

Pop-Facts® Demographics | Population & Race



Trade Area: Taft Center - 5 mi Distance

POPULATION

32,305

HOUSEHOLDS

12,521

ETHNICITY



7.2%

Index:103

Hispanic/Latino

HISPANIC ORIGIN*



82.8%

Index:136

Mexican

HOME LANGUAGE*

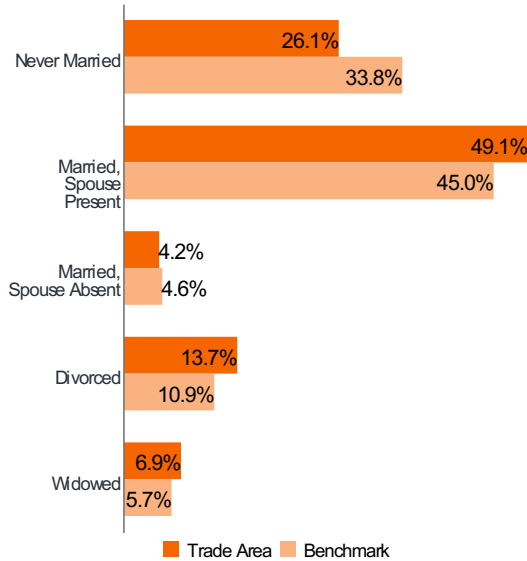


95.0%

Index:121

Only English

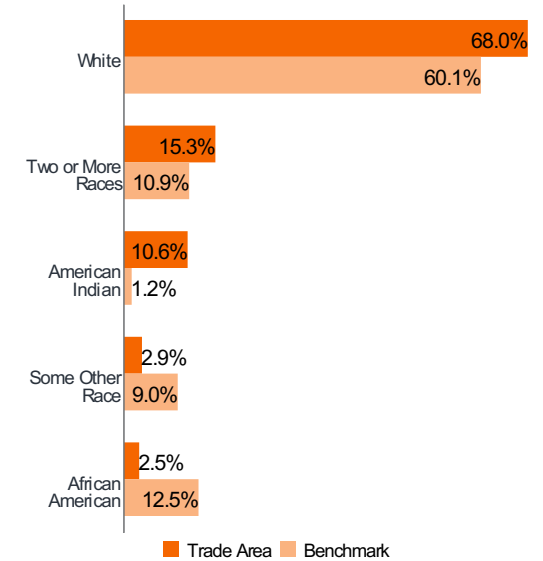
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	1,884	5.8	100
5 - 9	1,993	6.2	103
10 - 14	2,093	6.5	105
15 - 17	1,299	4.0	105
18 - 20	1,159	3.6	88
21 - 24	1,529	4.7	92
25 - 34	3,914	12.1	90
35 - 44	4,095	12.7	98
45 - 54	3,892	12.0	100
55 - 64	4,301	13.3	105
65 - 74	3,657	11.3	106
75 - 84	1,805	5.6	107
85+	685	2.1	103

