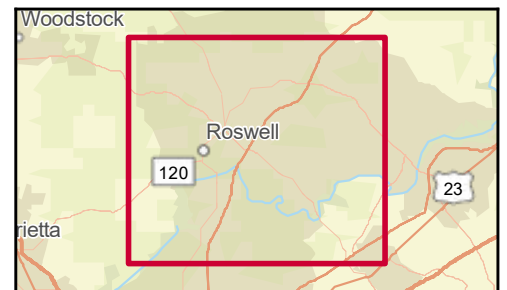
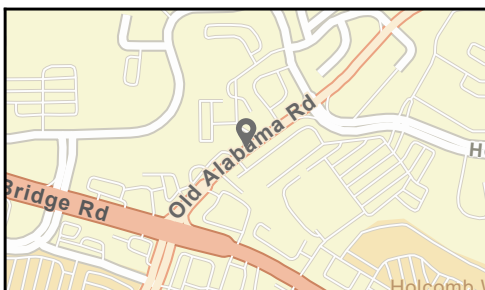
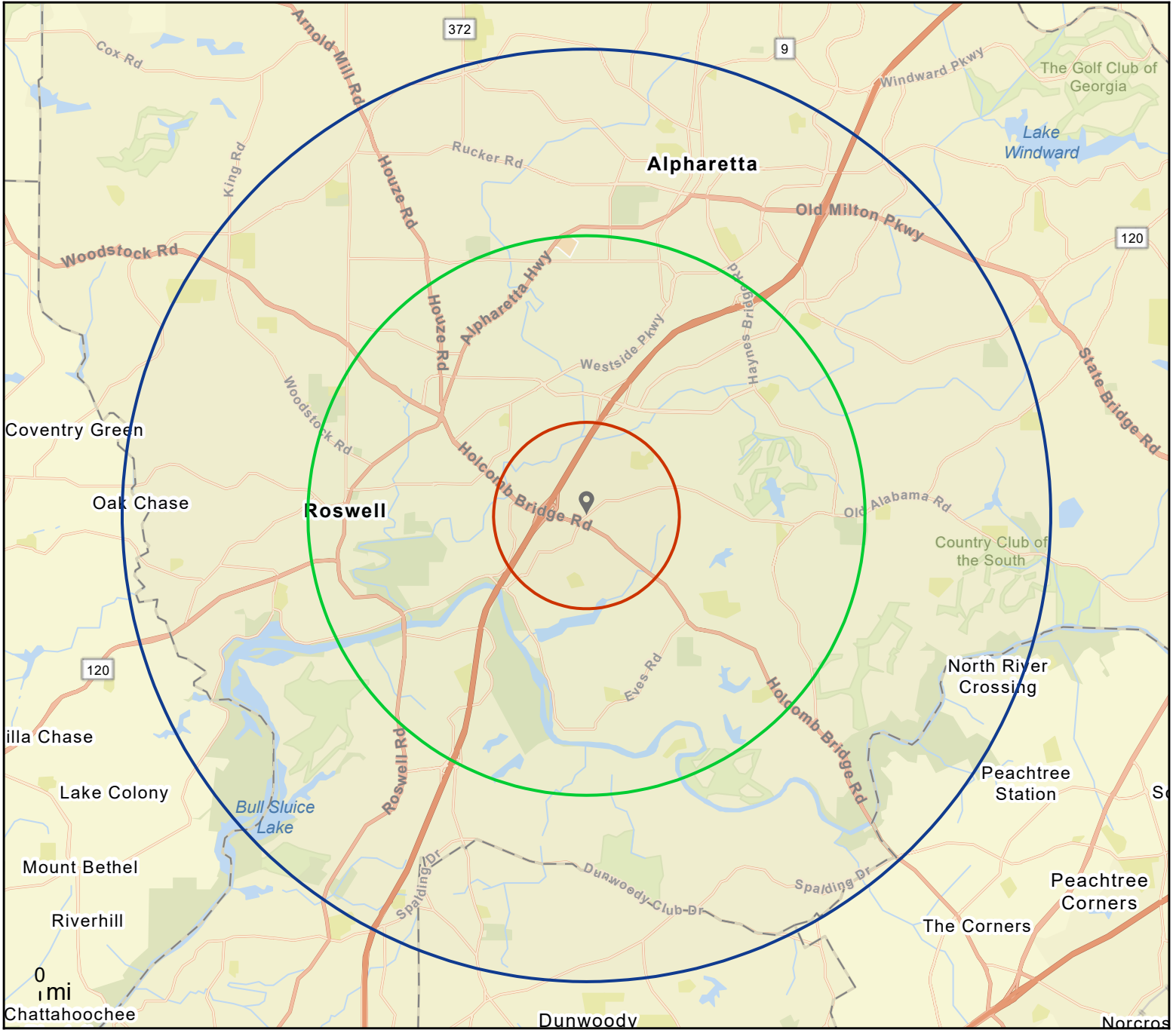


