

Trade Area: Taft Center - 5 min

POPULATION

9,817

HOUSEHOLDS

3,887

ETHNICITY



7.6%

Index:101

Hispanic/Latino

HISPANIC ORIGIN*



79.0%

Index:130

Mexican

HOME LANGUAGE*

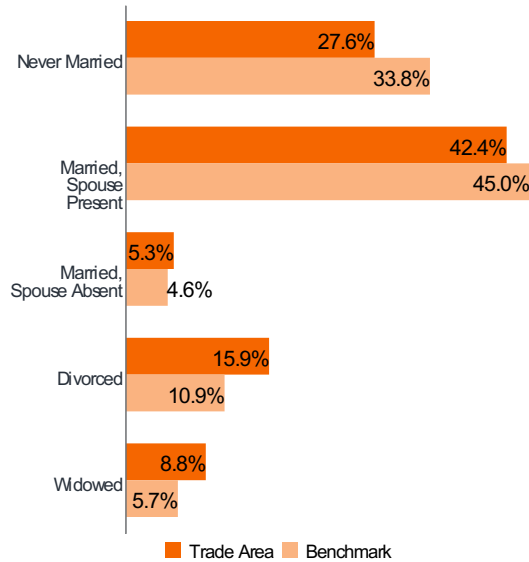


94.7%

Index:121

Only English

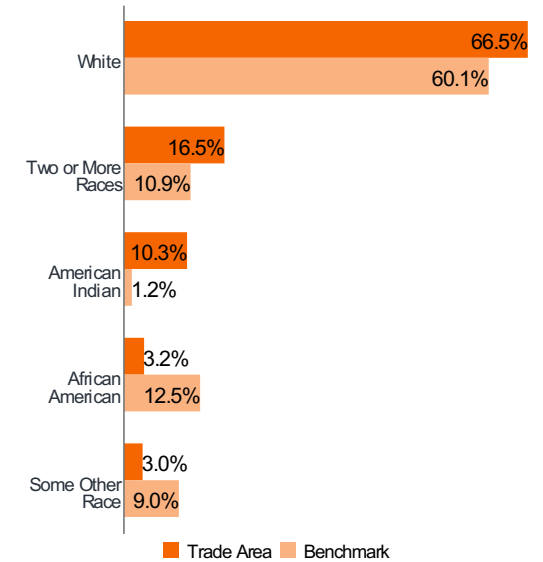
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	595	6.1	104
5 - 9	635	6.5	109
10 - 14	681	6.9	112
15 - 17	403	4.1	107
18 - 20	345	3.5	86
21 - 24	431	4.4	85
25 - 34	1,136	11.6	86
35 - 44	1,338	13.6	106
45 - 54	1,163	11.8	98
55 - 64	1,173	11.9	95
65 - 74	1,025	10.4	98
75 - 84	587	6.0	114
85+	306	3.1	151

POPULATION BY RACE**



Benchmark:USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

*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 - 5 min

Population: 9,817 | Households: 3,887

MEDIAN AGE OF HOUSEHOLDER

54

Index: 101

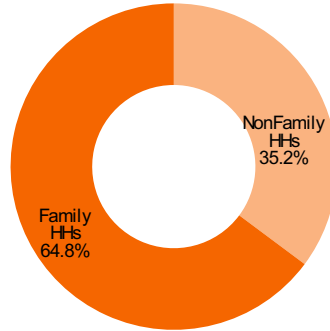
PRESENCE OF CHILDREN*



32.5%

Index: 96

HOUSEHOLD TYPE



HOUSING TENURE



Own

66.5%

Index: 103



Rent

33.5%

Index: 94

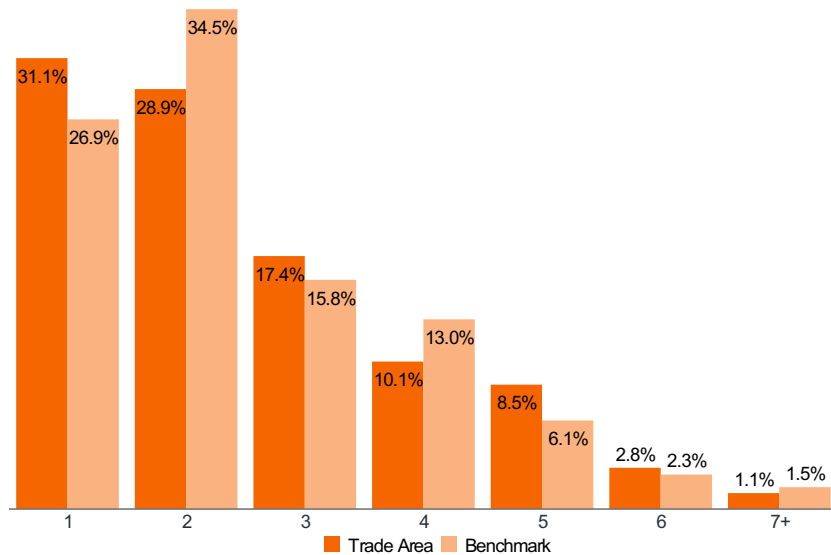
AGE OF HOUSING**



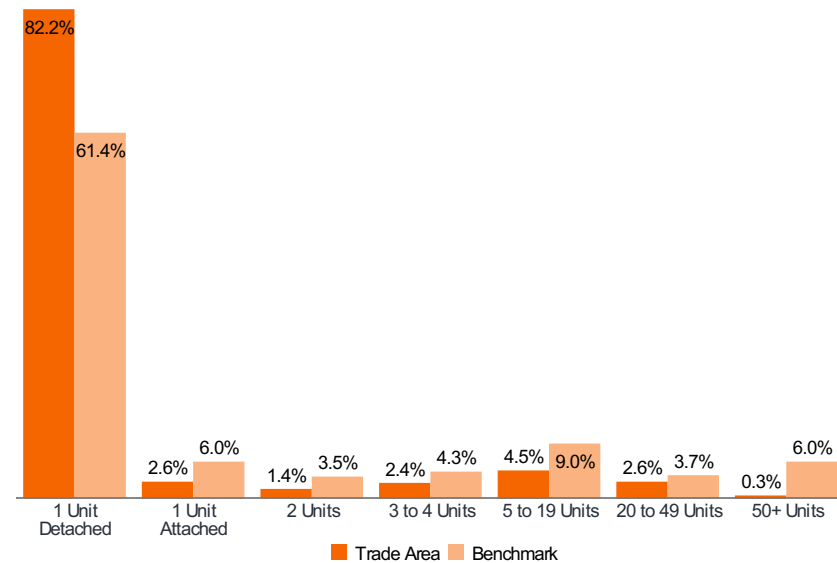
79+ years old

% Comp: 18.2 Index: 154

HOUSEHOLD SIZE



HOUSING UNITS IN STRUCTURE



Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023. (<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