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 - 5 mi Distance

Population: 32,305 | Households: 12,521

MEDIAN AGE OF HOUSEHOLDER

55

Index: 103

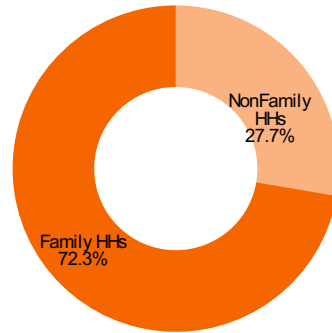
PRESENCE OF CHILDREN*



34.3%

Index: 102

HOUSEHOLD TYPE



HOUSING TENURE



Own

74.1%

Index: 115



Rent

25.9%

Index: 73

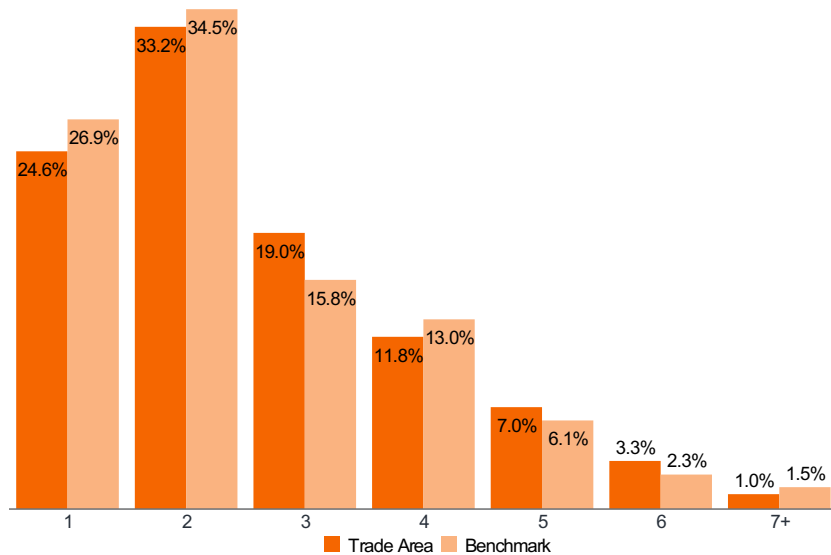
AGE OF HOUSING**



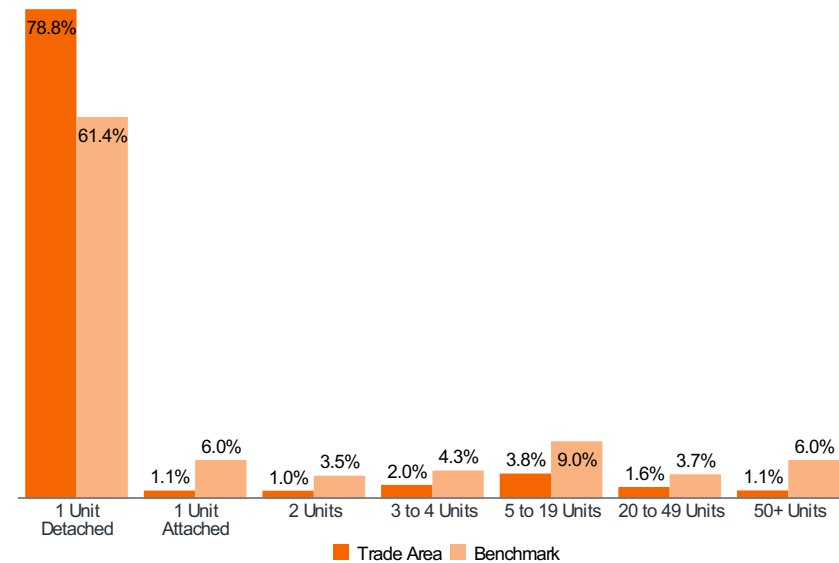
39 - 48 years old

% Comp: 18.8 Index: 128

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 - 5 mi Distance

Population: 32,305 | Households: 12,521

EDUCATIONAL ATTAINMENT: TOP 2*



38.3%

Index: 142

High School Graduate



23.0%

Index: 114

Some College, No Degree

EDUCATION: HISPANIC/LATINO



0.3%

Index: 10

Bachelor's degree or higher

POVERTY STATUS



89.7%

Index: 98

At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$67,436

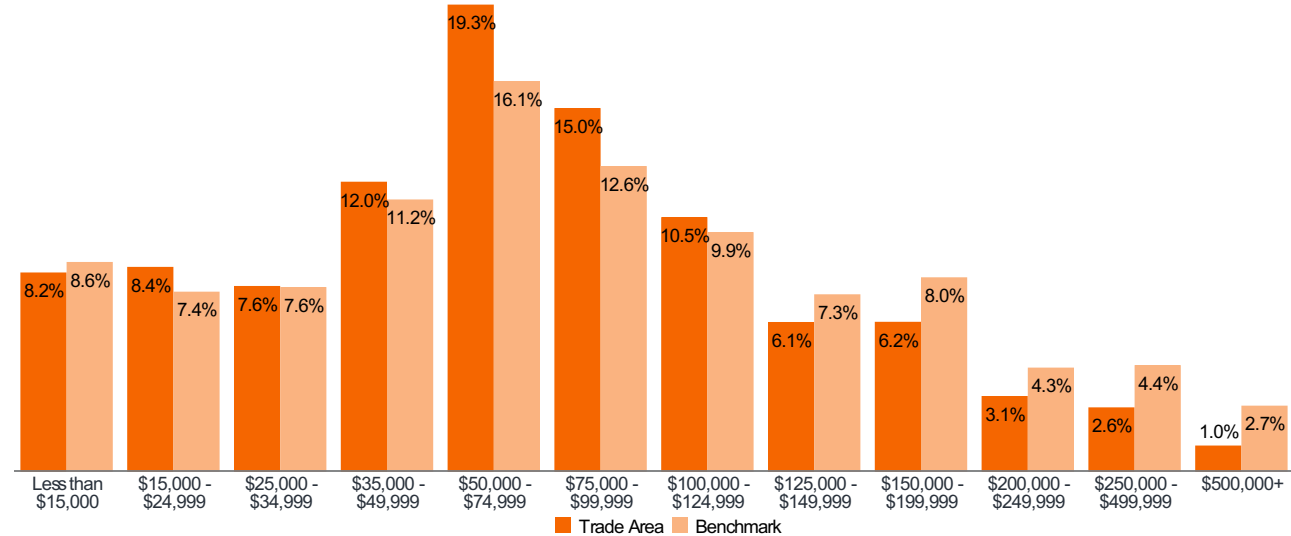
Index: 92

Average Household Income

\$87,467

Index: 83

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 - 5 mi Distance

Population: 32,305 | Households: 12,521

OCCUPATIONAL CLASS*



56.7%

Index:94

White Collar

UNEMPLOYMENT RATE



2.6%

Index:55

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



85.2%

Index:113

