

Pop-Facts® Demographics | Population & Race



Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

POPULATION

235,008

HOUSEHOLDS

101,933

ETHNICITY



21.8%

Index:95

Hispanic/Latino

HISPANIC ORIGIN*



80.5%

Index:133

Mexican

HOME LANGUAGE*

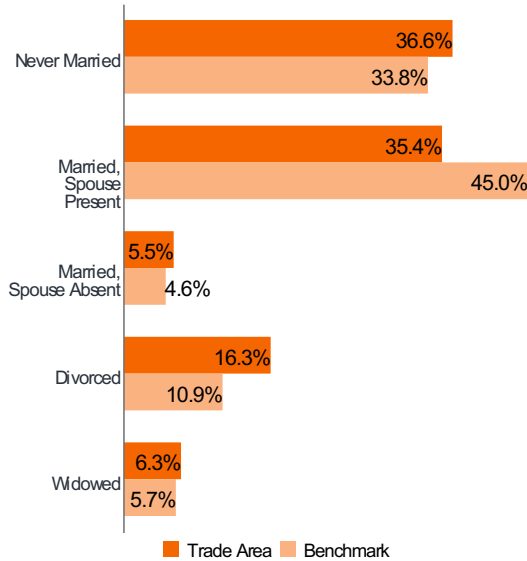


81.7%

Index:104

Only English

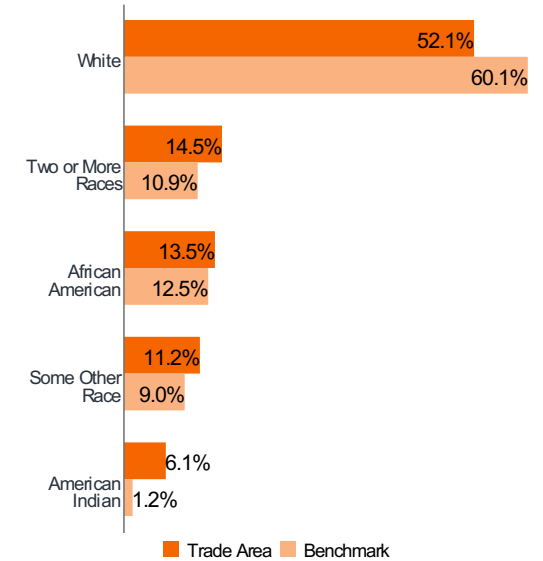
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	15,904	6.8	116
5 - 9	15,260	6.5	109
10 - 14	15,132	6.4	104
15 - 17	9,046	3.8	101
18 - 20	9,764	4.2	102
21 - 24	11,390	4.8	94
25 - 34	31,669	13.5	100
35 - 44	33,615	14.3	111
45 - 54	26,318	11.2	93
55 - 64	26,026	11.1	88
65 - 74	23,291	9.9	93
75 - 84	12,308	5.2	100
85+	5,283	2.2	109

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: Harvard Village Vs USA - Linear - 5 mi Radius