Trade Area: Taft Center - 5 min

Population: 9,817 | Households:3,887

EDUCATIONAL ATTAINMENT: TOP 2*



42.4%

Index: 158

High School Graduate



22.3%

Index: 111

Some College, No Degree

EDUCATION: HISPANIC/LATINO



0.3%

Index:9

Bachelor's degree or higher

POVERTY STATUS



88.4%

Index:97

At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$56,496

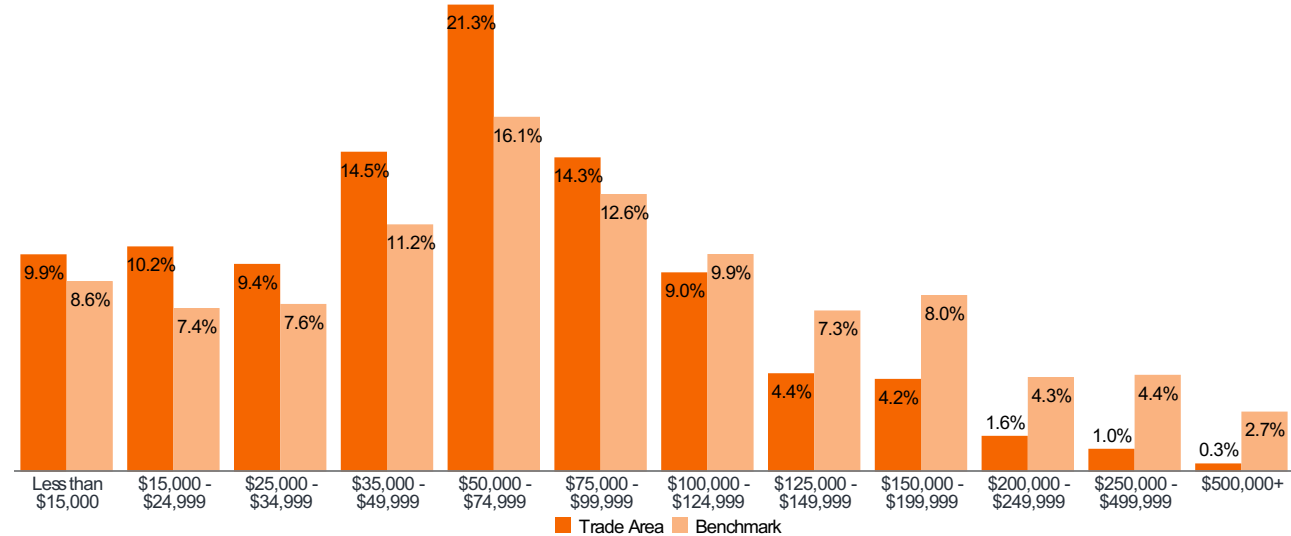
Index:77

Average Household Income

\$69,712

Index:66

HOUSEHOLD INCOME DISTRIBUTION



Benchmark:USA

*Ranked by percent composition

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

Pop-Facts® Demographics | Employment & Occupation



Trade Area: Taft Center - 5 min

Population: 9,817 | Households: 3,887

OCCUPATIONAL CLASS*



53.6%

Index:89

White Collar

UNEMPLOYMENT RATE



2.3%

Index:49

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



83.3%

Index:110

Travel to work by **Driving Alone**

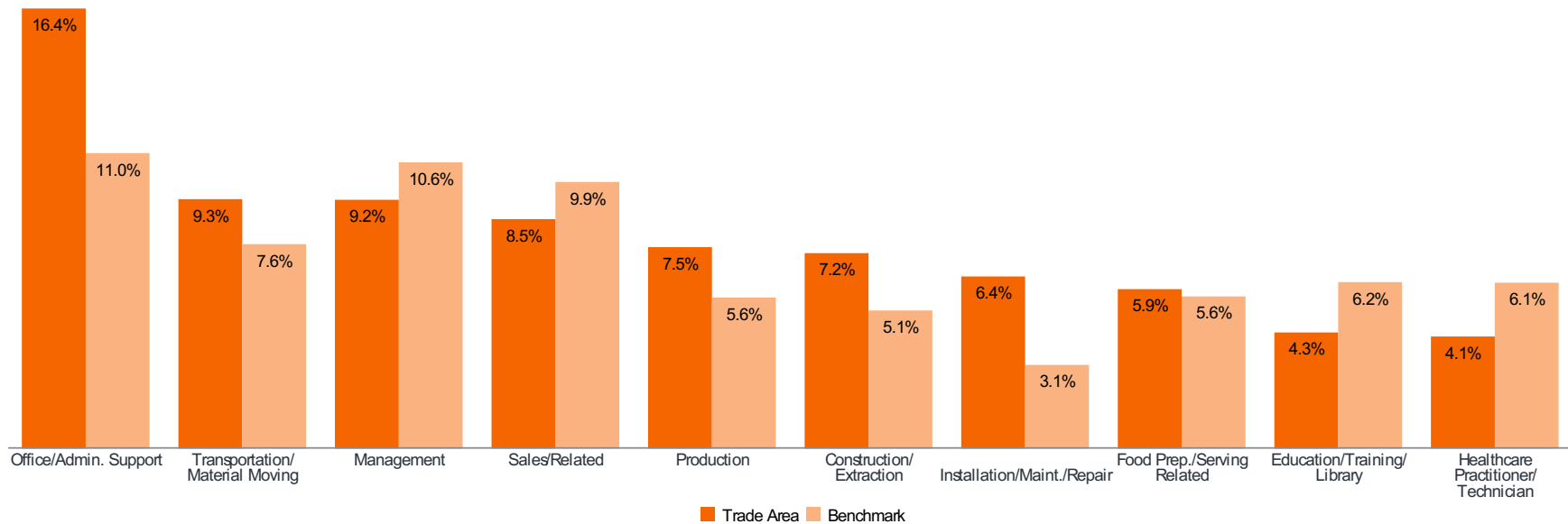


11.2%

Index:127

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

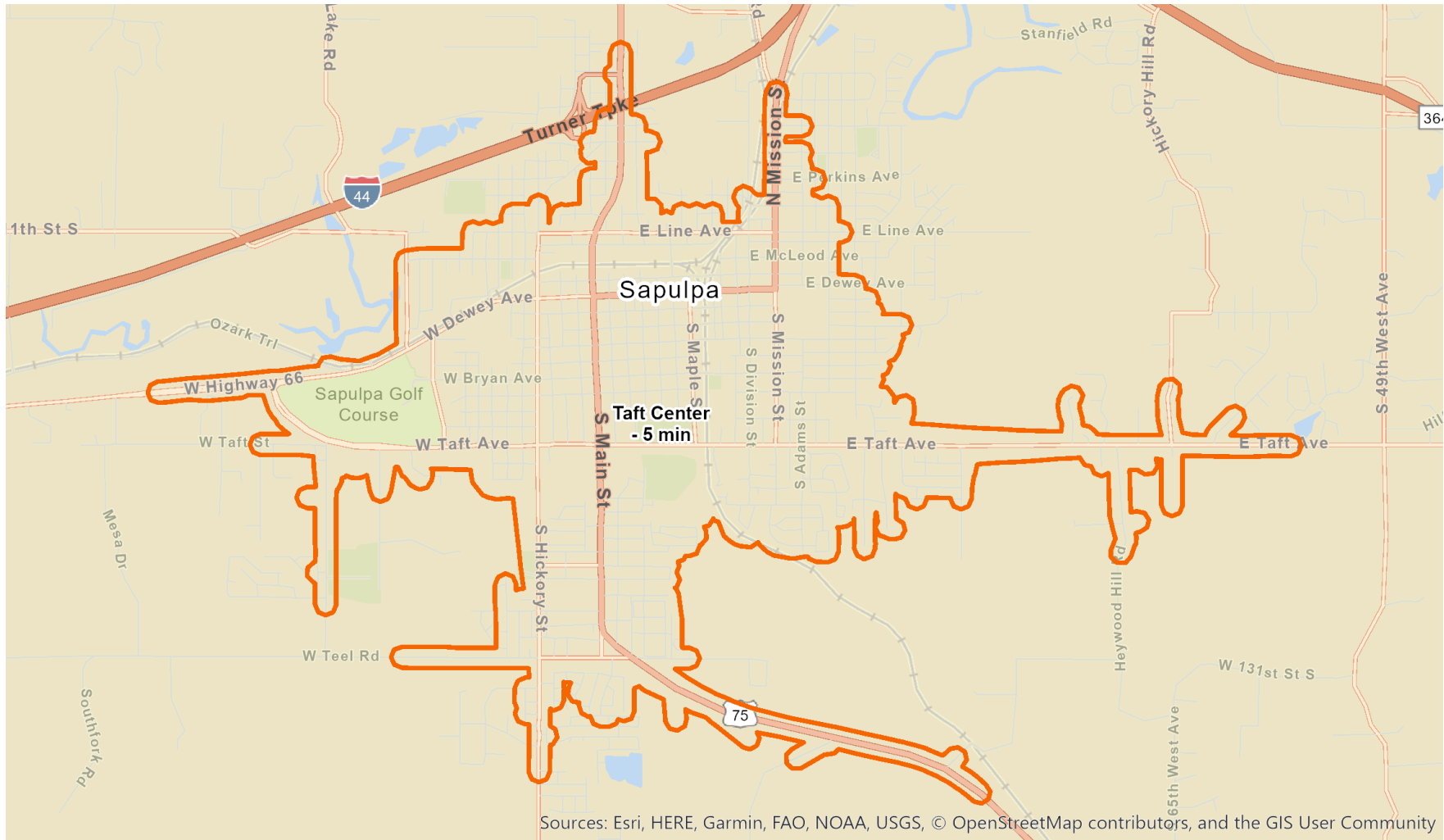
*Chosen from percent composition ranking

