

Pop-Facts® Demographics | Population & Race



Trade Area: Taft Center - 15 min

POPULATION

73,497

HOUSEHOLDS

27,010

ETHNICITY



7.4%

Index:99

Hispanic/Latino

HISPANIC ORIGIN*



78.7%

Index:130

Mexican

HOME LANGUAGE*

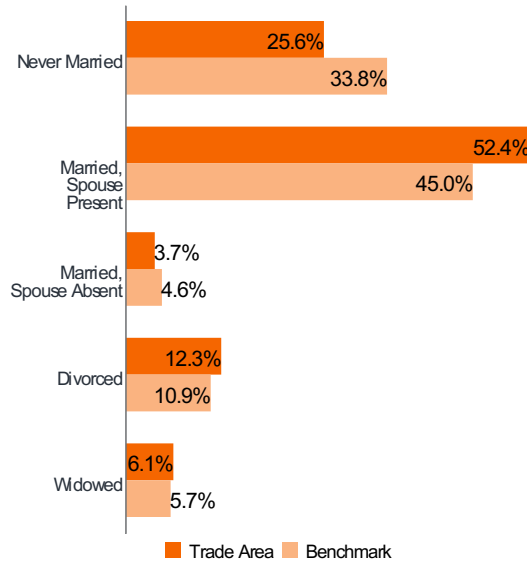


92.8%

Index:119

Only English

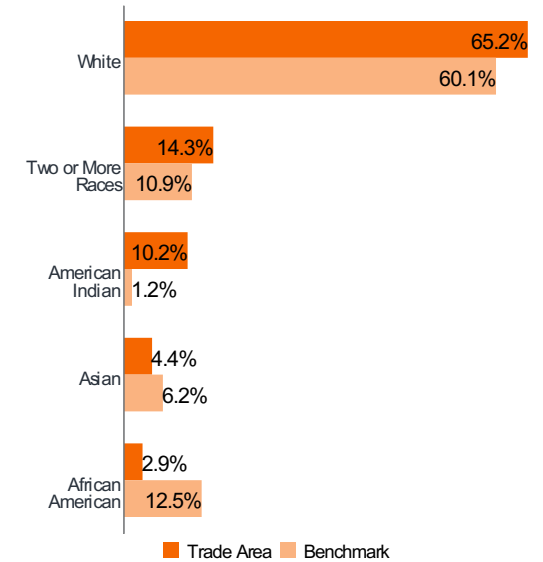
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	4,887	6.6	114
5 - 9	5,107	6.9	117
10 - 14	5,161	7.0	113
15 - 17	3,017	4.1	107
18 - 20	2,710	3.7	91
21 - 24	3,546	4.8	93
25 - 34	9,439	12.8	96
35 - 44	9,634	13.1	102
45 - 54	8,921	12.1	101
55 - 64	9,044	12.3	97
65 - 74	7,302	9.9	93
75 - 84	3,474	4.7	90
85+	1,252	1.7	83

