

Pop-Facts® Demographics | Population & Race



Trade Area: Taft Center - 10 min

POPULATION

24,755

HOUSEHOLDS

9,600

ETHNICITY



7.7%

Index:102

Hispanic/Latino

HISPANIC ORIGIN*



81.8%

Index:135

Mexican

HOME LANGUAGE*

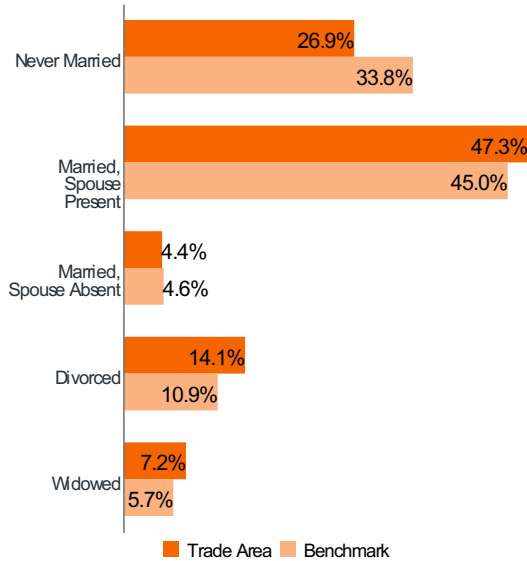


94.9%

Index:121

Only English

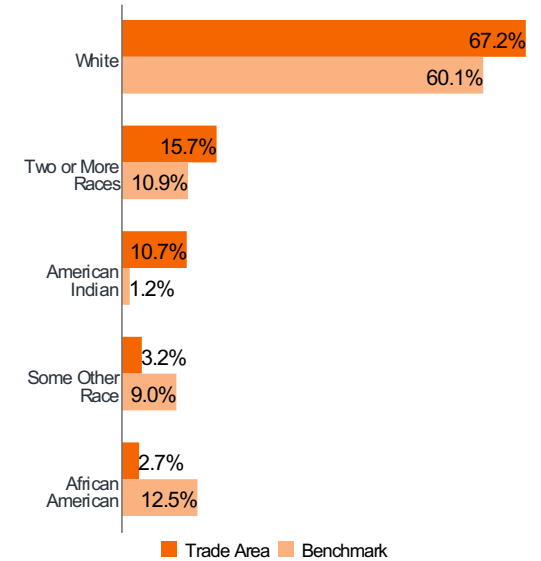
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	1,474	6.0	102
5 - 9	1,560	6.3	106
10 - 14	1,642	6.6	107
15 - 17	1,001	4.0	106
18 - 20	888	3.6	88
21 - 24	1,158	4.7	91
25 - 34	2,988	12.1	90
35 - 44	3,178	12.8	99
45 - 54	2,947	11.9	99
55 - 64	3,184	12.9	102
65 - 74	2,759	11.1	105
75 - 84	1,402	5.7	108
85+	574	2.3	113

