# COMPLETE PROFILE

**2000-2010 Census, 2019 Estimates with 2024 Projections**

*Calculated using Weighted Block Centroid from Block Groups*

**RPC**
Retail Planning Corporation

**Lat/Lon: 34.004/-84.3894**

## 900 Marietta Hwy
## Roswell, GA 30075

| | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|---|---|---|---|---|---|---|
| **Population** | | | | | | |
| Estimated Population (2019) | 5,038 | | 71,124 | | 202,798 | |
| Projected Population (2024) | 5,308 | | 74,417 | | 212,333 | |
| Census Population (2010) | 4,770 | | 66,054 | | 187,811 | |
| Census Population (2000) | 4,355 | | 64,784 | | 180,849 | |
| Projected Annual Growth (2019-2024) | 270 | 1.1% | 3,293 | 0.9% | 9,535 | 0.9% |
| Historical Annual Growth (2010-2019) | 268 | 0.6% | 5,070 | 0.8% | 14,987 | 0.8% |
| Historical Annual Growth (2000-2010) | 415 | 1.0% | 1,270 | 0.2% | 6,963 | 0.4% |
| Estimated Population Density (2019) | 1,604 | psm | 2,517 | psm | 2,583 | psm |
| Trade Area Size | 3.1 | sq mi | 28.3 | sq mi | 78.5 | sq mi |
| **Households** | | | | | | |
| Estimated Households (2019) | 1,986 | | 29,542 | | 83,063 | |
| Projected Households (2024) | 2,089 | | 30,955 | | 87,030 | |
| Census Households (2010) | 1,808 | | 26,355 | | 73,959 | |
| Census Households (2000) | 1,556 | | 25,310 | | 70,042 | |
| Projected Annual Growth (2019-2024) | 102 | 1.0% | 1,413 | 1.0% | 3,968 | 1.0% |
| Historical Annual Change (2000-2019) | 431 | 1.5% | 4,232 | 0.9% | 13,021 | 1.0% |
| **Average Household Income** | | | | | | |
| Estimated Average Household Income (2019) | $163,787 | | $138,026 | | $136,266 | |
| Projected Average Household Income (2024) | $187,153 | | $158,468 | | $157,086 | |
| Census Average Household Income (2010) | $113,785 | | $104,886 | | $103,894 | |
| Census Average Household Income (2000) | $134,167 | | $102,267 | | $98,213 | |
| Projected Annual Change (2019-2024) | $23,365 | 2.9% | $20,443 | 3.0% | $20,820 | 3.1% |
| Historical Annual Change (2000-2019) | $29,620 | 1.2% | $35,759 | 1.8% | $38,053 | 2.0% |
| **Median Household Income** | | | | | | |
| Estimated Median Household Income (2019) | $126,780 | | $105,596 | | $104,350 | |
| Projected Median Household Income (2024) | $148,111 | | $122,623 | | $120,725 | |
| Census Median Household Income (2010) | $99,143 | | $81,559 | | $81,051 | |
| Census Median Household Income (2000) | $111,779 | | $81,412 | | $80,644 | |
| Projected Annual Change (2019-2024) | $21,331 | 3.4% | $17,026 | 3.2% | $16,375 | 3.1% |
| Historical Annual Change (2000-2019) | $15,001 | 0.7% | $24,184 | 1.6% | $23,706 | 1.5% |
| **Per Capita Income** | | | | | | |
| Estimated Per Capita Income (2019) | $64,583 | | $57,375 | | $55,831 | |
| Projected Per Capita Income (2024) | $73,641 | | $65,961 | | $64,404 | |
| Census Per Capita Income (2010) | $43,138 | | $41,849 | | $40,913 | |
| Census Per Capita Income (2000) | $46,828 | | $39,547 | | $37,861 | |
| Projected Annual Change (2019-2024) | $9,058 | 2.8% | $8,586 | 3.0% | $8,573 | 3.1% |
| Historical Annual Change (2000-2019) | $17,756 | 2.0% | $17,828 | 2.4% | $17,970 | 2.5% |
| Estimated Average Household Net Worth (2019) | $1.41 M | | $1.16 M | | $1.1 M | |