Population: 235,008 | Households: 101,933

MEDIAN AGE OF HOUSEHOLDER

51

Index:95

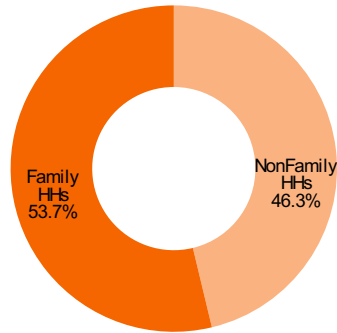
PRESENCE OF CHILDREN*



27.3%

Index: 81

HOUSEHOLD TYPE



HOUSING TENURE



Own

49.3%

Index: 77



Rent

50.7%

Index:142

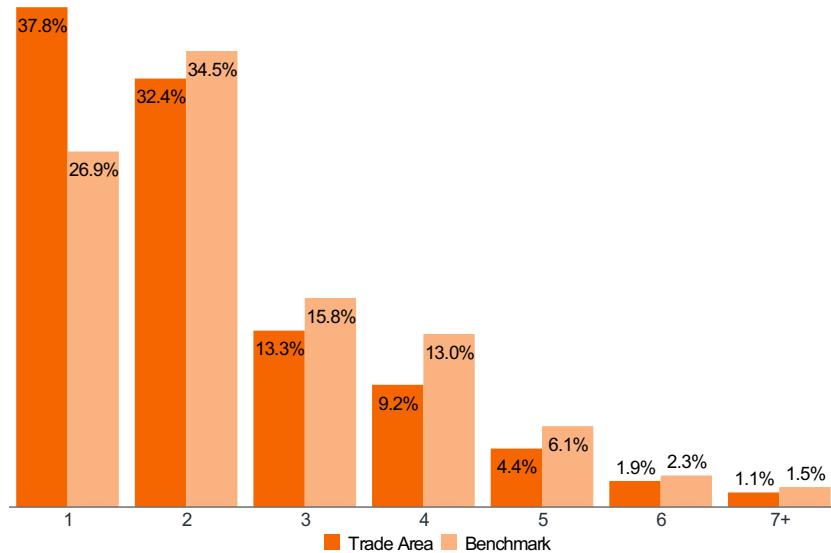
AGE OF HOUSING**



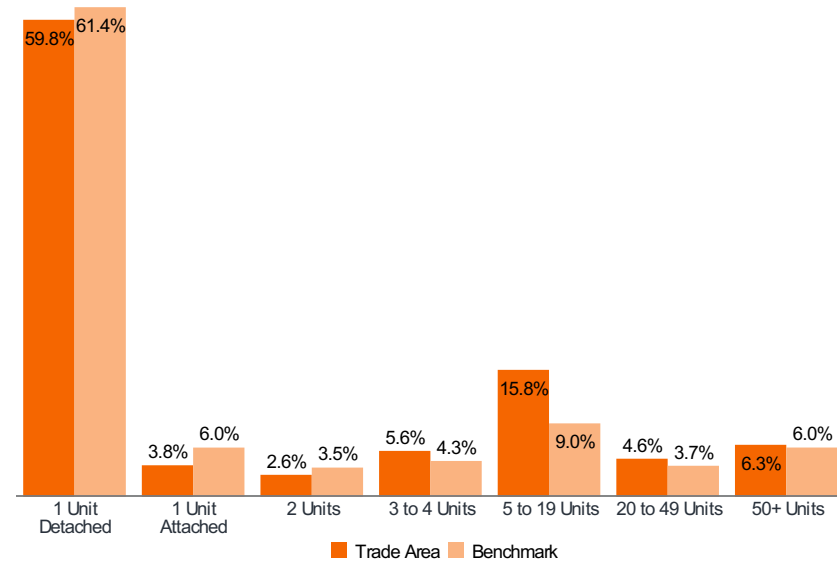
59 - 68 years old

% Comp:21.0 Index:214

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 - 5 mi Radius

Population: 235,008 | Households:101,933

EDUCATIONAL ATTAINMENT: TOP 2*



26.1%

Index: 97

High School Graduate



22.2%

Index: 110

Some College, No Degree

EDUCATION: HISPANIC/LATINO



1.5%

Index:54

Bachelor's degree or higher