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: Taft Center - 10 min

Population: 24,755 | Households: 9,600

MEDIAN AGE OF HOUSEHOLDER

55

Index: 102

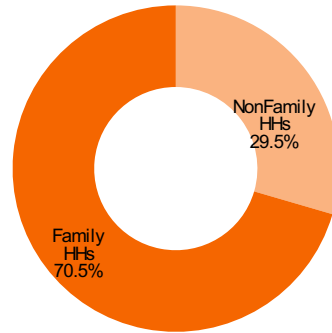
PRESENCE OF CHILDREN*



34.0%

Index: 101

HOUSEHOLD TYPE



HOUSING TENURE



Own

71.8%

Index: 111



Rent

28.2%

Index: 79

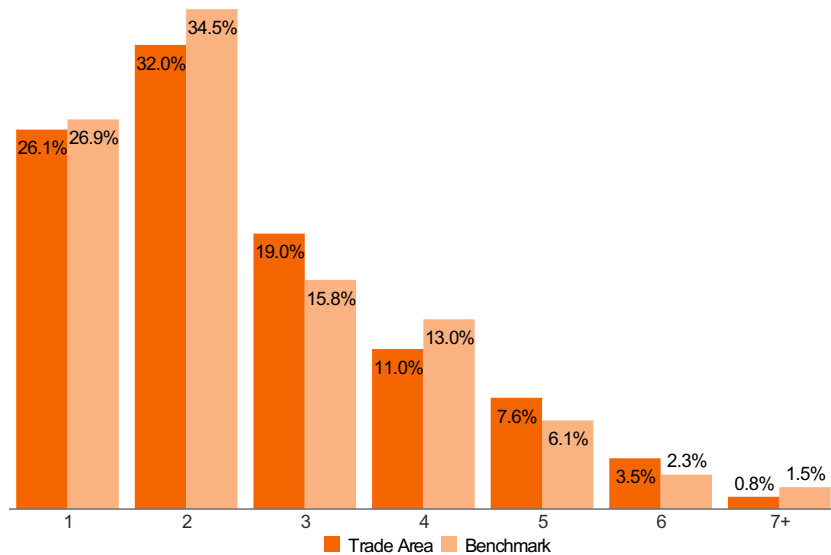
AGE OF HOUSING**



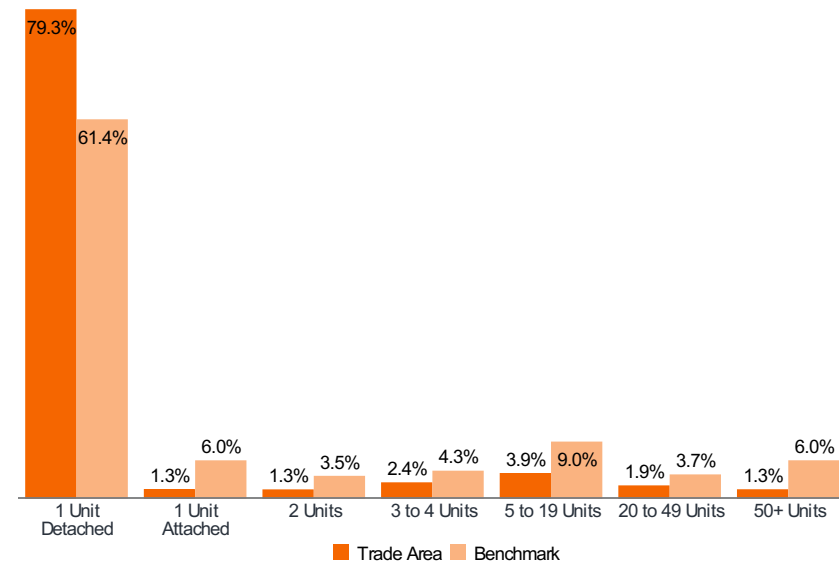
39 - 48 years old

% Comp: 18.2 Index: 124

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: Taft Center - 10 min

Population: 24,755 | Households:9,600

EDUCATIONAL ATTAINMENT: TOP 2*



39.3%

Index: 146

High School Graduate



23.3%

Index: 116

Some College, No Degree

EDUCATION: HISPANIC/LATINO



0.3%

Index:11

Bachelor's degree or higher

POVERTY STATUS



89.4%

Index:98

At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$64,996

Index:89

Average Household Income

\$83,812

Index:80

HOUSEHOLD INCOME DISTRIBUTION



Benchmark:USA

*Ranked by percent composition

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



Trade Area: Taft Center - 10 min

Population: 24,755 | Households: 9,600

OCCUPATIONAL CLASS*



55.2%

Index:91

White Collar

UNEMPLOYMENT RATE



2.4%

Index:51

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



85.0%

Index:113

Travel to work by **Driving Alone**

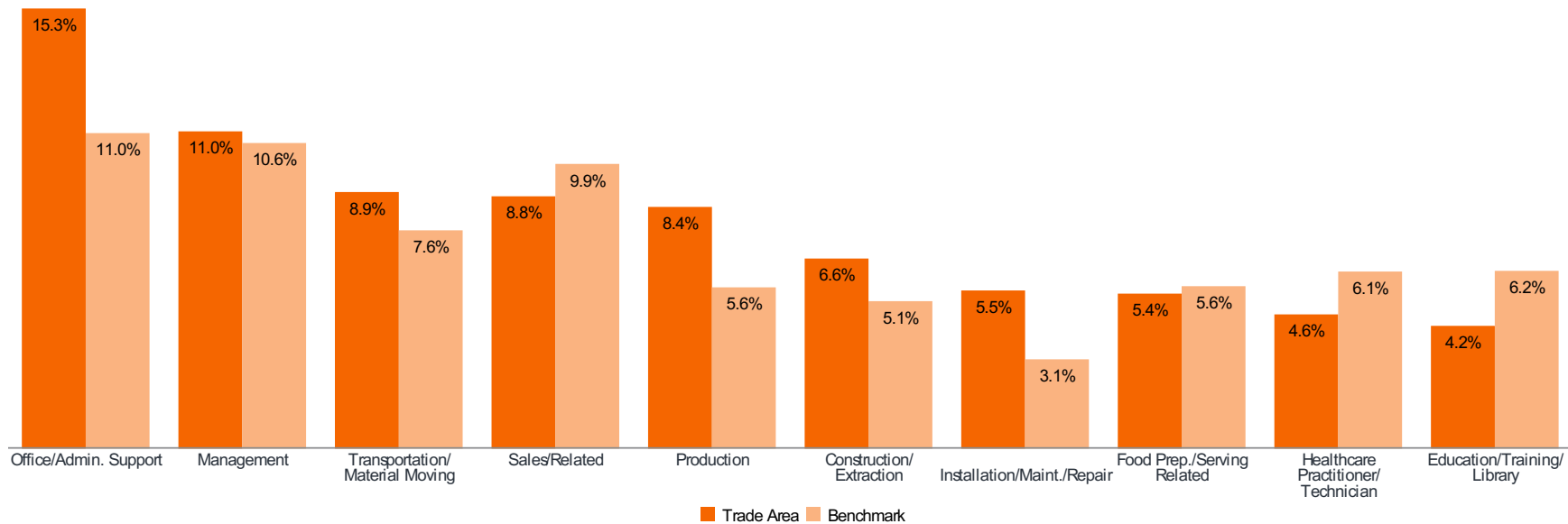


9.4%

Index:106

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

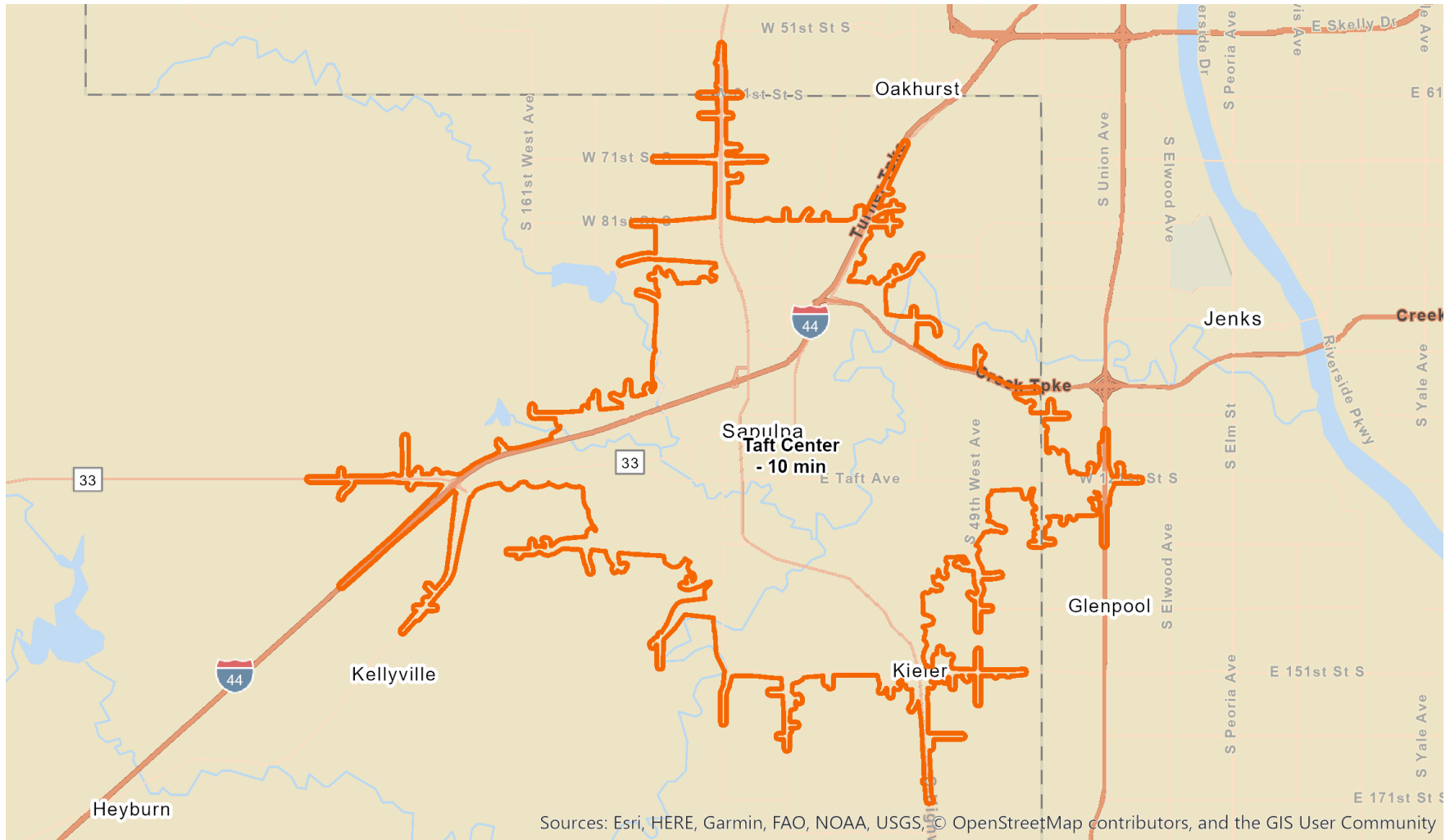
*Chosen from percent composition ranking