Demographic Source: Applied Geographic Solutions 4/2019, TIGER Geography

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# COMPLETE PROFILE

**2000-2010 Census, 2019 Estimates with 2024 Projections**

*Calculated using Weighted Block Centroid from Block Groups*

RPC
Retail Planning Corporation

**Lat/Lon: 34.004/-84.3894**

| 900 Marietta Hwy<br>Roswell, GA 30075 | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|---|---|---|---|---|---|---|
| **Race and Ethnicity** | | | | | | |
| Total Population (2019) | 5,038 | | 71,124 | | 202,798 | |
| White (2019) | 3,965 | 78.7% | 50,263 | 70.7% | 143,266 | 70.6% |
| Black or African American (2019) | 486 | 9.7% | 12,288 | 17.3% | 31,607 | 15.6% |
| American Indian or Alaska Native (2019) | 10 | 0.2% | 137 | 0.2% | 432 | 0.2% |
| Asian (2019) | 406 | 8.0% | 4,819 | 6.8% | 15,289 | 7.5% |
| Hawaiian or Pacific Islander (2019) | 2 | - | 31 | - | 73 | - |
| Other Race (2019) | 57 | 1.1% | 1,966 | 2.8% | 7,579 | 3.7% |
| Two or More Races (2019) | 112 | 2.2% | 1,621 | 2.3% | 4,552 | 2.2% |
| Population < 18 (2019) | 1,219 | 24.2% | 15,765 | 22.2% | 45,761 | 22.6% |
| White Not Hispanic | 873 | 71.6% | 9,709 | 61.6% | 26,686 | 58.3% |
| Black or African American | 124 | 10.2% | 2,749 | 17.4% | 7,414 | 16.2% |
| Asian | 86 | 7.1% | 1,076 | 6.8% | 3,387 | 7.4% |
| Other Race Not Hispanic | 56 | 4.6% | 809 | 5.1% | 2,094 | 4.6% |
| Hispanic | 79 | 6.5% | 1,421 | 9.0% | 6,180 | 13.5% |
| Not Hispanic or Latino Population (2019) | 4,774 | 94.8% | 66,220 | 93.1% | 183,077 | 90.3% |
| Not Hispanic White | 3,778 | 79.1% | 47,429 | 71.6% | 131,721 | 71.9% |
| Not Hispanic Black or African American | 481 | 10.1% | 11,915 | 18.0% | 30,646 | 16.7% |
| Not Hispanic American Indian or Alaska Native | 7 | 0.2% | 97 | 0.1% | 285 | 0.2% |
| Not Hispanic Asian | 403 | 8.5% | 4,788 | 7.2% | 15,149 | 8.3% |
| Not Hispanic Hawaiian or Pacific Islander | 2 | - | 27 | - | 63 | - |
| Not Hispanic Other Race | 22 | 0.5% | 659 | 1.0% | 1,690 | 0.9% |
| Not Hispanic Two or More Races | 80 | 1.7% | 1,305 | 2.0% | 3,523 | 1.9% |
| Hispanic or Latino Population (2019) | 264 | 5.2% | 4,904 | 6.9% | 19,721 | 9.7% |
| Hispanic White | 187 | 70.7% | 2,833 | 57.8% | 11,545 | 58.5% |
| Hispanic Black or African American | 6 | 2.1% | 373 | 7.6% | 961 | 4.9% |
| Hispanic American Indian or Alaska Native | 3 | 1.1% | 40 | 0.8% | 147 | 0.7% |
| Hispanic Asian | 2 | 0.8% | 32 | 0.6% | 140 | 0.7% |
| Hispanic Hawaiian or Pacific Islander | - | - | 4 | - | 10 | - |
| Hispanic Other Race | 34 | 13.0% | 1,307 | 26.6% | 5,889 | 29.9% |
| Hispanic Two or More Races | 32 | 12.2% | 316 | 6.4% | 1,028 | 5.2% |
| Not Hispanic or Latino Population (2010) | 4,519 | 94.7% | 61,002 | 92.4% | 167,235 | 89.0% |
| Hispanic or Latino Population (2010) | 251 | 5.3% | 5,051 | 7.6% | 20,576 | 11.0% |
| Not Hispanic or Latino Population (2000) | 4,232 | 97.2% | 61,129 | 94.4% | 167,572 | 92.7% |
| Hispanic or Latino Population (2000) | 123 | 2.8% | 3,656 | 5.6% | 13,277 | 7.3% |
| Not Hispanic or Latino Population (2024) | 5,026 | 94.7% | 69,168 | 92.9% | 191,324 | 90.1% |
| Hispanic or Latino Population (2024) | 282 | 5.3% | 5,249 | 7.1% | 21,009 | 9.9% |
| Projected Annual Growth (2019-2024) | 17 | - | 345 | - | 1,288 | - |
| Historical Annual Growth (2000-2010) | 128 | 10.4% | 1,396 | 3.8% | 7,299 | 5.5% |

