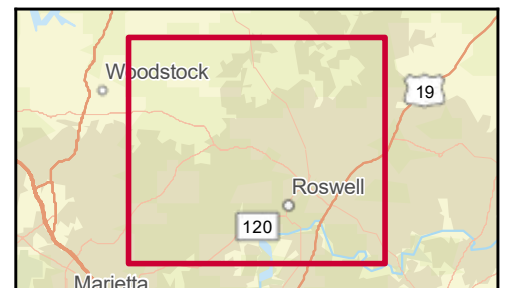
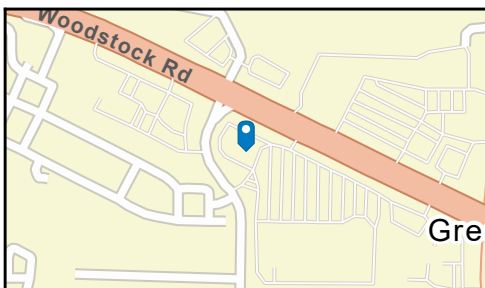
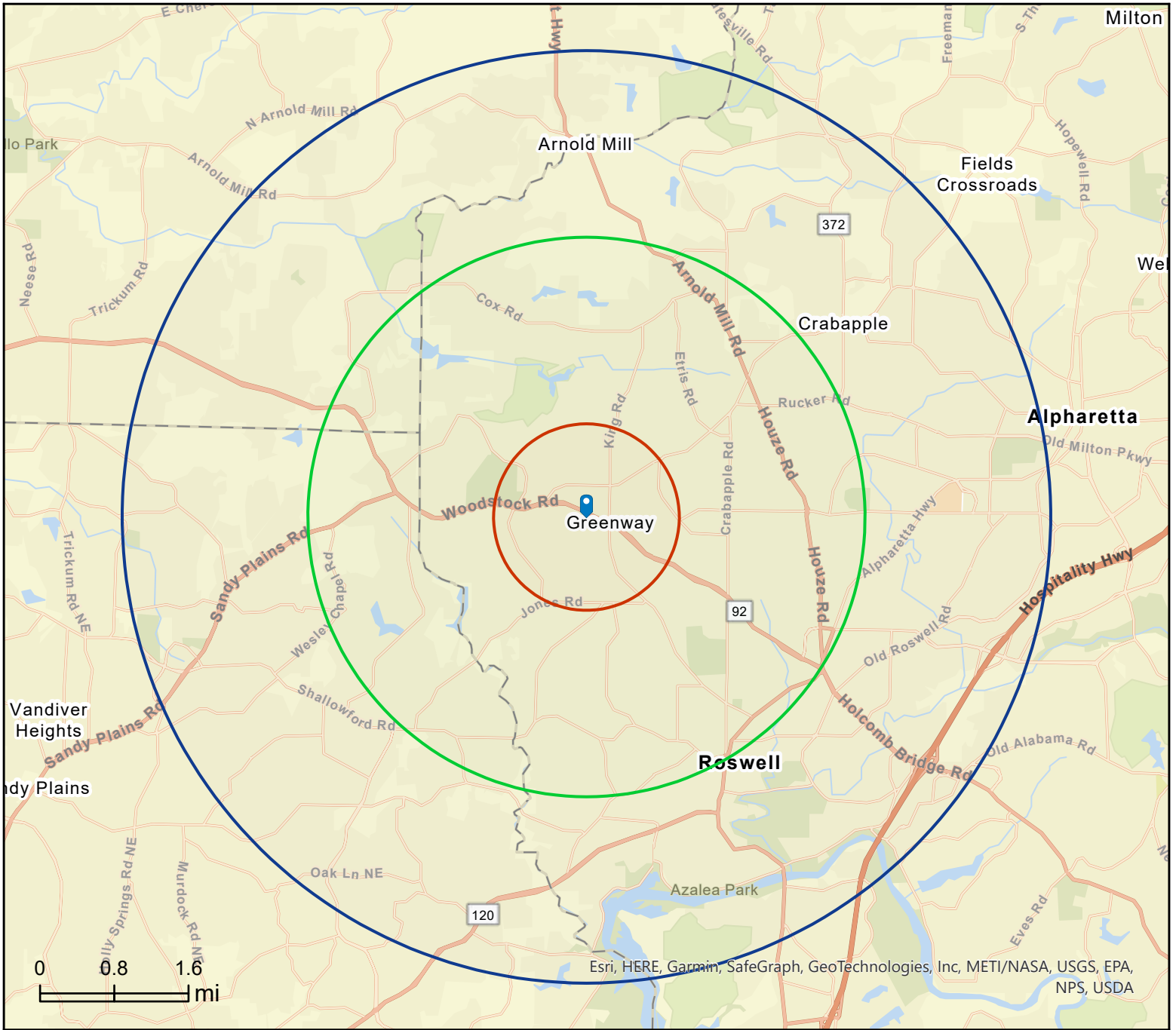


