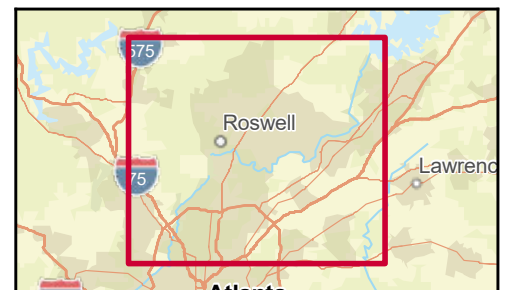
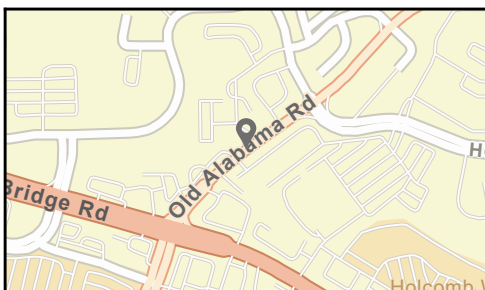
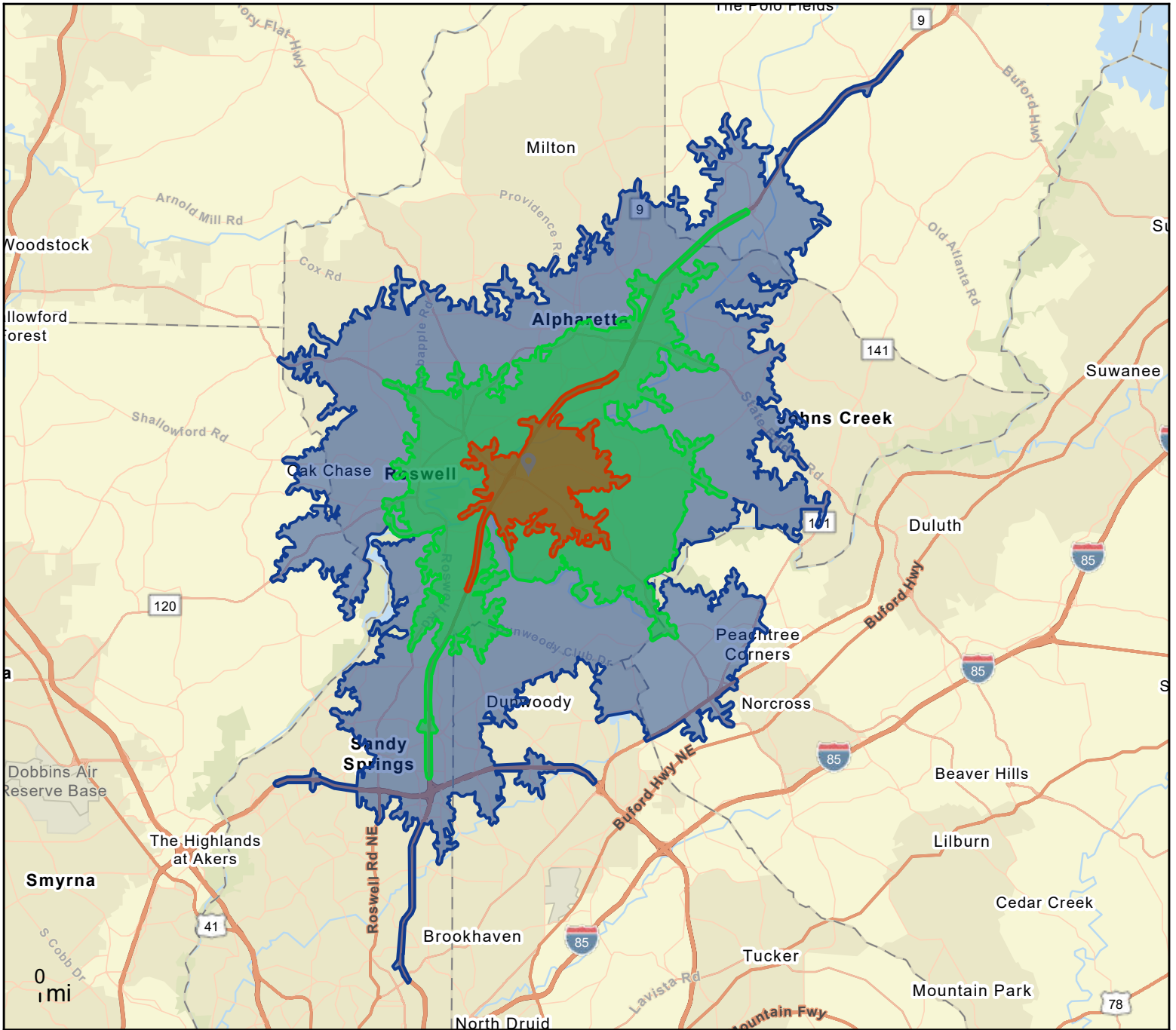