Holcomb Place
Old Alabama Rd, Roswell, Georgia, 30076
Rings: 1, 3, 5 mile radii

Holcomb Place
Latitude: 34.02133
Longitude: -84.31627





Market Profile

Holcomb Place
 Old Alabama Rd, Roswell, Georgia, 30076
 Rings: 1, 3, 5 mile radii

Holcomb Place
 Latitude: 34.02133
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	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	14,254	75,133	186,809
2020 Total Population	13,218	77,982	200,259
2020 Group Quarters	3	609	1,164
2023 Total Population	13,015	79,990	201,219
2023 Group Quarters	3	609	1,164
2028 Total Population	12,782	80,290	199,650
2023-2028 Annual Rate	-0.36%	0.07%	-0.16%
2023 Total Daytime Population	12,969	117,126	255,786
Workers	6,722	80,665	162,213
Residents	6,247	36,461	93,573
Household Summary			
2010 Households	5,125	30,565	74,307
2010 Average Household Size	2.78	2.45	2.51
2020 Total Households	5,391	33,039	80,228
2020 Average Household Size	2.45	2.34	2.48
2023 Households	5,385	33,899	81,172
2023 Average Household Size	2.42	2.34	2.46
2028 Households	5,323	34,321	81,113
2028 Average Household Size	2.40	2.32	2.45
2023-2028 Annual Rate	-0.23%	0.25%	-0.01%
2010 Families	3,259	18,772	49,100
2010 Average Family Size	3.38	3.07	3.08
2023 Families	3,348	20,353	52,457
2023 Average Family Size	3.01	3.03	3.11
2028 Families	3,322	20,648	52,482
2028 Average Family Size	2.99	3.00	3.08
2023-2028 Annual Rate	-0.16%	0.29%	0.01%
Housing Unit Summary			
2000 Housing Units	5,313	28,571	69,787
Owner Occupied Housing Units	41.6%	50.9%	60.8%
Renter Occupied Housing Units	54.6%	44.7%	35.2%
Vacant Housing Units	3.8%	4.4%	4.0%
2010 Housing Units	5,605	33,254	79,381
Owner Occupied Housing Units	34.8%	47.4%	58.5%
Renter Occupied Housing Units	56.8%	44.5%	35.1%
Vacant Housing Units	8.6%	8.1%	6.4%
2020 Housing Units	5,668	35,063	84,598
Owner Occupied Housing Units	35.2%	47.9%	58.2%
Renter Occupied Housing Units	59.9%	46.4%	36.6%
Vacant Housing Units	5.0%	5.7%	5.2%
2023 Housing Units	5,654	35,910	85,454
Owner Occupied Housing Units	46.8%	53.7%	61.4%
Renter Occupied Housing Units	48.5%	40.7%	33.6%
Vacant Housing Units	4.8%	5.6%	5.0%
2028 Housing Units	5,676	36,543	86,315
Owner Occupied Housing Units	47.1%	53.6%	61.0%
Renter Occupied Housing Units	46.7%	40.3%	32.9%
Vacant Housing Units	6.2%	6.1%	6.0%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Holcomb Place
 Old Alabama Rd, Roswell, Georgia, 30076
 Rings: 1, 3, 5 mile radii