# COMPLETE PROFILE

**2000-2010 Census, 2019 Estimates with 2024 Projections**

*Calculated using Weighted Block Centroid from Block Groups*

**RPC**
Retail Planning Corporation

**Lat/Lon: 34.004/-84.3894**

| 900 Marietta Hwy<br>Roswell, GA 30075 | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|---|---|---|---|---|---|---|
| **Total Age Distribution (2019)** | | | | | | |
| Total Population | 5,038 | | 71,124 | | 202,798 | |
| Age Under 5 Years | 290 | 5.8% | 3,736 | 5.3% | 11,250 | 5.5% |
| Age 5 to 9 Years | 369 | 7.3% | 4,307 | 6.1% | 12,774 | 6.3% |
| Age 10 to 14 Years | 343 | 6.8% | 4,892 | 6.9% | 13,843 | 6.8% |
| Age 15 to 19 Years | 314 | 6.2% | 4,467 | 6.3% | 12,578 | 6.2% |
| Age 20 to 24 Years | 169 | 3.3% | 3,507 | 4.9% | 9,576 | 4.7% |
| Age 25 to 29 Years | 245 | 4.9% | 4,505 | 6.3% | 12,861 | 6.3% |
| Age 30 to 34 Years | 284 | 5.6% | 4,430 | 6.2% | 13,516 | 6.7% |
| Age 35 to 39 Years | 380 | 7.6% | 4,824 | 6.8% | 14,124 | 7.0% |
| Age 40 to 44 Years | 356 | 7.1% | 4,721 | 6.6% | 13,514 | 6.7% |
| Age 45 to 49 Years | 416 | 8.3% | 5,387 | 7.6% | 15,156 | 7.5% |
| Age 50 to 54 Years | 457 | 9.1% | 5,594 | 7.9% | 15,127 | 7.5% |
| Age 55 to 59 Years | 477 | 9.5% | 5,807 | 8.2% | 15,822 | 7.8% |
| Age 60 to 64 Years | 386 | 7.7% | 5,296 | 7.4% | 14,297 | 7.1% |
| Age 65 to 69 Years | 238 | 4.7% | 3,718 | 5.2% | 11,093 | 5.5% |
| Age 70 to 74 Years | 135 | 2.7% | 2,491 | 3.5% | 7,662 | 3.8% |
| Age 75 to 79 Years | 96 | 1.9% | 1,470 | 2.1% | 4,376 | 2.2% |
| Age 80 to 84 Years | 45 | 0.9% | 861 | 1.2% | 2,513 | 1.2% |
| Age 85 Years or Over | 37 | 0.7% | 1,109 | 1.6% | 2,716 | 1.3% |
| Median Age | 41.1 | | 41.1 | | 40.4 | |
| Age 19 Years or Less | 1,317 | 26.1% | 17,403 | 24.5% | 50,445 | 24.9% |
| Age 20 to 64 Years | 3,170 | 62.9% | 44,072 | 62.0% | 123,992 | 61.1% |
| Age 65 Years or Over | 550 | 10.9% | 9,649 | 13.6% | 28,360 | 14.0% |
| **Female Age Distribution (2019)** | | | | | | |
| Female Population | 2,569 | 51.0% | 36,733 | 51.6% | 104,113 | 51.3% |
| Age Under 5 Years | 157 | 6.1% | 1,838 | 5.0% | 5,485 | 5.3% |
| Age 5 to 9 Years | 182 | 7.1% | 2,081 | 5.7% | 6,275 | 6.0% |
| Age 10 to 14 Years | 162 | 6.3% | 2,370 | 6.5% | 6,707 | 6.4% |
| Age 15 to 19 Years | 151 | 5.9% | 2,154 | 5.9% | 6,036 | 5.8% |
| Age 20 to 24 Years | 80 | 3.1% | 1,795 | 4.9% | 4,761 | 4.6% |
| Age 25 to 29 Years | 137 | 5.3% | 2,298 | 6.3% | 6,543 | 6.3% |
| Age 30 to 34 Years | 150 | 5.8% | 2,298 | 6.3% | 6,924 | 6.7% |
| Age 35 to 39 Years | 203 | 7.9% | 2,478 | 6.7% | 7,199 | 6.9% |
| Age 40 to 44 Years | 195 | 7.6% | 2,510 | 6.8% | 6,983 | 6.7% |
| Age 45 to 49 Years | 223 | 8.7% | 2,902 | 7.9% | 8,054 | 7.7% |
| Age 50 to 54 Years | 232 | 9.0% | 2,931 | 8.0% | 7,890 | 7.6% |
| Age 55 to 59 Years | 239 | 9.3% | 3,064 | 8.3% | 8,491 | 8.2% |
| Age 60 to 64 Years | 185 | 7.2% | 2,782 | 7.6% | 7,505 | 7.2% |
| Age 65 to 69 Years | 113 | 4.4% | 1,833 | 5.0% | 5,575 | 5.4% |
| Age 70 to 74 Years | 59 | 2.3% | 1,283 | 3.5% | 4,018 | 3.9% |
| Age 75 to 79 Years | 51 | 2.0% | 808 | 2.2% | 2,329 | 2.2% |
| Age 80 to 84 Years | 28 | 1.1% | 530 | 1.4% | 1,494 | 1.4% |
| Age 85 Years or Over | 22 | 0.9% | 779 | 2.1% | 1,842 | 1.8% |
| Female Median Age | 41.0 | | 41.9 | | 41.2 | |
| Age 19 Years or Less | 652 | 25.4% | 8,442 | 23.0% | 24,504 | 23.5% |
| Age 20 to 64 Years | 1,643 | 64.0% | 23,058 | 62.8% | 64,351 | 61.8% |
| Age 65 Years or Over | 273 | 10.6% | 5,233 | 14.2% | 15,258 | 14.7% |

