

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 | 8,498 | 100.00 | 62,015 | 100.00 | 159,761 | 100.00 |
| 2020 Census | 9,189 | 100.00 | 68,241 | 100.00 | 181,208 | 100.00 |
| 2024 Estimate | 9,231 | 100.00 | 68,871 | 100.00 | 185,168 | 100.00 |
| 2029 Projection | 9,334 | 100.00 | 69,842 | 100.00 | 189,935 | 100.00 |
| Population Growth | | | | | | |
| Percent Change: 2010 to 2020 | - | 8.13 | - | 10.04 | - | 13.42 |
| Percent Change: 2020 to 2024 | - | 0.46 | - | 0.92 | - | 2.19 |
| Percent Change: 2024 to 2029 | - | 1.12 | - | 1.41 | - | 2.57 |

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|------------------------------|--|--------|--|--------|--|--------|
| | Total | % | Total | % | Total | % |
| Households | | | | | | |
| 2010 Census | 2,805 | 100.00 | 22,371 | 100.00 | 58,593 | 100.00 |
| 2020 Census | 2,993 | 100.00 | 24,098 | 100.00 | 65,660 | 100.00 |
| 2024 Estimate | 3,007 | 100.00 | 24,350 | 100.00 | 67,339 | 100.00 |
| 2029 Projection | 3,043 | 100.00 | 24,720 | 100.00 | 69,330 | 100.00 |
| Household Growth | | | | | | |
| Percent Change: 2010 to 2020 | - | 6.70 | - | 7.72 | - | 12.06 |
| Percent Change: 2020 to 2024 | - | 0.47 | - | 1.05 | - | 2.56 |
| Percent Change: 2024 to 2029 | - | 1.20 | - | 1.52 | - | 2.96 |

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|--------------------------------|--|--------|--|--------|--|--------|
| | Total | % | Total | % | Total | % |
| Family Households | | | | | | |
| 2010 Census | 2,439 | 100.00 | 17,783 | 100.00 | 44,724 | 100.00 |
| 2020 Census | 2,574 | 100.00 | 19,183 | 100.00 | 49,815 | 100.00 |
| 2024 Estimate | 2,612 | 100.00 | 19,300 | 100.00 | 50,702 | 100.00 |
| 2029 Projection | 2,643 | 100.00 | 19,569 | 100.00 | 52,004 | 100.00 |
| Family Household Growth | | | | | | |
| Percent Change: 2010 to 2020 | - | 5.54 | - | 7.87 | - | 11.38 |
| Percent Change: 2020 to 2024 | - | 1.48 | - | 0.61 | - | 1.78 |
| Percent Change: 2024 to 2029 | - | 1.19 | - | 1.39 | - | 2.57 |

