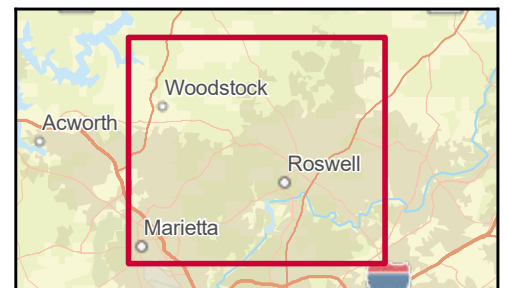
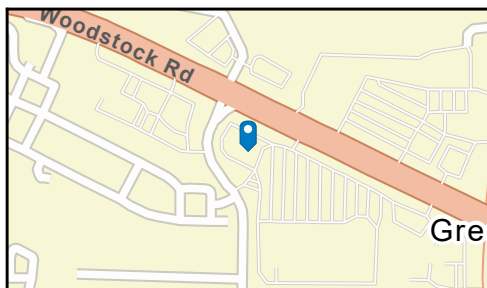
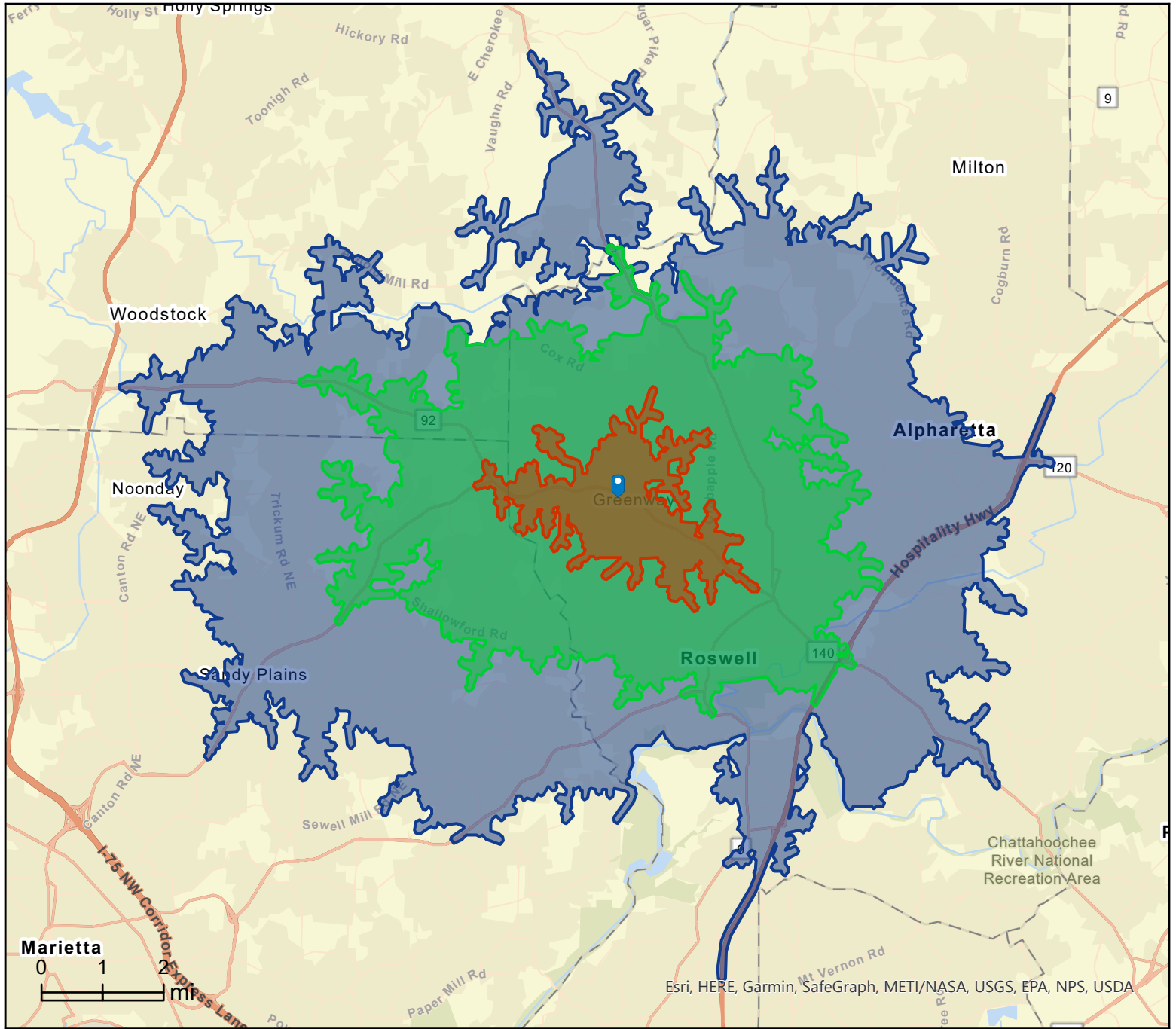