POVERTY STATUS



84.2%

Index:92

At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$50,002

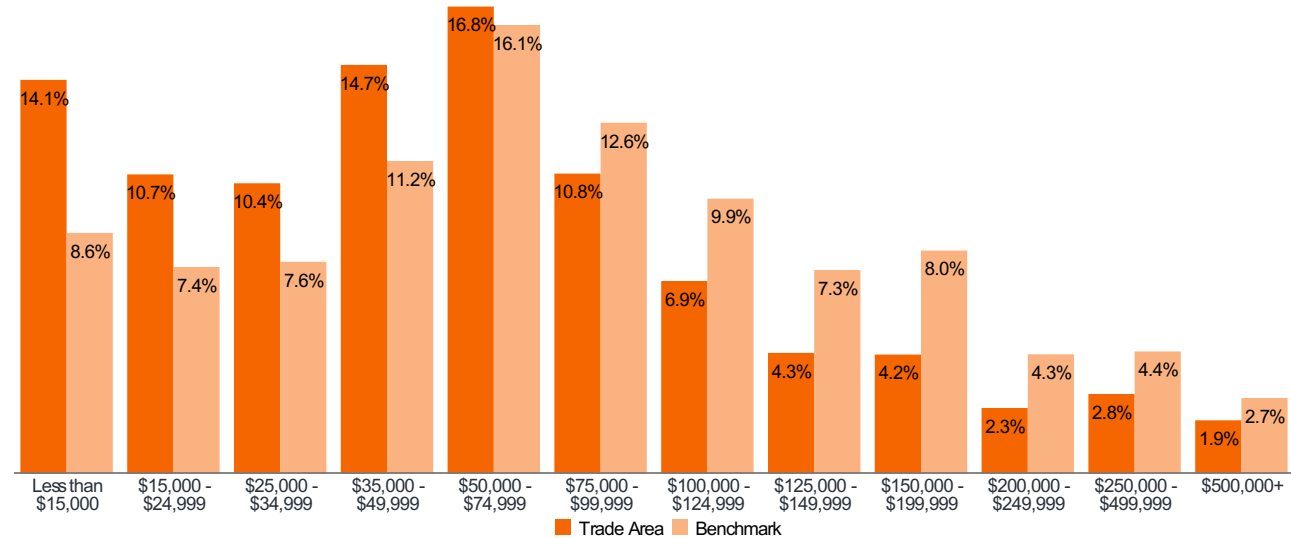
Index:68

Average Household Income

\$78,943

Index:75

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 - 5 mi Radius

Population: 235,008 | Households: 101,933

OCCUPATIONAL CLASS*



58.2%

Index:96

White Collar

UNEMPLOYMENT RATE



6.1%

Index:130

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



78.7%

Index:104

Travel to work by **Driving Alone**

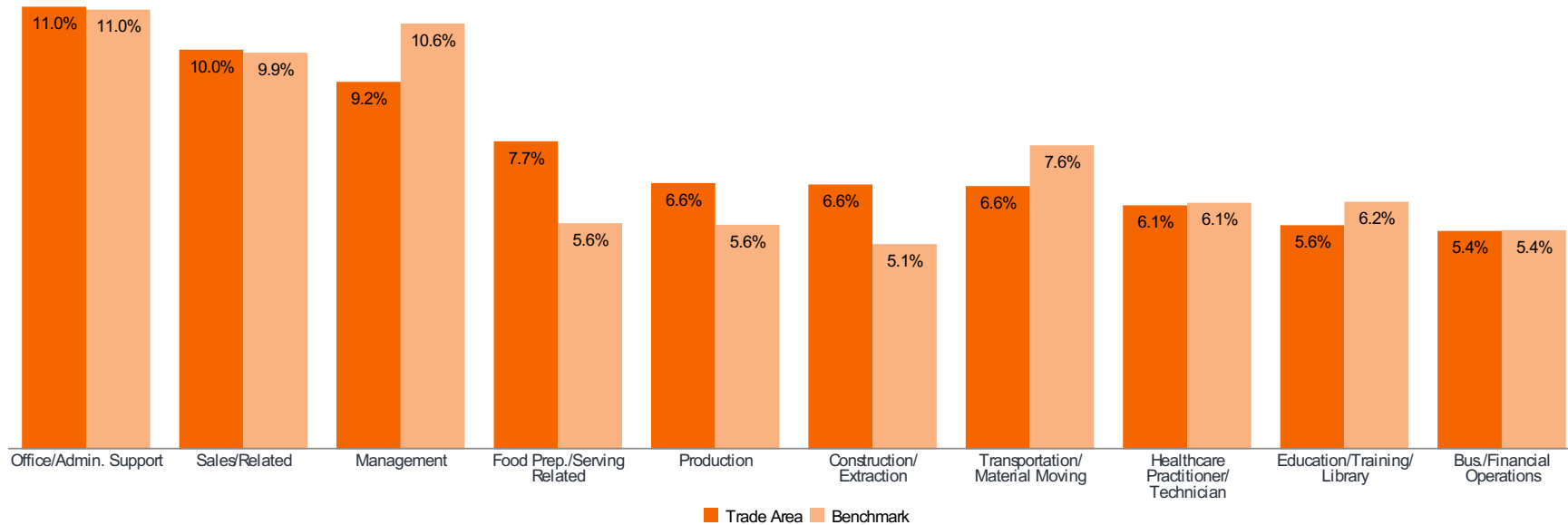


10.6%

Index:120

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

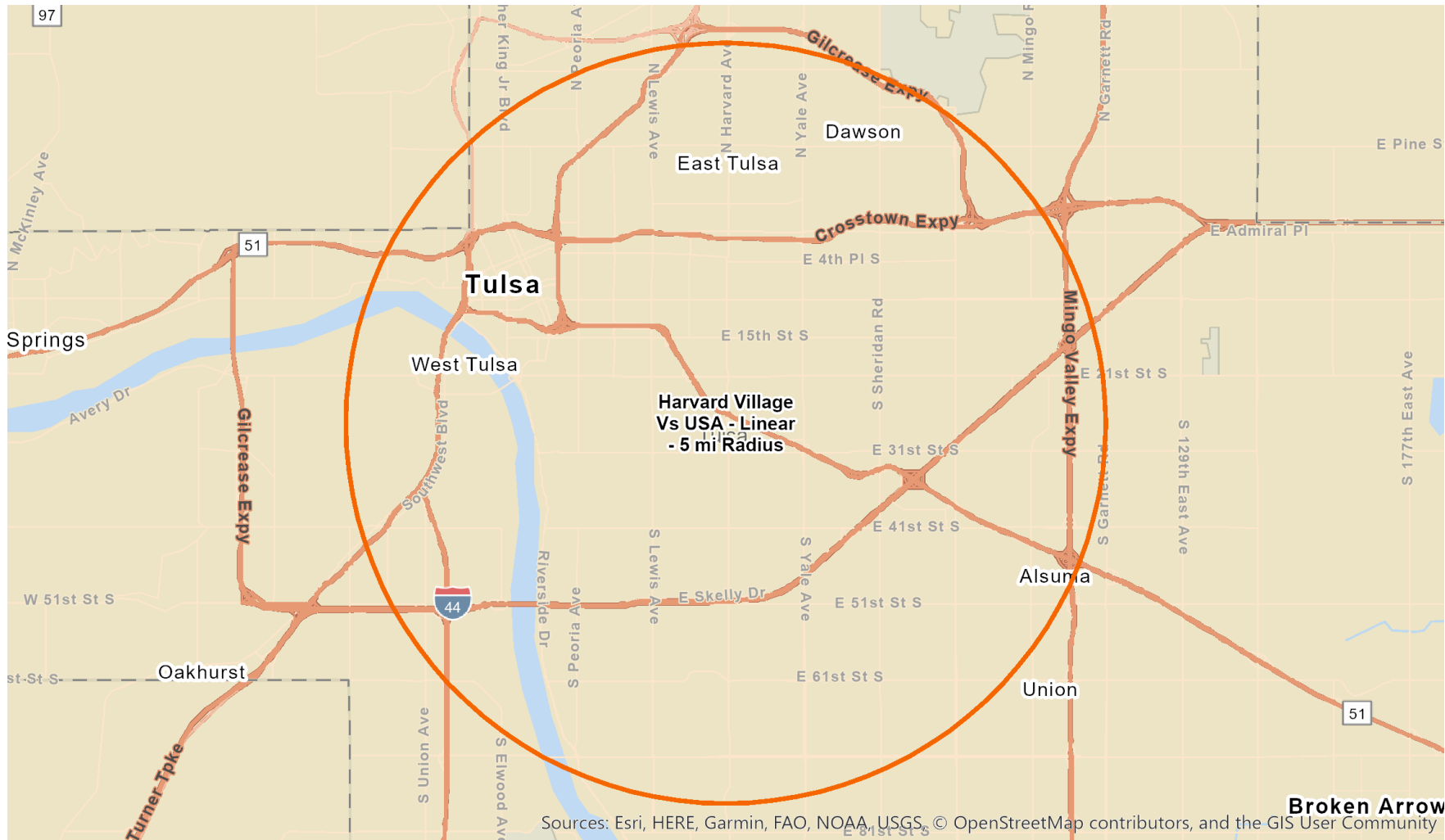
*Chosen from percent composition ranking