880 Woodstock Rd, Roswell, Georgia, 30075  
Rings: 1, 3, 5 mile radii

Westwind Village  
Latitude: 34.06030  
Longitude: -84.38765





# Executive Summary

880 Woodstock Rd, Roswell, Georgia, 30075  
Rings: 1, 3, 5 mile radii

Westwind Village  
Latitude: 34.06030  
Longitude: -84.38765

	1 mile	3 miles	5 miles
<b>Population</b>			
2010 Population	3,806	47,922	142,784
2020 Population	4,072	52,305	155,528
2022 Population	4,040	53,090	157,643
2027 Population	3,968	52,980	159,329
2010-2020 Annual Rate	0.68%	0.88%	0.86%
2020-2022 Annual Rate	-0.35%	0.66%	0.60%
2022-2027 Annual Rate	-0.36%	-0.04%	0.21%
2022 Male Population	47.5%	48.7%	48.9%
2022 Female Population	52.5%	51.3%	51.1%
2022 Median Age	50.0	45.3	40.9

In the identified area, the current year population is 157,643. In 2020, the Census count in the area was 155,528. The rate of change since 2020 was 0.60% annually. The five-year projection for the population in the area is 159,329 representing a change of 0.21% annually from 2022 to 2027. Currently, the population is 48.9% male and 51.1% female.

### Median Age

The median age in this area is 40.9, compared to U.S. median age of 38.9.

### Race and Ethnicity

2022 White Alone	82.8%	79.5%	69.9%
2022 Black Alone	5.0%	5.2%	8.8%
2022 American Indian/Alaska Native Alone	0.1%	0.2%	0.3%
2022 Asian Alone	4.0%	5.3%	6.4%
2022 Pacific Islander Alone	0.0%	0.0%	0.0%
2022 Other Race	1.0%	1.6%	4.8%
2022 Two or More Races	7.0%	8.2%	9.7%
2022 Hispanic Origin (Any Race)	4.9%	6.3%	11.8%

Persons of Hispanic origin represent 11.8% of the population in the identified area compared to 19.0% 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 59.5 in the identified area, compared to 71.6 for the U.S. as a whole.

### Households

2022 Wealth Index	306	285	220
2010 Households	1,606	17,767	52,181
2020 Households	1,686	19,025	57,222
2022 Households	1,676	19,331	58,155
2027 Households	1,644	19,306	58,844
2010-2020 Annual Rate	0.49%	0.69%	0.93%
2020-2022 Annual Rate	-0.26%	0.71%	0.72%
2022-2027 Annual Rate	-0.38%	-0.03%	0.24%
2022 Average Household Size	2.41	2.73	2.70

The household count in this area has changed from 57,222 in 2020 to 58,155 in the current year, a change of 0.72% annually. The five-year projection of households is 58,844, a change of 0.24% annually from the current year total. Average household size is currently 2.70, compared to 2.71 in the year 2020. The number of families in the current year is 42,842 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. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



# Executive Summary

880 Woodstock Rd, Roswell, Georgia, 30075  
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Westwind Village  
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	1 mile	3 miles	5 miles
<b>Mortgage Income</b>			
2022 Percent of Income for Mortgage	15.8%	15.2%	17.6%
<b>Median Household Income</b>			
2022 Median Household Income	\$155,602	\$159,515	\$130,083
2027 Median Household Income	\$163,407	\$176,768	\$151,883
2022-2027 Annual Rate	0.98%	2.08%	3.15%
<b>Average Household Income</b>			
2022 Average Household Income	\$210,565	\$208,404	\$174,947
2027 Average Household Income	\$232,809	\$236,902	\$200,395
2022-2027 Annual Rate	2.03%	2.60%	2.75%
<b>Per Capita Income</b>			
2022 Per Capita Income	\$88,762	\$75,453	\$64,448
2027 Per Capita Income	\$98,016	\$85,824	\$73,888
2022-2027 Annual Rate	2.00%	2.61%	2.77%