Travel to work by **Driving Alone**

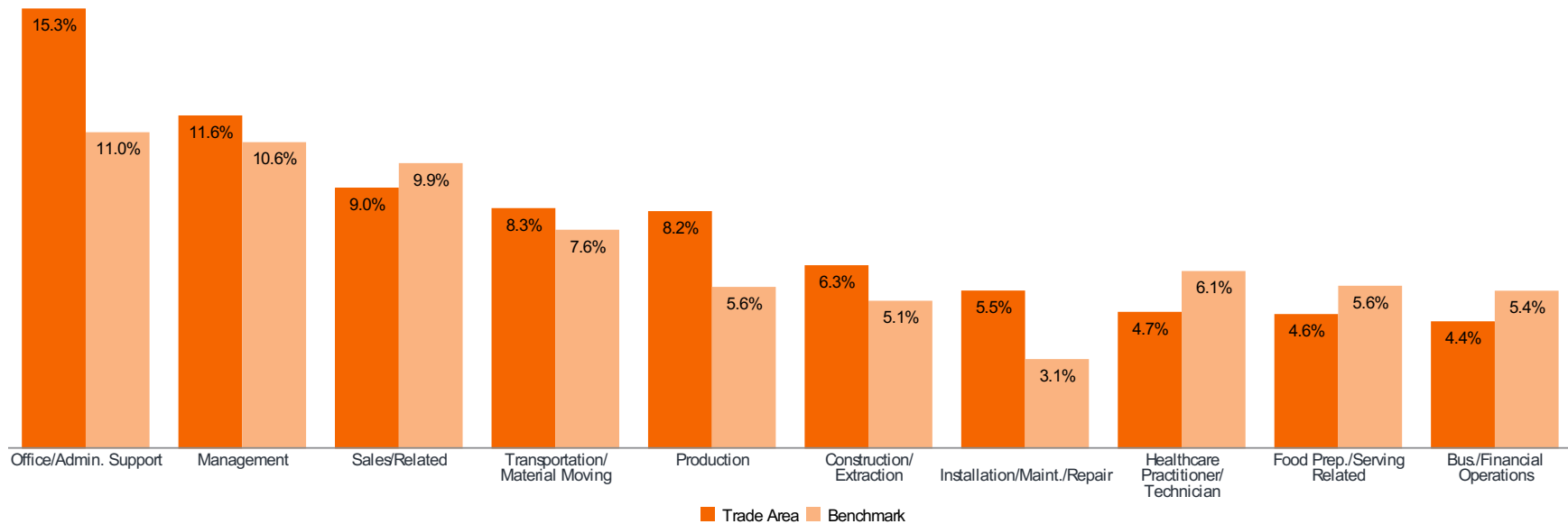


8.4%

Index:94

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

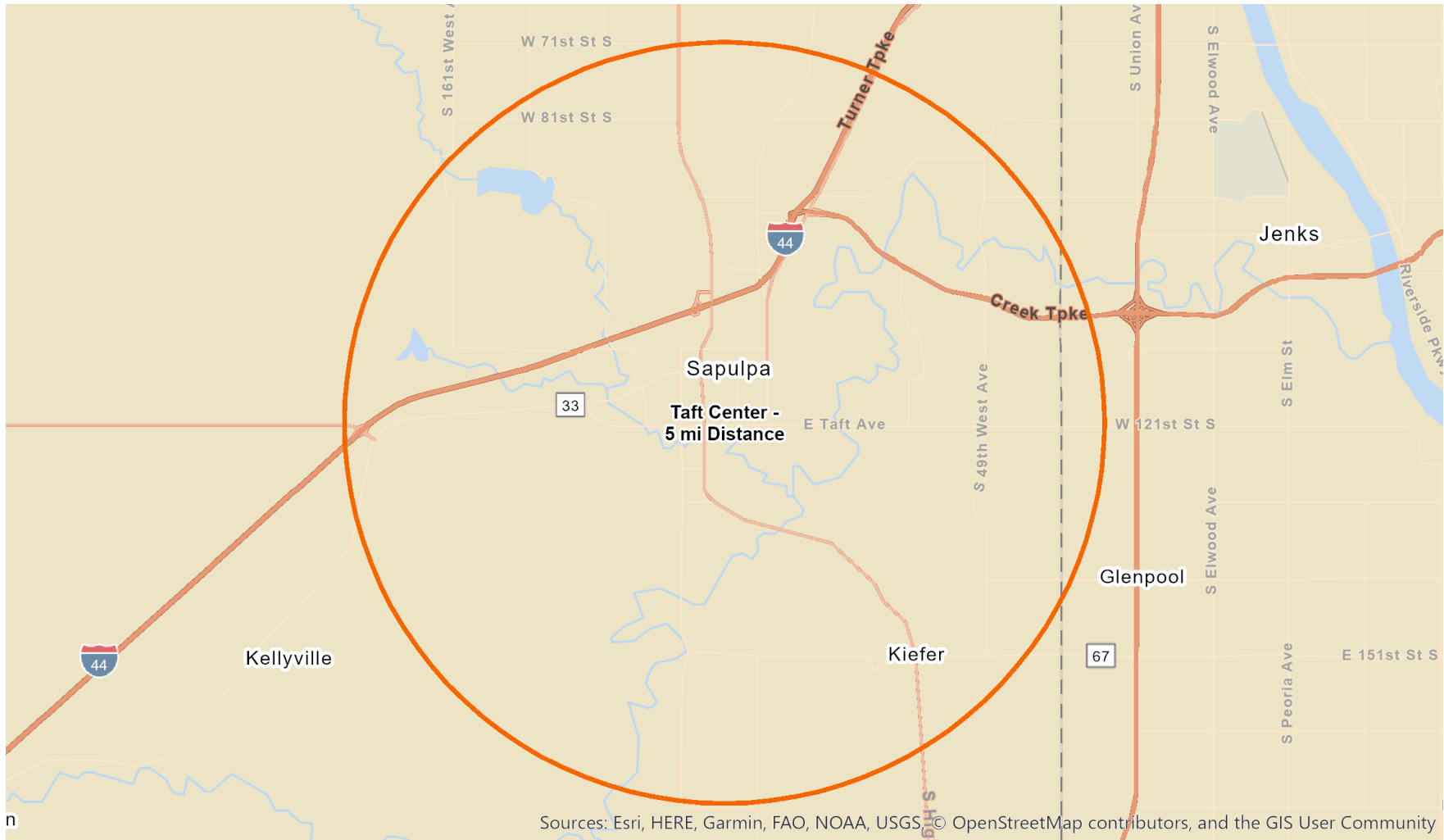
*Chosen from percent composition ranking

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Index Colors:	<80	80 - 110	110+
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Trade Area: Taft Center - 5 mi Distance

Population: 32,305 | Households: 12,521



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Trade Area: Taft Center - 5 mi Distance

	Total	%
Population		
2010 Census	29,440	100.00
2020 Census	31,912	100.00
2023 Estimate	32,305	100.00
2028 Projection	33,067	100.00
Population Growth		
Percent Change: 2010 to 2020	--	8.40
Percent Change: 2020 to 2023	--	1.23
Percent Change: 2023 to 2028	--	2.36
Households		
2010 Census	11,235	100.00
2020 Census	12,354	100.00
2023 Estimate	12,521	100.00
2028 Projection	12,848	100.00
Household Growth		
Percent Change: 2010 to 2020	--	9.96
Percent Change: 2020 to 2023	--	1.35
Percent Change: 2023 to 2028	--	2.61
Family Households		
2010 Census	8,077	100.00
2023 Estimate	9,056	100.00
2028 Projection	9,298	100.00
Family Household Growth		
Percent Change: 2010 to 2023	--	12.12
Percent Change: 2023 to 2028	--	2.67