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023. (<https://claritas.easpolight.com/Spotlight/About/3/2023>)

Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

Trade Area: Taft Center - 5 min

Population: 9,817 | Households: 3,887



©2006-2023 TomTom

Trade Area: Taft Center - 5 min

	Total	%
Population		
2010 Census	8,923	100.00
2020 Census	9,750	100.00
2023 Estimate	9,817	100.00
2028 Projection	9,954	100.00
Population Growth		
Percent Change: 2010 to 2020	--	9.27
Percent Change: 2020 to 2023	--	0.69
Percent Change: 2023 to 2028	--	1.40
Households		
2010 Census	3,588	100.00
2020 Census	3,853	100.00
2023 Estimate	3,887	100.00
2028 Projection	3,953	100.00
Household Growth		
Percent Change: 2010 to 2020	--	7.39
Percent Change: 2020 to 2023	--	0.88
Percent Change: 2023 to 2028	--	1.70
Family Households		
2010 Census	2,309	100.00
2023 Estimate	2,519	100.00
2028 Projection	2,563	100.00
Family Household Growth		
Percent Change: 2010 to 2023	--	9.10
Percent Change: 2023 to 2028	--	1.75

Benchmark: USA

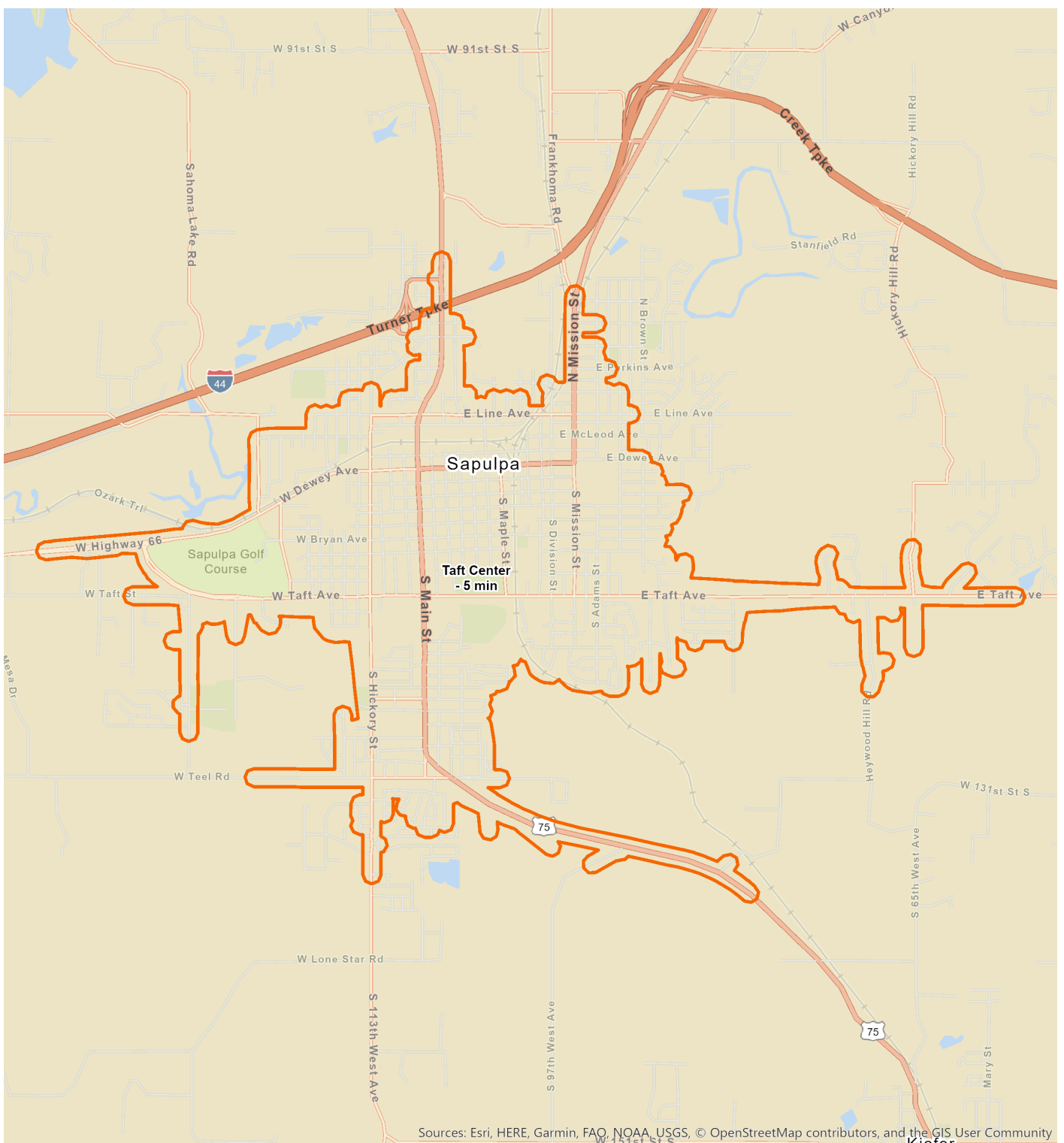
© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