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: Taft Center - 15 min

Population: 73,497 | Households: 27,010

MEDIAN AGE OF HOUSEHOLDER

53

Index: 99

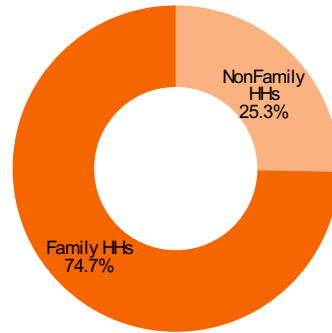
PRESENCE OF CHILDREN*



38.2%

Index: 113

HOUSEHOLD TYPE



HOUSING TENURE



Own

75.4%

Index: 117



Rent

24.6%

Index: 69

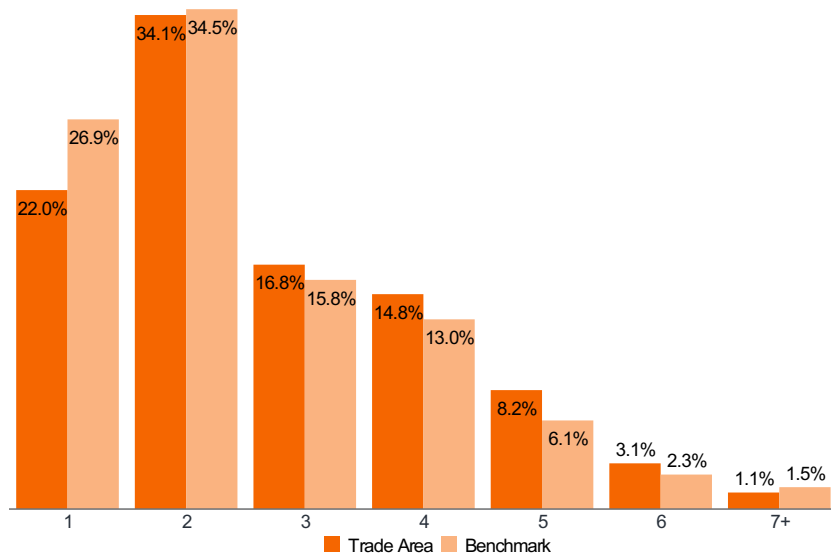
AGE OF HOUSING**



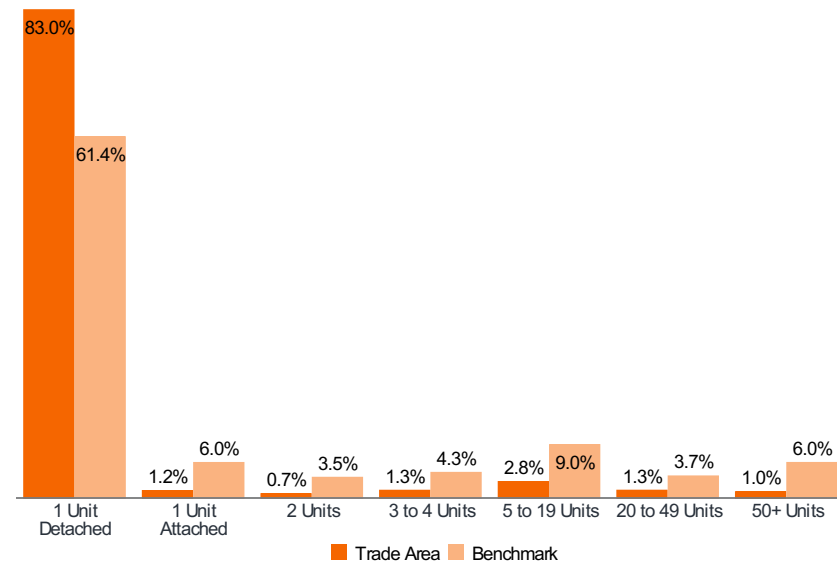
9 - 18 years old

% Comp: 19.0 Index: 138

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 - 15 min

Population: 73,497 | Households:27,010

EDUCATIONAL ATTAINMENT: TOP 2*



32.3%

Index: 120

High School Graduate



23.1%

Index: 115

Some College, No Degree

EDUCATION: HISPANIC/LATINO



0.7%

Index:24

Bachelor's degree or higher

POVERTY STATUS



91.8%

Index:101

At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$72,503

Index:99

Average Household Income

\$93,001

Index:89

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 - 15 min

Population: 73,497 | Households: 27,010

OCCUPATIONAL CLASS*



60.6%

Index:100

White Collar

UNEMPLOYMENT RATE



3.0%

Index:64

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



84.9%

Index:113

Travel to work by **Driving Alone**

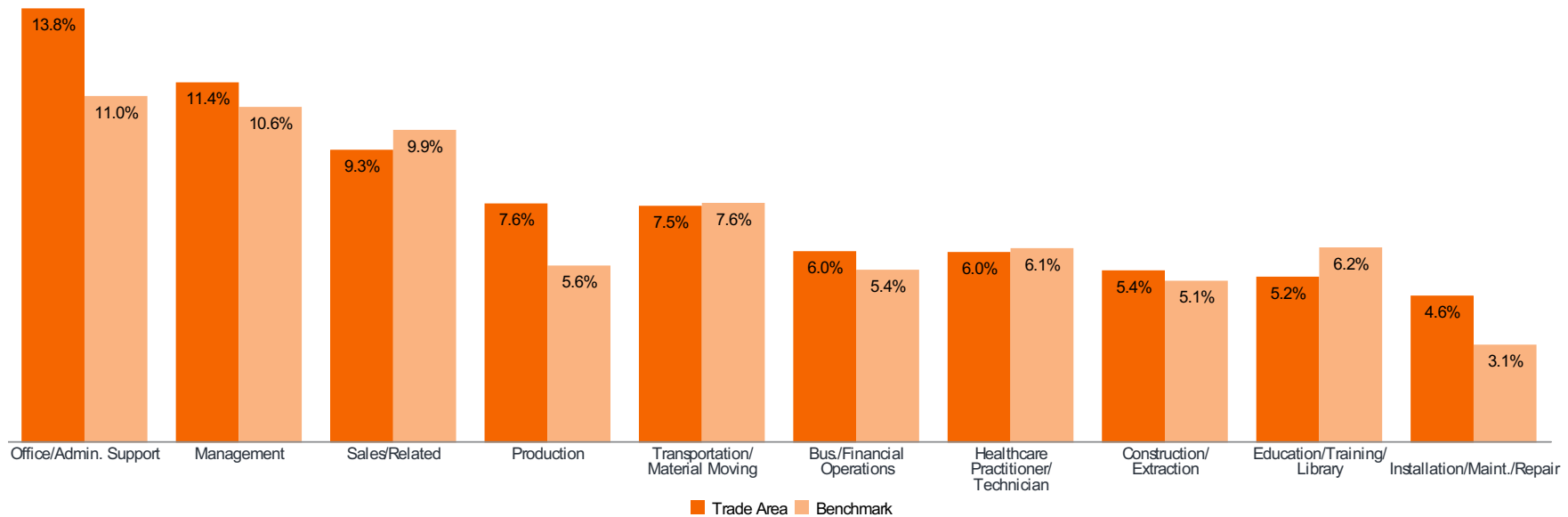


8.5%

Index:96

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

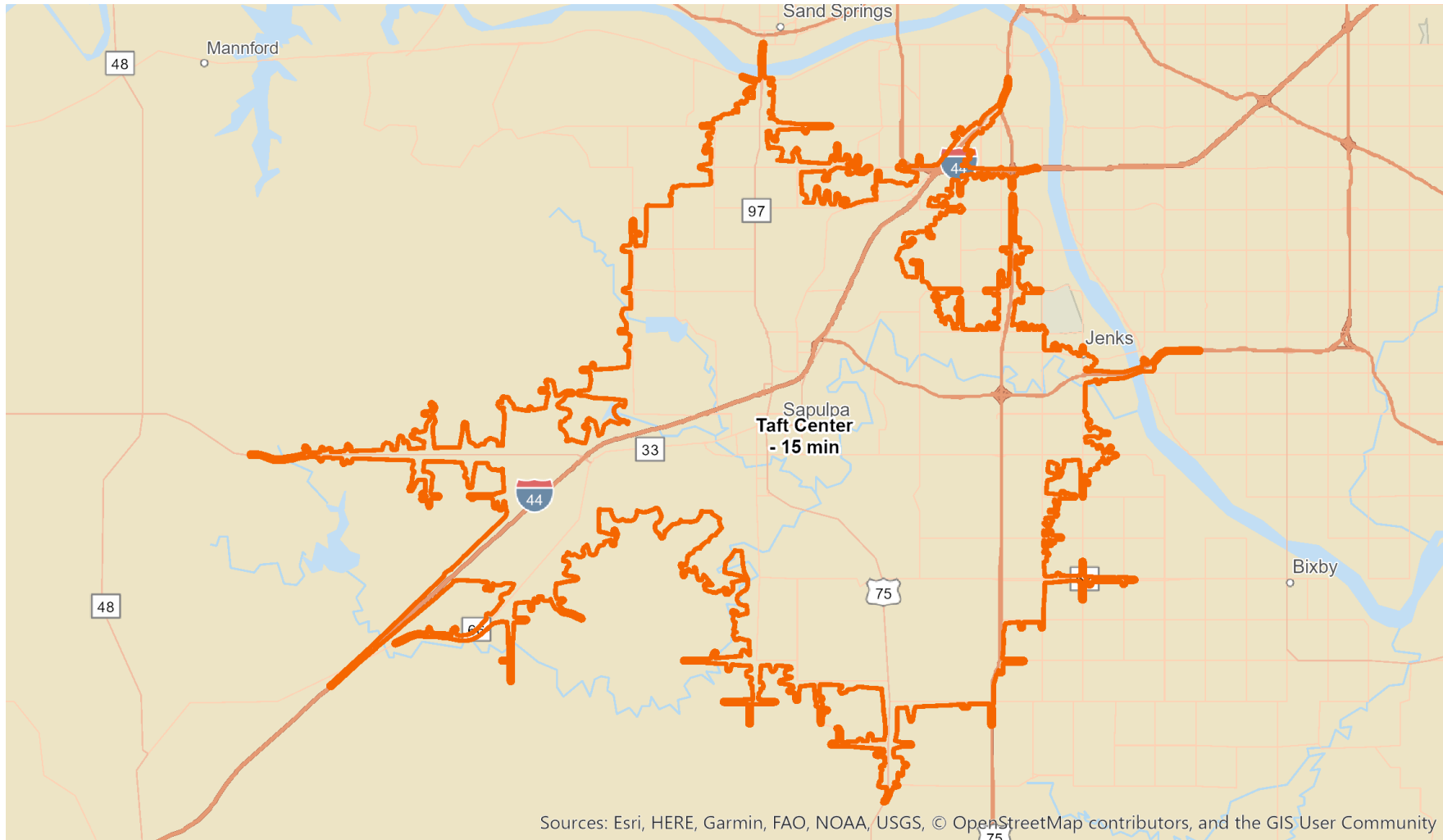
*Chosen from percent composition ranking