880 Woodstock Rd, Roswell, Georgia, 30075
Drive Time: 5, 10, 15 minute radii

Westwind Village
Latitude: 34.06030
Longitude: -84.38765





Executive Summary

880 Woodstock Rd, Roswell, Georgia, 30075
 Drive Time: 5, 10, 15 minute radii

Westwind Village
 Latitude: 34.06030
 Longitude: -84.38765

	5 minutes	10 minutes	15 minutes
Population			
2010 Population	5,776	74,310	203,076
2020 Population	6,193	80,008	224,082
2022 Population	6,147	81,357	227,926
2027 Population	6,057	81,787	230,988
2010-2020 Annual Rate	0.70%	0.74%	0.99%
2020-2022 Annual Rate	-0.33%	0.75%	0.76%
2022-2027 Annual Rate	-0.29%	0.11%	0.27%
2022 Male Population	47.9%	49.1%	48.9%
2022 Female Population	52.1%	50.9%	51.1%
2022 Median Age	48.5	41.9	40.3

In the identified area, the current year population is 227,926. In 2020, the Census count in the area was 224,082. The rate of change since 2020 was 0.76% annually. The five-year projection for the population in the area is 230,988 representing a change of 0.27% 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 40.3, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	81.7%	70.8%	68.0%
2022 Black Alone	5.0%	8.2%	10.0%
2022 American Indian/Alaska Native Alone	0.1%	0.3%	0.3%
2022 Asian Alone	4.1%	5.5%	6.9%
2022 Pacific Islander Alone	0.0%	0.0%	0.0%
2022 Other Race	1.3%	5.1%	4.8%
2022 Two or More Races	7.7%	10.0%	10.0%
2022 Hispanic Origin (Any Race)	5.6%	12.3%	11.6%

Persons of Hispanic origin represent 11.6% 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 61.1 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	301	235	196
2010 Households	2,290	27,056	76,021
2020 Households	2,382	29,251	83,950
2022 Households	2,373	29,773	85,419
2027 Households	2,335	29,960	86,677
2010-2020 Annual Rate	0.39%	0.78%	1.00%
2020-2022 Annual Rate	-0.17%	0.79%	0.77%
2022-2027 Annual Rate	-0.32%	0.13%	0.29%
2022 Average Household Size	2.58	2.72	2.66

The household count in this area has changed from 83,950 in 2020 to 85,419 in the current year, a change of 0.77% annually. The five-year projection of households is 86,677, a change of 0.29% annually from the current year total. Average household size is currently 2.66, compared to 2.66 in the year 2020. The number of families in the current year is 60,587 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

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Mortgage Income			
2022 Percent of Income for Mortgage	15.7%	17.1%	18.4%
Median Household Income			
2022 Median Household Income	\$156,170	\$135,134	\$118,879
2027 Median Household Income	\$165,854	\$155,311	\$139,541
2022-2027 Annual Rate	1.21%	2.82%	3.26%
Average Household Income			
2022 Average Household Income	\$209,976	\$181,670	\$162,411
2027 Average Household Income	\$233,592	\$208,056	\$187,338
2022-2027 Annual Rate	2.15%	2.75%	2.90%
Per Capita Income			
2022 Per Capita Income	\$84,670	\$66,936	\$60,846
2027 Per Capita Income	\$94,190	\$76,739	\$70,258
2022-2027 Annual Rate	2.15%	2.77%	2.92%