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Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

Population: 235,008 | Households: 101,933



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Pop-Facts® Demographics | Summary



Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

	Total	%
Population		
2010 Census	230,980	100.00
2020 Census	233,491	100.00
2023 Estimate	235,008	100.00
2028 Projection	239,315	100.00
Population Growth		
Percent Change: 2010 to 2020	--	1.09
Percent Change: 2020 to 2023	--	0.65
Percent Change: 2023 to 2028	--	1.83
Households		
2010 Census	100,888	100.00
2020 Census	100,976	100.00
2023 Estimate	101,933	100.00
2028 Projection	104,184	100.00
Household Growth		
Percent Change: 2010 to 2020	--	0.09
Percent Change: 2020 to 2023	--	0.95
Percent Change: 2023 to 2028	--	2.21
Family Households		
2010 Census	54,207	100.00
2023 Estimate	54,788	100.00
2028 Projection	55,880	100.00
Family Household Growth		
Percent Change: 2010 to 2023	--	1.07
Percent Change: 2023 to 2028	--	1.99

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

	Total	%
2023 Est. Households by Household Income		
Income < \$15,000	14,422	14.15
Income \$15,000 - \$24,999	10,948	10.74
Income \$25,000 - \$34,999	10,621	10.42
Income \$35,000 - \$49,999	14,974	14.69
Income \$50,000 - \$74,999	17,117	16.79
Income \$75,000 - \$99,999	10,977	10.77
Income \$100,000 - \$124,999	7,027	6.89
Income \$125,000 - \$149,999	4,386	4.30
Income \$150,000 - \$199,999	4,325	4.24
Income \$200,000 - \$249,999	2,361	2.32
Income \$250,000 - \$499,999	2,869	2.81
Income \$500,000+	1,907	1.87
2023 Est. Average Household Income	-	78,943.00
2023 Est. Median Household Income	-	50,002.33
2023 Median HH Income by Single-Classification Race		
White Alone	-	58,521.71
Black/African American Alone	-	31,495.27
American Indian/Alaskan Native Alone	-	45,528.66
Asian Alone	-	54,564.49
Native Hawaiian/Pacific Islander Alone	-	45,259.54
Some Other Race Alone	-	42,671.38
Two or More Races	-	45,511.79
Hispanic/Latino	-	46,232.25
Not Hispanic/Latino	-	50,838.64
2023 Est. Households by Household Type		
Family Households	54,788	53.75
NonFamily Households	47,145	46.25
2023 Est. Group Quarters Population	7,884	3.35
2023 Est. Households by Household Size		
1-Person Household	38,503	37.77
2-Person Household	33,000	32.37
3-Person Household	13,558	13.30
4-Person Household	9,379	9.20
5-Person Household	4,460	4.38
6-Person Household	1,960	1.92
7+ Person Household	1,074	1.05
2023 Est. Average Household Size	-	2.23
2023 Est. HHs by Type by Presence of Own Children		
Married Couple Family, with own children	13,416	24.49
Married Couple Family, without own children	21,644	39.51
Male Householder, with own children	2,692	4.91
Male Householder, without own children	2,573	4.70
Female Householder, with own children	8,683	15.85
Female Householder, without own children	5,781	10.55

