

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	7,398	100.00	54,938	100.00	136,739	100.00
2020 Census	8,608	100.00	64,542	100.00	161,729	100.00
2026 Estimate	9,168	100.00	71,303	100.00	175,938	100.00
2031 Projection	9,575	100.00	75,601	100.00	185,313	100.00
Population Growth						
Percent Change: 2010 to 2020	--	16.36	--	17.48	--	18.28
Percent Change: 2020 to 2026	--	6.51	--	10.47	--	8.79
Percent Change: 2026 to 2031	--	4.44	--	6.03	--	5.33

	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	2,605	100.00	19,294	100.00	49,041	100.00
2020 Census	3,267	100.00	24,031	100.00	59,254	100.00
2026 Estimate	3,491	100.00	27,014	100.00	64,896	100.00
2031 Projection	3,650	100.00	28,869	100.00	68,594	100.00
Household Growth						
Percent Change: 2010 to 2020	--	25.41	--	24.55	--	20.82
Percent Change: 2020 to 2026	--	6.86	--	12.41	--	9.52
Percent Change: 2026 to 2031	--	4.55	--	6.87	--	5.70

	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	%
Family Households						
2010 Census	1,947	100.00	14,376	100.00	35,855	100.00
2020 Census	2,198	100.00	16,974	100.00	42,134	100.00
2026 Estimate	2,342	100.00	18,908	100.00	46,014	100.00
2031 Projection	2,445	100.00	20,120	100.00	48,568	100.00
Family Household Growth						
Percent Change: 2010 to 2020	--	12.89	--	18.07	--	17.51
Percent Change: 2020 to 2026	--	6.55	--	11.39	--	9.21
Percent Change: 2026 to 2031	--	4.40	--	6.41	--	5.55

Benchmark: USA

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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	%
2026 Est. Households by Household Income						
Income < \$15,000	361	10.34	1,158	4.29	2,917	4.50
Income \$15,000 - \$24,999	152	4.35	1,026	3.80	2,144	3.30
Income \$25,000 - \$34,999	139	3.98	1,067	3.95	2,870	4.42
Income \$35,000 - \$49,999	235	6.73	1,970	7.29	4,313	6.65
Income \$50,000 - \$74,999	432	12.38	2,851	10.55	7,457	11.49
Income \$75,000 - \$99,999	469	13.44	3,843	14.23	8,946	13.79
Income \$100,000 - \$124,999	429	12.29	3,701	13.70	8,215	12.66
Income \$125,000 - \$149,999	323	9.25	2,950	10.92	7,151	11.02
Income \$150,000 - \$199,999	428	12.26	3,527	13.06	9,112	14.04
Income \$200,000 - \$249,999	252	7.22	2,060	7.63	5,137	7.92
Income \$250,000 - \$499,999	176	5.04	1,758	6.51	4,339	6.69
Income \$500,000+	95	2.72	1,104	4.09	2,295	3.54
2026 Est. Average Household Income	--	122,115.00	--	140,316.00	--	139,124.00
2026 Est. Median Household Income	--	97,691.69	--	110,419.39	--	111,233.43
2026 Median HH Income by Single-Classification Race						
White Alone	--	97,832.45	--	114,277.17	--	113,305.74
Black/African American Alone	--	111,177.40	--	114,611.16	--	113,214.15
American Indian/Alaskan Native Alone	--	33,803.74	--	68,944.57	--	68,814.12
Asian Alone	--	74,262.58	--	103,905.09	--	126,391.59
Native Hawaiian/Pacific Islander Alone	--	75,000.00	--	82,841.43	--	86,826.47
Some Other Race Alone	--	123,401.59	--	72,192.13	--	80,702.16
Two or More Races	--	93,386.31	--	101,990.34	--	105,254.79
2026 Est. Population by Ethnicity (Hispanic or Latino)						
Hispanic/Latino	--	93,106.11	--	78,447.85	--	86,210.76
Not Hispanic/Latino	--	98,653.18	--	115,266.47	--	114,776.03
2026 Est. Households by Household Type						
Total Households	3,491	100.00	27,014	100.00	64,896	100.00
Family Households	2,342	67.09	18,908	69.99	46,014	70.90
Other Households	1,149	--	8,106	--	18,882	--
2026 Est. Group Quarters Population						
2026 Est. Group Quarters Population	97	1.06	332	0.47	1,687	0.96
2026 Est. Households by Household Size						
1-Person Household	807	23.12	6,298	23.31	14,194	21.87
2-Person Household	1,145	32.80	8,755	32.41	21,010	32.38
3-Person Household	669	19.16	4,873	18.04	11,878	18.30
4-Person Household	533	15.27	4,224	15.64	10,561	16.27
5-Person Household	222	6.36	1,820	6.74	4,520	6.96
6-Person Household	78	2.23	672	2.49	1,753	2.70
7+ Person Household	38	1.09	373	1.38	980	1.51
2026 Est. Average Household Size	--	2.60	--	2.63	--	2.68
2026 Est. HHs by Type by Presence of Own Children						
Married Couple, With Own Children	538	15.41	6,025	22.30	15,693	24.18
Married Couple, Without Own Children	927	26.55	9,007	33.34	21,564	33.23
Female Householder, With Own Children	288	8.25	1,391	5.15	2,853	4.40
Female Householder, Without Own Children	186	5.33	1,524	5.64	3,518	5.42
Male Householder, With Own Children	366	10.48	974	3.60	1,378	2.12
Male Householder, Without Own Children	23	0.66	404	1.50	998	1.54

Benchmark: USA

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Report Details

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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

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