

Trade Area: South Pointe at Towne Lake - 1 mi Radius, South Pointe at Towne Lake - 3 mi Radius, South Pointe at Towne Lake - 5 mi Radius

	South Pointe at Towne Lake - 1 mi Radius		South Pointe at Towne Lake - 3 mi Radius		South Pointe at Towne Lake - 5 mi Radius	
	Total	%	Total	%	Total	%
Population						
2010 Census	7,415	100.00	54,949	100.00	137,049	100.00
2020 Census	8,621	100.00	64,662	100.00	162,294	100.00
2024 Estimate	9,060	100.00	69,452	100.00	171,580	100.00
2029 Projection	9,476	100.00	73,826	100.00	180,520	100.00
Population Growth						
Percent Change: 2010 to 2020	-	16.26	-	17.68	-	18.42
Percent Change: 2020 to 2024	-	5.32	-	7.41	-	5.72
Percent Change: 2024 to 2029	-	4.36	-	6.30	-	5.21

	South Pointe at Towne Lake - 1 mi Radius		South Pointe at Towne Lake - 3 mi Radius		South Pointe at Towne Lake - 5 mi Radius	
	Total	%	Total	%	Total	%
Households						
2010 Census	2,612	100.00	19,288	100.00	49,143	100.00
2020 Census	3,271	100.00	24,062	100.00	59,440	100.00
2024 Estimate	3,471	100.00	26,088	100.00	63,121	100.00
2029 Projection	3,644	100.00	27,917	100.00	66,630	100.00
Household Growth						
Percent Change: 2010 to 2020	-	25.23	-	24.75	-	20.95
Percent Change: 2020 to 2024	-	6.11	-	8.42	-	6.19
Percent Change: 2024 to 2029	-	4.98	-	7.01	-	5.56

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	Total	%	Total	%	Total	%
Family Households						
2010 Census	1,951	100.00	14,374	100.00	35,933	100.00
2020 Census	2,201	100.00	16,995	100.00	42,277	100.00
2024 Estimate	2,544	100.00	19,016	100.00	45,820	100.00
2029 Projection	2,667	100.00	20,314	100.00	48,354	100.00
Family Household Growth						
Percent Change: 2010 to 2020	-	12.81	-	18.23	-	17.66
Percent Change: 2020 to 2024	-	15.58	-	11.89	-	8.38
Percent Change: 2024 to 2029	-	4.83	-	6.83	-	5.53