### Households by Income

Current median household income is \$130,083 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$151,883 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$174,947 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$200,395 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$64,448 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$73,888 in five years, compared to \$47,064 for all U.S. households

<b>Housing</b>			
2022 Housing Affordability Index	150	156	137
2010 Total Housing Units	1,691	18,669	55,392
2010 Owner Occupied Housing Units	1,378	15,798	40,185
2010 Renter Occupied Housing Units	228	1,969	12,000
2010 Vacant Housing Units	85	902	3,211
2020 Total Housing Units	1,756	19,804	59,595
2020 Vacant Housing Units	70	779	2,373
2022 Total Housing Units	1,739	20,058	60,398
2022 Owner Occupied Housing Units	1,501	17,452	45,846
2022 Renter Occupied Housing Units	174	1,879	12,309
2022 Vacant Housing Units	63	727	2,243
2027 Total Housing Units	1,746	20,360	61,841
2027 Owner Occupied Housing Units	1,482	17,432	46,682
2027 Renter Occupied Housing Units	162	1,875	12,161
2027 Vacant Housing Units	102	1,054	2,997

Currently, 75.9% of the 60,398 housing units in the area are owner occupied; 20.4%, renter occupied; and 3.7% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 59,595 housing units in the area and 4.0% vacant housing units. The annual rate of change in housing units since 2020 is 0.60%. Median home value in the area is \$434,635, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 1.27% annually to \$463,022.

**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. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



# Market Profile

880 Woodstock Rd, Roswell, Georgia, 30075  
Rings: 1, 3, 5 mile radii

Westwind Village  
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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	3,806	47,922	142,784
2020 Total Population	4,072	52,305	155,528
2020 Group Quarters	5	379	740
2022 Total Population	4,040	53,090	157,643
2022 Group Quarters	5	379	740
2027 Total Population	3,968	52,980	159,329
2022-2027 Annual Rate	-0.36%	-0.04%	0.21%
2022 Total Daytime Population	6,571	54,186	162,902
Workers	4,618	28,155	88,684
Residents	1,953	26,031	74,218
<b>Household Summary</b>			
2010 Households	1,606	17,767	52,181
2010 Average Household Size	2.37	2.68	2.73
2020 Total Households	1,686	19,025	57,222
2020 Average Household Size	2.41	2.73	2.71
2022 Total Households	1,676	19,331	58,155
2022 Average Household Size	2.41	2.73	2.70
2027 Total Households	1,644	19,306	58,844
2027 Average Household Size	2.41	2.72	2.70
2022-2027 Annual Rate	-0.38%	-0.03%	0.24%
2010 Families	1,063	13,718	39,022
2010 Average Family Size	2.97	3.08	3.16
2022 Total Families	1,086	14,757	42,842
2022 Average Family Size	3.09	3.17	3.18
2027 Total Families	1,066	14,714	43,269
2027 Average Family Size	3.09	3.17	3.18
2022-2027 Annual Rate	-0.37%	-0.06%	0.20%
<b>Housing Unit Summary</b>			
2000 Housing Units	919	15,532	46,969
Owner Occupied Housing Units	93.7%	90.3%	76.0%
Renter Occupied Housing Units	3.5%	7.5%	21.2%
Vacant Housing Units	2.8%	2.1%	2.9%
2010 Housing Units	1,691	18,669	55,392
Owner Occupied Housing Units	81.5%	84.6%	72.5%
Renter Occupied Housing Units	13.5%	10.5%	21.7%
Vacant Housing Units	5.0%	4.8%	5.8%
2020 Housing Units	1,756	19,804	59,595
Vacant Housing Units	4.0%	3.9%	4.0%
2022 Housing Units	1,739	20,058	60,398
Owner Occupied Housing Units	86.3%	87.0%	75.9%
Renter Occupied Housing Units	10.0%	9.4%	20.4%
Vacant Housing Units	3.6%	3.6%	3.7%
2027 Housing Units	1,746	20,360	61,841
Owner Occupied Housing Units	84.9%	85.6%	75.5%
Renter Occupied Housing Units	9.3%	9.2%	19.7%
Vacant Housing Units	5.8%	5.2%	4.8%
<b>Median Household Income</b>			
2022	\$155,602	\$159,515	\$130,083
2027	\$163,407	\$176,768	\$151,883
<b>Median Home Value</b>			
2022	\$466,012	\$460,353	\$434,635
2027	\$498,868	\$488,125	\$463,022
<b>Per Capita Income</b>			
2022	\$88,762	\$75,453	\$64,448
2027	\$98,016	\$85,824	\$73,888
<b>Median Age</b>			
2010	46.5	43.0	38.6
2022	50.0	45.3	40.9
2027	51.7	46.1	41.7