Households by Income

Current median household income is \$118,879 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$139,541 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$162,411 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$187,338 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$60,846 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$70,258 in five years, compared to \$47,064 for all U.S. households

Housing			
2022 Housing Affordability Index	151	140	132
2010 Total Housing Units	2,409	28,745	80,836
2010 Owner Occupied Housing Units	1,973	21,240	56,274
2010 Renter Occupied Housing Units	316	5,819	19,751
2010 Vacant Housing Units	119	1,689	4,815
2020 Total Housing Units	2,481	30,552	87,670
2020 Vacant Housing Units	99	1,301	3,720
2022 Total Housing Units	2,464	31,005	88,959
2022 Owner Occupied Housing Units	2,126	23,897	65,135
2022 Renter Occupied Housing Units	247	5,876	20,284
2022 Vacant Housing Units	91	1,232	3,540
2027 Total Housing Units	2,478	31,644	91,323
2027 Owner Occupied Housing Units	2,103	24,149	66,529
2027 Renter Occupied Housing Units	231	5,811	20,148
2027 Vacant Housing Units	143	1,684	4,646

Currently, 73.2% of the 88,959 housing units in the area are owner occupied; 22.8%, renter occupied; and 4.0% 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 87,670 housing units in the area and 4.2% vacant housing units. The annual rate of change in housing units since 2020 is 0.65%. Median home value in the area is \$414,151, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 1.51% annually to \$446,377.

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

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	5 minutes	10 minutes	15 minutes
Population Summary			
2010 Total Population	5,776	74,310	203,076
2020 Total Population	6,193	80,008	224,082
2020 Group Quarters	16	443	1,037
2022 Total Population	6,147	81,357	227,926
2022 Group Quarters	16	443	1,038
2027 Total Population	6,057	81,787	230,988
2022-2027 Annual Rate	-0.29%	0.11%	0.27%
2022 Total Daytime Population	9,237	93,308	248,465
Workers	6,173	54,486	142,493
Residents	3,064	38,822	105,972
Household Summary			
2010 Households	2,290	27,056	76,021
2010 Average Household Size	2.52	2.73	2.66
2020 Total Households	2,382	29,251	83,950
2020 Average Household Size	2.59	2.72	2.66
2022 Total Households	2,373	29,773	85,419
2022 Average Household Size	2.58	2.72	2.66
2027 Total Households	2,335	29,960	86,677
2027 Average Household Size	2.59	2.72	2.65
2022-2027 Annual Rate	-0.32%	0.13%	0.29%
2010 Families	1,567	20,171	54,907
2010 Average Family Size	3.10	3.16	3.14
2022 Total Families	1,596	21,900	60,587
2022 Average Family Size	3.25	3.20	3.19
2027 Total Families	1,571	21,993	61,327
2027 Average Family Size	3.25	3.20	3.19
2022-2027 Annual Rate	-0.32%	0.08%	0.24%
Housing Unit Summary			
2000 Housing Units	1,565	24,459	68,320
Owner Occupied Housing Units	92.2%	76.3%	73.6%
Renter Occupied Housing Units	5.2%	20.7%	23.3%
Vacant Housing Units	2.6%	3.0%	3.1%
2010 Housing Units	2,409	28,745	80,836
Owner Occupied Housing Units	81.9%	73.9%	69.6%
Renter Occupied Housing Units	13.1%	20.2%	24.4%
Vacant Housing Units	4.9%	5.9%	6.0%
2020 Housing Units	2,481	30,552	87,670
Vacant Housing Units	4.0%	4.3%	4.2%
2022 Housing Units	2,464	31,005	88,959
Owner Occupied Housing Units	86.3%	77.1%	73.2%
Renter Occupied Housing Units	10.0%	19.0%	22.8%
Vacant Housing Units	3.7%	4.0%	4.0%
2027 Housing Units	2,478	31,644	91,323
Owner Occupied Housing Units	84.9%	76.3%	72.9%
Renter Occupied Housing Units	9.3%	18.4%	22.1%
Vacant Housing Units	5.8%	5.3%	5.1%
Median Household Income			
2022	\$156,170	\$135,134	\$118,879
2027	\$165,854	\$155,311	\$139,541
Median Home Value			
2022	\$466,255	\$438,324	\$414,151
2027	\$500,747	\$466,245	\$446,377
Per Capita Income			
2022	\$84,670	\$66,936	\$60,846
2027	\$94,190	\$76,739	\$70,258
Median Age			
2010	45.5	39.4	38.2
2022	48.5	41.9	40.3
2027	50.0	42.7	41.0

