



Executive Summary

Drive Times: 5, 10, 15 drive time minute radii

1112 Alpharetta St, Roswell, GA 30075,

Latitude: 34.0289

Longitude: -84.3574

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2000 Population	14,274	86,311	208,238
2010 Population	15,200	93,471	228,477
2020 Population	17,318	103,644	254,113
2025 Population	18,392	109,240	267,660
2000-2010 Annual Rate	0.63%	0.80%	0.93%
2010-2020 Annual Rate	1.28%	1.01%	1.04%
2020-2025 Annual Rate	1.21%	1.06%	1.04%
2020 Male Population	49.2%	48.9%	48.8%
2020 Female Population	50.8%	51.1%	51.2%
2020 Median Age	40.6	38.0	39.3

In the identified area, the current year population is 254,113. In 2010, the Census count in the area was 228,477. The rate of change since 2010 was 1.04% annually. The five-year projection for the population in the area is 267,660 representing a change of 1.04% annually from 2020 to 2025. Currently, the population is 48.8% male and 51.2% female.

Median Age

The median age in this area is 40.6, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	68.5%	66.5%	68.9%
2020 Black Alone	12.5%	16.1%	14.0%
2020 American Indian/Alaska Native Alone	0.3%	0.3%	0.2%
2020 Asian Alone	5.7%	6.9%	9.6%
2020 Pacific Islander Alone	0.1%	0.0%	0.0%
2020 Other Race	9.8%	6.8%	4.2%
2020 Two or More Races	3.2%	3.3%	3.1%
2020 Hispanic Origin (Any Race)	20.7%	16.3%	10.7%

Persons of Hispanic origin represent 10.7% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 59.3 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	179	176	196
2000 Households	5,684	33,187	80,467
2010 Households	6,243	36,766	89,931
2020 Total Households	7,038	40,649	99,783
2025 Total Households	7,490	42,835	105,017
2000-2010 Annual Rate	0.94%	1.03%	1.12%
2010-2020 Annual Rate	1.18%	0.98%	1.02%
2020-2025 Annual Rate	1.25%	1.05%	1.03%
2020 Average Household Size	2.42	2.53	2.54

The household count in this area has changed from 89,931 in 2010 to 99,783 in the current year, a change of 1.02% annually. The five-year projection of households is 105,017, a change of 1.03% annually from the current year total. Average household size is currently 2.54, compared to 2.53 in the year 2010. The number of families in the current year is 67,107 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



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Mortgage Income			
2020 Percent of Income for Mortgage	15.0%	17.4%	16.1%
Median Household Income			
2020 Median Household Income	\$99,824	\$91,905	\$103,727
2025 Median Household Income	\$107,217	\$100,890	\$111,731
2020-2025 Annual Rate	1.44%	1.88%	1.50%
Average Household Income			
2020 Average Household Income	\$134,117	\$131,876	\$142,853
2025 Average Household Income	\$148,770	\$145,731	\$158,782
2020-2025 Annual Rate	2.10%	2.02%	2.14%
Per Capita Income			
2020 Per Capita Income	\$53,325	\$51,399	\$55,934
2025 Per Capita Income	\$59,032	\$56,779	\$62,122
2020-2025 Annual Rate	2.05%	2.01%	2.12%

Households by Income

Current median household income is \$103,727 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$111,731 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$142,853 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$158,782 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$55,934 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$62,122 in five years, compared to \$37,691 for all U.S. households

Housing			
2020 Housing Affordability Index	153	132	142
2000 Total Housing Units	5,971	34,561	83,602
2000 Owner Occupied Housing Units	3,424	20,465	54,151
2000 Renter Occupied Housing Units	2,260	12,722	26,316
2000 Vacant Housing Units	287	1,374	3,135
2010 Total Housing Units	6,941	39,656	95,878
2010 Owner Occupied Housing Units	4,081	22,520	59,590
2010 Renter Occupied Housing Units	2,162	14,246	30,341
2010 Vacant Housing Units	698	2,890	5,947
2020 Total Housing Units	7,574	42,725	103,786
2020 Owner Occupied Housing Units	4,456	24,741	65,994
2020 Renter Occupied Housing Units	2,582	15,907	33,789
2020 Vacant Housing Units	536	2,076	4,003
2025 Total Housing Units	8,041	44,901	108,945
2025 Owner Occupied Housing Units	4,724	25,832	69,131
2025 Renter Occupied Housing Units	2,766	17,002	35,886
2025 Vacant Housing Units	551	2,066	3,928

Currently, 63.6% of the 103,786 housing units in the area are owner occupied; 32.6%, renter occupied; and 3.9% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 95,878 housing units in the area - 62.2% owner occupied, 31.6% renter occupied, and 6.2% vacant. The annual rate of change in housing units since 2010 is 3.59%. Median home value in the area is \$400,477, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.42% annually to \$429,649.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.