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

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Westwind Village  
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	1 mile	3 miles	5 miles
<b>2022 Households by Income</b>			
Household Income Base	1,676	19,331	58,155
<\$15,000	2.9%	2.0%	2.1%
\$15,000 - \$24,999	3.9%	1.5%	2.6%
\$25,000 - \$34,999	2.4%	1.9%	3.2%
\$35,000 - \$49,999	3.0%	3.6%	5.9%
\$50,000 - \$74,999	7.6%	6.7%	11.3%
\$75,000 - \$99,999	8.7%	9.1%	10.9%
\$100,000 - \$149,999	19.1%	21.1%	20.4%
\$150,000 - \$199,999	16.1%	16.6%	15.7%
\$200,000+	36.3%	37.5%	28.0%
Average Household Income	\$210,565	\$208,404	\$174,947
<b>2027 Households by Income</b>			
Household Income Base	1,644	19,306	58,844
<\$15,000	1.3%	1.0%	1.1%
\$15,000 - \$24,999	1.7%	0.7%	1.2%
\$25,000 - \$34,999	1.2%	0.9%	1.6%
\$35,000 - \$49,999	1.8%	1.9%	3.9%
\$50,000 - \$74,999	5.0%	4.9%	10.4%
\$75,000 - \$99,999	7.2%	7.4%	9.8%
\$100,000 - \$149,999	25.7%	21.6%	21.0%
\$150,000 - \$199,999	18.2%	18.9%	18.7%
\$200,000+	38.0%	42.7%	32.3%
Average Household Income	\$232,809	\$236,902	\$200,395
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,501	17,452	45,846
<\$50,000	0.1%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.6%	0.2%	1.6%
\$150,000 - \$199,999	0.5%	0.7%	2.6%
\$200,000 - \$249,999	2.5%	3.4%	5.8%
\$250,000 - \$299,999	5.3%	5.1%	8.1%
\$300,000 - \$399,999	18.7%	22.3%	22.7%
\$400,000 - \$499,999	33.9%	30.0%	25.5%
\$500,000 - \$749,999	30.9%	28.9%	24.5%
\$750,000 - \$999,999	4.6%	7.0%	6.9%
\$1,000,000 - \$1,499,999	2.8%	1.7%	1.4%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.1%	0.3%	0.4%
Average Home Value	\$511,768	\$509,679	\$479,266
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,482	17,432	46,682
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.3%
\$150,000 - \$199,999	0.1%	0.2%	1.1%
\$200,000 - \$249,999	0.9%	1.6%	3.9%
\$250,000 - \$299,999	2.1%	3.0%	6.7%
\$300,000 - \$399,999	14.4%	18.8%	21.4%
\$400,000 - \$499,999	32.8%	29.9%	26.3%
\$500,000 - \$749,999	39.9%	34.9%	29.1%
\$750,000 - \$999,999	6.4%	9.2%	9.0%
\$1,000,000 - \$1,499,999	3.2%	1.9%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.1%	0.2%	0.4%
Average Home Value	\$553,815	\$543,522	\$516,053