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Index Colors:	<80	80 - 110	110+
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Trade Area: Taft Center - 10 min

Population: 24,755 | Households: 9,600



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Trade Area: Taft Center - 10 min

	Total	%
Population		
2010 Census	21,372	100.00
2020 Census	24,420	100.00
2023 Estimate	24,755	100.00
2028 Projection	25,390	100.00
Population Growth		
Percent Change: 2010 to 2020	--	14.26
Percent Change: 2020 to 2023	--	1.37
Percent Change: 2023 to 2028	--	2.56
Households		
2010 Census	8,232	100.00
2020 Census	9,472	100.00
2023 Estimate	9,600	100.00
2028 Projection	9,859	100.00
Household Growth		
Percent Change: 2010 to 2020	--	15.06
Percent Change: 2020 to 2023	--	1.35
Percent Change: 2023 to 2028	--	2.70
Family Households		
2010 Census	5,737	100.00
2023 Estimate	6,767	100.00
2028 Projection	6,954	100.00
Family Household Growth		
Percent Change: 2010 to 2023	--	17.95
Percent Change: 2023 to 2028	--	2.76

Benchmark: USA

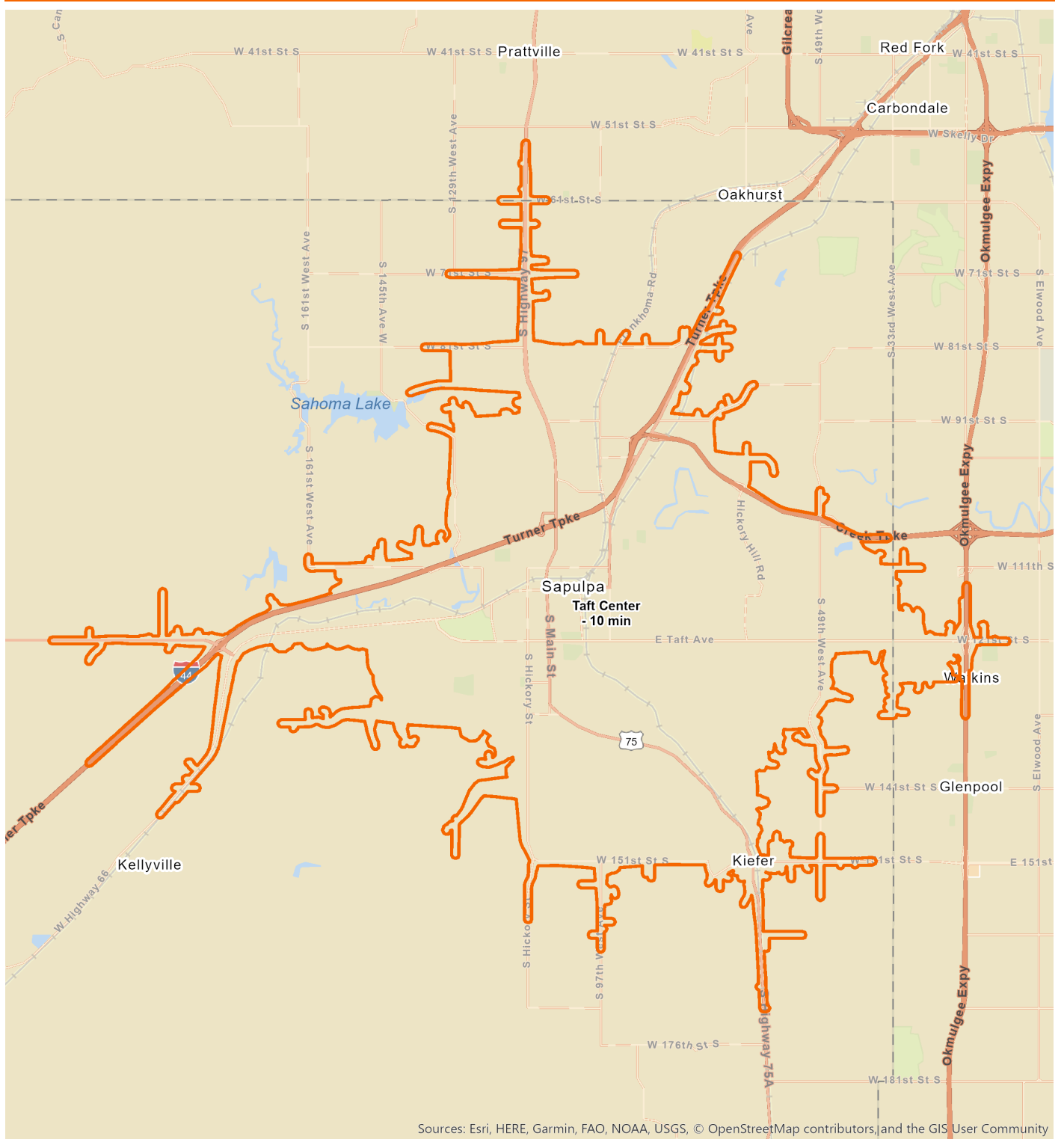
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Trade Area: Taft Center - 10 min