Benchmark: USA

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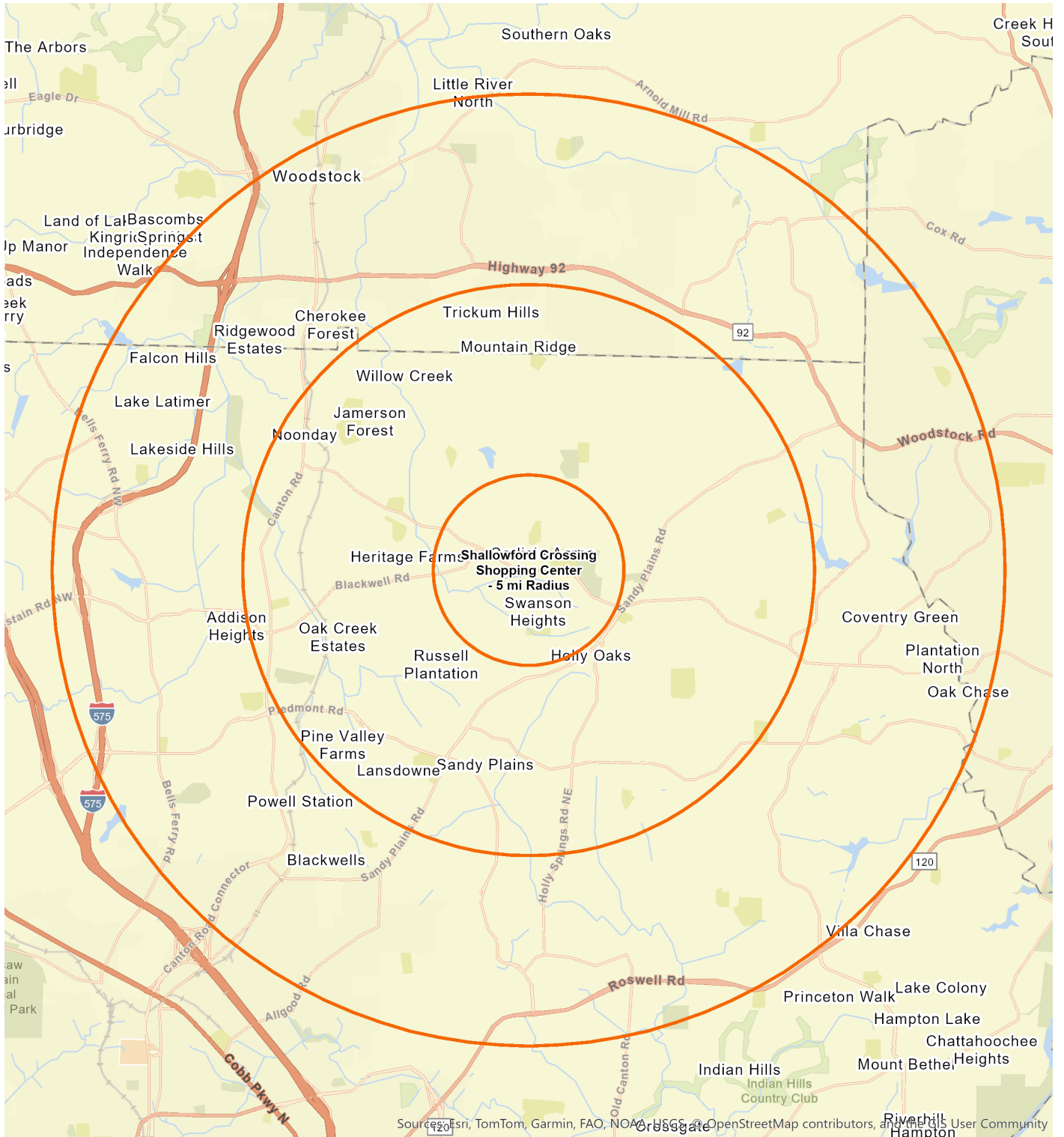
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| | Shallowford Crossing Shopping Center - 1 mi Radius | | Shallowford Crossing Shopping Center - 3 mi Radius | | Shallowford Crossing Shopping Center - 5 mi Radius | |
|---|--|------------|--|------------|--|------------|
| | Total | % | Total | % | Total | % |
| 2024 Est. Population by Single-Classification Race | | | | | | |
| White Alone | 6,441 | 69.78 | 47,797 | 69.40 | 124,911 | 67.46 |
| Black/African American Alone | 802 | 8.69 | 6,190 | 8.99 | 18,839 | 10.17 |
| American Indian/Alaskan Native Alone | 29 | 0.31 | 263 | 0.38 | 623 | 0.34 |
| Asian Alone | 912 | 9.88 | 5,146 | 7.47 | 14,355 | 7.75 |
| Native Hawaiian/Pacific Islander Alone | 5 | 0.05 | 35 | 0.05 | 88 | 0.05 |
| Some Other Race Alone | 203 | 2.20 | 2,472 | 3.59 | 7,418 | 4.01 |
| Two or More Races | 838 | 9.08 | 6,967 | 10.12 | 18,935 | 10.23 |
| 2024 Est. Population by Ethnicity | | | | | | |
| Hispanic/Latino | 657 | 7.12 | 6,499 | 9.44 | 19,360 | 10.46 |
| Not Hispanic/Latino | 8,574 | 92.88 | 62,372 | 90.56 | 165,808 | 89.55 |
| 2024 Occupied Housing Units by Tenure | | | | | | |
| Owner-Occupied | 2,765 | 89.11 | 21,440 | 85.22 | 54,739 | 78.38 |
| Renter-Occupied | 242 | 8.05 | 2,910 | 11.95 | 12,601 | 18.71 |
| Average Household Size | - | 3.06 | - | 2.83 | - | 2.74 |
| 2024 Households by Household Income | | | | | | |
| Income < \$15,000 | 62 | 2.06 | 847 | 3.48 | 2,453 | 3.64 |
| Income \$15,000 - \$24,999 | 55 | 1.83 | 776 | 3.19 | 2,373 | 3.52 |
| Income \$25,000 - \$34,999 | 86 | 2.86 | 783 | 3.22 | 2,767 | 4.11 |
| Income \$35,000 - \$49,999 | 170 | 5.65 | 1,303 | 5.35 | 4,241 | 6.30 |
| Income \$50,000 - \$74,999 | 305 | 10.14 | 2,527 | 10.38 | 8,029 | 11.92 |
| Income \$75,000 - \$99,999 | 327 | 10.88 | 2,789 | 11.45 | 7,736 | 11.49 |
| Income \$100,000 - \$124,999 | 295 | 9.81 | 2,807 | 11.53 | 7,631 | 11.33 |
| Income \$125,000 - \$149,999 | 221 | 7.35 | 2,496 | 10.25 | 6,633 | 9.85 |
| Income \$150,000 - \$199,999 | 516 | 17.16 | 3,974 | 16.32 | 9,770 | 14.51 |
| Income \$200,000 - \$249,999 | 332 | 11.04 | 2,218 | 9.11 | 5,585 | 8.29 |
| Income \$250,000 - \$499,999 | 393 | 13.07 | 2,523 | 10.36 | 6,414 | 9.53 |
| Income \$500,000+ | 244 | 8.11 | 1,306 | 5.36 | 3,709 | 5.51 |
| Average Household Income | - | 186,274.00 | - | 162,606.00 | - | 156,476.00 |
| Median Household Income | - | 147,954.96 | - | 128,249.49 | - | 119,692.25 |
| 2024 Est. Median HH Income by Single-Classification Race | | | | | | |
| White Alone | - | 147,390.34 | - | 126,110.95 | - | 120,968.54 |
| Black/African American Alone | - | 190,422.57 | - | 134,108.69 | - | 106,529.42 |
| American Indian/Alaskan Native Alone | - | 105,662.08 | - | 98,174.20 | - | 77,209.53 |
| Asian Alone | - | 193,844.38 | - | 193,842.71 | - | 189,545.83 |
| Native Hawaiian/Pacific Islander Alone | - | 125,000.00 | - | 67,984.38 | - | 61,250.00 |
| Some Other Race Alone | - | 82,854.68 | - | 87,471.60 | - | 77,939.30 |
| Two or More Races | - | 111,559.78 | - | 123,957.22 | - | 125,847.38 |
| 2024 Est. Median HH Income by Ethnicity | | | | | | |
| Hispanic/Latino | - | 197,410.48 | - | 142,356.21 | - | 87,313.35 |
| Not Hispanic/Latino | - | 145,214.60 | - | 127,619.26 | - | 122,191.44 |

Benchmark: USA

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Report Details

Name: Shallowford Crossing Demographics 2024
Date / Time: 1/16/2024 12:45:04 PM
Workspace Vintage: 2024

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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