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Population: 73,497 | Households: 27,010



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Trade Area: Taft Center - 15 min

	Total	%
Population		
2010 Census	59,768	100.00
2020 Census	71,911	100.00
2023 Estimate	73,497	100.00
2028 Projection	76,515	100.00
Population Growth		
Percent Change: 2010 to 2020	--	20.32
Percent Change: 2020 to 2023	--	2.21
Percent Change: 2023 to 2028	--	4.11
Households		
2010 Census	22,242	100.00
2020 Census	26,578	100.00
2023 Estimate	27,010	100.00
2028 Projection	28,000	100.00
Household Growth		
Percent Change: 2010 to 2020	--	19.50
Percent Change: 2020 to 2023	--	1.63
Percent Change: 2023 to 2028	--	3.67
Family Households		
2010 Census	16,453	100.00
2023 Estimate	20,176	100.00
2028 Projection	20,988	100.00
Family Household Growth		
Percent Change: 2010 to 2023	--	22.63
Percent Change: 2023 to 2028	--	3.78

Benchmark: USA

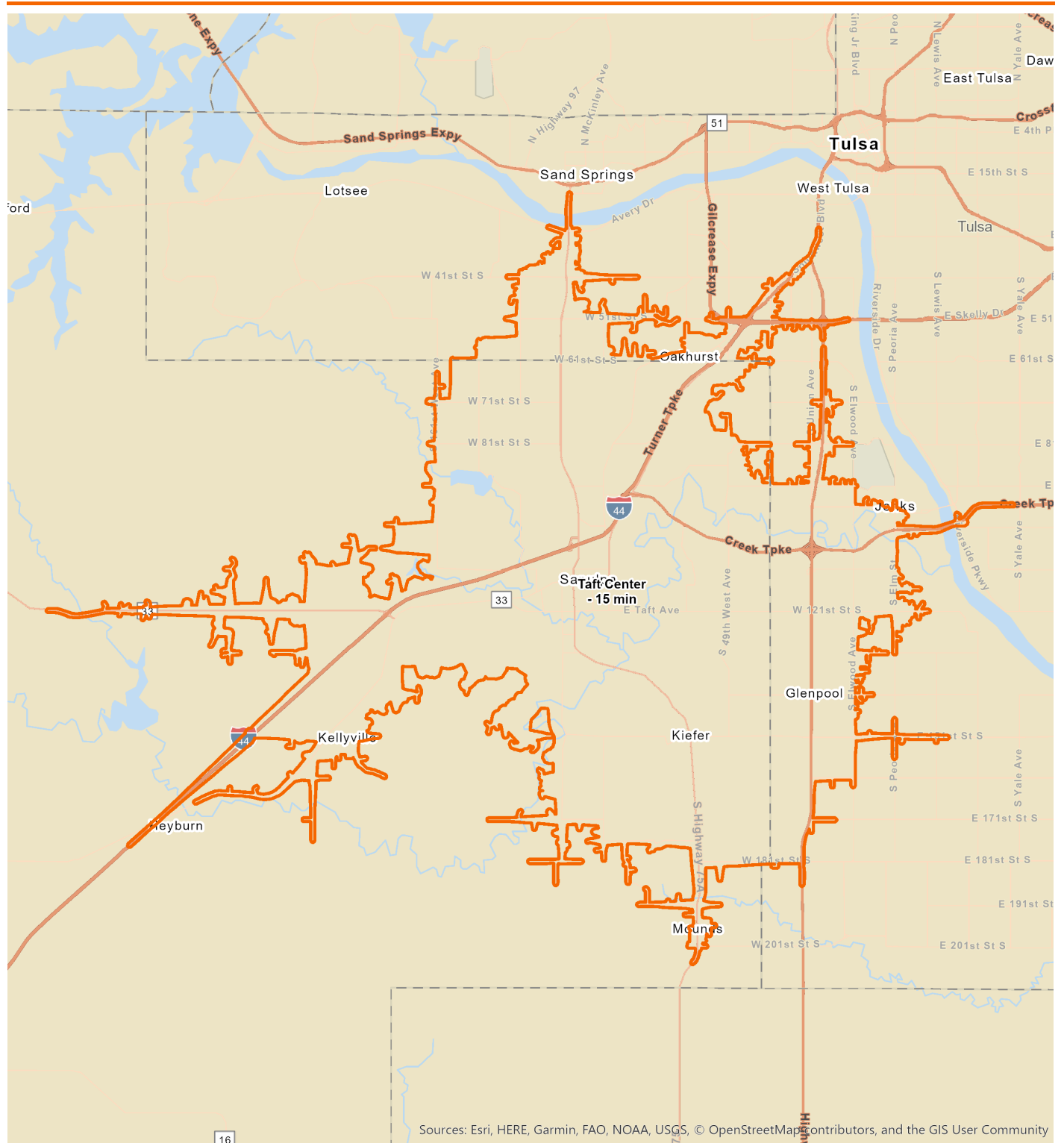
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Trade Area: Taft Center - 15 min