	Total	%
2023 Est. Households by Household Income		
Income < \$15,000	818	8.52
Income \$15,000 - \$24,999	821	8.55
Income \$25,000 - \$34,999	760	7.92
Income \$35,000 - \$49,999	1,215	12.66
Income \$50,000 - \$74,999	1,907	19.86
Income \$75,000 - \$99,999	1,438	14.98
Income \$100,000 - \$124,999	993	10.34
Income \$125,000 - \$149,999	560	5.83
Income \$150,000 - \$199,999	525	5.47
Income \$200,000 - \$249,999	255	2.66
Income \$250,000 - \$499,999	217	2.26
Income \$500,000+	89	0.93
2023 Est. Average Household Income	--	83,812.40
2023 Est. Median Household Income	--	64,996.44
2023 Median HH Income by Single-Classification Race		
White Alone	--	69,293.06
Black/African American Alone	--	43,968.65
American Indian/Alaskan Native Alone	--	59,627.43
Asian Alone	--	65,093.85
Native Hawaiian/Pacific Islander Alone	--	58,056.31
Some Other Race Alone	--	58,492.57
Two or More Races	--	49,432.43
Hispanic/Latino	--	55,340.10
Not Hispanic/Latino	--	65,406.24
2023 Est. Households by Household Type		
Family Households	6,767	70.49
NonFamily Households	2,833	29.51
2023 Est. Group Quarters Population	350	1.41
2023 Est. Households by Household Size		
1-Person Household	2,510	26.15
2-Person Household	3,071	31.99
3-Person Household	1,821	18.97
4-Person Household	1,056	11.00
5-Person Household	733	7.63
6-Person Household	332	3.46
7+ Person Household	77	0.80
2023 Est. Average Household Size	--	2.50
2023 Est. HHs by Type by Presence of Own Children		
Married Couple Family, with own children	1,893	27.97
Married Couple Family, without own children	3,125	46.18
Male Householder, with own children	264	3.90
Male Householder, without own children	262	3.87
Female Householder, with own children	639	9.44
Female Householder, without own children	584	8.63

Benchmark: USA

Trade Area: Taft Center - 10 min



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: Taft Center - 10 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	460,309,452	328,996,983	131,312,469
Total retail trade (NAICS 44 and 45)	411,184,553	292,047,908	119,136,645
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	109,783,776	79,073,082	30,710,694
Automobile dealers (NAICS 4411)	94,742,423	62,161,278	32,581,145
New car dealers (NAICS 44111)	84,366,135	35,965,043	48,401,092
Used car dealers (NAICS 44112)	10,376,287	26,196,235	-15,819,947
Other motor vehicle dealers (NAICS 4412)	7,703,953	7,633,346	70,607
Recreational vehicle dealers (NAICS 44121)	2,541,139	3,129,367	-588,228
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	5,162,814	4,503,980	658,835
Boat dealers (NAICS 441222)	1,608,211	2,255,386	-647,175
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	3,554,604	2,248,593	1,306,010
Automotive parts, accessories, and tire stores (NAICS 4413)	7,337,401	9,278,458	-1,941,057
Automotive parts and accessories stores (NAICS 44131)	4,640,857	5,674,706	-1,033,849
Tire dealers (NAICS 44132)	2,696,544	3,603,752	-907,208
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	8,560,241	10,064,011	-1,503,770
Furniture stores (NAICS 4421)	5,019,377	7,579,616	-2,560,239
Home furnishings stores (NAICS 4422)	3,540,864	2,484,395	1,056,469
Floor covering stores (NAICS 44221)	1,724,387	1,370,059	354,328
Other home furnishings stores (NAICS 44229)	1,816,477	1,114,337	702,140
Window treatment stores (NAICS 442291)	82,404	109,265	-26,861
All other home furnishings stores (NAICS 442299)	1,734,073	1,005,072	729,001
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	6,246,670	3,651,483	2,595,188
Household appliance stores (NAICS 443141)	1,368,063	1,038,126	329,936
Electronics stores (NAICS 443142)	4,878,608	2,613,356	2,265,252
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	29,633,359	21,052,153	8,581,206
Building material and supplies dealers (NAICS 4441)	26,142,789	12,220,626	13,922,163
Home centers (NAICS 44411)	14,667,359	3,025,570	11,641,790
Paint and wallpaper stores (NAICS 44412)	1,035,884	2,393,453	-1,357,569
Hardware stores (NAICS 44413)	2,157,867	2,621,259	-463,392
Other building material dealers (NAICS 44419)	8,281,680	4,180,345	4,101,335
Lawn and garden equipment and supplies stores (NAICS 4442)	3,490,570	8,831,527	-5,340,958
Outdoor power equipment stores (NAICS 44421)	748,387	1,054,036	-305,649
Nursery, garden center, and farm supply stores (NAICS 44422)	2,742,183	7,777,491	-5,035,309
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	55,742,446	29,850,645	25,891,801
Grocery stores (NAICS 4451)	50,111,245	26,672,120	23,439,125
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	47,931,867	25,958,854	21,973,013
Convenience stores (NAICS 44512)	2,179,378	713,265	1,466,112
Specialty food stores (NAICS 4452)	1,443,227	118,795	1,324,431
Meat markets (NAICS 44521)	443,964	0	443,964
Fish and seafood markets (NAICS 44522)	174,353	0	174,353
Fruit and vegetable markets (NAICS 44523)	300,521	0	300,521
Other specialty food stores (NAICS 44529)	524,389	118,795	405,593
All other specialty food stores (NAICS 445299)	247,431	16,033	231,398
Beer, wine, and liquor stores (NAICS 4453)	4,187,975	3,059,730	1,128,244
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	23,831,015	18,147,604	5,683,412
Pharmacies and drug stores (NAICS 44611)	20,558,392	14,804,822	5,753,571
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	1,435,476	1,450,250	-14,774
Optical goods stores (NAICS 44613)	533,694	735,941	-202,247
Other health and personal care stores (NAICS 44619)	1,303,453	1,156,591	146,862
Food (health) supplement stores (NAICS 446191)	459,817	371,160	88,658
All other health and personal care stores (NAICS 446199)	843,636	785,431	58,204
Gasoline Stations			
Gasoline stations (NAICS 447)	32,673,655	42,328,666	-9,655,011