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.



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2022 Households by Income			
Household Income Base	2,373	29,773	85,419
<\$15,000	2.6%	2.2%	2.8%
\$15,000 - \$24,999	3.3%	2.6%	2.9%
\$25,000 - \$34,999	2.2%	3.1%	3.5%
\$35,000 - \$49,999	2.9%	5.9%	6.9%
\$50,000 - \$74,999	7.7%	9.8%	13.1%
\$75,000 - \$99,999	8.4%	10.4%	11.1%
\$100,000 - \$149,999	20.2%	20.7%	20.4%
\$150,000 - \$199,999	16.5%	15.5%	14.8%
\$200,000+	36.2%	29.9%	24.5%
Average Household Income	\$209,976	\$181,670	\$162,411
2027 Households by Income			
Household Income Base	2,335	29,960	86,677
<\$15,000	1.2%	1.2%	1.6%
\$15,000 - \$24,999	1.5%	1.2%	1.5%
\$25,000 - \$34,999	1.1%	1.5%	2.0%
\$35,000 - \$49,999	1.7%	3.7%	4.9%
\$50,000 - \$74,999	5.0%	9.0%	11.9%
\$75,000 - \$99,999	6.9%	9.1%	10.2%
\$100,000 - \$149,999	25.3%	21.7%	21.1%
\$150,000 - \$199,999	18.8%	18.3%	18.1%
\$200,000+	38.6%	34.4%	28.7%
Average Household Income	\$233,592	\$208,056	\$187,338
2022 Owner Occupied Housing Units by Value			
Total	2,126	23,897	65,135
<\$50,000	0.1%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.2%	0.3%
\$100,000 - \$149,999	0.4%	0.9%	1.6%
\$150,000 - \$199,999	0.6%	2.2%	4.1%
\$200,000 - \$249,999	2.6%	5.3%	7.8%
\$250,000 - \$299,999	5.0%	7.2%	10.1%
\$300,000 - \$399,999	19.7%	23.6%	22.7%
\$400,000 - \$499,999	32.4%	27.6%	22.7%
\$500,000 - \$749,999	31.0%	24.5%	22.1%
\$750,000 - \$999,999	5.2%	6.5%	6.5%
\$1,000,000 - \$1,499,999	2.3%	1.5%	1.2%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.2%
\$2,000,000 +	0.3%	0.3%	0.6%
Average Home Value	\$516,279	\$482,865	\$461,364
2027 Owner Occupied Housing Units by Value			
Total	2,103	24,149	66,529
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.1%	0.4%
\$150,000 - \$199,999	0.0%	0.9%	2.0%
\$200,000 - \$249,999	1.0%	3.5%	5.5%
\$250,000 - \$299,999	2.0%	5.4%	8.7%
\$300,000 - \$399,999	15.2%	21.3%	22.1%
\$400,000 - \$499,999	31.6%	28.3%	24.1%
\$500,000 - \$749,999	39.8%	29.6%	26.5%
\$750,000 - \$999,999	7.3%	8.6%	8.5%
\$1,000,000 - \$1,499,999	2.6%	1.7%	1.4%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.1%
\$2,000,000 +	0.3%	0.4%	0.6%
Average Home Value	\$557,311	\$519,568	\$498,818