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

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Rings: 1, 3, 5 mile radii

Westwind Village  
Latitude: 34.06030  
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	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	3,808	47,923	142,786
0 - 4	4.7%	5.7%	6.7%
5 - 9	6.5%	7.5%	7.8%
10 - 14	7.0%	8.0%	7.8%
15 - 24	8.3%	9.7%	11.0%
25 - 34	6.9%	7.3%	11.3%
35 - 44	13.8%	15.1%	15.6%
45 - 54	18.4%	18.3%	16.8%
55 - 64	14.4%	15.2%	13.3%
65 - 74	8.1%	7.0%	5.7%
75 - 84	7.9%	4.1%	2.8%
85 +	3.9%	2.2%	1.3%
18 +	77.5%	74.1%	73.1%
<b>2022 Population by Age</b>			
Total	4,041	53,090	157,645
0 - 4	3.8%	4.9%	5.7%
5 - 9	5.0%	6.3%	6.4%
10 - 14	6.5%	7.6%	7.1%
15 - 24	10.5%	11.0%	11.7%
25 - 34	6.5%	8.2%	11.6%
35 - 44	10.5%	11.5%	12.7%
45 - 54	14.7%	15.0%	14.1%
55 - 64	17.9%	15.6%	14.2%
65 - 74	13.3%	11.9%	10.6%
75 - 84	7.1%	5.4%	4.3%
85 +	4.2%	2.4%	1.5%
18 +	80.5%	76.7%	76.4%
<b>2027 Population by Age</b>			
Total	3,967	52,980	159,328
0 - 4	3.6%	4.8%	5.7%
5 - 9	4.9%	6.1%	6.2%
10 - 14	5.8%	7.0%	6.6%
15 - 24	9.3%	10.2%	10.9%
25 - 34	7.2%	8.4%	11.5%
35 - 44	10.0%	12.0%	13.5%
45 - 54	14.2%	14.0%	13.2%
55 - 64	16.2%	14.5%	13.1%
65 - 74	15.1%	12.7%	11.3%
75 - 84	9.7%	7.8%	6.4%
85 +	4.0%	2.6%	1.7%
18 +	82.0%	77.9%	77.6%
<b>2010 Population by Sex</b>			
Males	1,756	23,260	70,052
Females	2,051	24,662	72,732
<b>2022 Population by Sex</b>			
Males	1,918	25,839	77,036
Females	2,122	27,251	80,607
<b>2027 Population by Sex</b>			
Males	1,907	25,840	77,793
Females	2,060	27,141	81,536

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

880 Woodstock Rd, Roswell, Georgia, 30075  
Rings: 1, 3, 5 mile radii

Westwind Village  
Latitude: 34.06030  
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	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	3,806	47,923	142,784
White Alone	88.3%	86.6%	79.1%
Black Alone	5.1%	5.0%	8.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.9%	4.4%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.9%	4.7%
Two or More Races	1.8%	1.8%	2.3%
Hispanic Origin	3.5%	5.7%	12.4%
Diversity Index	27.0	32.5	50.0
<b>2020 Population by Race/Ethnicity</b>			
Total	4,072	52,305	155,528
White Alone	83.1%	79.9%	70.3%
Black Alone	5.1%	5.2%	8.9%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	3.8%	5.1%	6.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.6%	4.8%
Two or More Races	6.8%	7.9%	9.4%
Hispanic Origin	4.9%	6.2%	11.7%
Diversity Index	36.6	42.4	59.0
<b>2022 Population by Race/Ethnicity</b>			
Total	4,041	53,090	157,642
White Alone	82.8%	79.5%	69.9%
Black Alone	5.0%	5.2%	8.8%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	4.0%	5.3%	6.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.6%	4.8%
Two or More Races	7.0%	8.2%	9.7%
Hispanic Origin	4.9%	6.3%	11.8%
Diversity Index	37.0	43.1	59.5
<b>2027 Population by Race/Ethnicity</b>			
Total	3,967	52,980	159,329
White Alone	81.9%	78.3%	68.5%
Black Alone	5.0%	5.2%	8.8%
American Indian Alone	0.1%	0.2%	0.4%
Asian Alone	4.3%	5.8%	6.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.8%	5.0%
Two or More Races	7.5%	8.8%	10.5%
Hispanic Origin	5.0%	6.4%	12.0%
Diversity Index	38.4	44.8	60.9
<b>2010 Population by Relationship and Household Type</b>			
Total	3,807	47,922	142,784
In Households	99.8%	99.3%	99.6%
In Family Households	83.7%	89.2%	88.1%
Householder	28.4%	28.5%	27.3%
Spouse	24.4%	25.1%	22.7%
Child	28.1%	32.1%	32.6%
Other relative	2.2%	2.4%	3.7%
Nonrelative	0.7%	1.1%	1.8%
In Nonfamily Households	16.1%	10.1%	11.5%
In Group Quarters	0.2%	0.7%	0.4%
Institutionalized Population	0.1%	0.4%	0.3%
Noninstitutionalized Population	0.0%	0.3%	0.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