Benchmark: USA

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Trade Area: Taft Center - 10 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	16,710,019	2,188,434	14,521,585
Clothing stores (NAICS 4481)	11,344,926	1,208,477	10,136,450
Men's clothing stores (NAICS 44811)	414,272	643	413,628
Women's clothing stores (NAICS 44812)	2,109,460	287,906	1,821,554
Children's and infants' clothing stores (NAICS 44813)	614,084	862	613,222
Family clothing stores (NAICS 44814)	6,706,003	700,082	6,005,921
Clothing accessories stores (NAICS 44815)	548,198	610	547,588
Other clothing stores (NAICS 44819)	952,909	218,373	734,536
Shoe stores (NAICS 4482)	1,914,643	287,426	1,627,217
Jewelry, luggage, and leather goods stores (NAICS 4483)	3,450,449	692,532	2,757,918
Jewelry stores (NAICS 44831)	2,323,966	194,206	2,129,760
Luggage and leather goods stores (NAICS 44832)	1,126,484	498,325	628,158
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	5,484,804	2,994,584	2,490,220
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	4,730,553	2,306,252	2,424,301
Sporting goods stores (NAICS 45111)	2,979,847	1,068,166	1,911,681
Hobby, toy, and game stores (NAICS 45112)	1,335,311	676,589	658,722
Sewing, needlework, and piece goods stores (NAICS 45113)	155,486	251,686	-96,200
Musical instrument and supplies stores (NAICS 45114)	259,909	309,812	-49,903
Book stores and news dealers (NAICS 4512)	754,251	688,332	65,919
Book stores (NAICS 451211)	703,353	612,989	90,364
News dealers and newsstands (NAICS 451212)	50,898	75,343	-24,445
General Merchandise Stores			
General merchandise stores (NAICS 452)	48,363,548	69,642,795	-21,279,247
Department stores (NAICS 4522)	5,861,392	2,209,748	3,651,644
Other general merchandise stores (NAICS 4523)	42,502,156	67,433,047	-24,930,891
Warehouse clubs and supercenters (NAICS 452311)	38,508,958	56,617,107	-18,108,149
All other general merchandise stores (NAICS 452319)	3,993,198	10,815,940	-6,822,742
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	7,998,987	6,355,872	1,643,116
Florists (NAICS 4531)	403,869	400,582	3,287
Office supplies, stationery, and gift stores (NAICS 4532)	1,507,320	353,514	1,153,806
Office supplies and stationery stores (NAICS 45321)	698,777	209,159	489,618
Gift, novelty, and souvenir stores (NAICS 45322)	808,542	144,355	664,188
Used merchandise stores (NAICS 4533)	1,124,385	228,750	895,634
Other miscellaneous store retailers (NAICS 4539)	4,963,414	5,373,025	-409,611
Pet and pet supplies stores (NAICS 45391)	1,430,930	1,087,702	343,228
Art dealers (NAICS 45392)	694,614	503,753	190,861
Manufactured (mobile) home dealers (NAICS 45393)	446,849	136,129	310,721
All other miscellaneous store retailers (NAICS 45399)	2,391,021	3,645,442	-1,254,421
Tobacco stores (NAICS 453991)	825,202	2,345,584	-1,520,382
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	1,565,819	1,299,858	265,961
Non-store Retailers			
Non-store retailers (NAICS 454)	66,156,033	6,698,579	59,457,453
Electronic shopping and mail-order houses (NAICS 4541)	63,440,944	4,735,355	58,705,589
Vending machine operators (NAICS 4542)	348,540	0	348,540
Direct selling establishments (NAICS 4543)	2,366,549	1,963,224	403,324
Fuel dealers (NAICS 45431)	1,327,007	457,513	869,495
Other direct selling establishments (NAICS 45439)	1,039,541	1,505,712	-466,170
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	49,124,899	36,949,074	12,175,824
Special food services (NAICS 7223)	3,733,128	2,826,914	906,215
Food service contractors (NAICS 72231)	2,942,392	2,651,697	290,695
Caterers (NAICS 72232)	713,716	175,216	538,500
Mobile food services (NAICS 72233)	77,020	0	77,020
Drinking places (alcoholic beverages) (NAICS 7224)	1,637,427	114,665	1,522,762
Restaurants and other eating places (NAICS 7225)	43,754,343	34,007,495	9,746,848
Full-service restaurants (NAICS 722511)	21,788,597	14,687,635	7,100,961
Limited-service restaurants (NAICS 722513)	18,640,513	19,192,889	-552,376
Cafeterias, grill buffets, and buffets (NAICS 722514)	475,266	49,052	426,215
Snack and non-alcoholic beverage bars (NAICS 722515)	2,849,968	77,920	2,772,048

Benchmark: USA

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Trade Area: Taft Center - 10 min

Population	
2010 Census	21,372
2020 Census	24,420
2023 Estimate	24,755
2028 Projection	25,390
Population Growth	
Percent Change: 2010 to 2020	14.26
Percent Change: 2020 to 2023	1.37
Percent Change: 2023 to 2028	2.56
Households	
2010 Census	8,232
2020 Census	9,472
2023 Estimate	9,600
2028 Projection	9,859
Household Growth	
Percent Change: 2010 to 2020	15.06
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Percent Change: 2023 to 2028	2.70
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Pop-Facts® Demographic Snapshot | Population & Race