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

880 Woodstock Rd, Roswell, Georgia, 30075
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Westwind Village
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	5 minutes	10 minutes	15 minutes
2010 Population by Age			
Total	5,774	74,307	203,075
0 - 4	5.2%	6.6%	6.7%
5 - 9	6.8%	7.6%	7.5%
10 - 14	7.1%	7.6%	7.5%
15 - 24	8.7%	10.8%	11.2%
25 - 34	7.2%	10.9%	12.2%
35 - 44	14.2%	15.4%	15.8%
45 - 54	18.0%	16.6%	16.7%
55 - 64	15.0%	13.5%	13.0%
65 - 74	7.9%	6.1%	5.6%
75 - 84	6.6%	3.3%	2.6%
85 +	3.4%	1.7%	1.2%
18 +	76.7%	73.7%	73.8%
2022 Population by Age			
Total	6,145	81,357	227,927
0 - 4	4.2%	5.6%	5.7%
5 - 9	5.5%	6.4%	6.3%
10 - 14	6.9%	7.3%	7.0%
15 - 24	10.4%	11.7%	11.7%
25 - 34	6.9%	10.5%	12.4%
35 - 44	11.0%	12.7%	13.0%
45 - 54	14.7%	14.3%	14.0%
55 - 64	16.9%	14.2%	13.9%
65 - 74	13.1%	10.8%	10.4%
75 - 84	6.7%	4.6%	4.2%
85 +	3.7%	1.9%	1.4%
18 +	79.2%	76.3%	76.9%
2027 Population by Age			
Total	6,057	81,787	230,988
0 - 4	4.0%	5.6%	5.7%
5 - 9	5.3%	6.2%	6.1%
10 - 14	6.2%	6.7%	6.4%
15 - 24	9.6%	11.0%	11.0%
25 - 34	7.3%	10.5%	12.3%
35 - 44	10.8%	13.0%	13.7%
45 - 54	14.2%	13.6%	13.1%
55 - 64	15.5%	13.2%	12.9%
65 - 74	14.2%	11.4%	11.0%
75 - 84	9.2%	6.7%	6.2%
85 +	3.7%	2.1%	1.6%
18 +	80.6%	77.5%	78.0%
2010 Population by Sex			
Males	2,698	36,475	99,319
Females	3,078	37,835	103,758
2022 Population by Sex			
Males	2,947	39,928	111,414
Females	3,200	41,429	116,512
2027 Population by Sex			
Males	2,937	40,108	112,846
Females	3,120	41,679	118,142

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



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	5 minutes	10 minutes	15 minutes
2010 Population by Race/Ethnicity			
Total	5,776	74,310	203,076
White Alone	87.6%	79.7%	77.8%
Black Alone	5.3%	8.1%	10.1%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	4.4%	4.4%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	5.2%	4.3%
Two or More Races	1.8%	2.3%	2.4%
Hispanic Origin	3.8%	13.4%	11.4%
Diversity Index	28.5	50.3	50.5
2020 Population by Race/Ethnicity			
Total	6,193	80,008	224,082
White Alone	82.0%	71.2%	68.4%
Black Alone	5.1%	8.3%	10.2%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	4.0%	5.3%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	5.1%	4.7%
Two or More Races	7.5%	9.7%	9.7%
Hispanic Origin	5.5%	12.2%	11.5%
Diversity Index	38.9	58.4	60.6
2022 Population by Race/Ethnicity			
Total	6,147	81,356	227,927
White Alone	81.7%	70.8%	68.0%
Black Alone	5.0%	8.2%	10.0%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	4.1%	5.5%	6.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	5.1%	4.8%
Two or More Races	7.7%	10.0%	10.0%
Hispanic Origin	5.6%	12.3%	11.6%
Diversity Index	39.3	58.8	61.1
2027 Population by Race/Ethnicity			
Total	6,057	81,787	230,989
White Alone	80.7%	69.6%	66.6%
Black Alone	5.0%	8.2%	9.9%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	4.5%	5.9%	7.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	5.2%	4.9%
Two or More Races	8.3%	10.8%	10.8%
Hispanic Origin	5.6%	12.4%	11.8%
Diversity Index	40.8	60.2	62.5
2010 Population by Relationship and Household Type			
Total	5,776	74,310	203,077
In Households	99.8%	99.4%	99.7%
In Family Households	85.0%	87.8%	86.6%
Householder	28.4%	27.3%	27.0%
Spouse	24.3%	22.7%	22.1%
Child	29.4%	31.9%	32.0%
Other relative	2.1%	3.9%	3.7%
Nonrelative	0.8%	1.9%	1.8%
In Nonfamily Households	14.8%	11.7%	13.0%
In Group Quarters	0.2%	0.6%	0.3%
Institutionalized Population	0.1%	0.3%	0.2%
Noninstitutionalized Population	0.1%	0.2%	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.