Benchmark: USA

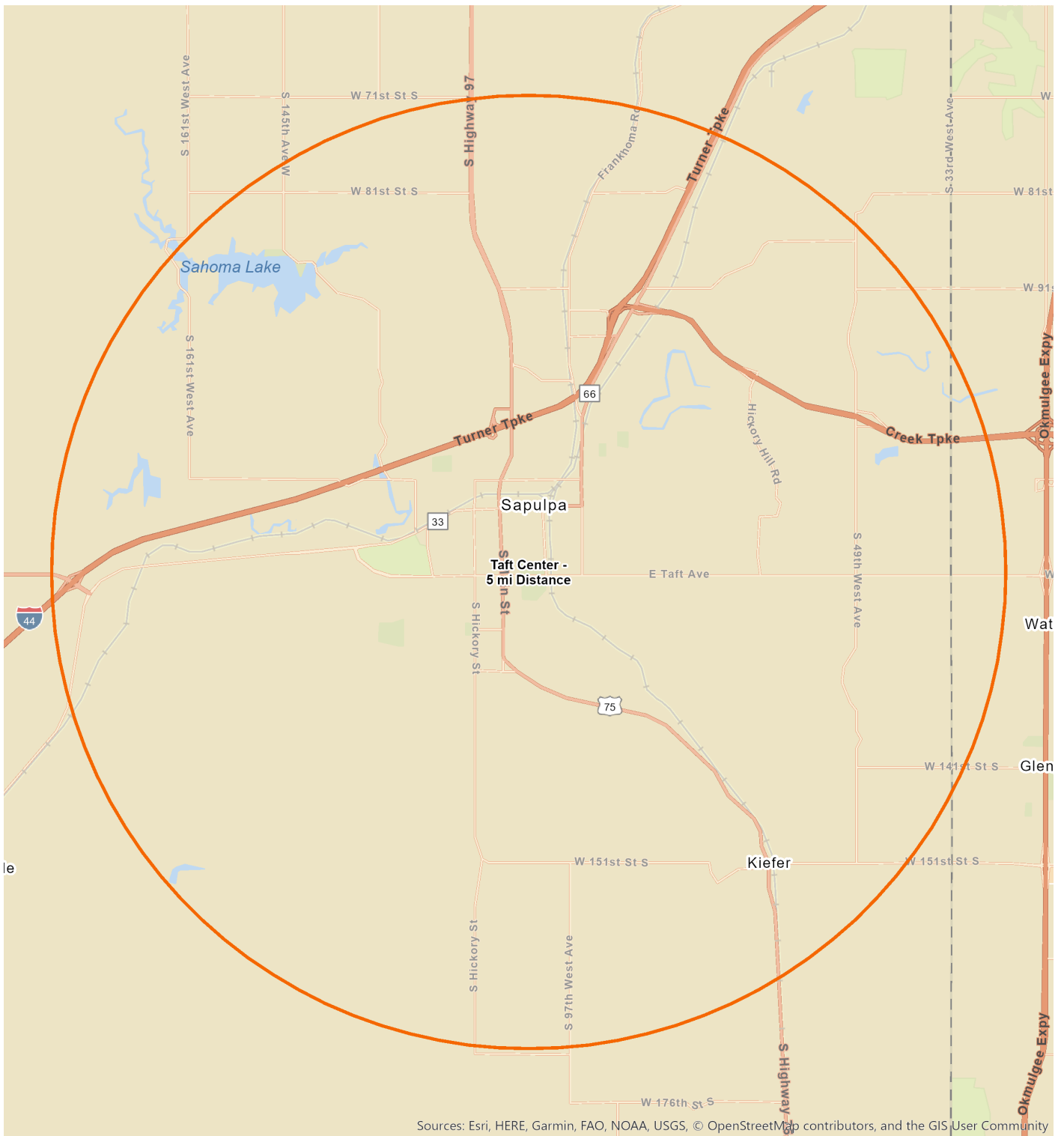
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Trade Area: Taft Center - 5 mi Distance

	Total	%
2023 Est. Households by Household Income		
Income < \$15,000	1,026	8.19
Income \$15,000 - \$24,999	1,055	8.43
Income \$25,000 - \$34,999	956	7.63
Income \$35,000 - \$49,999	1,497	11.96
Income \$50,000 - \$74,999	2,416	19.30
Income \$75,000 - \$99,999	1,879	15.01
Income \$100,000 - \$124,999	1,313	10.49
Income \$125,000 - \$149,999	769	6.14
Income \$150,000 - \$199,999	770	6.15
Income \$200,000 - \$249,999	385	3.08
Income \$250,000 - \$499,999	326	2.60
Income \$500,000+	128	1.02
2023 Est. Average Household Income	--	87,466.90
2023 Est. Median Household Income	--	67,435.70
2023 Median HH Income by Single-Classification Race		
White Alone	--	71,413.99
Black/African American Alone	--	46,392.80
American Indian/Alaskan Native Alone	--	60,274.90
Asian Alone	--	72,592.98
Native Hawaiian/Pacific Islander Alone	--	59,561.27
Some Other Race Alone	--	58,481.76
Two or More Races	--	53,957.66
Hispanic/Latino	--	56,546.31
Not Hispanic/Latino	--	67,894.16
2023 Est. Households by Household Type		
Family Households	9,056	72.33
NonFamily Households	3,465	27.67
2023 Est. Group Quarters Population	372	1.15
2023 Est. Households by Household Size		
1-Person Household	3,086	24.65
2-Person Household	4,162	33.24
3-Person Household	2,381	19.02
4-Person Household	1,483	11.84
5-Person Household	875	6.99
6-Person Household	410	3.27
7+ Person Household	123	0.98
2023 Est. Average Household Size	--	2.60
2023 Est. HHs by Type by Presence of Own Children		
Married Couple Family, with own children	2,564	28.31
Married Couple Family, without own children	4,297	47.45
Male Householder, with own children	339	3.74
Male Householder, without own children	337	3.72
Female Householder, with own children	793	8.76
Female Householder, without own children	725	8.01