Holcomb Place
 Latitude: 34.02133
 Longitude: -84.31627

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	5,385	33,899	81,172
<\$15,000	4.0%	3.7%	3.5%
\$15,000 - \$24,999	7.1%	4.1%	3.3%
\$25,000 - \$34,999	7.9%	5.5%	4.6%
\$35,000 - \$49,999	11.8%	8.4%	6.9%
\$50,000 - \$74,999	19.5%	14.9%	12.6%
\$75,000 - \$99,999	12.6%	13.2%	12.1%
\$100,000 - \$149,999	18.8%	19.7%	18.7%
\$150,000 - \$199,999	8.3%	11.7%	13.2%
\$200,000+	9.9%	19.0%	25.2%
Average Household Income	\$105,651	\$142,281	\$166,729
2028 Households by Income			
Household Income Base	5,323	34,321	81,113
<\$15,000	2.9%	2.6%	2.5%
\$15,000 - \$24,999	4.9%	2.7%	2.2%
\$25,000 - \$34,999	6.2%	4.2%	3.4%
\$35,000 - \$49,999	10.1%	6.6%	5.2%
\$50,000 - \$74,999	18.6%	13.0%	10.8%
\$75,000 - \$99,999	12.9%	13.1%	11.6%
\$100,000 - \$149,999	20.4%	21.3%	19.5%
\$150,000 - \$199,999	11.1%	14.6%	16.0%
\$200,000+	12.8%	22.1%	28.8%
Average Household Income	\$124,957	\$163,412	\$189,525
2023 Owner Occupied Housing Units by Value			
Total	2,644	19,291	52,468
<\$50,000	0.6%	0.4%	0.2%
\$50,000 - \$99,999	1.2%	0.3%	0.6%
\$100,000 - \$149,999	4.9%	2.6%	1.4%
\$150,000 - \$199,999	6.5%	4.8%	2.1%
\$200,000 - \$249,999	4.6%	5.7%	3.1%
\$250,000 - \$299,999	24.2%	10.9%	7.5%
\$300,000 - \$399,999	36.0%	26.8%	20.5%
\$400,000 - \$499,999	8.3%	14.7%	16.9%
\$500,000 - \$749,999	7.6%	23.8%	35.9%
\$750,000 - \$999,999	4.3%	8.2%	8.9%
\$1,000,000 - \$1,499,999	0.6%	1.2%	2.1%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.4%
\$2,000,000 +	0.9%	0.5%	0.4%
Average Home Value	\$377,191	\$463,967	\$526,125
2028 Owner Occupied Housing Units by Value			
Total	2,673	19,589	52,691
<\$50,000	0.4%	0.3%	0.2%
\$50,000 - \$99,999	0.9%	0.2%	0.4%
\$100,000 - \$149,999	3.9%	2.1%	1.1%
\$150,000 - \$199,999	5.6%	3.8%	1.7%
\$200,000 - \$249,999	3.2%	4.2%	2.4%
\$250,000 - \$299,999	18.3%	8.4%	5.5%
\$300,000 - \$399,999	37.5%	24.9%	18.5%
\$400,000 - \$499,999	9.6%	15.2%	16.4%
\$500,000 - \$749,999	10.9%	28.2%	40.2%
\$750,000 - \$999,999	7.0%	10.4%	10.5%
\$1,000,000 - \$1,499,999	1.0%	1.5%	2.4%
\$1,500,000 - \$1,999,999	0.6%	0.3%	0.4%
\$2,000,000 +	1.2%	0.6%	0.5%
Average Home Value	\$426,627	\$501,455	\$553,410

