554	1.28
2023 Est. Average Number of Vehicles	-	1.68
2023 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	24,426	56.42
Housing Units, Renter-Occupied	18,868	43.58
2023 Owner Occ. HUs: Avg. Length of Residence		
2023 Owner Occ. HUs: Avg. Length of Residence	-	16.43
2023 Renter Occ. HUs: Avg. Length of Residence		
2023 Renter Occ. HUs: Avg. Length of Residence	-	6.04
2023 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	161	0.66
Value \$20,000 - \$39,999	201	0.82
Value \$40,000 - \$59,999	307	1.26
Value \$60,000 - \$79,999	643	2.63
Value \$80,000 - \$99,999	1,040	4.26
Value \$100,000 - \$149,999	4,435	18.16
Value \$150,000 - \$199,999	4,336	17.75
Value \$200,000 - \$299,999	4,734	19.38
Value \$300,000 - \$399,999	2,468	10.10
Value \$400,000 - \$499,999	1,747	7.15
Value \$500,000 - \$749,999	2,203	9.02
Value \$750,000 - \$999,999	991	4.06
Value \$1,000,000 - \$1,499,999	635	2.60
Value \$1,500,000 - \$1,999,999	239	0.98
Value \$2,000,000 or more	287	1.18
2023 Est. Median All Owner-Occupied Housing Value	-	217,018.98

	Count	%
2023 Est. Housing Units by Units in Structure		
1 Unit Attached	1,906	3.88
1 Unit Detached	33,071	67.41
2 Units	1,302	2.65
3 to 4 Units	2,136	4.35
5 to 19 Units	5,528	11.27
20 to 49 Units	1,910	3.89
50 or More Units	2,925	5.96
Mobile Home or Trailer	271	0.55
Boat, RV, Van, etc.	12	0.03
2023 Est. Housing Units by Year Structure Built		
Built 2014 or Later	1,143	2.33
Built 2010 to 2013	524	1.07
Built 2000 to 2009	1,380	2.81
Built 1990 to 1999	1,976	4.03
Built 1980 to 1989	2,702	5.51
Built 1970 to 1979	5,354	10.91
Built 1960 to 1969	7,490	15.27
Built 1950 to 1959	12,742	25.97
Built 1940 to 1949	5,999	12.23
Built 1939 or Earlier	9,749	19.87
2023 Housing Units by Year Structure Built		
2023 Est. Median Year Structure Built	-	1,956.81
2023 Est. Households by Presence of People Under 18		
2023 Est. Households by Presence of People Under 18	9,897	22.86
Households with 1 or More People under Age 18		
Married Couple Family	5,778	58.38
Other Family, Male Householder	1,068	10.99
Other Family, Female Householder	2,906	29.36
NonFamily Household, Male Householder	89	0.90
NonFamily Household, Female Householder	36	0.36
2023 Est. Households with No People under Age 18		
Households with No People under Age 18	33,397	77.14
Households with No People under Age 18		
Married Couple Family	9,446	28.28
Other Family, Male Householder	738	2.21
Other Family, Female Householder	1,744	5.22
NonFamily, Male Householder	9,967	29.84
NonFamily, Female Householder	11,502	34.44