Trade Area: Taft Center - 5 min

	Total	%
2023 Est. Households by Household Income		
Income < \$15,000	383	9.85
Income \$15,000 - \$24,999	397	10.21
Income \$25,000 - \$34,999	366	9.42
Income \$35,000 - \$49,999	565	14.54
Income \$50,000 - \$74,999	826	21.25
Income \$75,000 - \$99,999	555	14.28
Income \$100,000 - \$124,999	351	9.03
Income \$125,000 - \$149,999	172	4.42
Income \$150,000 - \$199,999	162	4.17
Income \$200,000 - \$249,999	61	1.57
Income \$250,000 - \$499,999	38	0.98
Income \$500,000+	12	0.31
2023 Est. Average Household Income	--	69,711.80
2023 Est. Median Household Income	--	56,496.33
2023 Median HH Income by Single-Classification Race		
White Alone	--	59,277.72
Black/African American Alone	--	44,339.63
American Indian/Alaskan Native Alone	--	53,156.59
Asian Alone	--	58,708.30
Native Hawaiian/Pacific Islander Alone	--	62,893.72
Some Other Race Alone	--	50,000.00
Two or More Races	--	46,016.88
Hispanic/Latino	--	45,784.28
Not Hispanic/Latino	--	57,226.94
2023 Est. Households by Household Type		
Family Households	2,519	64.81
NonFamily Households	1,368	35.19
2023 Est. Group Quarters Population	241	2.46
2023 Est. Households by Household Size		
1-Person Household	1,208	31.08
2-Person Household	1,125	28.94
3-Person Household	677	17.42
4-Person Household	394	10.14
5-Person Household	332	8.54
6-Person Household	109	2.80
7+ Person Household	41	1.05
2023 Est. Average Household Size	--	2.50
2023 Est. HHs by Type by Presence of Own Children		
Married Couple Family, with own children	694	27.55
Married Couple Family, without own children	1,054	41.84
Male Householder, with own children	103	4.09
Male Householder, without own children	107	4.25
Female Householder, with own children	292	11.59
Female Householder, without own children	269	10.68

Benchmark: USA

Trade Area: Taft Center - 5 min



Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Taft Center - 5 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	167,968,427	191,963,445	-23,995,018
Total retail trade (NAICS 44 and 45)	150,104,197	167,298,007	-17,193,810
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	40,183,850	39,148,322	1,035,528
Automobile dealers (NAICS 4411)	34,652,874	28,590,819	6,062,055
New car dealers (NAICS 44111)	30,853,249	12,131,792	18,721,457
Used car dealers (NAICS 44112)	3,799,625	16,459,026	-12,659,402
Other motor vehicle dealers (NAICS 4412)	2,887,029	4,467,172	-1,580,143
Recreational vehicle dealers (NAICS 44121)	963,277	2,379,594	-1,416,317
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	1,923,752	2,087,578	-163,826
Boat dealers (NAICS 441222)	609,083	1,055,582	-446,498
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	1,314,669	1,031,996	282,672
Automotive parts, accessories, and tire stores (NAICS 4413)	2,643,947	6,090,331	-3,446,384
Automotive parts and accessories stores (NAICS 44131)	1,672,184	3,763,965	-2,091,780
Tire dealers (NAICS 44132)	971,763	2,326,367	-1,354,604
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	3,119,618	6,714,527	-3,594,909
Furniture stores (NAICS 4421)	1,825,049	5,365,585	-3,540,536
Home furnishings stores (NAICS 4422)	1,294,569	1,348,943	-54,373
Floor covering stores (NAICS 44221)	632,053	592,443	39,610
Other home furnishings stores (NAICS 44229)	662,516	756,500	-93,984
Window treatment stores (NAICS 442291)	30,565	106,800	-76,235
All other home furnishings stores (NAICS 442299)	631,951	649,699	-17,748
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	2,272,491	1,865,554	406,936
Household appliance stores (NAICS 443141)	496,425	613,862	-117,437
Electronics stores (NAICS 443142)	1,776,065	1,251,692	524,373
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	10,654,560	12,432,167	-1,777,607
Building material and supplies dealers (NAICS 4441)	9,396,771	8,327,018	1,069,753
Home centers (NAICS 44411)	5,277,832	1,738,688	3,539,143
Paint and wallpaper stores (NAICS 44412)	372,207	1,615,306	-1,243,099
Hardware stores (NAICS 44413)	775,680	1,838,170	-1,062,491
Other building material dealers (NAICS 44419)	2,971,052	3,134,853	-163,801
Lawn and garden equipment and supplies stores (NAICS 4442)	1,257,789	4,105,149	-2,847,360
Outdoor power equipment stores (NAICS 44421)	269,797	689,467	-419,670
Nursery, garden center, and farm supply stores (NAICS 44422)	987,992	3,415,683	-2,427,690
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	20,426,182	15,210,679	5,215,503
Grocery stores (NAICS 4451)	18,359,784	13,442,602	4,917,183
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	17,558,572	13,139,303	4,419,268
Convenience stores (NAICS 44512)	801,213	303,298	497,914
Specialty food stores (NAICS 4452)	528,350	51,007	477,342
Meat markets (NAICS 44521)	162,381	0	162,381
Fish and seafood markets (NAICS 44522)	63,784	0	63,784
Fruit and vegetable markets (NAICS 44523)	110,127	0	110,127
Other specialty food stores (NAICS 44529)	192,057	51,007	141,050
All other specialty food stores (NAICS 445299)	90,496	10,865	79,630
Beer, wine, and liquor stores (NAICS 4453)	1,538,048	1,717,071	-179,022
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	8,694,084	11,894,758	-3,200,674
Pharmacies and drug stores (NAICS 44611)	7,509,571	9,406,872	-1,897,301
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	524,405	1,122,844	-598,438
Optical goods stores (NAICS 44613)	184,213	522,784	-338,571
Other health and personal care stores (NAICS 44619)	475,894	842,258	-366,364
Food (health) supplement stores (NAICS 446191)	167,902	248,156	-80,255
All other health and personal care stores (NAICS 446199)	307,993	594,102	-286,109
Gasoline Stations			
Gasoline stations (NAICS 447)	11,958,389	26,544,418	-14,586,029

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023.
<https://claritas.easptlight.com/Spotlight/About/3/2023>

