

Trade Area: Shallowford Crossing Shopping Center - 1 mi Radius, Shallowford Crossing Shopping Center - 3 mi Radius, Shallowford Crossing Shopping Center - 5 mi Radius

	Shallowford Crossing Shopping Center - 1 mi Radius		Shallowford Crossing Shopping Center - 3 mi Radius		Shallowford Crossing Shopping Center - 5 mi Radius	
	Total	%	Total	%	Total	%
Population						
2010 Census	8,494	100.00	62,054	100.00	159,631	100.00
2020 Census	9,184	100.00	68,283	100.00	181,026	100.00
2023 Estimate	9,196	100.00	68,724	100.00	183,502	100.00
2028 Projection	9,316	100.00	70,052	100.00	188,738	100.00
Population Growth						
Percent Change: 2010 to 2020	-	8.12	-	10.04	-	13.40
Percent Change: 2020 to 2023	-	0.13	-	0.65	-	1.37
Percent Change: 2023 to 2028	-	1.30	-	1.93	-	2.85

	Shallowford Crossing Shopping Center - 1 mi Radius		Shallowford Crossing Shopping Center - 3 mi Radius		Shallowford Crossing Shopping Center - 5 mi Radius	
	Total	%	Total	%	Total	%
Households						
2010 Census	2,803	100.00	22,387	100.00	58,535	100.00
2020 Census	2,990	100.00	24,111	100.00	65,583	100.00
2023 Estimate	2,995	100.00	24,287	100.00	66,601	100.00
2028 Projection	3,035	100.00	24,779	100.00	68,697	100.00
Household Growth						
Percent Change: 2010 to 2020	-	6.67	-	7.70	-	12.04
Percent Change: 2020 to 2023	-	0.17	-	0.73	-	1.55
Percent Change: 2023 to 2028	-	1.34	-	2.03	-	3.15

	Shallowford Crossing Shopping Center - 1 mi Radius		Shallowford Crossing Shopping Center - 3 mi Radius		Shallowford Crossing Shopping Center - 5 mi Radius	
	Total	%	Total	%	Total	%
Family Households						
2010 Census	2,437	100.00	17,795	100.00	44,687	100.00
2023 Estimate	2,602	100.00	19,258	100.00	50,220	100.00
2028 Projection	2,637	100.00	19,630	100.00	51,628	100.00
Family Household Growth						
Percent Change: 2010 to 2023	-	6.77	-	8.22	-	12.38
Percent Change: 2023 to 2028	-	1.34	-	1.93	-	2.80

Benchmark: USA

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	Shallowford Crossing Shopping Center - 1 mi Radius		Shallowford Crossing Shopping Center - 3 mi Radius		Shallowford Crossing Shopping Center - 5 mi Radius	
	Total	%	Total	%	Total	%
2023 Est. Population by Single-Classification Race						
White Alone	6,410	69.70	47,713	69.43	123,986	67.57
Black/African American Alone	798	8.68	6,219	9.05	18,645	10.16
American Indian/Alaskan Native Alone	29	0.32	252	0.37	584	0.32
Asian Alone	946	10.29	5,266	7.66	14,446	7.87
Native Hawaiian/Pacific Islander Alone	7	0.08	39	0.06	106	0.06
Some Other Race Alone	239	2.60	2,786	4.05	8,021	4.37
Two or More Races	768	8.35	6,449	9.38	17,713	9.65
Hispanic/Latino	648	7.05	6,415	9.33	19,043	10.38
Not Hispanic/Latino	8,548	92.95	62,309	90.67	164,458	89.62
2023 Occupied Housing Units by Tenure						
Owner-Occupied	2,751	91.85	21,607	88.97	54,357	81.62
Renter-Occupied	244	8.15	2,680	11.04	12,243	18.38
Average Household Size	--	3.06	--	2.83	--	2.74
2023 Households by Household Income						
Income < \$15,000	90	3.00	911	3.75	2,634	3.96
Income \$15,000 - \$24,999	46	1.54	704	2.90	2,146	3.22
Income \$25,000 - \$34,999	68	2.27	756	3.11	2,657	3.99
Income \$35,000 - \$49,999	168	5.61	1,498	6.17	4,661	7.00
Income \$50,000 - \$74,999	435	14.52	3,180	13.09	9,300	13.96
Income \$75,000 - \$99,999	313	10.45	2,887	11.89	7,985	12.00
Income \$100,000 - \$124,999	271	9.05	2,754	11.34	7,212	10.83
Income \$125,000 - \$149,999	217	7.25	2,434	10.02	6,456	9.69
Income \$150,000 - \$199,999	471	15.73	3,762	15.49	9,190	13.80
Income \$200,000 - \$249,999	332	11.09	2,249	9.26	5,455	8.19
Income \$250,000 - \$499,999	370	12.35	2,135	8.79	5,678	8.53
Income \$500,000+	213	7.11	1,017	4.19	3,218	4.83
Average Household Income	--	176,977.00	--	151,296.00	--	148,980.00
Median Household Income	--	136,902.73	--	119,843.35	--	113,215.00
2023 Est. Median HH Income by Single-Classification Race						
White Alone	--	142,997.42	--	121,898.15	--	116,043.99
Black/African American Alone	--	106,950.39	--	116,539.52	--	100,327.99
American Indian/Alaskan Native Alone	--	125,000.00	--	60,376.12	--	76,689.27
Asian Alone	--	149,031.32	--	140,388.95	--	136,355.83
Native Hawaiian/Pacific Islander Alone	--	75,000.00	--	66,666.67	--	60,432.84
Some Other Race Alone	--	78,515.63	--	77,853.68	--	74,915.77
Two or More Races	--	150,000.00	--	108,746.07	--	111,134.31
Hispanic/Latino	--	126,876.32	--	130,799.46	--	98,390.20
Not Hispanic/Latino	--	138,376.30	--	119,083.58	--	114,342.82

Benchmark: USA

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Report Details

Name: Shallowford Crossing Demographics 2023
Date / Time: 1/3/2023 2:35:29 PM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
Shallowford Crossing Shopping Center - 3 mi Radius	3 mi Radius	N/A
Shallowford Crossing Shopping Center - 1 mi Radius	1 mi Radius	N/A
Shallowford Crossing Shopping Center - 5 mi Radius	5 mi Radius	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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