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	1 mile	3 miles	5 miles
<b>2022 Population 25+ by Educational Attainment</b>			
Total	2,997	37,250	108,799
Less than 9th Grade	1.1%	0.7%	1.6%
9th - 12th Grade, No Diploma	1.8%	1.1%	1.8%
High School Graduate	7.5%	8.1%	10.1%
GED/Alternative Credential	1.6%	1.2%	1.2%
Some College, No Degree	12.6%	11.5%	13.1%
Associate Degree	3.6%	5.8%	6.4%
Bachelor's Degree	45.4%	44.8%	41.7%
Graduate/Professional Degree	26.4%	26.7%	24.0%
<b>2022 Population 15+ by Marital Status</b>			
Total	3,420	43,104	127,296
Never Married	22.5%	22.9%	25.6%
Married	61.2%	64.6%	62.4%
Widowed	7.1%	4.8%	3.8%
Divorced	9.2%	7.7%	8.2%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,157	27,895	86,166
Population 16+ Employed	97.9%	98.3%	98.2%
Population 16+ Unemployment rate	2.1%	1.7%	1.8%
Population 16-24 Employed	9.3%	9.1%	10.0%
Population 16-24 Unemployment rate	2.5%	4.6%	5.1%
Population 25-54 Employed	52.6%	57.8%	62.0%
Population 25-54 Unemployment rate	2.4%	1.5%	1.4%
Population 55-64 Employed	28.0%	23.1%	20.0%
Population 55-64 Unemployment rate	0.3%	1.1%	1.4%
Population 65+ Employed	10.1%	10.0%	8.0%
Population 65+ Unemployment rate	5.3%	2.0%	1.5%
<b>2022 Employed Population 16+ by Industry</b>			
Total	2,112	27,411	84,591
Agriculture/Mining	0.0%	0.4%	0.4%
Construction	1.5%	2.6%	4.7%
Manufacturing	3.4%	7.6%	7.5%
Wholesale Trade	3.0%	3.2%	3.2%
Retail Trade	12.9%	9.4%	9.5%
Transportation/Utilities	7.6%	4.7%	4.5%
Information	2.6%	3.7%	4.0%
Finance/Insurance/Real Estate	8.5%	12.5%	11.7%
Services	56.8%	53.3%	52.3%
Public Administration	3.7%	2.5%	2.1%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	2,109	27,410	84,590
White Collar	91.6%	85.2%	79.6%
Management/Business/Financial	39.5%	37.2%	33.3%
Professional	28.5%	29.2%	27.0%
Sales	16.5%	12.2%	11.4%
Administrative Support	7.1%	6.6%	7.8%
Services	3.1%	8.0%	10.7%
Blue Collar	5.2%	6.8%	9.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.0%	0.9%	2.7%
Installation/Maintenance/Repair	0.4%	0.7%	1.4%
Production	1.1%	2.2%	1.9%
Transportation/Material Moving	3.6%	2.9%	3.5%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