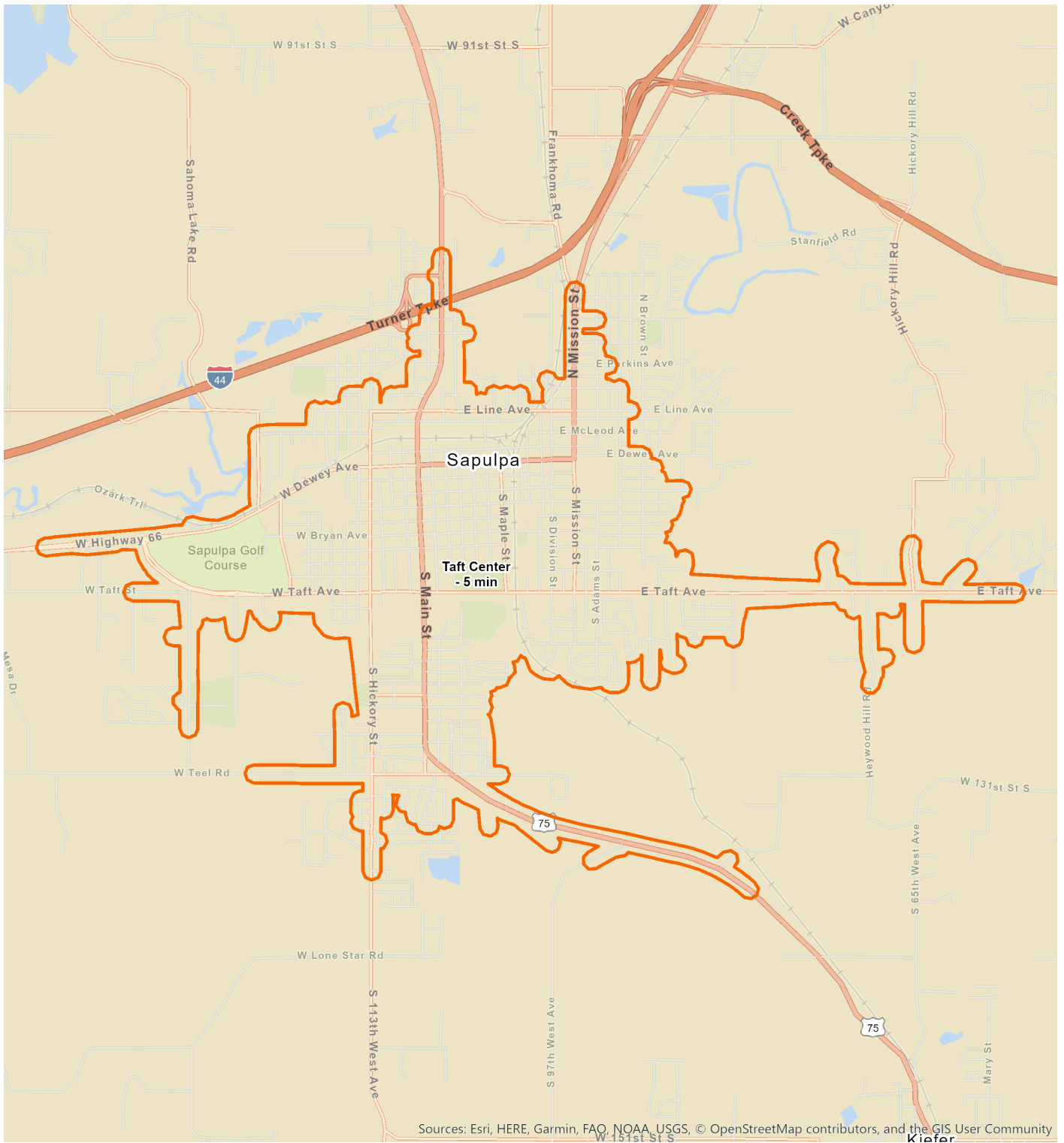
Trade Area: Taft Center - 5 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	6,104,819	1,727,381	4,377,438
Clothing stores (NAICS 4481)	4,143,501	914,648	3,228,852
Men's clothing stores (NAICS 44811)	151,810	0	151,810
Women's clothing stores (NAICS 44812)	774,241	208,793	565,448
Children's and infants' clothing stores (NAICS 44813)	218,545	0	218,545
Family clothing stores (NAICS 44814)	2,448,268	549,046	1,899,222
Clothing accessories stores (NAICS 44815)	201,119	0	201,119
Other clothing stores (NAICS 44819)	349,518	156,809	192,708
Shoe stores (NAICS 4482)	700,483	258,883	441,600
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,260,835	553,850	706,985
Jewelry stores (NAICS 44831)	847,777	147,198	700,579
Luggage and leather goods stores (NAICS 44832)	413,058	406,652	6,407
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	1,988,080	1,690,561	297,518
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	1,713,447	1,142,545	570,902
Sporting goods stores (NAICS 45111)	1,074,034	359,715	714,319
Hobby, toy, and game stores (NAICS 45112)	487,752	355,073	132,679
Sewing, needlework, and piece goods stores (NAICS 45113)	57,242	193,774	-136,533
Musical instrument and supplies stores (NAICS 45114)	94,419	233,983	-139,564
Book stores and news dealers (NAICS 4512)	274,633	548,016	-273,383
Book stores (NAICS 451211)	256,017	475,511	-219,495
News dealers and newsstands (NAICS 451212)	18,616	72,505	-53,889
General Merchandise Stores			
General merchandise stores (NAICS 452)	17,663,778	42,939,501	-25,275,723
Department stores (NAICS 4522)	2,142,979	1,123,617	1,019,362
Other general merchandise stores (NAICS 4523)	15,520,800	41,815,884	-26,295,085
Warehouse clubs and supercenters (NAICS 452311)	14,062,610	34,478,753	-20,416,143
All other general merchandise stores (NAICS 452319)	1,458,190	7,337,131	-5,878,941
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	2,926,690	3,876,952	-950,262
Florists (NAICS 4531)	145,625	319,105	-173,480
Office supplies, stationery, and gift stores (NAICS 4532)	550,371	232,433	317,939
Office supplies and stationery stores (NAICS 45321)	256,001	137,132	118,869
Gift, novelty, and souvenir stores (NAICS 45322)	294,371	95,300	199,070
Used merchandise stores (NAICS 4533)	410,404	191,655	218,750
Other miscellaneous store retailers (NAICS 4539)	1,820,289	3,133,759	-1,313,470
Pet and pet supplies stores (NAICS 45391)	520,716	610,737	-90,021
Art dealers (NAICS 45392)	253,568	367,947	-114,379
Manufactured (mobile) home dealers (NAICS 45393)	169,483	0	169,483
All other miscellaneous store retailers (NAICS 45399)	876,522	2,155,076	-1,278,554
Tobacco stores (NAICS 453991)	308,039	1,416,608	-1,108,569
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	568,483	738,467	-169,985
Non-store Retailers			
Non-store retailers (NAICS 454)	24,111,657	3,253,185	20,858,472
Electronic shopping and mail-order houses (NAICS 4541)	23,123,976	1,834,073	21,289,903
Vending machine operators (NAICS 4542)	127,702	0	127,702
Direct selling establishments (NAICS 4543)	859,979	1,419,112	-559,133
Fuel dealers (NAICS 45431)	481,807	350,805	131,002
Other direct selling establishments (NAICS 45439)	378,172	1,068,307	-690,135
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	17,864,230	24,665,437	-6,801,207
Special food services (NAICS 7223)	1,358,897	36,725	1,322,172
Food service contractors (NAICS 72231)	1,071,515	36,725	1,034,790
Caterers (NAICS 72232)	259,392	0	259,392
Mobile food services (NAICS 72233)	27,990	0	27,990
Drinking places (alcoholic beverages) (NAICS 7224)	597,563	75,109	522,453
Restaurants and other eating places (NAICS 7225)	15,907,770	24,553,603	-8,645,833
Full-service restaurants (NAICS 722511)	7,924,728	10,560,486	-2,635,758
Limited-service restaurants (NAICS 722513)	6,774,348	13,915,198	-7,140,850
Cafeterias, grill buffets, and buffets (NAICS 722514)	172,716	0	172,716
Snack and non-alcoholic beverage bars (NAICS 722515)	1,035,979	77,920	958,059