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Holcomb Place
 Old Alabama Rd, Roswell, Georgia, 30076
 Rings: 1, 3, 5 mile radii

Holcomb Place
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	1 mile	3 miles	5 miles
Median Household Income			
2023	\$74,335	\$100,451	\$114,669
2028	\$87,350	\$113,813	\$132,483
Median Home Value			
2023	\$322,403	\$394,647	\$486,277
2028	\$347,405	\$440,547	\$524,282
Per Capita Income			
2023	\$43,243	\$59,890	\$67,097
2028	\$51,454	\$69,401	\$76,812
Median Age			
2010	29.8	34.6	37.0
2020	33.3	37.7	39.5
2023	32.0	37.3	39.1
2028	31.9	37.8	39.9
2020 Population by Age			
Total	13,218	77,982	200,259
0 - 4	6.6%	5.5%	5.2%
5 - 9	7.1%	5.8%	6.0%
10 - 14	6.7%	5.9%	6.6%
15 - 24	13.0%	11.8%	12.4%
25 - 34	20.0%	16.9%	13.6%
35 - 44	16.3%	14.6%	13.8%
45 - 54	12.5%	13.5%	14.7%
55 - 64	9.9%	12.2%	13.0%
65 - 74	5.7%	8.5%	8.7%
75 - 84	1.8%	3.8%	4.3%
85 +	0.6%	1.6%	1.7%
18 +	75.9%	79.3%	78.0%
2023 Population by Age			
Total	13,017	79,991	201,218
0 - 4	8.9%	6.4%	5.7%
5 - 9	8.1%	6.4%	6.3%
10 - 14	7.2%	6.6%	7.0%
15 - 24	12.7%	12.2%	12.2%
25 - 34	19.0%	14.8%	12.8%
35 - 44	16.2%	15.3%	14.4%
45 - 54	10.6%	12.8%	13.9%
55 - 64	8.4%	11.7%	12.8%
65 - 74	6.2%	8.8%	9.2%
75 - 84	2.2%	3.6%	4.1%
85 +	0.5%	1.5%	1.5%
18 +	72.3%	76.9%	76.8%
2028 Population by Age			
Total	12,783	80,291	199,650
0 - 4	9.1%	6.5%	5.8%
5 - 9	7.7%	6.1%	6.0%
10 - 14	6.7%	6.1%	6.4%
15 - 24	13.1%	12.5%	12.0%
25 - 34	19.2%	14.8%	13.0%
35 - 44	14.9%	14.3%	13.8%
45 - 54	11.5%	13.1%	13.7%
55 - 64	7.7%	11.0%	12.3%
65 - 74	6.2%	9.0%	9.7%
75 - 84	3.2%	4.9%	5.5%
85 +	0.7%	1.7%	1.8%
18 +	72.9%	77.7%	77.9%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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 Old Alabama Rd, Roswell, Georgia, 30076
 Rings: 1, 3, 5 mile radii