Demographic Source: Applied Geographic Solutions 4/2019, TIGER Geography

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| **900 Marietta Hwy**<br>**Roswell, GA 30075** | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|---|---|---|---|---|---|---|
| **Male Age Distribution (2019)** | | | | | | |
| Male Population | 2,469 | *49.0%* | 34,391 | *48.4%* | 98,685 | *48.7%* |
| Age Under 5 Years | 133 | *5.4%* | 1,898 | *5.5%* | 5,765 | *5.8%* |
| Age 5 to 9 Years | 187 | *7.6%* | 2,226 | *6.5%* | 6,500 | *6.6%* |
| Age 10 to 14 Years | 182 | *7.4%* | 2,522 | *7.3%* | 7,136 | *7.2%* |
| Age 15 to 19 Years | 163 | *6.6%* | 2,314 | *6.7%* | 6,541 | *6.6%* |
| Age 20 to 24 Years | 89 | *3.6%* | 1,712 | *5.0%* | 4,814 | *4.9%* |
| Age 25 to 29 Years | 108 | *4.4%* | 2,208 | *6.4%* | 6,318 | *6.4%* |
| Age 30 to 34 Years | 135 | *5.5%* | 2,132 | *6.2%* | 6,592 | *6.7%* |
| Age 35 to 39 Years | 178 | *7.2%* | 2,346 | *6.8%* | 6,925 | *7.0%* |
| Age 40 to 44 Years | 162 | *6.5%* | 2,210 | *6.4%* | 6,531 | *6.6%* |
| Age 45 to 49 Years | 192 | *7.8%* | 2,485 | *7.2%* | 7,101 | *7.2%* |
| Age 50 to 54 Years | 225 | *9.1%* | 2,662 | *7.7%* | 7,236 | *7.3%* |
| Age 55 to 59 Years | 237 | *9.6%* | 2,744 | *8.0%* | 7,331 | *7.4%* |
| Age 60 to 64 Years | 202 | *8.2%* | 2,514 | *7.3%* | 6,793 | *6.9%* |
| Age 65 to 69 Years | 125 | *5.0%* | 1,885 | *5.5%* | 5,518 | *5.6%* |
| Age 70 to 74 Years | 76 | *3.1%* | 1,208 | *3.5%* | 3,644 | *3.7%* |
| Age 75 to 79 Years | 46 | *1.8%* | 662 | *1.9%* | 2,047 | *2.1%* |
| Age 80 to 84 Years | 17 | *0.7%* | 331 | *1.0%* | 1,019 | *1.0%* |
| Age 85 Years or Over | 15 | *0.6%* | 330 | *1.0%* | 873 | *0.9%* |
| Male Median Age | 41.2 | | 40.4 | | 39.7 | |
| Age 19 Years or Less | 665 | *26.9%* | 8,961 | *26.1%* | 25,941 | *26.3%* |
| Age 20 to 64 Years | 1,527 | *61.8%* | 21,014 | *61.1%* | 59,642 | *60.4%* |
| Age 65 Years or Over | 277 | *11.2%* | 4,416 | *12.8%* | 13,102 | *13.3%* |
| **Males per 100 Females (2019)** | | | | | | |
| Overall Comparison | | | | | | |
| Age Under 5 Years | 85 | *45.8%* | 103 | *50.8%* | 105 | *51.2%* |
| Age 5 to 9 Years | 103 | *50.7%* | 107 | *51.7%* | 104 | *50.9%* |
| Age 10 to 14 Years | 113 | *53.0%* | 106 | *51.6%* | 106 | *51.6%* |
| Age 15 to 19 Years | 108 | *51.8%* | 107 | *51.8%* | 108 | *52.0%* |
| Age 20 to 24 Years | 111 | *52.7%* | 95 | *48.8%* | 101 | *50.3%* |
| Age 25 to 29 Years | 79 | *44.0%* | 96 | *49.0%* | 97 | *49.1%* |
| Age 30 to 34 Years | 90 | *47.4%* | 93 | *48.1%* | 95 | *48.8%* |
| Age 35 to 39 Years | 88 | *46.8%* | 95 | *48.6%* | 96 | *49.0%* |
| Age 40 to 44 Years | 83 | *45.4%* | 88 | *46.8%* | 94 | *48.3%* |
| Age 45 to 49 Years | 86 | *46.3%* | 86 | *46.1%* | 88 | *46.9%* |
| Age 50 to 54 Years | 97 | *49.2%* | 91 | *47.6%* | 92 | *47.8%* |
| Age 55 to 59 Years | 99 | *49.8%* | 90 | *47.2%* | 86 | *46.3%* |
| Age 60 to 64 Years | 109 | *52.2%* | 90 | *47.5%* | 91 | *47.5%* |
| Age 65 to 69 Years | 110 | *52.4%* | 103 | *50.7%* | 99 | *49.7%* |
| Age 70 to 74 Years | 127 | *55.9%* | 94 | *48.5%* | 91 | *47.6%* |
| Age 75 to 79 Years | 90 | *47.4%* | 82 | *45.0%* | 88 | *46.8%* |
| Age 80 to 84 Years | 60 | *37.4%* | 63 | *38.5%* | 68 | *40.6%* |
| Age 85 Years or Over | 67 | *40.3%* | 42 | *29.7%* | 47 | *32.2%* |
| Age 19 Years or Less | 102 | *50.5%* | 106 | *51.5%* | 106 | *51.4%* |
| Age 20 to 39 Years | 89 | *47.2%* | 95 | *48.6%* | 97 | *49.2%* |
| Age 40 to 64 Years | 95 | *48.7%* | 89 | *47.1%* | 90 | *47.3%* |
| Age 65 Years or Over | 102 | *50.4%* | 84 | *45.8%* | 86 | *46.2%* |