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

Trade Area: Taft Center - 5 min



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

©2006-2023 TomTom

Pop-Facts® Demographic Snapshot | Summary



Trade Area: Taft Center - 5 min

Population	
2010 Census	8,923
2020 Census	9,750
2023 Estimate	9,817
2028 Projection	9,954
Population Growth	
Percent Change: 2010 to 2020	9.27
Percent Change: 2020 to 2023	0.69
Percent Change: 2023 to 2028	1.40
Households	
2010 Census	3,588
2020 Census	3,853
2023 Estimate	3,887
2028 Projection	3,953
Household Growth	
Percent Change: 2010 to 2020	7.39
Percent Change: 2020 to 2023	0.88
Percent Change: 2023 to 2028	1.70
Family Households	
2010 Census	2,309
2023 Estimate	2,519
2028 Projection	2,563
Family Household Growth	
Percent Change: 2010 to 2023	9.10
Percent Change: 2023 to 2028	1.75

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023. (<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

Trade Area: Taft Center - 5 min

Total Population: 9,817 | Total Households: 3,887

	Count	%
2023 Est. Population by Single-Classification Race		
White Alone	6,531	66.53
Black/African American Alone	316	3.22
American Indian/Alaskan Native Alone	1,012	10.31
Asian Alone	35	0.36
Native Hawaiian/Pacific Islander Alone	14	0.14
Some Other Race Alone	292	2.97
Two or More Races	1,617	16.47
2023 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	9,070	92.39
Hispanic or Latino	747	7.61
Mexican Origin	590	78.98
Puerto Rican Origin	28	3.75
Cuban Origin	0	0.00
All Other Hispanic or Latino	129	17.27
2023 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	4	11.43
Filipino	10	28.57
Japanese	1	2.86
Asian Indian	0	0.00
Korean	5	14.29
Vietnamese	12	34.29
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	4	11.43
All Other Asian Races Including 2+ Category	0	0.00
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,731	94.68
Speak Asian/Pacific Isl. Lang. at Home	64	0.69
Speak Indo-European Language at Home	25	0.27
Speak Spanish at Home	375	4.07
Speak Other Language at Home	27	0.29
2023 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	218	29.18
Black/African American Alone	2	0.27
American Indian/Alaskan Native Alone	44	5.89
Asian Alone	5	0.67
Native Hawaiian/Pacific Islander Alone	0	0.00
Some Other Race Alone	255	34.14
Two or More Races	224	29.99
2023 Population by Ancestry		
Arab	20	0.20
Czech	13	0.13
Danish	5	0.05
Dutch	106	1.08
English	674	6.87
French (Excluding Basque)	173	1.76
French Canadian	7	0.07
German	968	9.86
Greek	7	0.07
Hungarian	3	0.03
Irish	778	7.92
Italian	189	1.93
Lithuanian	0	0.00
Norwegian	29	0.29
Polish	86	0.88
Portuguese	0	0.00
Russian	5	0.05
Scotch-Irish	35	0.36
Scottish	126	1.28
Slovak	0	0.00
Subsaharan African	12	0.12
Swedish	32	0.33
Swiss	22	0.22
Ukrainian	4	0.04
United States or American	423	4.31
Welsh	14	0.14
West Indian (Excluding Hispanic groups)	34	0.35
Other Ancestry	2,714	27.65
Ancestry Unclassified	3,335	33.97

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023. (<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

Trade Area: Taft Center - 5 min

Total Population: 9,817 | Total Households: 3,887

	Count	%
2023 Est. Population by Sex		
Male	4,695	47.83
Female	5,122	52.17
2023 Est. Population by Age		
Age 0 - 4	595	6.06
Age 5 - 9	635	6.47
Age 10 - 14	681	6.94
Age 15 - 17	403	4.11
Age 18 - 20	345	3.51
Age 21 - 24	431	4.39
Age 25 - 34	1,136	11.57
Age 35 - 44	1,338	13.63
Age 45 - 54	1,163	11.85
Age 55 - 64	1,173	11.95
Age 65 - 74	1,025	10.44
Age 75 - 84	587	5.98
Age 85 and over	306	3.12
Age 16 and over	7,773	79.18
Age 18 and over	7,503	76.43
Age 21 and over	7,158	72.91
Age 65 and over	1,917	19.53
Median Age	—	40.11
Average Age	—	40.70
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,186	27.65
Male, Never Married	1,235	15.62
Female, Never Married	951	12.03
Married, Spouse Present	3,350	42.37
Married, Spouse Absent	416	5.26
Widowed	698	8.83
Male, Widowed	98	1.24
Female, Widowed	600	7.59
Divorced	1,256	15.89
Male, Divorced	504	6.38
Female, Divorced	753	9.52
2023 Est. Male Population by Age		
Male: Age 0 - 4	299	6.37
Male: Age 5 - 9	325	6.92
Male: Age 10 - 14	359	7.65
Male: Age 15 - 17	205	4.37
Male: Age 18 - 20	177	3.77
Male: Age 21 - 24	214	4.56
Male: Age 25 - 34	573	12.21
Male: Age 35 - 44	656	13.97
Male: Age 45 - 54	558	11.88
Male: Age 55 - 64	564	12.01
Male: Age 65 - 74	431	9.18
Male: Age 75 - 84	239	5.09
Male: Age 85 and over	95	2.02
Median Age, Male	—	38.01
Average Age, Male	—	38.90
2023 Est. Female Population by Age		
Female: Age 0 - 4	296	5.78
Female: Age 5 - 9	310	6.05
Female: Age 10 - 14	322	6.29
Female: Age 15 - 17	198	3.87
Female: Age 18 - 20	168	3.28
Female: Age 21 - 24	218	4.26
Female: Age 25 - 34	563	10.99
Female: Age 35 - 44	682	13.31
Female: Age 45 - 54	605	11.81
Female: Age 55 - 64	609	11.89
Female: Age 65 - 74	593	11.58
Female: Age 75 - 84	347	6.78
Female: Age 85 and over	211	4.12
Median Age, Female	—	42.11
Average Age, Female	—	42.40