	Total	%
2023 Est. Households by Household Income		
Income < \$15,000	1,794	6.64
Income \$15,000 - \$24,999	2,096	7.76
Income \$25,000 - \$34,999	1,825	6.76
Income \$35,000 - \$49,999	3,309	12.25
Income \$50,000 - \$74,999	4,938	18.28
Income \$75,000 - \$99,999	4,101	15.18
Income \$100,000 - \$124,999	3,062	11.34
Income \$125,000 - \$149,999	1,974	7.31
Income \$150,000 - \$199,999	1,884	6.97
Income \$200,000 - \$249,999	934	3.46
Income \$250,000 - \$499,999	814	3.01
Income \$500,000+	279	1.03
2023 Est. Average Household Income	-	93,001.10
2023 Est. Median Household Income	-	72,502.57
2023 Median HH Income by Single-Classification Race		
White Alone	-	75,899.11
Black/African American Alone	-	48,168.85
American Indian/Alaskan Native Alone	-	63,970.36
Asian Alone	-	82,508.09
Native Hawaiian/Pacific Islander Alone	-	55,455.17
Some Other Race Alone	-	55,569.61
Two or More Races	-	65,341.61
Hispanic/Latino	-	70,308.13
Not Hispanic/Latino	-	72,625.96
2023 Est. Households by Household Type		
Family Households	20,176	74.70
NonFamily Households	6,834	25.30
2023 Est. Group Quarters Population	534	0.73
2023 Est. Households by Household Size		
1-Person Household	5,934	21.97
2-Person Household	9,198	34.05
3-Person Household	4,544	16.82
4-Person Household	3,994	14.79
5-Person Household	2,205	8.16
6-Person Household	840	3.11
7+ Person Household	296	1.10
2023 Est. Average Household Size	-	2.70
2023 Est. HHs by Type by Presence of Own Children		
Married Couple Family, with own children	6,669	33.05
Married Couple Family, without own children	8,911	44.17
Male Householder, with own children	749	3.71
Male Householder, without own children	640	3.17
Female Householder, with own children	1,730	8.57
Female Householder, without own children	1,477	7.32

Benchmark: USA

Trade Area: Taft Center - 15 min



Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Taft Center - 15 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	1,363,081,353	806,674,035	556,407,319
Total retail trade (NAICS 44 and 45)	1,220,554,001	721,841,624	498,712,377
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	322,713,536	203,258,645	119,454,892
Automobile dealers (NAICS 4411)	279,398,660	161,645,584	117,753,076
New car dealers (NAICS 44111)	248,824,385	126,037,066	122,787,319
Used car dealers (NAICS 44112)	30,574,275	35,608,518	-5,034,243
Other motor vehicle dealers (NAICS 4412)	21,451,419	25,527,018	-4,075,599
Recreational vehicle dealers (NAICS 44121)	6,876,529	13,041,206	-6,164,676
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	14,574,889	12,485,812	2,089,077
Boat dealers (NAICS 441222)	4,357,418	5,045,087	-687,669
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	10,217,471	7,440,725	2,776,746
Automotive parts, accessories, and tire stores (NAICS 4413)	21,863,458	16,086,043	5,777,415
Automotive parts and accessories stores (NAICS 44131)	13,830,754	10,062,930	3,767,824
Tire dealers (NAICS 44132)	8,032,703	6,023,113	2,009,591
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	24,478,941	18,047,458	6,431,484
Furniture stores (NAICS 4421)	14,315,972	12,286,006	2,029,966
Home furnishings stores (NAICS 4422)	10,162,969	5,761,452	4,401,517
Floor covering stores (NAICS 44221)	4,918,728	3,824,663	1,094,064
Other home furnishings stores (NAICS 44229)	5,244,242	1,936,789	3,307,453
Window treatment stores (NAICS 442291)	240,338	141,952	98,386
All other home furnishings stores (NAICS 442299)	5,003,903	1,794,837	3,209,067
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	18,599,627	9,132,593	9,467,033
Household appliance stores (NAICS 443141)	4,063,326	2,336,253	1,727,073
Electronics stores (NAICS 443142)	14,536,301	6,796,341	7,739,960
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	88,010,694	54,157,401	33,853,293
Building material and supplies dealers (NAICS 4441)	77,799,797	39,880,659	37,919,138
Home centers (NAICS 44411)	43,581,766	17,234,347	26,347,419
Paint and wallpaper stores (NAICS 44412)	3,017,454	3,546,985	-529,531
Hardware stores (NAICS 44413)	6,418,146	3,822,498	2,595,649
Other building material dealers (NAICS 44419)	24,782,431	15,276,829	9,505,602
Lawn and garden equipment and supplies stores (NAICS 4442)	10,210,897	14,276,742	-4,065,845
Outdoor power equipment stores (NAICS 44421)	2,187,777	2,306,502	-118,725
Nursery, garden center, and farm supply stores (NAICS 44422)	8,023,120	11,970,240	-3,947,120
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	166,549,145	96,874,620	69,674,524
Grocery stores (NAICS 4451)	150,008,372	89,147,496	60,860,876
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	143,492,903	88,183,535	55,309,368
Convenience stores (NAICS 44512)	6,515,469	963,961	5,551,508
Specialty food stores (NAICS 4452)	4,320,356	336,013	3,984,343
Meat markets (NAICS 44521)	1,324,619	86,483	1,238,136
Fish and seafood markets (NAICS 44522)	520,759	0	520,759
Fruit and vegetable markets (NAICS 44523)	903,286	0	903,286
Other specialty food stores (NAICS 44529)	1,571,692	249,530	1,322,162
All other specialty food stores (NAICS 445299)	738,220	26,516	711,704
Beer, wine, and liquor stores (NAICS 4453)	12,220,417	7,391,111	4,829,306
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	71,370,523	37,477,842	33,892,681
Pharmacies and drug stores (NAICS 44611)	61,534,869	32,340,935	29,193,934
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	4,298,620	2,629,537	1,669,083
Optical goods stores (NAICS 44613)	1,632,280	978,305	653,975
Other health and personal care stores (NAICS 44619)	3,904,754	1,529,065	2,375,689
Food (health) supplement stores (NAICS 446191)	1,377,636	518,527	859,110
All other health and personal care stores (NAICS 446199)	2,527,118	1,010,538	1,516,579
Gasoline Stations			
Gasoline stations (NAICS 447)	99,074,234	78,534,906	20,539,328