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius



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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	4,652,025,428	7,205,748,348	-2,553,722,920
Total retail trade (NAICS 44 and 45)	4,155,065,562	6,472,184,806	-2,317,119,244
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	1,084,833,824	2,178,775,373	-1,093,941,549
Automobile dealers (NAICS 4411)	934,424,577	2,029,699,256	-1,095,274,679
New car dealers (NAICS 44111)	832,363,851	1,779,063,704	-946,699,853
Used car dealers (NAICS 44112)	102,060,726	250,635,552	-148,574,825
Other motor vehicle dealers (NAICS 4412)	75,496,621	68,535,526	6,961,095
Recreational vehicle dealers (NAICS 44121)	24,813,044	22,686,265	2,126,779
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	50,683,577	45,849,262	4,834,315
Boat dealers (NAICS 441222)	15,713,656	10,920,910	4,792,746
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	34,969,921	34,928,352	41,570
Automotive parts, accessories, and tire stores (NAICS 4413)	74,912,626	80,540,591	-5,627,965
Automotive parts and accessories stores (NAICS 44131)	47,381,076	52,053,853	-4,672,777
Tire dealers (NAICS 44132)	27,531,550	28,486,738	-955,188
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	85,851,964	164,872,841	-79,020,877
Furniture stores (NAICS 4421)	49,932,546	91,666,763	-41,734,217
Home furnishings stores (NAICS 4422)	35,919,418	73,206,078	-37,286,660
Floor covering stores (NAICS 44221)	17,685,920	54,332,895	-36,646,975
Other home furnishings stores (NAICS 44229)	18,233,498	18,873,183	-639,685
Window treatment stores (NAICS 442291)	842,548	1,759,357	-916,809
All other home furnishings stores (NAICS 442299)	17,390,950	17,113,826	277,124
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	63,837,648	134,318,134	-70,480,486
Household appliance stores (NAICS 443141)	13,929,107	36,774,507	-22,845,401
Electronics stores (NAICS 443142)	49,908,541	97,543,626	-47,635,085
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	301,454,609	412,177,086	-110,722,477
Building material and supplies dealers (NAICS 4441)	266,079,794	391,986,329	-125,906,536
Home centers (NAICS 44411)	149,071,981	267,601,212	-118,529,231
Paint and wallpaper stores (NAICS 44412)	10,563,031	4,867,594	5,695,438
Hardware stores (NAICS 44413)	21,945,937	5,521,507	16,424,430
Other building material dealers (NAICS 44419)	84,498,844	113,996,016	-29,497,172
Lawn and garden equipment and supplies stores (NAICS 4442)	35,374,815	20,190,757	15,184,058
Outdoor power equipment stores (NAICS 44421)	7,489,109	6,564,116	924,992
Nursery, garden center, and farm supply stores (NAICS 44422)	27,885,707	13,626,641	14,259,066
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	569,217,295	647,306,964	-78,089,670
Grocery stores (NAICS 4451)	511,719,768	537,288,972	-25,569,204
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	489,231,864	533,772,702	-44,540,838
Convenience stores (NAICS 44512)	22,487,905	3,516,271	18,971,634
Specialty food stores (NAICS 4452)	14,716,503	24,684,906	-9,968,403
Meat markets (NAICS 44521)	4,524,214	13,787,928	-9,263,714
Fish and seafood markets (NAICS 44522)	1,776,868	762,886	1,013,982
Fruit and vegetable markets (NAICS 44523)	3,065,860	2,096,312	969,548
Other specialty food stores (NAICS 44529)	5,349,561	8,037,781	-2,688,220
All other specialty food stores (NAICS 445299)	2,521,501	6,929,871	-4,408,370
Beer, wine, and liquor stores (NAICS 4453)	42,781,023	85,333,086	-42,552,062
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	242,858,103	383,493,258	-140,635,155
Pharmacies and drug stores (NAICS 44611)	209,535,116	362,730,623	-153,195,507
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	14,625,200	16,592,831	-1,967,631
Optical goods stores (NAICS 44613)	5,428,828	2,124,922	3,303,906
Other health and personal care stores (NAICS 44619)	13,268,959	2,044,881	11,224,077
Food (health) supplement stores (NAICS 446191)	4,681,583	735,692	3,945,891
All other health and personal care stores (NAICS 446199)	8,587,376	1,309,189	7,278,186
Gasoline Stations			
Gasoline stations (NAICS 447)	335,604,817	698,616,794	-363,011,976

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	169,262,583	259,115,239	-89,852,656
Clothing stores (NAICS 4481)	114,887,617	164,434,423	-49,546,806
Men's clothing stores (NAICS 44811)	4,347,778	3,927,392	420,386
Women's clothing stores (NAICS 44812)	21,713,562	36,438,648	-14,725,087
Children's and infants' clothing stores (NAICS 44813)	5,425,303	10,056,516	-4,631,213
Family clothing stores (NAICS 44814)	67,877,868	94,134,504	-26,256,637
Clothing accessories stores (NAICS 44815)	5,696,389	3,618,526	2,077,863
Other clothing stores (NAICS 44819)	9,826,718	16,258,837	-6,432,118
Shoe stores (NAICS 4482)	19,037,122	36,214,037	-17,176,915
Jewelry, luggage, and leather goods stores (NAICS 4483)	35,337,845	58,466,779	-23,128,935
Jewelry stores (NAICS 44831)	23,710,466	49,729,744	-26,019,279
Luggage and leather goods stores (NAICS 44832)	11,627,379	8,737,035	2,890,344
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	55,072,554	139,670,630	-84,598,076
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	47,295,494	137,275,345	-89,979,851
Sporting goods stores (NAICS 45111)	29,688,909	89,658,813	-59,969,904
Hobby, toy, and game stores (NAICS 45112)	13,353,166	39,089,204	-25,736,038
Sewing, needlework, and piece goods stores (NAICS 45113)	1,564,413	507,295	1,057,118
Musical instrument and supplies stores (NAICS 45114)	2,689,006	8,020,033	-5,331,028
Book stores and news dealers (NAICS 4512)	7,777,059	2,395,285	5,381,775
Book stores (NAICS 451211)	7,256,311	2,305,249	4,951,062
News dealers and newsstands (NAICS 451212)	520,748	90,035	430,713
General Merchandise Stores			
General merchandise stores (NAICS 452)	492,355,052	910,008,870	-417,653,817
Department stores (NAICS 4522)	59,537,844	119,750,132	-60,212,288
Other general merchandise stores (NAICS 4523)	432,817,208	790,258,738	-357,441,529
Warehouse clubs and supercenters (NAICS 452311)	392,174,214	774,329,844	-382,155,630
All other general merchandise stores (NAICS 452319)	40,642,994	15,928,893	24,714,101
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	82,090,308	170,121,038	-88,030,730
Florists (NAICS 4531)	4,040,016	6,707,341	-2,667,325
Office supplies, stationery, and gift stores (NAICS 4532)	15,301,230	24,426,463	-9,125,233
Office supplies and stationery stores (NAICS 45321)	7,119,751	12,622,153	-5,502,402
Gift, novelty, and souvenir stores (NAICS 45322)	8,181,479	11,804,310	-3,622,830
Used merchandise stores (NAICS 4533)	11,496,955	22,131,010	-10,634,056
Other miscellaneous store retailers (NAICS 4539)	51,252,108	116,856,223	-65,604,116
Pet and pet supplies stores (NAICS 45391)	14,944,430	32,606,547	-17,662,116
Art dealers (NAICS 45392)	7,105,151	1,077,619	6,027,532
Manufactured (mobile) home dealers (NAICS 45393)	4,362,094	21,058,183	-16,696,090
All other miscellaneous store retailers (NAICS 45399)	24,840,433	62,113,874	-37,273,442
Tobacco stores (NAICS 453991)	8,931,654	30,583,365	-21,651,712
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	15,908,779	31,530,509	-15,621,730
Non-store Retailers			
Non-store retailers (NAICS 454)	672,626,805	373,708,580	298,918,224
Electronic shopping and mail-order houses (NAICS 4541)	644,936,068	347,836,390	297,099,678
Vending machine operators (NAICS 4542)	3,557,325	1,334,402	2,222,923
Direct selling establishments (NAICS 4543)	24,133,412	24,537,788	-404,376
Fuel dealers (NAICS 45431)	13,546,780	1,678,957	11,867,823
Other direct selling establishments (NAICS 45439)	10,586,632	22,858,831	-12,272,199
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	496,959,865	733,563,541	-236,603,676
Special food services (NAICS 7223)	37,694,843	48,418,710	-10,723,867
Food service contractors (NAICS 72231)	29,681,527	39,562,693	-9,881,166
Caterers (NAICS 72232)	7,232,527	8,856,017	-1,623,490
Mobile food services (NAICS 72233)	780,789	0	780,789
Drinking places (alcoholic beverages) (NAICS 7224)	16,376,475	30,865,099	-14,488,624
Restaurants and other eating places (NAICS 7225)	442,888,547	654,279,732	-211,391,185
Full-service restaurants (NAICS 722511)	220,236,519	334,741,496	-114,504,977
Limited-service restaurants (NAICS 722513)	188,938,474	272,895,475	-83,957,001
Cafeterias, grill buffets, and buffets (NAICS 722514)	4,817,272	12,684,169	-7,866,897
Snack and non-alcoholic beverage bars (NAICS 722515)	28,896,282	33,958,593	-5,062,310