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RFULL9

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|---|---|---|---|---|---|---|
| **Household Type (2019)** | | | | | | |
| Total Households | 1,986 | | 29,542 | | 83,063 | |
| Households with Children | 709 | 35.7% | 9,127 | 30.9% | 26,105 | 31.4% |
| Average Household Size | 2.5 | | 2.4 | | 2.4 | |
| Household Density per Square Mile | 633 | | 1,045 | | 1,058 | |
| Population Family | 4,335 | 86.1% | 57,949 | 81.5% | 167,287 | 82.5% |
| Population Non-Family | 700 | 13.9% | 12,729 | 17.9% | 34,983 | 17.3% |
| Population Group Quarters | 2 | - | 447 | 0.6% | 528 | 0.3% |
| Family Households | 1,424 | 71.7% | 19,080 | 64.6% | 54,480 | 65.6% |
|    Married Couple Households | 1,222 | 85.8% | 15,496 | 81.2% | 43,911 | 80.6% |
|    Other Family Households with Children | 202 | 14.2% | 3,584 | 18.8% | 10,569 | 19.4% |
|   Family Households with Children | 708 | 49.7% | 9,068 | 47.5% | 25,916 | 47.6% |
|    Married Couple with Children | 581 | 82.1% | 6,898 | 76.1% | 19,507 | 75.3% |
|    Other Family Households with Children | 127 | 17.9% | 2,170 | 23.9% | 6,409 | 24.7% |
|   Family Households No Children | 716 | 50.3% | 10,012 | 52.5% | 28,565 | 52.4% |
|    Married Couple No Children | 641 | 89.5% | 8,598 | 85.9% | 24,405 | 85.4% |
|    Other Family Households No Children | 75 | 10.5% | 1,414 | 14.1% | 4,160 | 14.6% |
| Non-Family Households | 562 | 28.3% | 10,462 | 35.4% | 28,583 | 34.4% |
|   Non-Family Households with Children | 1 | 0.3% | 59 | 0.6% | 189 | 0.7% |
|   Non-Family Households No Children | 561 | 99.7% | 10,403 | 99.4% | 28,393 | 99.3% |
| Average Family Household Size | 3.0 | | 3.0 | | 3.1 | |
| Average Family Income | $202,059 | | $177,481 | | $170,771 | |
| Median Family Income | $155,141 | | $137,479 | | $130,698 | |
| Average Non-Family Household Size | 1.2 | | 1.2 | | 1.2 | |
| **Marital Status (2019)** | | | | | | |
| Population Age 15 Years or Over | 4,035 | | 58,189 | | 164,930 | |
| Never Married | 863 | 21.4% | 17,025 | 29.3% | 49,681 | 30.1% |
| Currently Married | 2,533 | 62.8% | 31,580 | 54.3% | 87,787 | 53.2% |
| Previously Married | 638 | 15.8% | 9,583 | 16.5% | 27,462 | 16.7% |
|   Separated | 66 | 10.4% | 1,699 | 17.7% | 5,172 | 18.8% |
|   Widowed | 105 | 16.5% | 2,365 | 24.7% | 6,732 | 24.5% |
|   Divorced | 467 | 73.2% | 5,519 | 57.6% | 15,558 | 56.7% |
| **Educational Attainment (2019)** | | | | | | |
| Adult Population Age 25 Years or Over | 3,552 | | 50,214 | | 142,777 | |
| Elementary (Grade Level 0 to 8) | 31 | 0.9% | 477 | 0.9% | 2,932 | 2.1% |
| Some High School (Grade Level 9 to 11) | 33 | 0.9% | 1,047 | 2.1% | 3,338 | 2.3% |
| High School Graduate | 316 | 8.9% | 6,962 | 13.9% | 19,422 | 13.6% |
| Some College | 557 | 15.7% | 7,105 | 14.1% | 20,604 | 14.4% |
| Associate Degree Only | 130 | 3.7% | 2,946 | 5.9% | 8,790 | 6.2% |
| Bachelor Degree Only | 1,427 | 40.2% | 19,754 | 39.3% | 54,210 | 38.0% |
| Graduate Degree | 1,057 | 29.8% | 11,925 | 23.7% | 33,482 | 23.5% |
| Any College (Some College or Higher) | 3,172 | 89.3% | 41,729 | 83.1% | 117,085 | 82.0% |
| College Degree + (Bachelor Degree or Higher) | 2,484 | 69.9% | 31,678 | 63.1% | 87,692 | 61.4% |

Demographic Source: Applied Geographic Solutions 4/2019, TIGER Geography

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|---|---|---|---|---|---|---|
| **Housing** | | | | | | |
| Total Housing Units (2019) | 2,031 | | 30,268 | | 85,124 | |
| Total Housing Units (2010) | 1,893 | | 28,148 | | 78,954 | |
| Historical Annual Growth (2010-2019) | 138 | 0.8% | 2,120 | 0.8% | 6,170 | 0.9% |
| Housing Units Occupied (2019) | 1,986 | 97.8% | 29,542 | 97.6% | 83,063 | 97.6% |
| Housing Units Owner-Occupied | 1,530 | 77.0% | 19,148 | 64.8% | 55,247 | 66.5% |
| Housing Units Renter-Occupied | 456 | 23.0% | 10,393 | 35.2% | 27,816 | 33.5% |
| Housing Units Vacant (2019) | 44 | 2.2% | 727 | 2.5% | 2,061 | 2.5% |
| **Household Size (2019)** | | | | | | |
| Total Households | 1,986 | | 29,542 | | 83,063 | |
| 1 Person Households | 446 | 22.5% | 8,583 | 29.1% | 23,490 | 28.3% |
| 2 Person Households | 729 | 36.7% | 10,148 | 34.4% | 28,508 | 34.3% |
| 3 Person Households | 303 | 15.3% | 4,449 | 15.1% | 12,513 | 15.1% |
| 4 Person Households | 355 | 17.9% | 4,203 | 14.2% | 11,737 | 14.1% |
| 5 Person Households | 116 | 5.8% | 1,524 | 5.2% | 4,490 | 5.4% |
| 6 Person Households | 32 | 1.6% | 449 | 1.5% | 1,515 | 1.8% |
| 7 or More Person Households | 4 | 0.2% | 186 | 0.6% | 809 | 1.0% |
| **Household Income Distribution (2019)** | | | | | | |
| HH Income $200,000 or More | 487 | 24.5% | 5,617 | 19.0% | 14,353 | 17.3% |
| HH Income $150,000 to $199,999 | 262 | 13.2% | 3,334 | 11.3% | 9,931 | 12.0% |
| HH Income $125,000 to $149,999 | 240 | 12.1% | 2,757 | 9.3% | 7,617 | 9.2% |
| HH Income $100,000 to $124,999 | 193 | 9.7% | 2,471 | 8.4% | 7,211 | 8.7% |
| HH Income $75,000 to $99,999 | 227 | 11.4% | 3,982 | 13.5% | 10,872 | 13.1% |
| HH Income $50,000 to $74,999 | 281 | 14.1% | 4,456 | 15.1% | 13,054 | 15.7% |
| HH Income $35,000 to $49,999 | 106 | 5.3% | 2,719 | 9.2% | 8,250 | 9.9% |
| HH Income $25,000 to $34,999 | 81 | 4.1% | 1,447 | 4.9% | 4,582 | 5.5% |
| HH Income $15,000 to $24,999 | 28 | 1.4% | 1,302 | 4.4% | 3,903 | 4.7% |
| HH Income $10,000 to $14,999 | 37 | 1.8% | 472 | 1.6% | 1,121 | 1.3% |
| HH Income Under $10,000 | 46 | 2.3% | 985 | 3.3% | 2,169 | 2.6% |
| **Household Vehicles (2019)** | | | | | | |
| Households 0 Vehicles Available | 106 | 5.3% | 1,705 | 5.8% | 3,696 | 4.4% |
| Households 1 Vehicle Available | 435 | 21.9% | 8,911 | 30.2% | 26,042 | 31.4% |
| Households 2 Vehicles Available | 957 | 48.2% | 12,927 | 43.8% | 37,061 | 44.6% |
| Households 3 or More Vehicles Available | 488 | 24.6% | 5,998 | 20.3% | 16,263 | 19.6% |
| Total Vehicles Available | 4,015 | | 54,647 | | 154,439 | |
| Average Vehicles per Household | 2.0 | | 1.8 | | 1.9 | |
| Owner-Occupied Household Vehicles | 3,337 | 83.1% | 41,620 | 76.2% | 117,446 | 76.0% |
| Average Vehicles per Owner-Occupied Household | 2.2 | | 2.2 | | 2.1 | |
| Renter-Occupied Household Vehicles | 677 | 16.9% | 13,027 | 23.8% | 36,993 | 24.0% |
| Average Vehicles per Renter-Occupied Household | 1.5 | | 1.3 | | 1.3 | |
| **Travel Time (2019)** | | | | | | |
| Worker Base Age 16 years or Over | 2,772 | | 38,542 | | 110,199 | |
| Travel to Work in 14 Minutes or Less | 390 | 14.1% | 5,188 | 13.5% | 15,486 | 14.1% |
| Travel to Work in 15 to 29 Minutes | 500 | 18.0% | 11,324 | 29.4% | 32,475 | 29.5% |
| Travel to Work in 30 to 59 Minutes | 1,033 | 37.3% | 15,444 | 40.1% | 42,582 | 38.6% |
| Travel to Work in 60 Minutes or More | 297 | 10.7% | 3,488 | 9.1% | 10,108 | 9.2% |
| Work at Home | 473 | 17.1% | 4,481 | 11.6% | 12,583 | 11.4% |
| Average Minutes Travel to Work | 31.7 | | 29.6 | | 29.1 | |