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



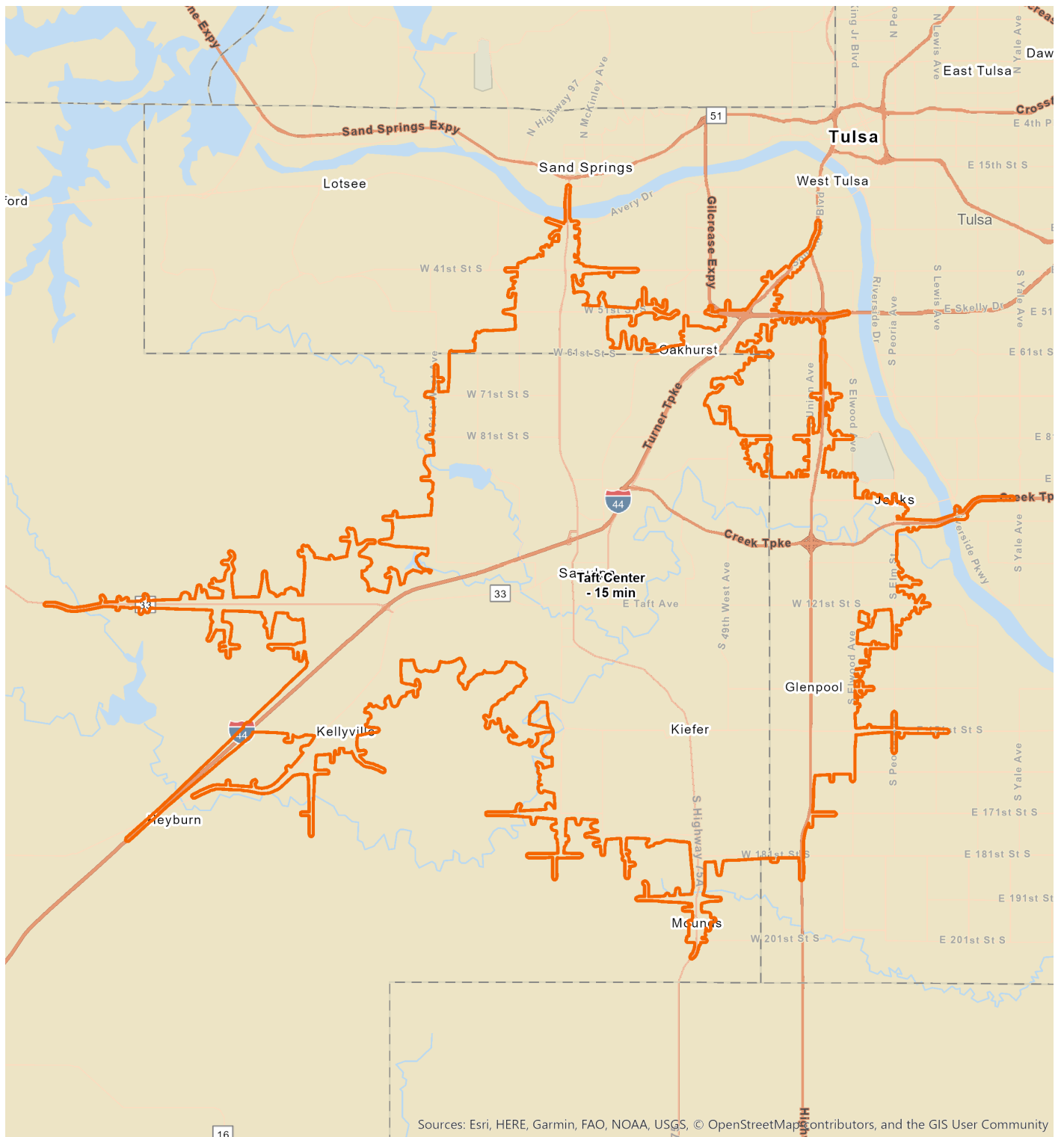
Trade Area: Taft Center - 15 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	49,299,824	14,435,392	34,864,432
Clothing stores (NAICS 4481)	33,486,003	9,030,203	24,455,799
Men's clothing stores (NAICS 44811)	1,193,002	275,770	917,232
Women's clothing stores (NAICS 44812)	6,139,396	2,029,142	4,110,254
Children's and infants' clothing stores (NAICS 44813)	2,026,912	618,815	1,408,097
Family clothing stores (NAICS 44814)	19,768,543	4,686,186	15,082,357
Clothing accessories stores (NAICS 44815)	1,586,428	253,401	1,333,027
Other clothing stores (NAICS 44819)	2,771,721	1,166,890	1,604,832
Shoe stores (NAICS 4482)	5,706,119	1,825,344	3,880,775
Jewelry, luggage, and leather goods stores (NAICS 4483)	10,107,702	3,579,844	6,527,858
Jewelry stores (NAICS 44831)	6,832,996	2,550,862	4,282,134
Luggage and leather goods stores (NAICS 44832)	3,274,706	1,028,982	2,245,724
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	16,286,066	11,892,456	4,393,610
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	14,021,208	11,103,825	2,917,383
Sporting goods stores (NAICS 45111)	8,705,966	7,513,374	1,192,592
Hobby, toy, and game stores (NAICS 45112)	4,057,078	2,813,961	1,243,117
Sewing, needlework, and piece goods stores (NAICS 45113)	462,877	293,658	169,219
Musical instrument and supplies stores (NAICS 45114)	795,287	482,831	312,456
Book stores and news dealers (NAICS 4512)	2,264,858	788,631	1,476,227
Book stores (NAICS 451211)	2,110,636	706,843	1,403,793
News dealers and newsstands (NAICS 451212)	154,223	81,789	72,434
General Merchandise Stores			
General merchandise stores (NAICS 452)	144,356,370	147,213,874	-2,857,504
Department stores (NAICS 4522)	17,288,139	10,370,415	6,917,724
Other general merchandise stores (NAICS 4523)	127,068,231	136,843,459	-9,775,228
Warehouse clubs and supercenters (NAICS 452311)	115,168,183	122,467,892	-7,299,709
All other general merchandise stores (NAICS 452319)	11,900,048	14,375,567	-2,475,519
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	23,519,714	17,692,799	5,826,915
Florists (NAICS 4531)	1,180,048	544,728	635,321
Office supplies, stationery, and gift stores (NAICS 4532)	4,435,850	1,118,153	3,317,697
Office supplies and stationery stores (NAICS 45321)	2,068,137	627,610	1,440,527
Gift, novelty, and souvenir stores (NAICS 45322)	2,367,713	490,544	1,877,170
Used merchandise stores (NAICS 4533)	3,347,313	674,401	2,672,913
Other miscellaneous store retailers (NAICS 4539)	14,556,503	15,355,518	-799,015
Pet and pet supplies stores (NAICS 45391)	4,138,326	3,731,648	406,678
Art dealers (NAICS 45392)	2,068,750	639,101	1,429,649
Manufactured (mobile) home dealers (NAICS 45393)	1,207,631	1,490,370	-282,739
All other miscellaneous store retailers (NAICS 45399)	7,141,796	9,494,398	-2,352,602
Tobacco stores (NAICS 453991)	2,525,116	5,424,626	-2,899,510
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	4,616,680	4,069,772	546,908
Non-store Retailers			
Non-store retailers (NAICS 454)	196,295,328	33,123,637	163,171,691
Electronic shopping and mail-order houses (NAICS 4541)	188,113,976	30,178,820	157,935,156
Vending machine operators (NAICS 4542)	1,046,258	0	1,046,258
Direct selling establishments (NAICS 4543)	7,135,095	2,944,817	4,190,278
Fuel dealers (NAICS 45431)	4,046,221	545,859	3,500,362
Other direct selling establishments (NAICS 45439)	3,088,874	2,398,957	689,917
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	142,527,352	84,832,411	57,694,941
Special food services (NAICS 7223)	10,722,876	5,123,414	5,599,462
Food service contractors (NAICS 72231)	8,408,892	4,760,170	3,648,722
Caterers (NAICS 72232)	2,088,240	363,244	1,724,996
Mobile food services (NAICS 72233)	225,744	0	225,744
Drinking places (alcoholic beverages) (NAICS 7224)	4,486,764	832,013	3,654,751
Restaurants and other eating places (NAICS 7225)	127,317,712	78,876,984	48,440,728
Full-service restaurants (NAICS 722511)	62,976,577	35,791,062	27,185,516
Limited-service restaurants (NAICS 722513)	54,591,890	41,321,916	13,269,974
Cafeterias, grill buffets, and buffets (NAICS 722514)	1,392,015	694,374	697,641
Snack and non-alcoholic beverage bars (NAICS 722515)	8,357,230	1,069,632	7,287,598