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

Population	
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Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

Total Population: 235,008 | Total Households: 101,933

	Count	%
2023 Est. Population by Single-Classification Race		
White Alone	122,376	52.07
Black/African American Alone	31,634	13.46
American Indian/Alaskan Native Alone	14,435	6.14
Asian Alone	5,164	2.20
Native Hawaiian/Pacific Islander Alone	919	0.39
Some Other Race Alone	26,370	11.22
Two or More Races	34,110	14.51
2023 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	183,835	78.22
Hispanic or Latino	51,173	21.77
Mexican Origin	41,191	80.49
Puerto Rican Origin	2,206	4.31
Cuban Origin	185	0.36
All Other Hispanic or Latino	7,591	14.83
2023 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	585	11.33
Filipino	388	7.51
Japanese	467	9.04
Asian Indian	706	13.67
Korean	351	6.80
Vietnamese	767	14.85
Cambodian	87	1.69
Hmong	377	7.30
Laotian	42	0.81
Thai	94	1.82
All Other Asian Races Including 2+ Category	1,301	25.19
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	178,980	81.69
Speak Asian/Pacific Isl. Lang. at Home	3,139	1.43
Speak Indo-European Language at Home	2,625	1.20
Speak Spanish at Home	32,697	14.92
Speak Other Language at Home	1,664	0.76
2023 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	9,136	17.85
Black/African American Alone	635	1.24
American Indian/Alaskan Native Alone	1,627	3.18
Asian Alone	115	0.23
Native Hawaiian/Pacific Islander Alone	36	0.07
Some Other Race Alone	25,313	49.47
Two or More Races	14,311	27.97