Benchmark: USA

Trade Area: Taft Center - 5 mi Distance



Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Taft Center - 5 mi Distance

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	613,406,690	358,437,078	254,969,611
Total retail trade (NAICS 44 and 45)	547,977,799	320,874,063	227,103,736
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	146,127,691	86,786,484	59,341,207
Automobile dealers (NAICS 4411)	126,128,851	68,248,190	57,880,660
New car dealers (NAICS 44111)	112,322,813	39,829,214	72,493,599
Used car dealers (NAICS 44112)	13,806,038	28,418,976	-14,612,939
Other motor vehicle dealers (NAICS 4412)	10,161,520	9,247,581	913,940
Recreational vehicle dealers (NAICS 44121)	3,336,982	3,921,013	-584,031
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	6,824,538	5,326,568	1,497,971
Boat dealers (NAICS 441222)	2,112,504	2,559,303	-446,799
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	4,712,035	2,767,265	1,944,770
Automotive parts, accessories, and tire stores (NAICS 4413)	9,837,320	9,290,713	546,607
Automotive parts and accessories stores (NAICS 44131)	6,221,905	5,709,393	512,512
Tire dealers (NAICS 44132)	3,615,416	3,581,320	34,096
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	11,372,680	10,324,147	1,048,533
Furniture stores (NAICS 4421)	6,666,669	7,834,218	-1,167,549
Home furnishings stores (NAICS 4422)	4,706,011	2,489,929	2,216,082
Floor covering stores (NAICS 44221)	2,292,086	1,364,698	927,389
Other home furnishings stores (NAICS 44229)	2,413,925	1,125,231	1,288,693
Window treatment stores (NAICS 442291)	109,175	110,921	-1,746
All other home furnishings stores (NAICS 442299)	2,304,750	1,014,311	1,290,440
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	8,333,410	3,646,625	4,686,785
Household appliance stores (NAICS 443141)	1,825,648	1,038,095	787,553
Electronics stores (NAICS 443142)	6,507,763	2,608,531	3,899,232
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	39,662,498	22,914,810	16,747,688
Building material and supplies dealers (NAICS 4441)	34,999,416	13,116,333	21,883,082
Home centers (NAICS 44411)	19,627,219	3,315,241	16,311,979
Paint and wallpaper stores (NAICS 44412)	1,384,922	2,578,820	-1,193,897
Hardware stores (NAICS 44413)	2,888,695	2,807,299	81,396
Other building material dealers (NAICS 44419)	11,098,579	4,414,974	6,683,605
Lawn and garden equipment and supplies stores (NAICS 4442)	4,663,082	9,798,477	-5,135,395
Outdoor power equipment stores (NAICS 44421)	999,011	1,119,104	-120,093
Nursery, garden center, and farm supply stores (NAICS 44422)	3,664,071	8,679,373	-5,015,302
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	74,224,213	31,414,877	42,809,337
Grocery stores (NAICS 4451)	66,731,237	27,540,054	39,191,183
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	63,829,683	26,787,299	37,042,384
Convenience stores (NAICS 44512)	2,901,554	752,755	2,148,799
Specialty food stores (NAICS 4452)	1,921,849	141,999	1,779,850
Meat markets (NAICS 44521)	591,267	0	591,267
Fish and seafood markets (NAICS 44522)	232,192	0	232,192
Fruit and vegetable markets (NAICS 44523)	400,134	0	400,134
Other specialty food stores (NAICS 44529)	698,257	141,999	556,258
All other specialty food stores (NAICS 445299)	329,530	17,802	311,729
Beer, wine, and liquor stores (NAICS 4453)	5,571,127	3,732,824	1,838,303
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	31,800,284	20,638,325	11,161,959
Pharmacies and drug stores (NAICS 44611)	27,420,570	16,756,790	10,663,780
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	1,914,524	1,635,646	278,879
Optical goods stores (NAICS 44613)	726,419	871,229	-144,810
Other health and personal care stores (NAICS 44619)	1,738,770	1,374,659	364,111
Food (health) supplement stores (NAICS 446191)	613,347	458,051	155,295
All other health and personal care stores (NAICS 446199)	1,125,424	916,608	208,816
Gasoline Stations			
Gasoline stations (NAICS 447)	43,604,567	48,189,774	-4,585,207