Holcomb Place
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	1 mile	3 miles	5 miles
Males	6,577	37,533	96,617
Females	6,641	40,449	103,642
2023 Population by Sex			
Males	6,743	39,573	98,762
Females	6,272	40,417	102,457
2028 Population by Sex			
Males	6,588	39,460	97,513
Females	6,193	40,830	102,137
2010 Population by Race/Ethnicity			
Total	14,254	75,133	186,809
White Alone	58.3%	65.2%	71.6%
Black Alone	17.4%	18.2%	14.1%
American Indian Alone	0.7%	0.4%	0.3%
Asian Alone	2.4%	4.0%	6.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	17.5%	9.0%	5.1%
Two or More Races	3.7%	3.1%	2.6%
Hispanic Origin	43.3%	21.1%	12.5%
Diversity Index	79.5	68.7	57.8
2020 Population by Race/Ethnicity			
Total	13,218	77,982	200,259
White Alone	42.1%	54.9%	61.6%
Black Alone	18.3%	18.2%	14.0%
American Indian Alone	0.9%	0.6%	0.3%
Asian Alone	3.3%	5.3%	8.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	19.4%	9.2%	5.5%
Two or More Races	16.0%	11.8%	9.6%
Hispanic Origin	35.0%	19.2%	12.5%
Diversity Index	85.0	75.2	67.3
2023 Population by Race/Ethnicity			
Total	13,015	79,990	201,220
White Alone	40.7%	53.2%	59.5%
Black Alone	18.5%	18.5%	14.5%
American Indian Alone	0.9%	0.6%	0.4%
Asian Alone	3.5%	5.9%	9.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	19.9%	9.5%	5.8%
Two or More Races	16.4%	12.3%	10.2%
Hispanic Origin	35.9%	19.9%	13.3%
Diversity Index	85.5	76.6	69.4
2028 Population by Race/Ethnicity			
Total	12,781	80,291	199,650
White Alone	38.2%	50.2%	56.3%
Black Alone	19.0%	19.2%	15.1%
American Indian Alone	1.0%	0.6%	0.4%
Asian Alone	4.0%	6.8%	11.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	20.6%	10.0%	6.1%
Two or More Races	17.2%	13.1%	11.0%
Hispanic Origin	37.0%	20.9%	14.1%
Diversity Index	86.4	78.6	72.1

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 2023 and 2028. 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

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	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	13,218	77,982	200,259
In Households	100.0%	99.2%	99.4%
Householder	39.9%	42.0%	40.0%
Opposite-Sex Spouse	15.2%	18.0%	20.5%
Same-Sex Spouse	0.2%	0.3%	0.2%
Opposite-Sex Unmarried Partner	3.1%	2.6%	1.9%
Same-Sex Unmarried Partner	0.3%	0.2%	0.2%
Biological Child	28.0%	25.4%	27.9%
Adopted Child	0.4%	0.6%	0.6%
Stepchild	0.8%	0.8%	0.7%
Grandchild	1.2%	1.0%	0.9%
Brother or Sister	1.8%	1.3%	1.0%
Parent	1.6%	1.4%	1.2%
Parent-in-law	0.2%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.2%
Other Relatives	2.2%	1.4%	1.0%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	4.7%	3.6%	2.7%
In Group Quarters	0.0%	0.8%	0.6%
Institutionalized	0.0%	0.4%	0.3%
Noninstitutionalized	0.0%	0.3%	0.3%
2023 Population 25+ by Educational Attainment			
Total	8,222	54,713	138,214
Less than 9th Grade	6.3%	2.9%	1.9%
9th - 12th Grade, No Diploma	7.2%	2.9%	1.9%
High School Graduate	15.8%	13.1%	10.1%
GED/Alternative Credential	1.3%	1.6%	1.2%
Some College, No Degree	12.2%	12.7%	11.7%
Associate Degree	10.1%	7.4%	6.0%
Bachelor's Degree	31.6%	38.4%	42.4%
Graduate/Professional Degree	15.6%	21.0%	24.9%
2023 Population 15+ by Marital Status			
Total	9,873	64,461	162,841
Never Married	40.2%	35.2%	30.2%
Married	42.8%	49.7%	56.7%
Widowed	2.8%	4.3%	4.1%
Divorced	14.2%	10.8%	8.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,330	45,644	112,376
Population 16+ Employed	94.3%	96.9%	97.0%
Population 16+ Unemployment rate	5.7%	3.1%	3.0%
Population 16-24 Employed	13.0%	11.5%	10.9%
Population 16-24 Unemployment rate	12.6%	8.8%	8.9%
Population 25-54 Employed	68.7%	65.7%	64.5%
Population 25-54 Unemployment rate	4.7%	2.0%	1.9%
Population 55-64 Employed	13.3%	15.6%	17.4%
Population 55-64 Unemployment rate	1.2%	3.2%	3.2%
Population 65+ Employed	5.0%	7.2%	7.2%
Population 65+ Unemployment rate	10.2%	3.6%	2.4%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 10, 2024