Benchmark: USA

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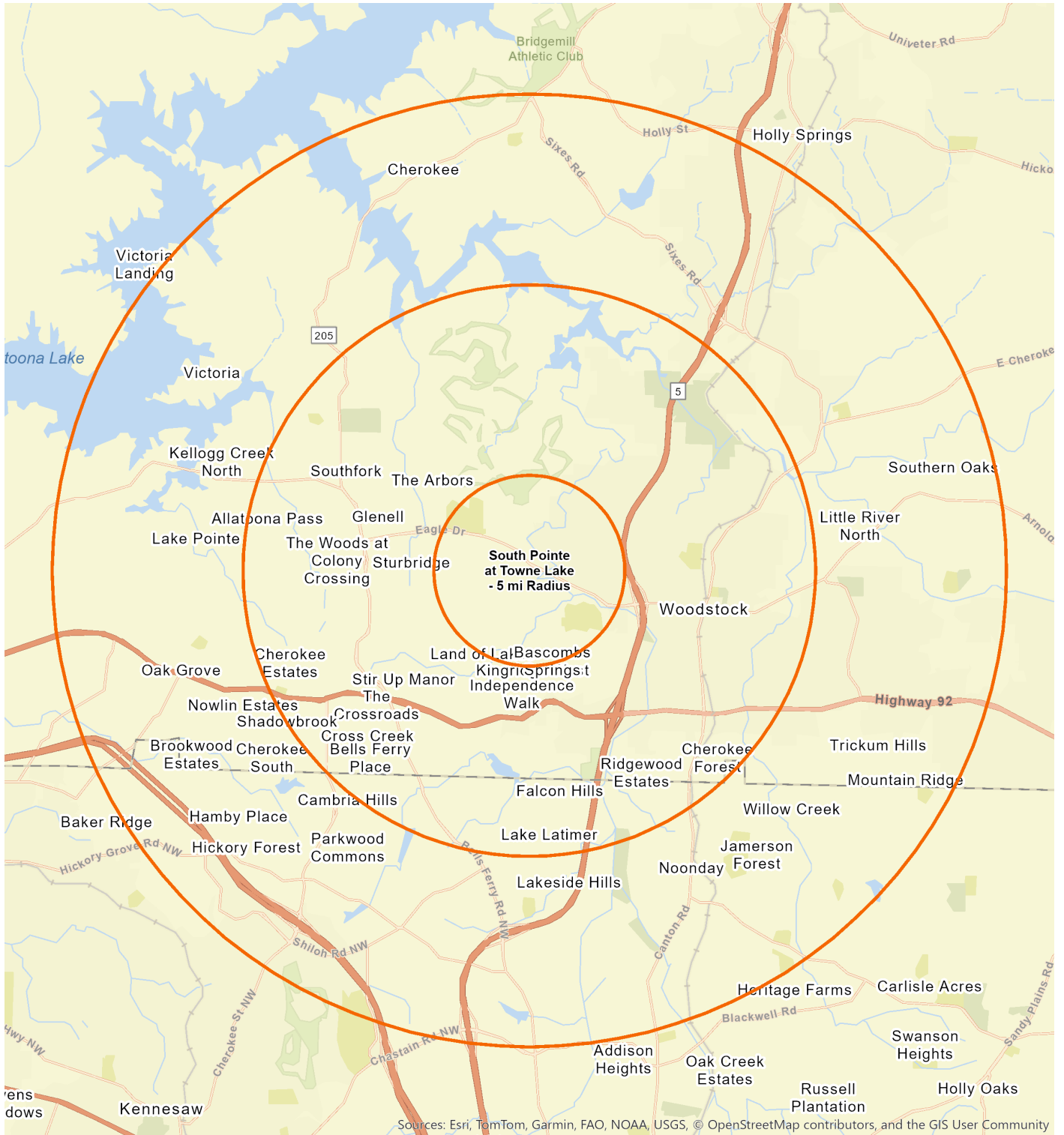
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	South Pointe at Towne Lake - 1 mi Radius		South Pointe at Towne Lake - 3 mi Radius		South Pointe at Towne Lake - 5 mi Radius	
	Total	%	Total	%	Total	%
2024 Est. Population by Single-Classification Race						
White Alone	6,301	69.39	47,248	68.03	114,318	66.63
Black/African American Alone	1,096	12.07	7,912	11.39	21,666	12.63
American Indian/Alaskan Native Alone	44	0.48	254	0.37	672	0.39
Asian Alone	238	2.62	2,074	2.99	6,932	4.04
Native Hawaiian/Pacific Islander Alone	6	0.07	24	0.04	84	0.05
Some Other Race Alone	474	5.22	4,055	5.84	8,904	5.19
Two or More Races	920	10.13	7,885	11.35	19,002	11.07
2024 Est. Population by Ethnicity						
Hispanic/Latino	1,121	12.35	10,588	15.24	22,707	13.23
Not Hispanic/Latino	7,959	87.65	58,864	84.75	148,872	86.77
2024 Occupied Housing Units by Tenure						
Owner-Occupied	1,996	54.88	17,212	62.92	44,938	68.21
Renter-Occupied	1,475	42.49	8,876	34.02	18,183	28.81
Average Household Size	-	2.58	-	2.65	-	2.69
2024 Households by Household Income						
Income < \$15,000	377	10.86	1,280	4.91	3,149	4.99
Income \$15,000 - \$24,999	173	4.98	1,269	4.86	3,206	5.08
Income \$25,000 - \$34,999	289	8.33	1,888	7.24	3,940	6.24
Income \$35,000 - \$49,999	220	6.34	1,794	6.88	4,433	7.02
Income \$50,000 - \$74,999	509	14.66	3,486	13.36	8,800	13.94
Income \$75,000 - \$99,999	469	13.51	3,990	15.29	8,503	13.47
Income \$100,000 - \$124,999	358	10.31	3,323	12.74	7,714	12.22
Income \$125,000 - \$149,999	319	9.19	2,496	9.57	6,475	10.26
Income \$150,000 - \$199,999	364	10.49	2,903	11.13	8,056	12.76
Income \$200,000 - \$249,999	189	5.45	1,553	5.95	4,126	6.54
Income \$250,000 - \$499,999	154	4.44	1,430	5.48	3,269	5.18
Income \$500,000+	50	1.44	675	2.59	1,450	2.30
Average Household Income	-	106,174.00	-	121,967.00	-	122,436.00
Median Household Income	-	83,520.11	-	95,697.51	-	98,563.87
2024 Est. Median HH Income by Single-Classification Race						
White Alone	-	85,429.49	-	101,494.17	-	101,537.29
Black/African American Alone	-	88,934.52	-	92,246.42	-	97,442.99
American Indian/Alaskan Native Alone	-	44,473.11	-	60,467.37	-	64,075.53
Asian Alone	-	71,197.13	-	71,389.94	-	99,291.60
Native Hawaiian/Pacific Islander Alone	-	150,000.00	-	138,374.86	-	69,631.06
Some Other Race Alone	-	77,215.56	-	64,422.81	-	65,028.21
Two or More Races	-	73,561.38	-	96,242.82	-	99,319.53
2024 Est. Median HH Income by Ethnicity						
Hispanic/Latino	-	79,573.90	-	70,250.92	-	69,566.99
Not Hispanic/Latino	-	84,591.48	-	99,849.87	-	102,237.29

Benchmark: USA

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Report Details

Name: South Pointe at Towne Lake Demographics 2024
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Trade Area

Name	Level	Geographies
South Pointe at Towne Lake - 1 mi Radius	1 mi Radius	N/A
South Pointe at Towne Lake - 3 mi Radius	3 mi Radius	N/A
South Pointe at Towne Lake - 5 mi Radius	5 mi Radius	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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