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Taft Center - 5 mi Distance

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	22,237,218	2,352,766	19,884,451
Clothing stores (NAICS 4481)	15,098,019	1,346,201	13,751,818
Men's clothing stores (NAICS 44811)	551,452	1,280	550,172
Women's clothing stores (NAICS 44812)	2,804,837	328,678	2,476,159
Children's and infants' clothing stores (NAICS 44813)	820,259	1,454	818,805
Family clothing stores (NAICS 44814)	8,924,744	760,999	8,163,744
Clothing accessories stores (NAICS 44815)	729,216	1,247	727,969
Other clothing stores (NAICS 44819)	1,267,512	252,544	1,014,969
Shoe stores (NAICS 4482)	2,546,039	291,983	2,254,055
Jewelry, luggage, and leather goods stores (NAICS 4483)	4,593,160	714,582	3,878,578
Jewelry stores (NAICS 44831)	3,094,714	201,708	2,893,007
Luggage and leather goods stores (NAICS 44832)	1,498,445	512,874	985,571
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	7,315,271	3,158,666	4,156,605
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	6,309,023	2,447,661	3,861,362
Sporting goods stores (NAICS 45111)	3,974,811	1,123,452	2,851,359
Hobby, toy, and game stores (NAICS 45112)	1,779,777	725,405	1,054,372
Sewing, needlework, and piece goods stores (NAICS 45113)	206,834	285,764	-58,930
Musical instrument and supplies stores (NAICS 45114)	347,601	333,040	14,562
Book stores and news dealers (NAICS 4512)	1,006,247	711,005	295,243
Book stores (NAICS 451211)	938,383	635,034	303,349
News dealers and newsstands (NAICS 451212)	67,864	75,971	-8,107
General Merchandise Stores			
General merchandise stores (NAICS 452)	64,449,853	77,152,659	-12,702,806
Department stores (NAICS 4522)	7,800,318	2,350,949	5,449,369
Other general merchandise stores (NAICS 4523)	56,649,535	74,801,711	-18,152,175
Warehouse clubs and supercenters (NAICS 452311)	51,328,569	62,699,797	-11,371,227
All other general merchandise stores (NAICS 452319)	5,320,966	12,101,914	-6,780,948
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	10,651,214	7,007,483	3,643,731
Florists (NAICS 4531)	539,046	413,711	125,335
Office supplies, stationery, and gift stores (NAICS 4532)	2,007,400	361,565	1,645,835
Office supplies and stationery stores (NAICS 45321)	929,983	214,152	715,831
Gift, novelty, and souvenir stores (NAICS 45322)	1,077,416	147,412	930,004
Used merchandise stores (NAICS 4533)	1,497,900	235,423	1,262,477
Other miscellaneous store retailers (NAICS 4539)	6,606,868	5,996,783	610,084
Pet and pet supplies stores (NAICS 45391)	1,907,337	1,187,831	719,505
Art dealers (NAICS 45392)	925,364	554,010	371,354
Manufactured (mobile) home dealers (NAICS 45393)	586,665	135,622	451,043
All other miscellaneous store retailers (NAICS 45399)	3,187,502	4,119,320	-931,818
Tobacco stores (NAICS 453991)	1,098,755	2,667,241	-1,568,486
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	2,088,747	1,452,079	636,668
Non-store Retailers			
Non-store retailers (NAICS 454)	88,198,899	7,287,445	80,911,454
Electronic shopping and mail-order houses (NAICS 4541)	84,573,878	5,113,614	79,460,264
Vending machine operators (NAICS 4542)	464,085	0	464,085
Direct selling establishments (NAICS 4543)	3,160,936	2,173,831	987,105
Fuel dealers (NAICS 45431)	1,774,287	486,292	1,287,995
Other direct selling establishments (NAICS 45439)	1,386,650	1,687,539	-300,890
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	65,428,891	37,563,015	27,865,875
Special food services (NAICS 7223)	4,968,014	2,846,807	2,121,208
Food service contractors (NAICS 72231)	3,914,115	2,625,510	1,288,605
Caterers (NAICS 72232)	951,236	221,297	729,939
Mobile food services (NAICS 72233)	102,664	0	102,664
Drinking places (alcoholic beverages) (NAICS 7224)	2,171,206	128,206	2,043,001
Restaurants and other eating places (NAICS 7225)	58,289,670	34,588,003	23,701,667
Full-service restaurants (NAICS 722511)	29,011,650	14,740,806	14,270,844
Limited-service restaurants (NAICS 722513)	24,845,808	19,721,289	5,124,519
Cafeterias, grill buffets, and buffets (NAICS 722514)	633,488	47,968	585,500
Snack and non-alcoholic beverage bars (NAICS 722515)	3,798,724	77,920	3,720,804

Benchmark: USA

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Pop-Facts® Demographic Snapshot | Summary



Trade Area: Taft Center - 5 mi Distance

Population	
2010 Census	29,440
2020 Census	31,912
2023 Estimate	32,305
2028 Projection	33,067
Population Growth	
Percent Change: 2010 to 2020	8.40
Percent Change: 2020 to 2023	1.23
Percent Change: 2023 to 2028	2.36
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Family Household Growth	
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Percent Change: 2023 to 2028	2.67

Benchmark: USA

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Pop-Facts® Demographic Snapshot | Population & Race



Trade Area: Taft Center - 5 mi Distance

Total Population: 32,305 | Total Households: 12,521

	Count	%
2023 Est. Population by Single-Classification Race		
White Alone	21,963	67.99
Black/African American Alone	795	2.46
American Indian/Alaskan Native Alone	3,433	10.63
Asian Alone	186	0.58
Native Hawaiian/Pacific Islander Alone	37	0.11
Some Other Race Alone	946	2.93
Two or More Races	4,946	15.31
2023 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	29,990	92.83
Hispanic or Latino	2,315	7.17
Mexican Origin	1,916	82.77
Puerto Rican Origin	59	2.55
Cuban Origin	0	0.00
All Other Hispanic or Latino	340	14.69
2023 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	16	8.60
Filipino	40	21.50
Japanese	13	6.99
Asian Indian	30	16.13
Korean	7	3.76
Vietnamese	50	26.88
Cambodian	0	0.00
Hmong	1	0.54
Laotian	0	0.00
Thai	9	4.84
All Other Asian Races Including 2+ Category	20	10.75
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	28,910	95.04
Speak Asian/Pacific Isl. Lang. at Home	175	0.57
Speak Indo-European Language at Home	97	0.32
Speak Spanish at Home	1,114	3.66
Speak Other Language at Home	125	0.41
2023 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	559	24.15
Black/African American Alone	15	0.65
American Indian/Alaskan Native Alone	141	6.09
Asian Alone	9	0.39
Native Hawaiian/Pacific Islander Alone	0	0.00
Some Other Race Alone	832	35.94
Two or More Races	759	32.79
2023 Population by Ancestry		
Arab	53	0.16
Czech	51	0.16
Danish	19	0.06
Dutch	434	1.34
English	2,140	6.62
French (Excluding Basque)	593	1.84
French Canadian	23	0.07
German	3,042	9.42
Greek	14	0.04
Hungarian	12	0.04
Irish	2,711	8.39
Italian	381	1.18
Lithuanian	2	0.01
Norwegian	170	0.53
Polish	251	0.78
Portuguese	6	0.02
Russian	16	0.05
Scotch-Irish	171	0.53
Scottish	512	1.58
Slovak	0	0.00
Subsaharan African	70	0.22
Swedish	223	0.69
Swiss	47	0.15
Ukrainian	26	0.08
United States or American	1,900	5.88
Welsh	89	0.28
West Indian (Excluding Hispanic groups)	99	0.31
Other Ancestry	8,846	27.38
Ancestry Unclassified	10,402	32.20

Benchmark: USA

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Pop-Facts® Demographic Snapshot | Population & Race