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2022 Population 25+ by Educational Attainment			
Total	4,489	56,131	157,936
Less than 9th Grade	0.9%	2.1%	1.6%
9th - 12th Grade, No Diploma	1.6%	1.7%	1.8%
High School Graduate	7.4%	9.9%	10.5%
GED/Alternative Credential	1.3%	1.3%	1.3%
Some College, No Degree	12.6%	12.5%	14.1%
Associate Degree	4.1%	6.5%	6.9%
Bachelor's Degree	45.4%	42.2%	40.8%
Graduate/Professional Degree	26.7%	23.8%	22.9%
2022 Population 15+ by Marital Status			
Total	5,124	65,634	184,711
Never Married	23.2%	25.9%	27.1%
Married	61.3%	61.7%	60.0%
Widowed	6.0%	4.3%	3.9%
Divorced	9.5%	8.1%	9.1%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,193	43,896	126,404
Population 16+ Employed	97.7%	98.2%	97.8%
Population 16+ Unemployment rate	2.3%	1.8%	2.2%
Population 16-24 Employed	8.8%	9.9%	10.2%
Population 16-24 Unemployment rate	3.9%	5.1%	6.3%
Population 25-54 Employed	55.1%	61.1%	62.7%
Population 25-54 Unemployment rate	2.3%	1.5%	1.7%
Population 55-64 Employed	26.4%	20.3%	19.3%
Population 55-64 Unemployment rate	0.8%	1.2%	1.6%
Population 65+ Employed	9.7%	8.7%	7.8%
Population 65+ Unemployment rate	5.0%	1.7%	1.3%
2022 Employed Population 16+ by Industry			
Total	3,119	43,104	123,677
Agriculture/Mining	0.3%	0.4%	0.4%
Construction	1.5%	4.2%	5.0%
Manufacturing	5.1%	7.3%	7.5%
Wholesale Trade	3.1%	3.0%	3.3%
Retail Trade	12.2%	9.8%	9.7%
Transportation/Utilities	6.2%	4.6%	4.6%
Information	2.5%	3.6%	3.9%
Finance/Insurance/Real Estate	11.0%	11.6%	11.3%
Services	54.6%	53.4%	52.4%
Public Administration	3.5%	2.2%	2.0%
2022 Employed Population 16+ by Occupation			
Total	3,119	43,101	123,680
White Collar	90.2%	79.6%	78.8%
Management/Business/Financial	38.0%	33.7%	31.8%
Professional	29.3%	27.6%	26.8%
Sales	15.6%	11.2%	11.5%
Administrative Support	7.3%	7.2%	8.7%
Services	4.3%	11.0%	11.1%
Blue Collar	5.6%	9.4%	10.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	0.1%	2.3%	2.8%
Installation/Maintenance/Repair	0.8%	1.1%	1.5%
Production	1.2%	2.2%	1.9%
Transportation/Material Moving	3.5%	3.7%	3.8%

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
 Drive Time: 5, 10, 15 minute radii