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

Total Population: 235,008 | Total Households: 101,933

	Count	%
2023 Est. Population by Sex		
Male	115,416	49.11
Female	119,592	50.89
2023 Est. Population by Age		
Age 0 - 4	15,904	6.77
Age 5 - 9	15,260	6.49
Age 10 - 14	15,132	6.44
Age 15 - 17	9,046	3.85
Age 18 - 20	9,764	4.16
Age 21 - 24	11,390	4.85
Age 25 - 34	31,669	13.48
Age 35 - 44	33,615	14.30
Age 45 - 54	26,318	11.20
Age 55 - 64	26,026	11.07
Age 65 - 74	23,291	9.91
Age 75 - 84	12,308	5.24
Age 85 and over	5,283	2.25
Age 16 and over	185,742	79.04
Age 18 and over	179,666	76.45
Age 21 and over	169,901	72.30
Age 65 and over	40,882	17.40
Median Age	-	37.74
Average Age	-	39.10
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	68,999	36.56
Male, Never Married	36,999	19.61
Female, Never Married	31,999	16.96
Married, Spouse Present	66,785	35.39
Married, Spouse Absent	10,326	5.47
Widowed	11,871	6.29
Male, Widowed	2,840	1.50
Female, Widowed	9,030	4.79
Divorced	30,731	16.29
Male, Divorced	13,375	7.09
Female, Divorced	17,356	9.20
2023 Est. Male Population by Age		
Male: Age 0 - 4	8,132	7.05
Male: Age 5 - 9	7,832	6.79
Male: Age 10 - 14	7,734	6.70
Male: Age 15 - 17	4,562	3.95
Male: Age 18 - 20	5,018	4.35
Male: Age 21 - 24	5,815	5.04
Male: Age 25 - 34	16,103	13.95
Male: Age 35 - 44	16,944	14.68
Male: Age 45 - 54	13,340	11.56
Male: Age 55 - 64	12,610	10.93
Male: Age 65 - 74	10,439	9.04
Male: Age 75 - 84	5,073	4.39
Male: Age 85 and over	1,813	1.57
Median Age, Male	-	36.47
Average Age, Male	-	37.78
2023 Est. Female Population by Age		
Female: Age 0 - 4	7,771	6.50
Female: Age 5 - 9	7,428	6.21
Female: Age 10 - 14	7,399	6.19
Female: Age 15 - 17	4,485	3.75
Female: Age 18 - 20	4,746	3.97
Female: Age 21 - 24	5,576	4.66
Female: Age 25 - 34	15,566	13.02
Female: Age 35 - 44	16,671	13.94
Female: Age 45 - 54	12,977	10.85
Female: Age 55 - 64	13,417	11.22
Female: Age 65 - 74	12,852	10.75
Female: Age 75 - 84	7,235	6.05
Female: Age 85 and over	3,470	2.90
Median Age, Female	-	39.03
Average Age, Female	-	40.30

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

Total Population: 235,008 | Total Households: 101,933

	Count	%
2023 Est. Households by Household Type		
Family Households	54,788	53.75
NonFamily Households	47,145	46.25
2023 Est. Group Quarters Population		
2023 Est. Group Quarters Population	7,884	3.35
2023 HHs By Ethnicity, Hispanic/Latino		
2023 HHs By Ethnicity, Hispanic/Latino	14,279	14.01
2023 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	13,416	24.49
Married Couple Family, no own children	21,644	39.51
Male Householder, own children	2,692	4.91
Male Householder, no own children	2,573	4.70
Female Householder, own children	8,683	15.85
Female Householder, no own children	5,781	10.55
2023 Est. Households by Household Size		
1-Person Household	38,503	37.77
2-Person Household	33,000	32.37
3-Person Household	13,558	13.30
4-Person Household	9,379	9.20
5-Person Household	4,460	4.38
6-Person Household	1,960	1.92
7-or-more-person	1,074	1.05
2023 Est. Average Household Size	-	2.23
2023 Est. Households by Number of Vehicles		
No Vehicles	9,995	9.81
1 Vehicle	42,381	41.58
2 Vehicles	33,527	32.89
3 Vehicles	11,786	11.56
4 Vehicles	3,030	2.97
5 or more Vehicles	1,214	1.19
2023 Est. Average Number of Vehicles	-	1.61
2023 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	50,259	49.31
Housing Units, Renter-Occupied	51,675	50.70
2023 Owner Occ. HUs: Avg. Length of Residence		
2023 Owner Occ. HUs: Avg. Length of Residence	-	16.31
2023 Renter Occ. HUs: Avg. Length of Residence		
2023 Renter Occ. HUs: Avg. Length of Residence	-	5.88
2023 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	867	1.73
Value \$20,000 - \$39,999	1,181	2.35
Value \$40,000 - \$59,999	1,918	3.82
Value \$60,000 - \$79,999	3,150	6.27
Value \$80,000 - \$99,999	3,613	7.19
Value \$100,000 - \$149,999	9,717	19.33
Value \$150,000 - \$199,999	8,515	16.94
Value \$200,000 - \$299,999	8,776	17.46
Value \$300,000 - \$399,999	4,248	8.45
Value \$400,000 - \$499,999	2,499	4.97
Value \$500,000 - \$749,999	2,925	5.82
Value \$750,000 - \$999,999	1,306	2.60
Value \$1,000,000 - \$1,499,999	809	1.61
Value \$1,500,000 - \$1,999,999	275	0.55
Value \$2,000,000 or more	460	0.92
2023 Est. Median All Owner-Occupied Housing Value	-	175,996.91

Benchmark: USA

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	Count	%
2023 Est. Housing Units by Units in Structure		
1 Unit Attached	4,352	3.77
1 Unit Detached	69,156	59.84
2 Units	2,966	2.57
3 to 4 Units	6,444	5.58
5 to 19 Units	18,234	15.78
20 to 49 Units	5,308	4.59
50 or More Units	7,331	6.34
Mobile Home or Trailer	1,704	1.47
Boat, RV, Van, etc.	79	0.07
2023 Est. Housing Units by Year Structure Built		
Built 2014 or Later	2,520	2.18
Built 2010 to 2013	1,120	0.97
Built 2000 to 2009	3,963	3.42
Built 1990 to 1999	6,424	5.56
Built 1980 to 1989	10,432	9.03
Built 1970 to 1979	22,106	19.13
Built 1960 to 1969	20,307	17.57
Built 1950 to 1959	24,322	21.05
Built 1940 to 1949	10,235	8.86
Built 1939 or Earlier	14,156	12.25
2023 Housing Units by Year Structure Built		
2023 Est. Median Year Structure Built	-	1,964.38
2023 Est. Households by Presence of People Under 18		
2023 Est. Households by Presence of People Under 18	27,863	27.34
Households with 1 or More People under Age 18		
Married Couple Family	14,368	51.57
Other Family, Male Householder	3,147	11.29
Other Family, Female Householder	10,021	35.97
NonFamily Household, Male Householder	246	0.88
NonFamily Household, Female Householder	82	0.29
2023 Est. Households with No People under Age 18		
Households with No People under Age 18	74,070	72.67
Households with No People under Age 18		
Married Couple Family	20,679	27.92
Other Family, Male Householder	2,128	2.87
Other Family, Female Householder	4,460	6.02
NonFamily, Male Householder	22,246	30.03
NonFamily, Female Householder	24,557	33.15