Trade Area: Taft Center - 5 mi Distance

Total Population: 32,305 | Total Households: 12,521

	Count	%
2023 Est. Population by Sex		
Male	15,819	48.97
Female	16,485	51.03
2023 Est. Population by Age		
Age 0 - 4	1,884	5.83
Age 5 - 9	1,993	6.17
Age 10 - 14	2,093	6.48
Age 15 - 17	1,299	4.02
Age 18 - 20	1,159	3.59
Age 21 - 24	1,529	4.73
Age 25 - 34	3,914	12.12
Age 35 - 44	4,095	12.68
Age 45 - 54	3,892	12.05
Age 55 - 64	4,301	13.31
Age 65 - 74	3,657	11.32
Age 75 - 84	1,805	5.59
Age 85 and over	685	2.12
Age 16 and over	25,906	80.19
Age 18 and over	25,036	77.50
Age 21 and over	23,877	73.91
Age 65 and over	6,147	19.03
Median Age	-	40.56
Average Age	-	40.80
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,869	26.08
Male, Never Married	3,816	14.49
Female, Never Married	3,053	11.59
Married, Spouse Present	12,932	49.11
Married, Spouse Absent	1,110	4.21
Widowed	1,810	6.87
Male, Widowed	362	1.38
Female, Widowed	1,449	5.50
Divorced	3,613	13.72
Male, Divorced	1,560	5.92
Female, Divorced	2,053	7.80
2023 Est. Male Population by Age		
Male: Age 0 - 4	947	5.99
Male: Age 5 - 9	1,017	6.43
Male: Age 10 - 14	1,084	6.85
Male: Age 15 - 17	656	4.15
Male: Age 18 - 20	595	3.76
Male: Age 21 - 24	780	4.93
Male: Age 25 - 34	1,978	12.50
Male: Age 35 - 44	2,077	13.13
Male: Age 45 - 54	1,875	11.85
Male: Age 55 - 64	2,116	13.38
Male: Age 65 - 74	1,662	10.51
Male: Age 75 - 84	792	5.01
Male: Age 85 and over	241	1.52
Median Age, Male	-	39.09
Average Age, Male	-	39.70
2023 Est. Female Population by Age		
Female: Age 0 - 4	937	5.68
Female: Age 5 - 9	976	5.92
Female: Age 10 - 14	1,008	6.12
Female: Age 15 - 17	643	3.90
Female: Age 18 - 20	564	3.42
Female: Age 21 - 24	749	4.54
Female: Age 25 - 34	1,936	11.74
Female: Age 35 - 44	2,018	12.24
Female: Age 45 - 54	2,017	12.23
Female: Age 55 - 64	2,184	13.25
Female: Age 65 - 74	1,996	12.11
Female: Age 75 - 84	1,013	6.14
Female: Age 85 and over	444	2.69
Median Age, Female	-	42.10
Average Age, Female	-	41.90

Benchmark: USA

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Trade Area: Taft Center - 5 mi Distance

Total Population: 32,305 | Total Households: 12,521

	Count	%
2023 Est. Households by Household Type		
Family Households	9,056	72.33
NonFamily Households	3,465	27.67
2023 Est. Group Quarters Population		
2023 Est. Group Quarters Population	372	1.15
2023 HHs By Ethnicity, Hispanic/Latino		
2023 HHs By Ethnicity, Hispanic/Latino	616	4.92
2023 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	2,564	28.31
Married Couple Family, no own children	4,297	47.45
Male Householder, own children	339	3.74
Male Householder, no own children	337	3.72
Female Householder, own children	793	8.76
Female Householder, no own children	725	8.01
2023 Est. Households by Household Size		
1-Person Household	3,086	24.65
2-Person Household	4,162	33.24
3-Person Household	2,381	19.02
4-Person Household	1,483	11.84
5-Person Household	875	6.99
6-Person Household	410	3.27
7-or-more-person	123	0.98
2023 Est. Average Household Size	-	2.60
2023 Est. Households by Number of Vehicles		
No Vehicles	488	3.90
1 Vehicle	3,736	29.84
2 Vehicles	5,453	43.55
3 Vehicles	1,841	14.70
4 Vehicles	628	5.02
5 or more Vehicles	375	3.00
2023 Est. Average Number of Vehicles	-	2.00
2023 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	9,274	74.07
Housing Units, Renter-Occupied	3,247	25.93
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	-	6.10
2023 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	337	3.63
Value \$20,000 - \$39,999	311	3.35
Value \$40,000 - \$59,999	180	1.94
Value \$60,000 - \$79,999	328	3.54
Value \$80,000 - \$99,999	681	7.34
Value \$100,000 - \$149,999	2,017	21.75
Value \$150,000 - \$199,999	1,572	16.95
Value \$200,000 - \$299,999	1,861	20.07
Value \$300,000 - \$399,999	973	10.49
Value \$400,000 - \$499,999	474	5.11
Value \$500,000 - \$749,999	320	3.45
Value \$750,000 - \$999,999	158	1.70
Value \$1,000,000 - \$1,499,999	25	0.27
Value \$1,500,000 - \$1,999,999	7	0.08
Value \$2,000,000 or more	30	0.32
2023 Est. Median All Owner-Occupied Housing Value	-	173,179.05

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Trade Area: Taft Center - 5 mi Distance