Benchmark: USA

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	Count	%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	1,797	2.76
Some High School, No Diploma	3,399	5.22
High School Graduate (or GED)	13,054	20.04
Some College, No Degree	13,525	20.76
Associate's Degree	4,870	7.47
Bachelor's Degree	17,497	26.86
Master's Degree	6,497	9.97
Professional Degree	3,106	4.77
Doctorate Degree	1,409	2.16
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
Less than High School Diploma	1,908	31.17
High School Graduate	1,803	29.45
Some College or Associate's Degree	1,303	21.28
Bachelor's Degree or Higher	1,108	18.10
2023 Est. Households by HH Income		
Income < \$15,000	4,623	10.68
Income \$15,000 - \$24,999	3,886	8.98
Income \$25,000 - \$34,999	3,913	9.04
Income \$35,000 - \$49,999	5,660	13.07
Income \$50,000 - \$74,999	7,152	16.52
Income \$75,000 - \$99,999	5,008	11.57
Income \$100,000 - \$124,999	3,538	8.17
Income \$125,000 - \$149,999	2,328	5.38
Income \$150,000 - \$199,999	2,362	5.46
Income \$200,000 - \$249,999	1,379	3.19
Income \$250,000 - \$499,999	1,949	4.50
Income \$500,000+	1,494	3.45
2023 Est. Average Household Income	--	99,514.00
2023 Est. Median Household Income	--	61,376.20
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	--	67,507.69
Black or African American Alone	--	35,661.97
American Indian and Alaskan Native Alone	--	55,825.56
Asian Alone	--	58,599.44
Native Hawaiian and Other Pacific Islander Alone	--	45,682.12
Some Other Race Alone	--	45,316.36
Two or More Races	--	58,772.49
Hispanic or Latino	--	52,362.33
Not Hispanic or Latino	--	62,398.90
2023 Est. Families by Poverty Status		
2023 Families at or Above Poverty	19,598	90.33
2023 Families at or Above Poverty with children	7,797	35.94
2023 Families Below Poverty	2,098	9.67
2023 Families Below Poverty, with kids	1,550	7.14

	Count	%
2023 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	33,003	68.48
Blue Collar	7,571	15.71
Service and Farming	7,621	15.81
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	20,745	46.75
15 - 29 Minutes	19,063	42.96
30 - 44 Minutes	2,738	6.17
45 - 59 Minutes	759	1.71
60 or more Minutes	1,071	2.41
2023 Est. Avg Travel Time to Work in Minutes	-	18.00
2023 Est. Workers Age 16+ by Transp. to Work		
2023 Est. Workers Age 16+ by Transp. to Work	47,517	100.00
Drove Alone	38,659	81.36
Carpooled	3,827	8.05
Public Transport	255	0.54
Walked	1,137	2.39
Bicycle	267	0.56
Other Means	671	1.41
Worked at Home	2,701	5.68
2023 Est. Civ. Employed Pop 16+ by Class of Worker		
2023 Est. Civ. Employed Pop 16+ by Class of Worker	48,194	100.00
For-Profit Private Workers	32,141	66.69
Non-Profit Private Workers	4,799	9.96
Local Government Workers	2,350	4.88
State Government Workers	2,163	4.49
Federal Government Workers	636	1.32
Self-Employed Workers	5,905	12.25
Unpaid Family Workers	200	0.41
2023 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	1,174	2.44
Arts/Design/Entertainment/Sports/Media	1,410	2.93
Building/Grounds Cleaning/Maintenance	1,830	3.80
Business/Financial Operations	3,617	7.50
Community/Social Services	1,184	2.46
Computer/Mathematical	1,234	2.56
Construction/Extraction	2,068	4.29
Education/Training/Library	3,235	6.71
Farming/Fishing/Forestry	23	0.05
Food Preparation/Serving Related	2,801	5.81
Healthcare Practitioner/Technician	3,707	7.69
Healthcare Support	1,102	2.29
Installation/Maintenance/Repair	847	1.76
Legal	1,320	2.74
Life/Physical/Social Science	503	1.04
Management	6,036	12.52
Office/Administrative Support	4,760	9.88
Production	2,263	4.70
Protective Services	538	1.12
Sales/Related	4,822	10.01
Personal Care/Service	1,327	2.75
Transportation/Material Moving	2,393	4.96
2023 Est. Pop Age 16+ by Employment Status		
In Armed Forces	89	0.12
Civilian - Employed	48,171	63.59
Civilian - Unemployed	2,168	2.86
Not in Labor Force	25,329	33.44

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 3 mi Radius

Total Population: 92,293 | Total Households: 43,294



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

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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

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