*This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.*

# COMPLETE PROFILE

**2000-2010 Census, 2019 Estimates with 2024 Projections**

*Calculated using Weighted Block Centroid from Block Groups*

RPC
*Retail Planning Corporation*

**Lat/Lon: 34.004/-84.3894**

RFULL9

| 900 Marietta Hwy<br>Roswell, GA 30075 | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|---|---|---|---|---|---|---|
| **Transportation To Work (2019)** | | | | | | |
| Worker Base Age 16 years or Over | 2,772 | | 38,542 | | 110,199 | |
| Drive to Work Alone | 1,873 | 67.6% | 29,115 | 75.5% | 81,151 | 73.6% |
| Drive to Work in Carpool | 197 | 7.1% | 2,187 | 5.7% | 6,937 | 6.3% |
| Travel to Work by Public Transportation | 136 | 4.9% | 1,884 | 4.9% | 6,129 | 5.6% |
| Drive to Work on Motorcycle | - | - | 62 | 0.2% | 182 | 0.2% |
| Bicycle to Work | 1 | - | 23 | - | 140 | 0.1% |
| Walk to Work | 65 | 2.3% | 452 | 1.2% | 1,582 | 1.4% |
| Other Means | 27 | 1.0% | 338 | 0.9% | 1,495 | 1.4% |
| Work at Home | 473 | 17.1% | 4,481 | 11.6% | 12,583 | 11.4% |
| **Daytime Demographics (2019)** | | | | | | |
| Total Businesses | 144 | | 3,397 | | 10,120 | |
| Total Employees | 852 | | 27,418 | | 91,444 | |
| Company Headquarter Businesses | - | - | 17 | 0.5% | 104 | 1.0% |
| Company Headquarter Employees | - | - | 149 | 0.5% | 8,128 | 8.9% |
| Employee Population per Business | 5.9 | to 1 | 8.1 | to 1 | 9.0 | to 1 |
| Residential Population per Business | 34.9 | to 1 | 20.9 | to 1 | 20.0 | to 1 |
| Adj. Daytime Demographics Age 16 Years or Over | 2,122 | | 44,560 | | 140,163 | |
| **Labor Force** | | | | | | |
| Labor Population Age 16 Years or Over (2019) | 3,966 | | 57,284 | | 162,329 | |
| Labor Force Total Males (2019) | 1,931 | 48.7% | 27,267 | 47.6% | 77,951 | 48.0% |
| Male Civilian Employed | 1,453 | 75.2% | 20,956 | 76.9% | 60,131 | 77.1% |
| Male Civilian Unemployed | 39 | 2.0% | 402 | 1.5% | 1,163 | 1.5% |
| Males in Armed Forces | - | - | 70 | 0.3% | 124 | 0.2% |
| Males Not in Labor Force | 439 | 22.8% | 5,840 | 21.4% | 16,533 | 21.2% |
| Labor Force Total Females (2019) | 2,034 | 51.3% | 30,016 | 52.4% | 84,378 | 52.0% |
| Female Civilian Employed | 1,243 | 61.1% | 19,094 | 63.6% | 53,310 | 63.2% |
| Female Civilian Unemployed | 26 | 1.3% | 474 | 1.6% | 1,078 | 1.3% |
| Females in Armed Forces | - | - | 22 | - | 45 | - |
| Females Not in Labor Force | 765 | 37.6% | 10,426 | 34.7% | 29,945 | 35.5% |
| Unemployment Rate | 65 | 1.7% | 876 | 1.5% | 2,241 | 1.4% |
| **Occupation (2019)** | | | | | | |
| Occupation Population Age 16 Years or Over | 2,696 | | 40,050 | | 113,441 | |
| Occupation Total Males | 1,453 | 53.9% | 20,956 | 52.3% | 60,131 | 53.0% |
| Occupation Total Females | 1,243 | 46.1% | 19,094 | 47.7% | 53,310 | 47.0% |
| Management, Business, Financial Operations | 900 | 33.4% | 11,869 | 29.6% | 31,607 | 27.9% |
| Professional, Related | 639 | 23.7% | 10,499 | 26.2% | 30,770 | 27.1% |
| Service | 273 | 10.1% | 5,172 | 12.9% | 15,039 | 13.3% |
| Sales, Office | 631 | 23.4% | 9,065 | 22.6% | 24,760 | 21.8% |
| Farming, Fishing, Forestry | 11 | 0.4% | 27 | - | 122 | 0.1% |
| Construction, Extraction, Maintenance | 75 | 2.8% | 1,321 | 3.3% | 4,721 | 4.2% |
| Production, Transport, Material Moving | 168 | 6.2% | 2,096 | 5.2% | 6,422 | 5.7% |
| White Collar Workers | 2,169 | 80.5% | 31,433 | 78.5% | 87,137 | 76.8% |
| Blue Collar Workers | 527 | 19.5% | 8,617 | 21.5% | 26,304 | 23.2% |