February 15, 2023





# Market Profile

880 Woodstock Rd, Roswell, Georgia, 30075  
Rings: 1, 3, 5 mile radii

Westwind Village  
Latitude: 34.06030  
Longitude: -84.38765

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	1,607	17,767	52,185
Households with 1 Person	30.7%	19.4%	20.3%
Households with 2+ People	69.3%	80.6%	79.7%
Family Households	66.1%	77.2%	74.8%
Husband-wife Families	56.7%	68.0%	62.2%
With Related Children	23.6%	32.3%	31.4%
Other Family (No Spouse Present)	9.5%	9.2%	12.6%
Other Family with Male Householder	2.0%	2.2%	3.4%
With Related Children	1.3%	1.2%	1.9%
Other Family with Female Householder	7.5%	7.0%	9.2%
With Related Children	3.9%	4.1%	6.1%
Nonfamily Households	3.2%	3.3%	5.0%
All Households with Children	29.0%	37.7%	39.6%
Multigenerational Households	2.1%	2.5%	2.9%
Unmarried Partner Households	2.8%	2.7%	4.1%
Male-female	2.1%	2.0%	3.3%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	1,604	17,768	52,180
1 Person Household	30.7%	19.4%	20.2%
2 Person Household	35.6%	34.8%	32.9%
3 Person Household	13.8%	17.1%	17.7%
4 Person Household	13.2%	18.8%	18.1%
5 Person Household	5.0%	6.8%	7.2%
6 Person Household	1.3%	2.1%	2.5%
7 + Person Household	0.4%	0.9%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,606	17,767	52,185
Owner Occupied	85.8%	88.9%	77.0%
Owned with a Mortgage/Loan	65.8%	72.3%	64.3%
Owned Free and Clear	20.0%	16.6%	12.7%
Renter Occupied	14.2%	11.1%	23.0%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	150	156	137
Percent of Income for Mortgage	15.8%	15.2%	17.6%
Wealth Index	306	285	220
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,691	18,669	55,392
Housing Units Inside Urbanized Area	100.0%	100.0%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,806	47,922	142,784
Population Inside Urbanized Area	100.0%	100.0%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.4%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

880 Woodstock Rd, Roswell, Georgia, 30075  
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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Exurbanites (1E)	Professional Pride (1B)	Professional Pride (1B)
2.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
3.	Top Tier (1A)	Exurbanites (1E)	Bright Young Professionals (8C)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,524,793	\$88,524,490	\$230,800,854
Average Spent	\$4,489.73	\$4,579.41	\$3,968.72
Spending Potential Index	186	190	165
Education: Total \$	\$7,368,903	\$83,052,604	\$203,291,352
Average Spent	\$4,396.72	\$4,296.34	\$3,495.68
Spending Potential Index	224	219	178
Entertainment/Recreation: Total \$	\$11,962,978	\$136,995,861	\$346,314,988
Average Spent	\$7,137.82	\$7,086.85	\$5,955.03
Spending Potential Index	194	193	162
Food at Home: Total \$	\$18,900,197	\$218,875,976	\$571,406,185
Average Spent	\$11,276.97	\$11,322.54	\$9,825.57
Spending Potential Index	182	183	159
Food Away from Home: Total \$	\$13,415,606	\$155,925,600	\$409,325,031
Average Spent	\$8,004.54	\$8,066.09	\$7,038.52
Spending Potential Index	186	187	163
Health Care: Total \$	\$22,774,442	\$258,897,043	\$651,562,332
Average Spent	\$13,588.57	\$13,392.84	\$11,203.89
Spending Potential Index	192	189	158
HH Furnishings & Equipment: Total \$	\$8,603,062	\$98,843,509	\$249,448,254
Average Spent	\$5,133.09	\$5,113.21	\$4,289.37
Spending Potential Index	200	200	167
Personal Care Products & Services: Total \$	\$3,303,776	\$38,035,525	\$97,508,932
Average Spent	\$1,971.23	\$1,967.59	\$1,676.71
Spending Potential Index	193	193	164
Shelter: Total \$	\$75,620,874	\$851,529,245	\$2,190,324,457
Average Spent	\$45,119.85	\$44,049.93	\$37,663.56
Spending Potential Index	197	192	164
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,645,525	\$106,481,671	\$263,486,151
Average Spent	\$5,755.09	\$5,508.34	\$4,530.76
Spending Potential Index	212	203	167
Travel: Total \$	\$10,468,797	\$116,516,406	\$287,194,591
Average Spent	\$6,246.30	\$6,027.44	\$4,938.43
Spending Potential Index	217	210	172
Vehicle Maintenance & Repairs: Total \$	\$3,879,324	\$44,870,119	\$117,014,600
Average Spent	\$2,314.63	\$2,321.15	\$2,012.12
Spending Potential Index	184	184	160

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.