Trade Area: Taft Center - 10 min

Total Population: 24,755 | Total Households: 9,600

	Count	%
2023 Est. Population by Single-Classification Race		
White Alone	16,628	67.17
Black/African American Alone	680	2.75
American Indian/Alaskan Native Alone	2,645	10.69
Asian Alone	100	0.40
Native Hawaiian/Pacific Islander Alone	35	0.14
Some Other Race Alone	792	3.20
Two or More Races	3,876	15.66
2023 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	22,860	92.34
Hispanic or Latino	1,895	7.66
Mexican Origin	1,550	81.79
Puerto Rican Origin	41	2.16
Cuban Origin	0	0.00
All Other Hispanic or Latino	304	16.04
2023 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	6	6.00
Filipino	26	26.00
Japanese	12	12.00
Asian Indian	6	6.00
Korean	7	7.00
Vietnamese	32	32.00
Cambodian	0	0.00
Hmong	1	1.00
Laotian	0	0.00
Thai	7	7.00
All Other Asian Races Including 2+ Category	3	3.00
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	22,083	94.85
Speak Asian/Pacific Isl. Lang. at Home	156	0.67
Speak Indo-European Language at Home	70	0.30
Speak Spanish at Home	885	3.80
Speak Other Language at Home	87	0.37
2023 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	457	24.12
Black/African American Alone	12	0.63
American Indian/Alaskan Native Alone	114	6.02
Asian Alone	7	0.37
Native Hawaiian/Pacific Islander Alone	0	0.00
Some Other Race Alone	707	37.31
Two or More Races	599	31.61
2023 Population by Ancestry		
Arab	45	0.18
Czech	38	0.15
Danish	14	0.06
Dutch	350	1.41
English	1,683	6.80
French (Excluding Basque)	426	1.72
French Canadian	20	0.08
German	2,374	9.59
Greek	12	0.05
Hungarian	9	0.04
Irish	2,033	8.21
Italian	326	1.32
Lithuanian	2	0.01
Norwegian	100	0.40
Polish	199	0.80
Portuguese	3	0.01
Russian	12	0.05
Scotch-Irish	126	0.51
Scottish	438	1.77
Slovak	0	0.00
Subsaharan African	46	0.19
Swedish	158	0.64
Swiss	36	0.14
Ukrainian	17	0.07
United States or American	1,394	5.63
Welsh	61	0.25
West Indian (Excluding Hispanic groups)	83	0.34
Other Ancestry	6,795	27.45
Ancestry Unclassified	7,955	32.13

Benchmark: USA

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Trade Area: Taft Center - 10 min

Total Population: 24,755 | Total Households: 9,600

	Count	%
2023 Est. Population by Sex		
Male	12,058	48.71
Female	12,696	51.29
2023 Est. Population by Age		
Age 0 - 4	1,474	5.95
Age 5 - 9	1,560	6.30
Age 10 - 14	1,642	6.63
Age 15 - 17	1,001	4.04
Age 18 - 20	888	3.59
Age 21 - 24	1,158	4.68
Age 25 - 34	2,988	12.07
Age 35 - 44	3,178	12.84
Age 45 - 54	2,947	11.90
Age 55 - 64	3,184	12.86
Age 65 - 74	2,759	11.14
Age 75 - 84	1,402	5.66
Age 85 and over	574	2.32
Age 16 and over	19,749	79.78
Age 18 and over	19,078	77.07
Age 21 and over	18,190	73.48
Age 65 and over	4,735	19.13
Median Age	-	40.23
Average Age	-	40.70
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,410	26.94
Male, Never Married	3,034	15.11
Female, Never Married	2,376	11.83
Married, Spouse Present	9,499	47.31
Married, Spouse Absent	884	4.40
Widowed	1,447	7.21
Male, Widowed	252	1.25
Female, Widowed	1,195	5.95
Divorced	2,838	14.13
Male, Divorced	1,186	5.91
Female, Divorced	1,653	8.23
2023 Est. Male Population by Age		
Male: Age 0 - 4	740	6.14
Male: Age 5 - 9	795	6.59
Male: Age 10 - 14	852	7.07
Male: Age 15 - 17	506	4.20
Male: Age 18 - 20	455	3.77
Male: Age 21 - 24	586	4.86
Male: Age 25 - 34	1,512	12.54
Male: Age 35 - 44	1,607	13.33
Male: Age 45 - 54	1,415	11.73
Male: Age 55 - 64	1,555	12.90
Male: Age 65 - 74	1,236	10.25
Male: Age 75 - 84	603	5.00
Male: Age 85 and over	195	1.62
Median Age, Male	-	38.61
Average Age, Male	-	39.40
2023 Est. Female Population by Age		
Female: Age 0 - 4	734	5.78
Female: Age 5 - 9	766	6.03
Female: Age 10 - 14	790	6.22
Female: Age 15 - 17	495	3.90
Female: Age 18 - 20	433	3.41
Female: Age 21 - 24	572	4.50
Female: Age 25 - 34	1,476	11.63
Female: Age 35 - 44	1,571	12.37
Female: Age 45 - 54	1,531	12.06
Female: Age 55 - 64	1,628	12.82
Female: Age 65 - 74	1,522	11.99
Female: Age 75 - 84	799	6.29
Female: Age 85 and over	379	2.98
Median Age, Female	-	41.89
Average Age, Female	-	41.90

Benchmark: USA

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Trade Area: Taft Center - 10 min