Benchmark: USA

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Trade Area: Taft Center - 15 min



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Trade Area: Taft Center - 15 min

Population	
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Trade Area: Taft Center - 15 min

Total Population: 73,497 | Total Households: 27,010

	Count	%
2023 Est. Population by Single-Classification Race		
White Alone	47,937	65.22
Black/African American Alone	2,134	2.90
American Indian/Alaskan Native Alone	7,491	10.19
Asian Alone	3,268	4.45
Native Hawaiian/Pacific Islander Alone	88	0.12
Some Other Race Alone	2,031	2.76
Two or More Races	10,546	14.35
2023 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	68,075	92.62
Hispanic or Latino	5,422	7.38
Mexican Origin	4,268	78.72
Puerto Rican Origin	393	7.25
Cuban Origin	0	0.00
All Other Hispanic or Latino	762	14.05
2023 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	323	9.88
Filipino	203	6.21
Japanese	27	0.83
Asian Indian	631	19.31
Korean	78	2.39
Vietnamese	262	8.02
Cambodian	0	0.00
Hmong	15	0.46
Laotian	2	0.06
Thai	12	0.37
All Other Asian Races Including 2+ Category	1,715	52.48
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	63,670	92.80
Speak Asian/Pacific Isl. Lang. at Home	1,206	1.76
Speak Indo-European Language at Home	645	0.94
Speak Spanish at Home	2,843	4.14
Speak Other Language at Home	246	0.36
2023 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	1,302	24.01
Black/African American Alone	55	1.01
American Indian/Alaskan Native Alone	307	5.66
Asian Alone	22	0.41
Native Hawaiian/Pacific Islander Alone	0	0.00
Some Other Race Alone	1,798	33.16
Two or More Races	1,939	35.76
2023 Population by Ancestry		
Arab	136	0.18
Czech	125	0.17
Danish	130	0.18
Dutch	1,126	1.53
English	5,351	7.28
French (Excluding Basque)	1,550	2.11
French Canadian	88	0.12
German	7,392	10.06
Greek	37	0.05
Hungarian	40	0.05
Irish	6,118	8.32
Italian	910	1.24
Lithuanian	20	0.03
Norwegian	404	0.55
Polish	543	0.74
Portuguese	36	0.05
Russian	88	0.12
Scotch-Irish	558	0.76
Scottish	1,096	1.49
Slovak	1	0.00
Subsaharan African	162	0.22
Swedish	503	0.68
Swiss	95	0.13
Ukrainian	73	0.10
United States or American	4,002	5.45
Welsh	322	0.44
West Indian (Excluding Hispanic groups)	214	0.29
Other Ancestry	22,505	30.62
Ancestry Unclassified	19,874	27.04

Benchmark: USA

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Trade Area: Taft Center - 15 min

Total Population: 73,497 | Total Households: 27,010

	Count	%
2023 Est. Population by Sex		
Male	35,955	48.92
Female	37,541	51.08
2023 Est. Population by Age		
Age 0 - 4	4,887	6.65
Age 5 - 9	5,107	6.95
Age 10 - 14	5,161	7.02
Age 15 - 17	3,017	4.11
Age 18 - 20	2,710	3.69
Age 21 - 24	3,546	4.83
Age 25 - 34	9,439	12.84
Age 35 - 44	9,634	13.11
Age 45 - 54	8,921	12.14
Age 55 - 64	9,044	12.30
Age 65 - 74	7,302	9.94
Age 75 - 84	3,474	4.73
Age 85 and over	1,252	1.70
Age 16 and over	57,348	78.03
Age 18 and over	55,325	75.28
Age 21 and over	52,615	71.59
Age 65 and over	12,028	16.36
Median Age	-	37.98
Average Age	-	38.80
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	14,950	25.63
Male, Never Married	8,354	14.32
Female, Never Married	6,597	11.31
Married, Spouse Present	30,545	52.36
Married, Spouse Absent	2,134	3.66
Widowed	3,543	6.07
Male, Widowed	726	1.24
Female, Widowed	2,817	4.83
Divorced	7,169	12.29
Male, Divorced	2,950	5.06
Female, Divorced	4,219	7.23
2023 Est. Male Population by Age		
Male: Age 0 - 4	2,487	6.92
Male: Age 5 - 9	2,576	7.17
Male: Age 10 - 14	2,641	7.34
Male: Age 15 - 17	1,540	4.28
Male: Age 18 - 20	1,401	3.90
Male: Age 21 - 24	1,814	5.04
Male: Age 25 - 34	4,708	13.09
Male: Age 35 - 44	4,801	13.35
Male: Age 45 - 54	4,333	12.05
Male: Age 55 - 64	4,380	12.18
Male: Age 65 - 74	3,338	9.28
Male: Age 75 - 84	1,493	4.15
Male: Age 85 and over	444	1.24
Median Age, Male	-	36.68
Average Age, Male	-	37.70
2023 Est. Female Population by Age		
Female: Age 0 - 4	2,400	6.39
Female: Age 5 - 9	2,532	6.75
Female: Age 10 - 14	2,520	6.71
Female: Age 15 - 17	1,477	3.93
Female: Age 18 - 20	1,310	3.49
Female: Age 21 - 24	1,733	4.62
Female: Age 25 - 34	4,731	12.60
Female: Age 35 - 44	4,833	12.87
Female: Age 45 - 54	4,589	12.22
Female: Age 55 - 64	4,664	12.42
Female: Age 65 - 74	3,964	10.56
Female: Age 75 - 84	1,981	5.28
Female: Age 85 and over	808	2.15
Median Age, Female	-	39.27
Average Age, Female	-	39.90