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023. (<https://claritas.easptight.com/Spotlight/About/3/2023>)

Trade Area: Taft Center - 5 min

Total Population: 9,817 | Total Households: 3,887

	Count	%
2023 Est. Households by Household Type		
Family Households	2,519	64.81
NonFamily Households	1,368	35.19
2023 Est. Group Quarters Population		
2023 Est. Group Quarters Population	241	2.46
2023 HHs By Ethnicity, Hispanic/Latino		
2023 HHs By Ethnicity, Hispanic/Latino	213	5.48
2023 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	694	27.55
Married Couple Family, no own children	1,054	41.84
Male Householder, own children	103	4.09
Male Householder, no own children	107	4.25
Female Householder, own children	292	11.59
Female Householder, no own children	269	10.68
2023 Est. Households by Household Size		
1-Person Household	1,208	31.08
2-Person Household	1,125	28.94
3-Person Household	677	17.42
4-Person Household	394	10.14
5-Person Household	332	8.54
6-Person Household	109	2.80
7-or-more-person	41	1.05
2023 Est. Average Household Size	-	2.50
2023 Est. Households by Number of Vehicles		
No Vehicles	205	5.27
1 Vehicle	1,516	39.00
2 Vehicles	1,561	40.16
3 Vehicles	396	10.19
4 Vehicles	157	4.04
5 or more Vehicles	51	1.31
2023 Est. Average Number of Vehicles	-	1.70
2023 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	2,584	66.48
Housing Units, Renter-Occupied	1,303	33.52
2023 Owner Occ. HUs: Avg. Length of Residence		
2023 Owner Occ. HUs: Avg. Length of Residence	-	15.70
2023 Renter Occ. HUs: Avg. Length of Residence		
2023 Renter Occ. HUs: Avg. Length of Residence	-	6.70
2023 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	90	3.48
Value \$20,000 - \$39,999	121	4.68
Value \$40,000 - \$59,999	77	2.98
Value \$60,000 - \$79,999	142	5.50
Value \$80,000 - \$99,999	322	12.46
Value \$100,000 - \$149,999	747	28.91
Value \$150,000 - \$199,999	425	16.45
Value \$200,000 - \$299,999	407	15.75
Value \$300,000 - \$399,999	101	3.91
Value \$400,000 - \$499,999	43	1.66
Value \$500,000 - \$749,999	50	1.94
Value \$750,000 - \$999,999	36	1.39
Value \$1,000,000 - \$1,499,999	16	0.62
Value \$1,500,000 - \$1,999,999	5	0.19
Value \$2,000,000 or more	1	0.04
2023 Est. Median All Owner-Occupied Housing Value	-	134,349.61

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023. (<https://claritas.easptlight.com/Spotlight/About/3/2023>)

Trade Area: Taft Center - 5 min

Total Population: 9,817 | Total Households: 3,887

	Count	%
2023 Est. Housing Units by Units in Structure		
1 Unit Attached	116	2.62
1 Unit Detached	3,647	82.23
2 Units	62	1.40
3 to 4 Units	107	2.41
5 to 19 Units	200	4.51
20 to 49 Units	116	2.62
50 or More Units	13	0.29
Mobile Home or Trailer	175	3.95
Boat, RV, Van, etc.	0	0.00
2023 Est. Housing Units by Year Structure Built		
Built 2014 or Later	115	2.59
Built 2010 to 2013	68	1.53
Built 2000 to 2009	358	8.07
Built 1990 to 1999	350	7.89
Built 1980 to 1989	382	8.61
Built 1970 to 1979	782	17.63
Built 1960 to 1969	641	14.45
Built 1950 to 1959	688	15.51
Built 1940 to 1949	242	5.46
Built 1939 or Earlier	809	18.24
2023 Housing Units by Year Structure Built		
2023 Est. Median Year Structure Built	--	1,967.57
2023 Est. Households by Presence of People Under 18		
2023 Est. Households by Presence of People Under 18	1,262	32.47
Households with 1 or More People under Age 18		
Married Couple Family	768	60.86
Other Family, Male Householder	121	9.59
Other Family, Female Householder	355	28.13
NonFamily Household, Male Householder	13	1.03
NonFamily Household, Female Householder	6	0.47
2023 Est. Households with No People under Age 18		
Households with No People under Age 18	2,625	67.53
Households with No People under Age 18		
Married Couple Family	982	37.41
Other Family, Male Householder	86	3.28
Other Family, Female Householder	207	7.89
NonFamily, Male Householder	574	21.87
NonFamily, Female Householder	776	29.56

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023. (<https://claritas.easptight.com/Spotlight/About/3/2023>)

Trade Area: Taft Center - 5 min

Total Population: 9,817 | Total Households: 3,887

	Count	%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	203	3.02
Some High School, No Diploma	588	8.74
High School Graduate (or GED)	2,855	42.44
Some College, No Degree	1,502	22.33
Associate's Degree	434	6.45
Bachelor's Degree	856	12.72
Master's Degree	180	2.68
Professional Degree	71	1.05
Doctorate Degree	38	0.56
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
Less than High School Diploma	112	30.43
High School Graduate	165	44.84
Some College or Associate's Degree	73	19.84
Bachelor's Degree or Higher	17	4.62
2023 Est. Households by HH Income		
Income < \$15,000	383	9.85
Income \$15,000 - \$24,999	397	10.21
Income \$25,000 - \$34,999	366	9.42
Income \$35,000 - \$49,999	565	14.54
Income \$50,000 - \$74,999	826	21.25
Income \$75,000 - \$99,999	555	14.28
Income \$100,000 - \$124,999	351	9.03
Income \$125,000 - \$149,999	172	4.42
Income \$150,000 - \$199,999	162	4.17
Income \$200,000 - \$249,999	61	1.57
Income \$250,000 - \$499,999	38	0.98
Income \$500,000+	12	0.31
2023 Est. Average Household Income	-	69,711.80
2023 Est. Median Household Income	-	56,496.33
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	-	59,277.72
Black or African American Alone	-	44,339.63
American Indian and Alaskan Native Alone	-	53,156.59
Asian Alone	-	58,708.30
Native Hawaiian and Other Pacific Islander Alone	-	62,893.72
Some Other Race Alone	-	50,000.00
Two or More Races	-	46,016.88
Hispanic or Latino	-	45,784.28
Not Hispanic or Latino	-	57,226.94
2023 Est. Families by Poverty Status		
2023 Families at or Above Poverty	2,226	88.37
2023 Families at or Above Poverty with children	1,026	40.73
2023 Families Below Poverty	292	11.59
2023 Families Below Poverty, with kids	218	8.65

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023. (<https://claritas.easptight.com/Spotlight/About/3/2023>)