# COMPLETE PROFILE

**2000-2010 Census, 2019 Estimates with 2024 Projections**
*Calculated using Weighted Block Centroid from Block Groups*

**Lat/Lon: 34.004/-84.3894**

RFULL9

| 900 Marietta Hwy<br>Roswell, GA 30075 | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|---|---|---|---|---|---|---|
| **Units In Structure (2019)** | | | | | | |
| Total Units | 1,808 | | 26,355 | | 73,959 | |
| 1 Detached Unit | 1,408 | 77.9% | 18,258 | 69.3% | 51,715 | 69.9% |
| 1 Attached Unit | 172 | 9.5% | 2,128 | 8.1% | 6,684 | 9.0% |
| 2 Units | 3 | 0.2% | 283 | 1.1% | 734 | 1.0% |
| 3 to 4 Units | 39 | 2.2% | 760 | 2.9% | 2,229 | 3.0% |
| 5 to 9 Units | 117 | 6.5% | 2,133 | 8.1% | 6,407 | 8.7% |
| 10 to 19 Units | 108 | 6.0% | 3,303 | 12.5% | 8,512 | 11.5% |
| 20 to 49 Units | 59 | 3.3% | 786 | 3.0% | 2,059 | 2.8% |
| 50 or More Units | 76 | 4.2% | 1,745 | 6.6% | 4,118 | 5.6% |
| Mobile Home or Trailer | 4 | 0.2% | 146 | 0.6% | 586 | 0.8% |
| Other Structure | - | - | - | - | 20 | - |
| **Homes Built By Year (2019)** | | | | | | |
| Homes Built 2014 or later | 116 | 5.7% | 814 | 2.7% | 2,533 | 3.0% |
| Homes Built 2010 to 2013 | 63 | 3.1% | 583 | 1.9% | 1,413 | 1.7% |
| Homes Built 2000 to 2009 | 331 | 16.3% | 2,956 | 9.8% | 8,629 | 10.1% |
| Homes Built 1990 to 1999 | 392 | 19.3% | 5,254 | 17.4% | 14,512 | 17.0% |
| Homes Built 1980 to 1989 | 735 | 36.2% | 10,829 | 35.8% | 26,526 | 31.2% |
| Homes Built 1970 to 1979 | 153 | 7.5% | 6,109 | 20.2% | 19,786 | 23.2% |
| Homes Built 1960 to 1969 | 81 | 4.0% | 1,716 | 5.7% | 5,950 | 7.0% |
| Homes Built 1950 to 1959 | 45 | 2.2% | 755 | 2.5% | 2,145 | 2.5% |
| Homes Built 1940 to 1949 | 32 | 1.6% | 206 | 0.7% | 518 | 0.6% |
| Homes Built Before 1939 | 38 | 1.9% | 319 | 1.1% | 1,051 | 1.2% |
| Median Age of Homes | 27.0 *yrs* | | 30.4 *yrs* | | 30.9 *yrs* | |
| **Home Values (2019)** | | | | | | |
| Owner Specified Housing Units | 1,389 | | 17,309 | | 49,842 | |
| Home Values $1,000,000 or More | 15 | 1.1% | 220 | 1.3% | 908 | 1.8% |
| Home Values $750,000 to $999,999 | 48 | 3.5% | 872 | 5.0% | 2,318 | 4.6% |
| Home Values $500,000 to $749,999 | 388 | 27.9% | 3,441 | 19.9% | 8,626 | 17.3% |
| Home Values $400,000 to $499,999 | 238 | 17.1% | 3,277 | 18.9% | 9,508 | 19.1% |
| Home Values $300,000 to $399,999 | 281 | 20.2% | 3,975 | 23.0% | 10,777 | 21.6% |
| Home Values $250,000 to $299,999 | 175 | 12.6% | 2,010 | 11.6% | 6,386 | 12.8% |
| Home Values $200,000 to $249,999 | 83 | 5.9% | 1,800 | 10.4% | 5,297 | 10.6% |
| Home Values $175,000 to $199,999 | 52 | 3.8% | 783 | 4.5% | 2,458 | 4.9% |
| Home Values $150,000 to $174,999 | 49 | 3.5% | 709 | 4.1% | 2,531 | 5.1% |
| Home Values $125,000 to $149,999 | 32 | 2.3% | 591 | 3.4% | 1,872 | 3.8% |
| Home Values $100,000 to $124,999 | 82 | 5.9% | 530 | 3.1% | 1,595 | 3.2% |
| Home Values $90,000 to $99,999 | 20 | 1.4% | 256 | 1.5% | 659 | 1.3% |
| Home Values $80,000 to $89,999 | 13 | 0.9% | 112 | 0.6% | 340 | 0.7% |
| Home Values $70,000 to $79,999 | 4 | 0.3% | 110 | 0.6% | 353 | 0.7% |
| Home Values $60,000 to $69,999 | 1 | 0.1% | 52 | 0.3% | 125 | 0.3% |
| Home Values $50,000 to $59,999 | 3 | 0.2% | 39 | 0.2% | 175 | 0.4% |
| Home Values $35,000 to $49,999 | 2 | 0.1% | 64 | 0.4% | 168 | 0.3% |
| Home Values $25,000 to $34,999 | 2 | 0.2% | 45 | 0.3% | 131 | 0.3% |
| Home Values $10,000 to $24,999 | 1 | - | 24 | 0.1% | 138 | 0.3% |
| Home Values Under $10,000 | 4 | 0.3% | 66 | 0.4% | 192 | 0.4% |
| Owner-Occupied Median Home Value | $404,028 | | $362,265 | | $354,756 | |
| Renter-Occupied Median Rent | $1,345 | | $1,056 | | $1,100 | |