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

Total Population: 235,008 | Total Households: 101,933

	Count	%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	7,967	5.03
Some High School, No Diploma	12,533	7.91
High School Graduate (or GED)	41,446	26.15
Some College, No Degree	35,167	22.19
Associate's Degree	12,369	7.80
Bachelor's Degree	31,078	19.61
Master's Degree	11,346	7.16
Professional Degree	4,507	2.84
Doctorate Degree	2,098	1.32
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
Less than High School Diploma	10,576	40.73
High School Graduate	8,601	33.12
Some College or Associate's Degree	4,358	16.78
Bachelor's Degree or Higher	2,432	9.37
2023 Est. Households by HH Income		
Income < \$15,000	14,422	14.15
Income \$15,000 - \$24,999	10,948	10.74
Income \$25,000 - \$34,999	10,621	10.42
Income \$35,000 - \$49,999	14,974	14.69
Income \$50,000 - \$74,999	17,117	16.79
Income \$75,000 - \$99,999	10,977	10.77
Income \$100,000 - \$124,999	7,027	6.89
Income \$125,000 - \$149,999	4,386	4.30
Income \$150,000 - \$199,999	4,325	4.24
Income \$200,000 - \$249,999	2,361	2.32
Income \$250,000 - \$499,999	2,869	2.81
Income \$500,000+	1,907	1.87
2023 Est. Average Household Income	--	78,943.00
2023 Est. Median Household Income	--	50,002.33
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	--	58,521.71
Black or African American Alone	--	31,495.27
American Indian and Alaskan Native Alone	--	45,528.66
Asian Alone	--	54,564.49
Native Hawaiian and Other Pacific Islander Alone	--	45,259.54
Some Other Race Alone	--	42,671.38
Two or More Races	--	45,511.79
Hispanic or Latino	--	46,232.25
Not Hispanic or Latino	--	50,838.64
2023 Est. Families by Poverty Status		
2023 Families at or Above Poverty	46,131	84.20
2023 Families at or Above Poverty with children	19,733	36.02
2023 Families Below Poverty	8,657	15.80
2023 Families Below Poverty, with kids	7,003	12.78

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

Total Population: 235,008 | Total Households: 101,933

	Count	%
2023 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	65,171	58.22
Blue Collar	25,026	22.36
Service and Farming	21,746	19.43
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	41,464	39.65
15 - 29 Minutes	49,808	47.62
30 - 44 Minutes	8,501	8.13
45 - 59 Minutes	2,146	2.05
60 or more Minutes	2,670	2.55
2023 Est. Avg Travel Time to Work in Minutes	-	20.00
2023 Est. Workers Age 16+ by Transp. to Work		
2023 Est. Workers Age 16+ by Transp. to Work	110,778	100.00
Drove Alone	87,174	78.69
Carpooled	11,740	10.60
Public Transport	996	0.90
Walked	2,677	2.42
Bicycle	504	0.46
Other Means	2,355	2.13
Worked at Home	5,332	4.81
2023 Est. Civ. Employed Pop 16+ by Class of Worker		
2023 Est. Civ. Employed Pop 16+ by Class of Worker	111,943	100.00
For-Profit Private Workers	79,498	71.02
Non-Profit Private Workers	9,936	8.88
Local Government Workers	5,324	4.76
State Government Workers	4,097	3.66
Federal Government Workers	1,441	1.29
Self-Employed Workers	11,368	10.15
Unpaid Family Workers	279	0.25
2023 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	2,234	2.00
Arts/Design/Entertainment/Sports/Media	2,504	2.24
Building/Grounds Cleaning/Maintenance	5,247	4.69
Business/Financial Operations	6,077	5.43
Community/Social Services	2,376	2.12
Computer/Mathematical	2,420	2.16
Construction/Extraction	7,379	6.59
Education/Training/Library	6,237	5.57
Farming/Fishing/Forestry	188	0.17
Food Preparation/Serving Related	8,590	7.67
Healthcare Practitioner/Technician	6,795	6.07
Healthcare Support	3,537	3.16
Installation/Maintenance/Repair	2,894	2.58
Legal	1,968	1.76
Life/Physical/Social Science	786	0.70
Management	10,256	9.16
Office/Administrative Support	12,362	11.04
Production	7,418	6.63
Protective Services	1,254	1.12
Sales/Related	11,158	9.97
Personal Care/Service	2,929	2.62
Transportation/Material Moving	7,335	6.55
2023 Est. Pop Age 16+ by Employment Status		
In Armed Forces	237	0.13
Civilian - Employed	112,229	60.42
Civilian - Unemployed	6,924	3.73
Not in Labor Force	66,352	35.72

Benchmark: USA

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Trade Area: Harvard Village Vs USA - Linear - 5 mi Radius

Total Population: 235,008 | Total Households: 101,933



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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