Market Profile

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Holcomb Place
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	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	6,913	44,213	109,017
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	12.9%	7.1%	5.4%
Manufacturing	4.3%	6.1%	6.1%
Wholesale Trade	2.4%	2.4%	3.0%
Retail Trade	10.1%	10.5%	9.5%
Transportation/Utilities	2.3%	5.3%	4.5%
Information	3.8%	3.6%	3.8%
Finance/Insurance/Real Estate	7.1%	9.6%	10.4%
Services	56.0%	53.9%	55.3%
Public Administration	1.1%	1.6%	1.8%
2023 Employed Population 16+ by Occupation			
Total	6,912	44,213	109,019
White Collar	59.4%	74.7%	80.8%
Management/Business/Financial	20.0%	28.4%	32.7%
Professional	26.9%	27.4%	28.9%
Sales	7.2%	9.7%	10.4%
Administrative Support	5.2%	9.2%	8.8%
Services	20.1%	13.4%	10.7%
Blue Collar	20.5%	11.9%	8.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	8.8%	4.4%	2.4%
Installation/Maintenance/Repair	1.9%	0.8%	0.9%
Production	2.6%	1.7%	1.4%
Transportation/Material Moving	7.3%	5.0%	3.8%
2020 Households by Type			
Total	5,391	33,039	80,228
Married Couple Households	38.7%	43.7%	51.7%
With Own Children <18	17.7%	17.3%	22.1%
Without Own Children <18	21.0%	26.4%	29.6%
Cohabiting Couple Households	8.7%	6.7%	5.2%
With Own Children <18	2.9%	1.7%	1.2%
Without Own Children <18	5.8%	5.1%	4.0%
Male Householder, No Spouse/Partner	22.8%	19.7%	16.6%
Living Alone	14.6%	13.2%	11.2%
65 Years and over	1.7%	2.7%	2.3%
With Own Children <18	1.9%	1.7%	1.5%
Without Own Children <18, With Relatives	3.3%	2.5%	2.0%
No Relatives Present	3.0%	2.3%	1.9%
Female Householder, No Spouse/Partner	29.8%	29.9%	26.4%
Living Alone	15.2%	17.3%	15.6%
65 Years and over	4.0%	6.3%	6.3%
With Own Children <18	6.8%	5.5%	4.7%
Without Own Children <18, With Relatives	6.3%	5.5%	4.8%
No Relatives Present	1.4%	1.6%	1.3%
2020 Households by Size			
Total	5,391	33,039	80,228
1 Person Household	29.8%	30.5%	26.8%
2 Person Household	31.0%	34.6%	33.7%
3 Person Household	16.3%	15.1%	16.2%
4 Person Household	12.9%	12.0%	15.0%
5 Person Household	6.0%	5.0%	5.6%
6 Person Household	2.4%	1.8%	1.8%
7 + Person Household	1.6%	1.0%	0.9%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 10, 2024