Westwind Village
 Latitude: 34.06030
 Longitude: -84.38765

	5 minutes	10 minutes	15 minutes
2010 Households by Type			
Total	2,290	27,059	76,017
Households with 1 Person	28.3%	20.9%	22.3%
Households with 2+ People	71.7%	79.1%	77.7%
Family Households	68.4%	74.5%	72.2%
Husband-wife Families	59.0%	61.9%	59.0%
With Related Children	25.4%	30.3%	29.5%
Other Family (No Spouse Present)	9.5%	12.6%	13.2%
Other Family with Male Householder	2.1%	3.4%	3.6%
With Related Children	1.3%	1.8%	2.0%
Other Family with Female Householder	7.4%	9.2%	9.7%
With Related Children	3.9%	6.0%	6.3%
Nonfamily Households	3.3%	4.6%	5.5%
All Households with Children	30.7%	38.4%	38.1%
Multigenerational Households	2.2%	2.9%	2.9%
Unmarried Partner Households	2.9%	4.0%	4.3%
Male-female	2.2%	3.2%	3.6%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	2,288	27,055	76,020
1 Person Household	28.4%	20.9%	22.3%
2 Person Household	35.4%	33.3%	32.6%
3 Person Household	14.2%	17.2%	17.7%
4 Person Household	14.6%	17.7%	17.1%
5 Person Household	5.2%	6.9%	6.7%
6 Person Household	1.6%	2.5%	2.3%
7 + Person Household	0.5%	1.5%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	2,289	27,059	76,025
Owner Occupied	86.2%	78.5%	74.0%
Owned with a Mortgage/Loan	67.2%	64.7%	62.0%
Owned Free and Clear	19.0%	13.8%	12.0%
Renter Occupied	13.8%	21.5%	26.0%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	151	140	132
Percent of Income for Mortgage	15.7%	17.1%	18.4%
Wealth Index	301	235	196
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,409	28,745	80,836
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%
2010 Population By Urban/ Rural Status			
Total Population	5,776	74,310	203,076
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

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.



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Top 3 Tapestry Segments			
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)	Enterprising Professionals (2D)
2022 Consumer Spending			
Apparel & Services: Total \$	\$10,688,337	\$122,036,236	\$316,083,097
Average Spent	\$4,504.15	\$4,098.89	\$3,700.38
Spending Potential Index	187	170	154
Education: Total \$	\$10,462,791	\$108,973,658	\$274,561,025
Average Spent	\$4,409.10	\$3,660.15	\$3,214.29
Spending Potential Index	225	187	164
Entertainment/Recreation: Total \$	\$16,881,466	\$184,061,563	\$472,747,153
Average Spent	\$7,113.98	\$6,182.16	\$5,534.45
Spending Potential Index	194	168	151
Food at Home: Total \$	\$26,757,093	\$302,398,869	\$783,865,377
Average Spent	\$11,275.64	\$10,156.82	\$9,176.71
Spending Potential Index	182	164	148
Food Away from Home: Total \$	\$18,964,080	\$216,052,794	\$562,062,134
Average Spent	\$7,991.61	\$7,256.67	\$6,580.06
Spending Potential Index	185	168	153
Health Care: Total \$	\$32,076,206	\$347,293,903	\$889,601,724
Average Spent	\$13,517.15	\$11,664.73	\$10,414.56
Spending Potential Index	191	165	147
HH Furnishings & Equipment: Total \$	\$12,138,481	\$132,676,797	\$339,809,380
Average Spent	\$5,115.25	\$4,456.28	\$3,978.15
Spending Potential Index	200	174	155
Personal Care Products & Services: Total \$	\$4,668,659	\$51,736,304	\$133,486,037
Average Spent	\$1,967.41	\$1,737.69	\$1,562.72
Spending Potential Index	193	170	153
Shelter: Total \$	\$106,379,165	\$1,161,569,240	\$3,001,252,115
Average Spent	\$44,828.98	\$39,014.18	\$35,135.65
Spending Potential Index	196	170	153
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,405,523	\$140,920,135	\$357,487,769
Average Spent	\$5,649.19	\$4,733.15	\$4,185.11
Spending Potential Index	208	174	154
Travel: Total \$	\$14,665,399	\$153,255,410	\$390,045,298
Average Spent	\$6,180.11	\$5,147.46	\$4,566.26
Spending Potential Index	215	179	159
Vehicle Maintenance & Repairs: Total \$	\$5,474,392	\$61,927,672	\$160,526,217
Average Spent	\$2,306.95	\$2,079.99	\$1,879.28
Spending Potential Index	183	165	149

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.