Total Population: 32,305 | Total Households: 12,521

	Count	%
2023 Est. Housing Units by Units in Structure		
1 Unit Attached	147	1.07
1 Unit Detached	10,843	78.84
2 Units	143	1.04
3 to 4 Units	273	1.99
5 to 19 Units	526	3.83
20 to 49 Units	225	1.64
50 or More Units	150	1.09
Mobile Home or Trailer	1,396	10.15
Boat, RV, Van, etc.	51	0.37
2023 Est. Housing Units by Year Structure Built		
Built 2014 or Later	901	6.55
Built 2010 to 2013	476	3.46
Built 2000 to 2009	2,032	14.78
Built 1990 to 1999	1,658	12.06
Built 1980 to 1989	1,841	13.39
Built 1970 to 1979	2,584	18.79
Built 1960 to 1969	1,531	11.13
Built 1950 to 1959	1,289	9.37
Built 1940 to 1949	365	2.65
Built 1939 or Earlier	1,076	7.82
2023 Housing Units by Year Structure Built		
2023 Est. Median Year Structure Built	-	1,980.15
2023 Est. Households by Presence of People Under 18		
2023 Est. Households by Presence of People Under 18	4,295	34.30
Households with 1 or More People under Age 18		
Married Couple Family	2,850	66.36
Other Family, Male Householder	407	9.48
Other Family, Female Householder	983	22.89
NonFamily Household, Male Householder	33	0.77
NonFamily Household, Female Householder	22	0.51
2023 Est. Households with No People under Age 18		
Households with No People under Age 18	8,226	65.70
Households with No People under Age 18		
Married Couple Family	4,014	48.80
Other Family, Male Householder	264	3.21
Other Family, Female Householder	539	6.55
NonFamily, Male Householder	1,601	19.46
NonFamily, Female Householder	1,807	21.97

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Trade Area: Taft Center - 5 mi Distance

Total Population: 32,305 | Total Households: 12,521

	Count	%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	605	2.71
Some High School, No Diploma	1,777	7.95
High School Graduate (or GED)	8,560	38.30
Some College, No Degree	5,142	23.01
Associate's Degree	1,787	8.00
Bachelor's Degree	3,302	14.78
Master's Degree	775	3.47
Professional Degree	220	0.98
Doctorate Degree	181	0.81
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
Less than High School Diploma	316	28.14
High School Graduate	482	42.92
Some College or Associate's Degree	262	23.33
Bachelor's Degree or Higher	63	5.61
2023 Est. Households by HH Income		
Income < \$15,000	1,026	8.19
Income \$15,000 - \$24,999	1,055	8.43
Income \$25,000 - \$34,999	956	7.63
Income \$35,000 - \$49,999	1,497	11.96
Income \$50,000 - \$74,999	2,416	19.30
Income \$75,000 - \$99,999	1,879	15.01
Income \$100,000 - \$124,999	1,313	10.49
Income \$125,000 - \$149,999	769	6.14
Income \$150,000 - \$199,999	770	6.15
Income \$200,000 - \$249,999	385	3.08
Income \$250,000 - \$499,999	326	2.60
Income \$500,000+	128	1.02
2023 Est. Average Household Income	-	87,466.90
2023 Est. Median Household Income	-	67,435.70
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	-	71,413.99
Black or African American Alone	-	46,392.80
American Indian and Alaskan Native Alone	-	60,274.90
Asian Alone	-	72,592.98
Native Hawaiian and Other Pacific Islander Alone	-	59,561.27
Some Other Race Alone	-	58,481.76
Two or More Races	-	53,957.66
Hispanic or Latino	-	56,546.31
Not Hispanic or Latino	-	67,894.16
2023 Est. Families by Poverty Status		
2023 Families at or Above Poverty	8,126	89.73
2023 Families at or Above Poverty with children	3,453	38.13
2023 Families Below Poverty	930	10.27
2023 Families Below Poverty, with kids	688	7.60

Benchmark: USA

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Trade Area: Taft Center - 5 mi Distance

Total Population: 32,305 | Total Households: 12,521

	Count	%
2023 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	8,103	56.74
Blue Collar	4,047	28.34
Service and Farming	2,131	14.92
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,031	22.93
15 - 29 Minutes	6,121	46.31
30 - 44 Minutes	3,179	24.05
45 - 59 Minutes	479	3.62
60 or more Minutes	406	3.07
2023 Est. Avg Travel Time to Work in Minutes	-	25.20
2023 Est. Workers Age 16+ by Transp. to Work		
2023 Est. Workers Age 16+ by Transp. to Work	14,000	100.00
Drove Alone	11,921	85.15
Carpooled	1,171	8.36
Public Transport	27	0.19
Walked	48	0.34
Bicycle	20	0.14
Other Means	82	0.59
Worked at Home	731	5.22
2023 Est. Civ. Employed Pop 16+ by Class of Worker		
2023 Est. Civ. Employed Pop 16+ by Class of Worker	14,281	100.00
For-Profit Private Workers	10,667	74.69
Non-Profit Private Workers	665	4.66
Local Government Workers	811	5.68
State Government Workers	644	4.51
Federal Government Workers	312	2.19
Self-Employed Workers	1,168	8.18
Unpaid Family Workers	13	0.09
2023 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	299	2.09
Arts/Design/Entertainment/Sports/Media	210	1.47
Building/Grounds Cleaning/Maintenance	404	2.83
Business/Financial Operations	626	4.38
Community/Social Services	168	1.18
Computer/Mathematical	230	1.61
Construction/Extraction	905	6.34
Education/Training/Library	600	4.20
Farming/Fishing/Forestry	28	0.20
Food Preparation/Serving Related	662	4.64
Healthcare Practitioner/Technician	673	4.71
Healthcare Support	460	3.22
Installation/Maintenance/Repair	779	5.46
Legal	152	1.06
Life/Physical/Social Science	21	0.15
Management	1,650	11.55
Office/Administrative Support	2,182	15.28
Production	1,174	8.22
Protective Services	295	2.07
Sales/Related	1,291	9.04
Personal Care/Service	283	1.98
Transportation/Material Moving	1,189	8.33
2023 Est. Pop Age 16+ by Employment Status		
In Armed Forces	10	0.04
Civilian - Employed	14,537	56.11
Civilian - Unemployed	379	1.46
Not in Labor Force	10,980	42.38

Benchmark: USA

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Report Details

Name: Taft Center Radius Distance
Date / Time: 7/13/2023 12:12:18 PM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
Taft Center - 1 mi Distance		N/A
Taft Center - 3 mi Distance		N/A
Taft Center - 5 mi Distance		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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