Market Profile

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Rings: 1, 3, 5 mile radii

Holcomb Place
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	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	5,391	33,039	80,228
Owner Occupied	37.0%	50.8%	61.4%
Owned with a Mortgage/Loan	30.4%	39.5%	46.4%
Owned Free and Clear	6.7%	11.3%	14.9%
Renter Occupied	63.0%	49.2%	38.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	94	103	96
Percent of Income for Mortgage	26.1%	23.6%	25.5%
Wealth Index	83	137	173
2020 Housing Units By Urban/ Rural Status			
Total	5,668	35,063	84,598
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	13,218	77,982	200,259
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	NeWest Residents (13C)	Young and Restless (11B)	Professional Pride (1B)
2.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals (2D)
3.	In Style (5B)	Bright Young Professionals	Young and Restless (11B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$12,526,455	\$102,494,230	\$281,403,159
Average Spent	\$2,326.18	\$3,023.52	\$3,466.75
Spending Potential Index	106	138	158
Education: Total \$	\$9,525,934	\$83,304,228	\$242,975,778
Average Spent	\$1,768.98	\$2,457.42	\$2,993.34
Spending Potential Index	99	137	167
Entertainment/Recreation: Total \$	\$19,359,863	\$165,885,410	\$463,946,997
Average Spent	\$3,595.15	\$4,893.52	\$5,715.60
Spending Potential Index	95	129	151
Food at Home: Total \$	\$37,334,304	\$306,556,648	\$838,065,649
Average Spent	\$6,933.02	\$9,043.24	\$10,324.57
Spending Potential Index	102	133	152
Food Away from Home: Total \$	\$21,393,575	\$174,764,314	\$477,896,780
Average Spent	\$3,972.81	\$5,155.44	\$5,887.46
Spending Potential Index	107	138	158
Health Care: Total \$	\$36,183,753	\$313,682,076	\$869,674,767
Average Spent	\$6,719.36	\$9,253.43	\$10,713.97
Spending Potential Index	91	126	146
HH Furnishings & Equipment: Total \$	\$15,723,351	\$133,506,532	\$372,458,934
Average Spent	\$2,919.84	\$3,938.36	\$4,588.51
Spending Potential Index	99	133	155
Personal Care Products & Services: Total \$	\$5,300,194	\$44,441,829	\$122,333,247
Average Spent	\$984.25	\$1,311.01	\$1,507.09
Spending Potential Index	103	137	158
Shelter: Total \$	\$138,067,907	\$1,140,601,410	\$3,154,587,970
Average Spent	\$25,639.35	\$33,647.05	\$38,863.01
Spending Potential Index	103	136	157
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,094,144	\$135,307,470	\$385,262,224
Average Spent	\$2,803.00	\$3,991.49	\$4,746.25
Spending Potential Index	90	128	152
Travel: Total \$	\$11,805,912	\$101,865,291	\$288,833,480
Average Spent	\$2,192.37	\$3,004.96	\$3,558.29
Spending Potential Index	97	134	158
Vehicle Maintenance & Repairs: Total \$	\$7,131,570	\$59,454,839	\$160,895,489
Average Spent	\$1,324.34	\$1,753.88	\$1,982.16
Spending Potential Index	101	134	151

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Executive Summary

Holcomb Place
 Old Alabama Rd, Roswell, Georgia, 30076
 Rings: 1, 3, 5 mile radii

Holcomb Place
 Latitude: 34.02133
 Longitude: -84.31627

	1 mile	3 miles	5 miles
Population			
2010 Population	14,254	75,133	186,809
2020 Population	13,218	77,982	200,259
2023 Population	13,015	79,990	201,219
2028 Population	12,782	80,290	199,650
2010-2020 Annual Rate	-0.75%	0.37%	0.70%
2020-2023 Annual Rate	-0.48%	0.79%	0.15%
2023-2028 Annual Rate	-0.36%	0.07%	-0.16%
2020 Male Population	49.8%	48.1%	48.2%
2020 Female Population	50.2%	51.9%	51.8%
2020 Median Age	33.3	37.7	39.5
2023 Male Population	51.8%	49.5%	49.1%
2023 Female Population	48.2%	50.5%	50.9%
2023 Median Age	32.0	37.3	39.1

In the identified area, the current year population is 201,219. In 2020, the Census count in the area was 200,259. The rate of change since 2020 was 0.15% annually. The five-year projection for the population in the area is 199,650 representing a change of -0.16% annually from 2023 to 2028. Currently, the population is 49.1% male and 50.9% female.