Benchmark: USA

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Trade Area: Taft Center - 15 min

Total Population: 73,497 | Total Households: 27,010

	Count	%
2023 Est. Households by Household Type		
Family Households	20,176	74.70
NonFamily Households	6,834	25.30
2023 Est. Group Quarters Population		
2023 Est. Group Quarters Population	534	0.73
2023 HHs By Ethnicity, Hispanic/Latino		
2023 HHs By Ethnicity, Hispanic/Latino	1,447	5.36
2023 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	6,669	33.05
Married Couple Family, no own children	8,911	44.17
Male Householder, own children	749	3.71
Male Householder, no own children	640	3.17
Female Householder, own children	1,730	8.57
Female Householder, no own children	1,477	7.32
2023 Est. Households by Household Size		
1-Person Household	5,934	21.97
2-Person Household	9,198	34.05
3-Person Household	4,544	16.82
4-Person Household	3,994	14.79
5-Person Household	2,205	8.16
6-Person Household	840	3.11
7-or-more-person	296	1.10
2023 Est. Average Household Size	-	2.70
2023 Est. Households by Number of Vehicles		
No Vehicles	926	3.43
1 Vehicle	7,298	27.02
2 Vehicles	11,699	43.31
3 Vehicles	4,778	17.69
4 Vehicles	1,636	6.06
5 or more Vehicles	672	2.49
2023 Est. Average Number of Vehicles	-	2.10
2023 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	20,354	75.36
Housing Units, Renter-Occupied	6,656	24.64
2023 Owner Occ. HUs: Avg. Length of Residence		
2023 Owner Occ. HUs: Avg. Length of Residence	-	14.70
2023 Renter Occ. HUs: Avg. Length of Residence		
2023 Renter Occ. HUs: Avg. Length of Residence	-	5.60
2023 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	605	2.97
Value \$20,000 - \$39,999	528	2.59
Value \$40,000 - \$59,999	332	1.63
Value \$60,000 - \$79,999	596	2.93
Value \$80,000 - \$99,999	1,104	5.42
Value \$100,000 - \$149,999	3,701	18.18
Value \$150,000 - \$199,999	3,320	16.31
Value \$200,000 - \$299,999	5,421	26.63
Value \$300,000 - \$399,999	2,381	11.70
Value \$400,000 - \$499,999	1,106	5.43
Value \$500,000 - \$749,999	669	3.29
Value \$750,000 - \$999,999	342	1.68
Value \$1,000,000 - \$1,499,999	125	0.61
Value \$1,500,000 - \$1,999,999	43	0.21
Value \$2,000,000 or more	82	0.40
2023 Est. Median All Owner-Occupied Housing Value	-	199,863.80

Benchmark: USA

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Trade Area: Taft Center - 15 min

Total Population: 73,497 | Total Households: 27,010

	Count	%
2023 Est. Housing Units by Units in Structure		
1 Unit Attached	357	1.22
1 Unit Detached	24,210	83.03
2 Units	200	0.69
3 to 4 Units	370	1.27
5 to 19 Units	803	2.75
20 to 49 Units	372	1.28
50 or More Units	300	1.03
Mobile Home or Trailer	2,476	8.49
Boat, RV, Van, etc.	71	0.24
2023 Est. Housing Units by Year Structure Built		
Built 2014 or Later	2,667	9.15
Built 2010 to 2013	1,444	4.95
Built 2000 to 2009	5,545	19.02
Built 1990 to 1999	3,452	11.84
Built 1980 to 1989	4,298	14.74
Built 1970 to 1979	4,775	16.38
Built 1960 to 1969	2,443	8.38
Built 1950 to 1959	2,433	8.34
Built 1940 to 1949	651	2.23
Built 1939 or Earlier	1,449	4.97
2023 Housing Units by Year Structure Built		
2023 Est. Median Year Structure Built	-	1,986.39
2023 Est. Households by Presence of People Under 18		
2023 Est. Households by Presence of People Under 18	10,315	38.19
Households with 1 or More People under Age 18		
Married Couple Family	7,236	70.15
Other Family, Male Householder	879	8.52
Other Family, Female Householder	2,122	20.57
NonFamily Household, Male Householder	50	0.48
NonFamily Household, Female Householder	29	0.28
2023 Est. Households with No People under Age 18		
Households with No People under Age 18	16,695	61.81
Households with No People under Age 18		
Married Couple Family	8,349	50.01
Other Family, Male Householder	506	3.03
Other Family, Female Householder	1,087	6.51
NonFamily, Male Householder	3,042	18.22
NonFamily, Female Householder	3,710	22.22

Benchmark: USA

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Trade Area: Taft Center - 15 min

Total Population: 73,497 | Total Households: 27,010

	Count	%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	1,292	2.63
Some High School, No Diploma	3,756	7.66
High School Graduate (or GED)	15,850	32.30
Some College, No Degree	11,313	23.06
Associate's Degree	4,381	8.93
Bachelor's Degree	8,974	18.29
Master's Degree	2,627	5.35
Professional Degree	484	0.99
Doctorate Degree	390	0.80
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
Less than High School Diploma	626	24.21
High School Graduate	915	35.38
Some College or Associate's Degree	713	27.57
Bachelor's Degree or Higher	331	12.80
2023 Est. Households by HH Income		
Income < \$15,000	1,794	6.64
Income \$15,000 - \$24,999	2,096	7.76
Income \$25,000 - \$34,999	1,825	6.76
Income \$35,000 - \$49,999	3,309	12.25
Income \$50,000 - \$74,999	4,938	18.28
Income \$75,000 - \$99,999	4,101	15.18
Income \$100,000 - \$124,999	3,062	11.34
Income \$125,000 - \$149,999	1,974	7.31
Income \$150,000 - \$199,999	1,884	6.97
Income \$200,000 - \$249,999	934	3.46
Income \$250,000 - \$499,999	814	3.01
Income \$500,000+	279	1.03
2023 Est. Average Household Income	--	93,001.10
2023 Est. Median Household Income	--	72,502.57
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	--	75,899.11
Black or African American Alone	--	48,168.85
American Indian and Alaskan Native Alone	--	63,970.36
Asian Alone	--	82,508.09
Native Hawaiian and Other Pacific Islander Alone	--	55,455.17
Some Other Race Alone	--	55,569.61
Two or More Races	--	65,341.61
Hispanic or Latino	--	70,308.13
Not Hispanic or Latino	--	72,625.96
2023 Est. Families by Poverty Status		
2023 Families at or Above Poverty	18,523	91.81
2023 Families at or Above Poverty with children	8,801	43.62
2023 Families Below Poverty	1,653	8.19
2023 Families Below Poverty, with kids	1,208	5.99