Demographic Source: Applied Geographic Solutions 4/2019, TIGER Geography

**RPC**
Retail Planning Corporation

**Lat/Lon: 34.004/-84.3894**

RFULL9

| 900 Marietta Hwy Roswell, GA 30075 | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|---|---|---|---|---|---|---|
| **Total Annual Consumer Expenditure (2019)** | | | | | | |
| Total Household Expenditure | $201.32 M | | $2.59 B | | $7.26 B | |
|   Total Non-Retail Expenditure | $106.97 M | | $1.38 B | | $3.86 B | |
|   Total Retail Expenditure | $94.35 M | | $1.22 B | | $3.41 B | |
| Apparel | $7.29 M | | $93.5 M | | $261.35 M | |
| Contributions | $7.21 M | | $91.44 M | | $254.5 M | |
| Education | $7.17 M | | $89.58 M | | $247.32 M | |
| Entertainment | $11.82 M | | $151.02 M | | $422.21 M | |
| Food and Beverages | $28.95 M | | $374.65 M | | $1.05 B | |
| Furnishings and Equipment | $7.31 M | | $93.4 M | | $261.25 M | |
| Gifts | $5.6 M | | $70.58 M | | $195.22 M | |
| Health Care | $16.2 M | | $210.7 M | | $592.58 M | |
| Household Operations | $8.14 M | | $104.34 M | | $291.81 M | |
| Miscellaneous Expenses | $3.85 M | | $49.54 M | | $138.69 M | |
| Personal Care | $2.7 M | | $34.77 M | | $97.41 M | |
| Personal Insurance | $1.56 M | | $19.71 M | | $54.93 M | |
| Reading | $444.35 K | | $5.72 M | | $16.03 M | |
| Shelter | $42.15 M | | $545.14 M | | $1.53 B | |
| Tobacco | $987.77 K | | $13.38 M | | $37.88 M | |
| Transportation | $36.28 M | | $467.72 M | | $1.31 B | |
| Utilities | $13.67 M | | $179.23 M | | $504.73 M | |
| **Monthly Household Consumer Expenditure (2019)** | | | | | | |
| Total Household Expenditure | $8,446 | | $7,319 | | $7,288 | |
|   Total Non-Retail Expenditure | $4,488 | 53.1% | $3,888 | 53.1% | $3,868 | 53.1% |
|   Total Retail Expenditures | $3,958 | 46.9% | $3,431 | 46.9% | $3,420 | 46.9% |
| Apparel | $306 | 3.6% | $264 | 3.6% | $262 | 3.6% |
| Contributions | $302 | 3.6% | $258 | 3.5% | $255 | 3.5% |
| Education | $301 | 3.6% | $253 | 3.5% | $248 | 3.4% |
| Entertainment | $496 | 5.9% | $426 | 5.8% | $424 | 5.8% |
| Food and Beverages | $1,214 | 14.4% | $1,057 | 14.4% | $1,054 | 14.5% |
| Furnishings and Equipment | $306 | 3.6% | $263 | 3.6% | $262 | 3.6% |
| Gifts | $235 | 2.8% | $199 | 2.7% | $196 | 2.7% |
| Health Care | $679 | 8.0% | $594 | 8.1% | $595 | 8.2% |
| Household Operations | $341 | 4.0% | $294 | 4.0% | $293 | 4.0% |
| Miscellaneous Expenses | $161 | 1.9% | $140 | 1.9% | $139 | 1.9% |
| Personal Care | $113 | 1.3% | $98 | 1.3% | $98 | 1.3% |
| Personal Insurance | $66 | 0.8% | $56 | 0.8% | $55 | 0.8% |
| Reading | $19 | 0.2% | $16 | 0.2% | $16 | 0.2% |
| Shelter | $1,768 | 20.9% | $1,538 | 21.0% | $1,530 | 21.0% |
| Tobacco | $41 | 0.5% | $38 | 0.5% | $38 | 0.5% |
| Transportation | $1,522 | 18.0% | $1,319 | 18.0% | $1,317 | 18.1% |
| Utilities | $573 | 6.8% | $506 | 6.9% | $506 | 6.9% |

*This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.*