Trade Area: Taft Center - 5 min

Total Population: 9,817 | Total Households: 3,887

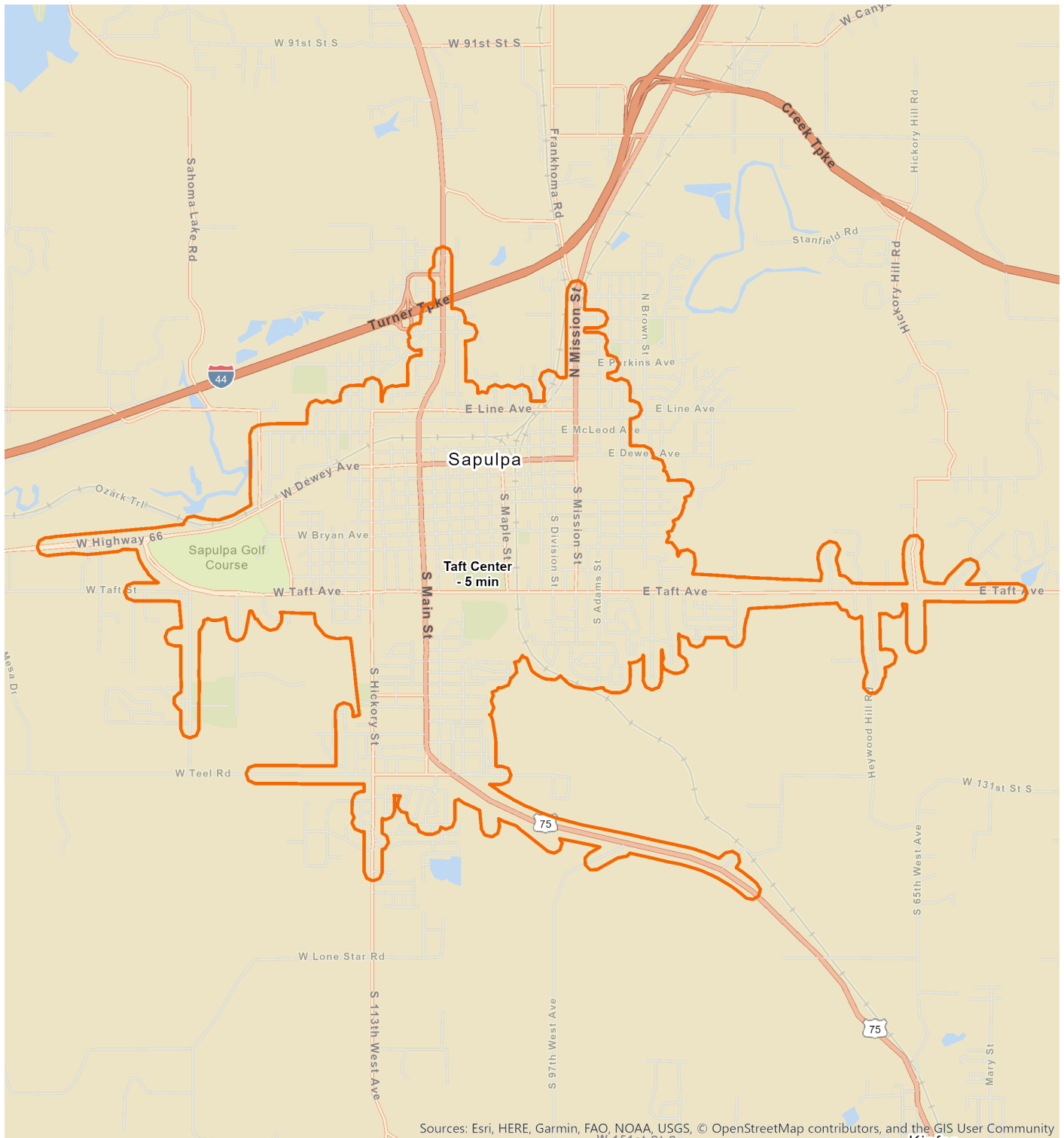
	Count	%
2023 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	2,156	53.62
Blue Collar	1,218	30.29
Service and Farming	647	16.09
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,081	28.17
15 - 29 Minutes	1,717	44.75
30 - 44 Minutes	824	21.48
45 - 59 Minutes	100	2.61
60 or more Minutes	115	3.00
2023 Est. Avg Travel Time to Work in Minutes	-	23.70
2023 Est. Workers Age 16+ by Transp. to Work		
2023 Est. Workers Age 16+ by Transp. to Work	3,955	100.00
Drove Alone	3,296	83.34
Carpooled	444	11.23
Public Transport	6	0.15
Walked	35	0.89
Bicycle	14	0.35
Other Means	47	1.19
Worked at Home	113	2.86
2023 Est. Civ. Employed Pop 16+ by Class of Worker		
2023 Est. Civ. Employed Pop 16+ by Class of Worker	4,021	100.00
For-Profit Private Workers	2,940	73.12
Non-Profit Private Workers	220	5.47
Local Government Workers	227	5.64
State Government Workers	176	4.38
Federal Government Workers	140	3.48
Self-Employed Workers	316	7.86
Unpaid Family Workers	2	0.05
2023 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	74	1.84
Arts/Design/Entertainment/Sports/Media	51	1.27
Building/Grounds Cleaning/Maintenance	127	3.16
Business/Financial Operations	140	3.48
Community/Social Services	49	1.22
Computer/Mathematical	77	1.92
Construction/Extraction	291	7.24
Education/Training/Library	172	4.28
Farming/Fishing/Forestry	6	0.15
Food Preparation/Serving Related	237	5.89
Healthcare Practitioner/Technician	166	4.13
Healthcare Support	135	3.36
Installation/Maintenance/Repair	256	6.37
Legal	53	1.32
Life/Physical/Social Science	3	0.07
Management	371	9.23
Office/Administrative Support	658	16.36
Production	300	7.46
Protective Services	69	1.72
Sales/Related	342	8.51
Personal Care/Service	71	1.77
Transportation/Material Moving	372	9.25
2023 Est. Pop Age 16+ by Employment Status		
In Armed Forces	6	0.08
Civilian - Employed	4,228	54.39
Civilian - Unemployed	100	1.29
Not in Labor Force	3,440	44.26

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023. (<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

Trade Area: Taft Center - 5 min

Total Population: 9,817 | Total Households: 3,887



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

Product	Provider	Copyright
Claritas Pop-Facts® Premier 2023	Claritas	©Claritas, LLC 2023 (https://claritas.easpotlight.com/Spotlight/About)
Retail Market Power® - 2023 Estimates and 2028 Projections	Environics Analytics U.S. Census Bureau U.S. Bureau of Labour Statistics Data Axle	©2023 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)
SPOTLIGHT Pop-Facts® Premier 2023, including 2000 and 2010 US Census, 2023 estimates and 2028 projections	Claritas	© 2023 Claritas, LLC. All Rights Reserved. Pop-Facts is a registered trademark of Claritas, LLC. (https://claritas.easpotlight.com/Spotlight/About)