



Executive Summary

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

1090 Alpharetta St, Roswell, GA 30075,

Latitude: 34.0283

Longitude: -84.3582

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	13,053	80,627	197,562
2020 Population	14,191	84,628	214,834
2023 Population	14,612	85,930	217,798
2028 Population	14,780	85,371	217,434
2010-2020 Annual Rate	0.84%	0.49%	0.84%
2020-2023 Annual Rate	0.90%	0.47%	0.42%
2023-2028 Annual Rate	0.23%	-0.13%	-0.03%
2020 Male Population	47.9%	48.2%	48.3%
2020 Female Population	52.1%	51.8%	51.7%
2020 Median Age	43.4	38.5	39.6
2023 Male Population	49.1%	49.3%	48.9%
2023 Female Population	50.9%	50.7%	51.1%
2023 Median Age	43.4	38.8	40.0

In the identified area, the current year population is 217,798. In 2020, the Census count in the area was 214,834. The rate of change since 2020 was 0.42% annually. The five-year projection for the population in the area is 217,434 representing a change of -0.03% annually from 2023 to 2028. Currently, the population is 48.9% male and 51.1% female.

Median Age

The median age in this area is 40.0, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	68.2%	58.9%	62.2%
2023 Black Alone	10.7%	15.2%	13.2%
2023 American Indian/Alaska Native Alone	0.3%	0.5%	0.3%
2023 Asian Alone	4.0%	6.0%	8.9%
2023 Pacific Islander Alone	0.0%	0.1%	0.0%
2023 Other Race	6.0%	8.0%	5.2%
2023 Two or More Races	10.8%	11.3%	10.1%
2023 Hispanic Origin (Any Race)	14.2%	17.2%	12.4%

Persons of Hispanic origin represent 12.4% of the population in the identified area compared to 19.4% 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 66.7 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	185	160	177
2010 Households	5,393	31,477	77,918
2020 Households	5,995	34,112	84,624
2023 Households	6,133	34,772	85,992
2028 Households	6,255	34,782	86,399
2010-2020 Annual Rate	1.06%	0.81%	0.83%
2020-2023 Annual Rate	0.70%	0.59%	0.49%
2023-2028 Annual Rate	0.39%	0.01%	0.09%
2023 Average Household Size	2.33	2.45	2.52

The household count in this area has changed from 84,624 in 2020 to 85,992 in the current year, a change of 0.49% annually. The five-year projection of households is 86,399, a change of 0.09% annually from the current year total. Average household size is currently 2.52, compared to 2.53 in the year 2020. The number of families in the current year is 56,438 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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.



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Mortgage Income			
2023 Percent of Income for Mortgage	22.3%	24.8%	24.3%
Median Household Income			
2023 Median Household Income	\$118,550	\$107,874	\$115,378
2028 Median Household Income	\$134,117	\$122,958	\$132,316
2023-2028 Annual Rate	2.50%	2.65%	2.78%
Average Household Income			
2023 Average Household Income	\$164,430	\$152,253	\$163,930
2028 Average Household Income	\$187,260	\$173,533	\$185,901
2023-2028 Annual Rate	2.63%	2.65%	2.55%
Per Capita Income			
2023 Per Capita Income	\$67,891	\$61,395	\$64,704
2028 Per Capita Income	\$77,935	\$70,444	\$73,833
2023-2028 Annual Rate	2.80%	2.79%	2.67%
GINI Index			
2023 Gini Index	34.0	35.5	33.9

Households by Income

Current median household income is \$115,378 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$132,316 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$163,930 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$185,901 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$64,704 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$73,833 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	109	99	101
2010 Total Housing Units	6,026	34,013	83,369
2010 Owner Occupied Housing Units	3,733	18,586	51,031
2010 Renter Occupied Housing Units	1,660	12,895	26,889
2010 Vacant Housing Units	633	2,536	5,451
2020 Total Housing Units	6,398	36,066	88,977
2020 Owner Occupied Housing Units	4,052	19,915	54,969
2020 Renter Occupied Housing Units	1,943	14,197	29,655
2020 Vacant Housing Units	350	1,944	4,255
2023 Total Housing Units	6,527	36,695	90,251
2023 Owner Occupied Housing Units	4,608	22,053	58,609
2023 Renter Occupied Housing Units	1,525	12,719	27,383
2023 Vacant Housing Units	394	1,923	4,259
2028 Total Housing Units	6,666	37,037	91,391
2028 Owner Occupied Housing Units	4,676	22,287	59,018
2028 Renter Occupied Housing Units	1,579	12,495	27,381
2028 Vacant Housing Units	411	2,255	4,992

Socioeconomic Status Index

2023 Socioeconomic Status Index	59.8	56.2	60.0
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Currently, 64.9% of the 90,251 housing units in the area are owner occupied; 30.3%, renter occupied; and 4.7% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 88,977 housing units in the area and 4.8% vacant housing units. The annual rate of change in housing units since 2020 is 0.44%. Median home value in the area is \$466,284, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.16% annually to \$494,021.

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