Median Age

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

Race and Ethnicity

2023 White Alone	40.7%	53.2%	59.5%
2023 Black Alone	18.5%	18.5%	14.5%
2023 American Indian/Alaska Native Alone	0.9%	0.6%	0.4%
2023 Asian Alone	3.5%	5.9%	9.7%
2023 Pacific Islander Alone	0.1%	0.1%	0.0%
2023 Other Race	19.9%	9.5%	5.8%
2023 Two or More Races	16.4%	12.3%	10.2%
2023 Hispanic Origin (Any Race)	35.9%	19.9%	13.3%

Persons of Hispanic origin represent 13.3% 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 69.4 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	83	137	173
2010 Households	5,125	30,565	74,307
2020 Households	5,391	33,039	80,228
2023 Households	5,385	33,899	81,172
2028 Households	5,323	34,321	81,113
2010-2020 Annual Rate	0.51%	0.78%	0.77%
2020-2023 Annual Rate	-0.03%	0.79%	0.36%
2023-2028 Annual Rate	-0.23%	0.25%	-0.01%
2023 Average Household Size	2.42	2.34	2.46

The household count in this area has changed from 80,228 in 2020 to 81,172 in the current year, a change of 0.36% annually. The five-year projection of households is 81,113, a change of -0.01% annually from the current year total. Average household size is currently 2.46, compared to 2.48 in the year 2020. The number of families in the current year is 52,457 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	26.1%	23.6%	25.5%
Median Household Income			
2023 Median Household Income	\$74,335	\$100,451	\$114,669
2028 Median Household Income	\$87,350	\$113,813	\$132,483
2023-2028 Annual Rate	3.28%	2.53%	2.93%
Average Household Income			
2023 Average Household Income	\$105,651	\$142,281	\$166,729
2028 Average Household Income	\$124,957	\$163,412	\$189,525
2023-2028 Annual Rate	3.41%	2.81%	2.60%
Per Capita Income			
2023 Per Capita Income	\$43,243	\$59,890	\$67,097
2028 Per Capita Income	\$51,454	\$69,401	\$76,812
2023-2028 Annual Rate	3.54%	2.99%	2.74%
GINI Index			
2023 Gini Index	38.7	36.2	34.4

Households by Income

Current median household income is \$114,669 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$132,483 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$166,729 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$189,525 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$67,097 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$76,812 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	94	103	96
2010 Total Housing Units	5,605	33,254	79,381
2010 Owner Occupied Housing Units	1,950	15,755	46,416
2010 Renter Occupied Housing Units	3,183	14,811	27,892
2010 Vacant Housing Units	480	2,689	5,074
2020 Total Housing Units	5,668	35,063	84,598
2020 Owner Occupied Housing Units	1,997	16,784	49,236
2020 Renter Occupied Housing Units	3,394	16,255	30,992
2020 Vacant Housing Units	285	1,991	4,379
2023 Total Housing Units	5,654	35,910	85,454
2023 Owner Occupied Housing Units	2,644	19,291	52,468
2023 Renter Occupied Housing Units	2,741	14,608	28,704
2023 Vacant Housing Units	269	2,011	4,282
2028 Total Housing Units	5,676	36,543	86,315
2028 Owner Occupied Housing Units	2,673	19,589	52,691
2028 Renter Occupied Housing Units	2,650	14,732	28,422
2028 Vacant Housing Units	353	2,222	5,202

Socioeconomic Status Index

2023 Socioeconomic Status Index	44.0	53.9	59.6
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Currently, 61.4% of the 85,454 housing units in the area are owner occupied; 33.6%, renter occupied; and 5.0% 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 84,598 housing units in the area and 5.2% vacant housing units. The annual rate of change in housing units since 2020 is 0.31%. Median home value in the area is \$486,277, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.52% annually to \$524,282.

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.