Total Population: 24,755 | Total Households: 9,600

	Count	%
2023 Est. Households by Household Type		
Family Households	6,767	70.49
NonFamily Households	2,833	29.51
2023 Est. Group Quarters Population		
2023 Est. Group Quarters Population	350	1.41
2023 HHs By Ethnicity, Hispanic/Latino		
2023 HHs By Ethnicity, Hispanic/Latino	510	5.31
2023 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	1,893	27.97
Married Couple Family, no own children	3,125	46.18
Male Householder, own children	264	3.90
Male Householder, no own children	262	3.87
Female Householder, own children	639	9.44
Female Householder, no own children	584	8.63
2023 Est. Households by Household Size		
1-Person Household	2,510	26.15
2-Person Household	3,071	31.99
3-Person Household	1,821	18.97
4-Person Household	1,056	11.00
5-Person Household	733	7.63
6-Person Household	332	3.46
7-or-more-person	77	0.80
2023 Est. Average Household Size	-	2.50
2023 Est. Households by Number of Vehicles		
No Vehicles	413	4.30
1 Vehicle	3,054	31.81
2 Vehicles	4,133	43.05
3 Vehicles	1,335	13.91
4 Vehicles	447	4.66
5 or more Vehicles	218	2.27
2023 Est. Average Number of Vehicles	-	1.90
2023 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	6,894	71.81
Housing Units, Renter-Occupied	2,706	28.19
2023 Owner Occ. HUs: Avg. Length of Residence		
2023 Owner Occ. HUs: Avg. Length of Residence	-	15.60
2023 Renter Occ. HUs: Avg. Length of Residence		
2023 Renter Occ. HUs: Avg. Length of Residence	-	6.00
2023 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	242	3.51
Value \$20,000 - \$39,999	258	3.74
Value \$40,000 - \$59,999	156	2.26
Value \$60,000 - \$79,999	278	4.03
Value \$80,000 - \$99,999	593	8.60
Value \$100,000 - \$149,999	1,644	23.85
Value \$150,000 - \$199,999	1,172	17.00
Value \$200,000 - \$299,999	1,282	18.60
Value \$300,000 - \$399,999	591	8.57
Value \$400,000 - \$499,999	297	4.31
Value \$500,000 - \$749,999	220	3.19
Value \$750,000 - \$999,999	115	1.67
Value \$1,000,000 - \$1,499,999	21	0.30
Value \$1,500,000 - \$1,999,999	7	0.10
Value \$2,000,000 or more	18	0.26
2023 Est. Median All Owner-Occupied Housing Value	-	160,278.66

Benchmark: USA

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Trade Area: Taft Center - 10 min

Total Population: 24,755 | Total Households: 9,600

	Count	%
2023 Est. Housing Units by Units in Structure		
1 Unit Attached	140	1.32
1 Unit Detached	8,430	79.32
2 Units	135	1.27
3 to 4 Units	257	2.42
5 to 19 Units	418	3.93
20 to 49 Units	204	1.92
50 or More Units	137	1.29
Mobile Home or Trailer	882	8.30
Boat, RV, Van, etc.	25	0.23
2023 Est. Housing Units by Year Structure Built		
Built 2014 or Later	676	6.36
Built 2010 to 2013	328	3.09
Built 2000 to 2009	1,485	13.97
Built 1990 to 1999	1,131	10.64
Built 1980 to 1989	1,261	11.87
Built 1970 to 1979	1,935	18.21
Built 1960 to 1969	1,304	12.27
Built 1950 to 1959	1,135	10.68
Built 1940 to 1949	345	3.25
Built 1939 or Earlier	1,027	9.66
2023 Housing Units by Year Structure Built		
2023 Est. Median Year Structure Built	-	1,977.64
2023 Est. Households by Presence of People Under 18		
2023 Est. Households by Presence of People Under 18	3,264	34.00
Households with 1 or More People under Age 18		
Married Couple Family	2,113	64.74
Other Family, Male Householder	315	9.65
Other Family, Female Householder	793	24.30
NonFamily Household, Male Householder	28	0.86
NonFamily Household, Female Householder	16	0.49
2023 Est. Households with No People under Age 18		
Households with No People under Age 18	6,336	66.00
Households with No People under Age 18		
Married Couple Family	2,908	45.90
Other Family, Male Householder	207	3.27
Other Family, Female Householder	433	6.83
NonFamily, Male Householder	1,269	20.03
NonFamily, Female Householder	1,519	23.97

Benchmark: USA

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Trade Area: Taft Center - 10 min

Total Population: 24,755 | Total Households: 9,600

	Count	%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	443	2.60
Some High School, No Diploma	1,461	8.58
High School Graduate (or GED)	6,691	39.28
Some College, No Degree	3,963	23.27
Associate's Degree	1,259	7.39
Bachelor's Degree	2,422	14.22
Master's Degree	516	3.03
Professional Degree	150	0.88
Doctorate Degree	127	0.75
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
Less than High School Diploma	268	29.04
High School Graduate	401	43.45
Some College or Associate's Degree	203	21.99
Bachelor's Degree or Higher	52	5.63
2023 Est. Households by HH Income		
Income < \$15,000	818	8.52
Income \$15,000 - \$24,999	821	8.55
Income \$25,000 - \$34,999	760	7.92
Income \$35,000 - \$49,999	1,215	12.66
Income \$50,000 - \$74,999	1,907	19.86
Income \$75,000 - \$99,999	1,438	14.98
Income \$100,000 - \$124,999	993	10.34
Income \$125,000 - \$149,999	560	5.83
Income \$150,000 - \$199,999	525	5.47
Income \$200,000 - \$249,999	255	2.66
Income \$250,000 - \$499,999	217	2.26
Income \$500,000+	89	0.93
2023 Est. Average Household Income	-	83,812.40
2023 Est. Median Household Income	-	64,996.44
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	-	69,293.06
Black or African American Alone	-	43,968.65
American Indian and Alaskan Native Alone	-	59,627.43
Asian Alone	-	65,093.85
Native Hawaiian and Other Pacific Islander Alone	-	58,056.31
Some Other Race Alone	-	58,492.57
Two or More Races	-	49,432.43
Hispanic or Latino	-	55,340.10
Not Hispanic or Latino	-	65,406.24
2023 Est. Families by Poverty Status		
2023 Families at or Above Poverty	6,051	89.42
2023 Families at or Above Poverty with children	2,566	37.92
2023 Families Below Poverty	716	10.58
2023 Families Below Poverty, with kids	548	8.10

Benchmark: USA

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Trade Area: Taft Center - 10 min