Benchmark: USA

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Trade Area: Taft Center - 15 min

Total Population: 73,497 | Total Households: 27,010

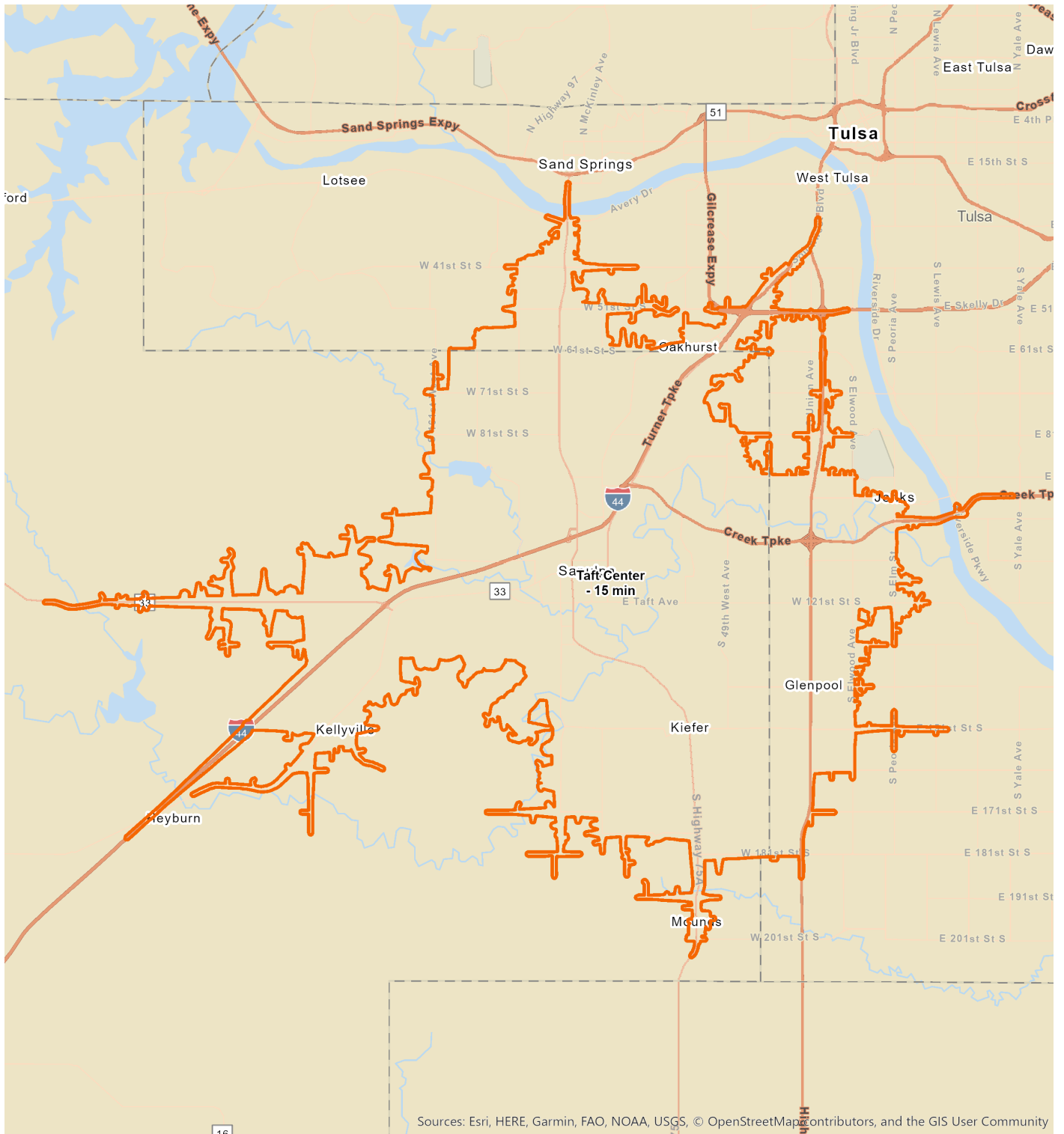
	Count	%
2023 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	20,790	60.58
Blue Collar	8,611	25.09
Service and Farming	4,916	14.32
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,974	21.94
15 - 29 Minutes	16,439	51.71
30 - 44 Minutes	6,678	21.01
45 - 59 Minutes	930	2.93
60 or more Minutes	767	2.41
2023 Est. Avg Travel Time to Work in Minutes	-	24.20
2023 Est. Workers Age 16+ by Transp. to Work		
2023 Est. Workers Age 16+ by Transp. to Work	33,767	100.00
Drove Alone	28,684	84.95
Carpooled	2,885	8.54
Public Transport	51	0.15
Walked	157	0.47
Bicycle	51	0.15
Other Means	154	0.46
Worked at Home	1,784	5.28
2023 Est. Civ. Employed Pop 16+ by Class of Worker		
2023 Est. Civ. Employed Pop 16+ by Class of Worker	34,317	100.00
For-Profit Private Workers	25,368	73.92
Non-Profit Private Workers	2,077	6.05
Local Government Workers	2,044	5.96
State Government Workers	1,554	4.53
Federal Government Workers	588	1.71
Self-Employed Workers	2,651	7.72
Unpaid Family Workers	34	0.10
2023 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	727	2.12
Arts/Design/Entertainment/Sports/Media	494	1.44
Building/Grounds Cleaning/Maintenance	942	2.75
Business/Financial Operations	2,072	6.04
Community/Social Services	647	1.89
Computer/Mathematical	714	2.08
Construction/Extraction	1,863	5.43
Education/Training/Library	1,794	5.23
Farming/Fishing/Forestry	63	0.18
Food Preparation/Serving Related	1,569	4.57
Healthcare Practitioner/Technician	2,063	6.01
Healthcare Support	884	2.58
Installation/Maintenance/Repair	1,588	4.63
Legal	356	1.04
Life/Physical/Social Science	113	0.33
Management	3,913	11.40
Office/Administrative Support	4,720	13.75
Production	2,593	7.56
Protective Services	640	1.86
Sales/Related	3,178	9.26
Personal Care/Service	818	2.38
Transportation/Material Moving	2,567	7.48
2023 Est. Pop Age 16+ by Employment Status		
In Armed Forces	48	0.08
Civilian - Employed	34,238	59.70
Civilian - Unemployed	1,020	1.78
Not in Labor Force	22,042	38.44

Benchmark: USA

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Trade Area: Taft Center - 15 min

Total Population: 73,497 | Total Households: 27,010



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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