Total Population: 24,755 | Total Households: 9,600

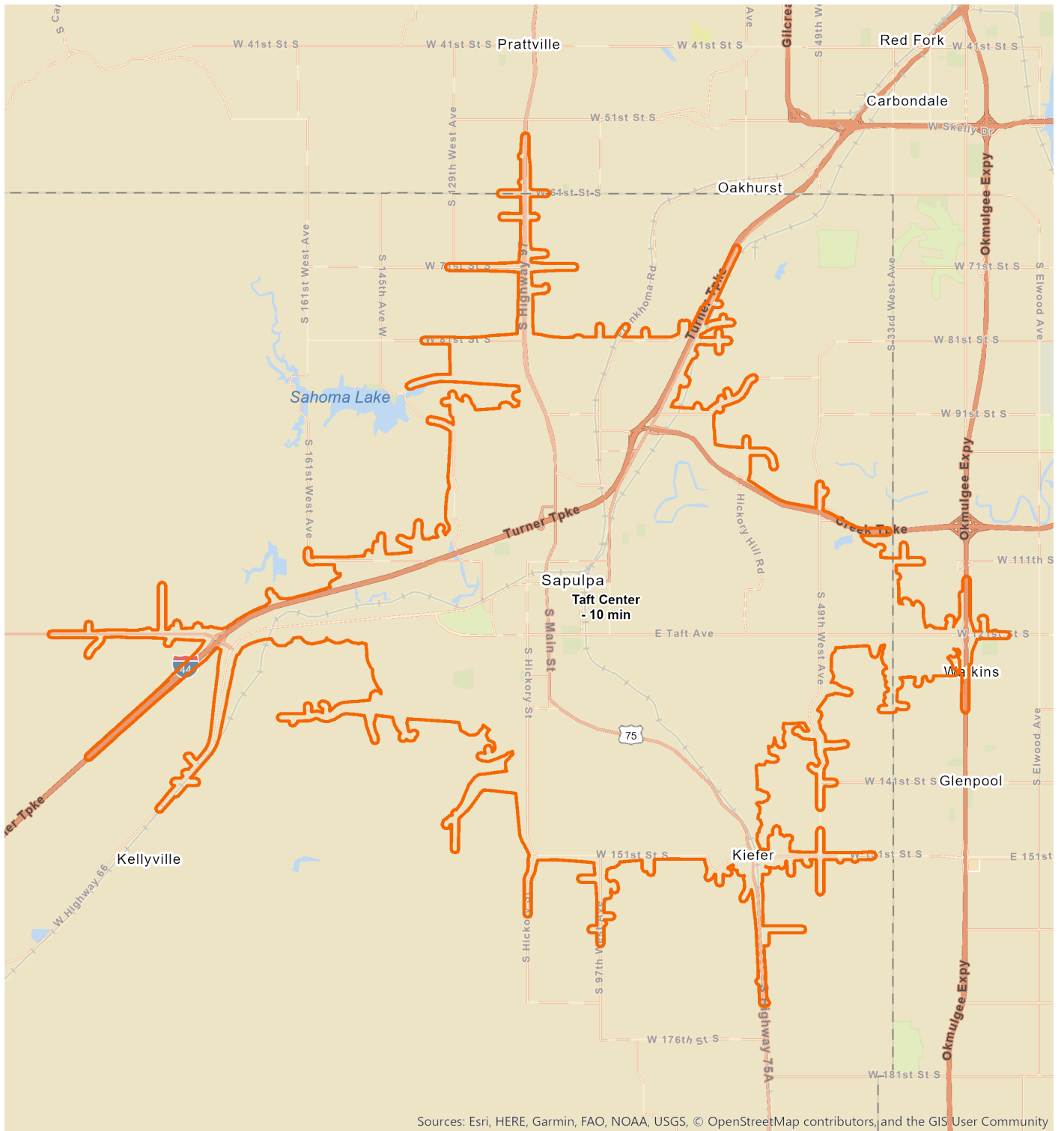
	Count	%
2023 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	5,936	55.16
Blue Collar	3,159	29.35
Service and Farming	1,667	15.49
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,437	24.16
15 - 29 Minutes	4,586	45.47
30 - 44 Minutes	2,404	23.84
45 - 59 Minutes	345	3.42
60 or more Minutes	314	3.11
2023 Est. Avg Travel Time to Work in Minutes	-	24.80
2023 Est. Workers Age 16+ by Transp. to Work		
2023 Est. Workers Age 16+ by Transp. to Work	10,535	100.00
Drove Alone	8,956	85.01
Carpooled	991	9.41
Public Transport	24	0.23
Walked	41	0.39
Bicycle	19	0.18
Other Means	69	0.66
Worked at Home	434	4.12
2023 Est. Civ. Employed Pop 16+ by Class of Worker		
2023 Est. Civ. Employed Pop 16+ by Class of Worker	10,762	100.00
For-Profit Private Workers	8,091	75.18
Non-Profit Private Workers	466	4.33
Local Government Workers	618	5.74
State Government Workers	523	4.86
Federal Government Workers	248	2.30
Self-Employed Workers	807	7.50
Unpaid Family Workers	11	0.10
2023 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	214	1.99
Arts/Design/Entertainment/Sports/Media	154	1.43
Building/Grounds Cleaning/Maintenance	309	2.87
Business/Financial Operations	436	4.05
Community/Social Services	108	1.00
Computer/Mathematical	165	1.53
Construction/Extraction	709	6.59
Education/Training/Library	456	4.24
Farming/Fishing/Forestry	18	0.17
Food Preparation/Serving Related	577	5.36
Healthcare Practitioner/Technician	499	4.64
Healthcare Support	353	3.28
Installation/Maintenance/Repair	589	5.47
Legal	113	1.05
Life/Physical/Social Science	12	0.11
Management	1,187	11.03
Office/Administrative Support	1,649	15.32
Production	903	8.39
Protective Services	203	1.89
Sales/Related	943	8.76
Personal Care/Service	207	1.92
Transportation/Material Moving	959	8.91
2023 Est. Pop Age 16+ by Employment Status		
In Armed Forces	8	0.04
Civilian - Employed	10,985	55.62
Civilian - Unemployed	272	1.38
Not in Labor Force	8,483	42.95

Benchmark: USA

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Trade Area: Taft Center - 10 min

Total Population: 24,755 | Total Households: 9,600



Report Details

Name: Taft Center Drive Distance
Date / Time: 7/13/2023 12:23:12 PM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
Taft Center - 5 min		N/A
Taft Center - 10 min		N/A
Taft Center - 15 min		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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