Holcomb Place
Old Alabama Rd, Roswell, Georgia, 30076
Drive time: 5, 10, 15 minute radii

Holcomb Place
Latitude: 34.02133
Longitude: -84.31627





Market Profile

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	5 minutes	10 minutes	15 minutes
Population Summary			
2010 Total Population	19,412	97,118	293,072
2020 Total Population	19,607	104,385	331,636
2020 Group Quarters	54	591	2,002
2023 Total Population	19,483	106,728	338,225
2023 Group Quarters	54	596	2,003
2028 Total Population	19,153	106,905	338,147
2023-2028 Annual Rate	-0.34%	0.03%	0.00%
2023 Total Daytime Population	19,870	176,689	516,601
Workers	10,939	128,977	362,563
Residents	8,931	47,712	154,038
Household Summary			
2010 Households	7,551	40,140	119,942
2010 Average Household Size	2.57	2.41	2.44
2020 Total Households	8,102	44,459	136,687
2020 Average Household Size	2.41	2.33	2.41
2023 Households	8,116	45,557	139,798
2023 Average Household Size	2.39	2.33	2.41
2028 Households	8,027	45,986	140,628
2028 Average Household Size	2.38	2.31	2.39
2023-2028 Annual Rate	-0.22%	0.19%	0.12%
2010 Families	4,818	24,150	75,325
2010 Average Family Size	3.16	3.06	3.07
2023 Families	5,037	26,625	85,188
2023 Average Family Size	3.04	3.05	3.11
2028 Families	5,000	26,941	85,671
2028 Average Family Size	3.01	3.03	3.09
2023-2028 Annual Rate	-0.15%	0.24%	0.11%
Housing Unit Summary			
2000 Housing Units	7,222	38,729	109,729
Owner Occupied Housing Units	53.2%	48.3%	56.6%
Renter Occupied Housing Units	43.1%	46.4%	37.9%
Vacant Housing Units	3.7%	5.3%	5.5%
2010 Housing Units	8,146	43,783	129,799
Owner Occupied Housing Units	46.0%	45.9%	54.2%
Renter Occupied Housing Units	46.7%	45.8%	38.2%
Vacant Housing Units	7.3%	8.3%	7.6%
2020 Housing Units	8,582	47,457	145,463
Owner Occupied Housing Units	46.1%	45.3%	52.1%
Renter Occupied Housing Units	48.3%	48.4%	41.9%
Vacant Housing Units	5.5%	5.9%	6.0%
2023 Housing Units	8,578	48,526	148,503
Owner Occupied Housing Units	55.8%	51.2%	55.6%
Renter Occupied Housing Units	38.8%	42.7%	38.6%
Vacant Housing Units	5.4%	6.1%	5.9%
2028 Housing Units	8,606	49,304	150,511
Owner Occupied Housing Units	55.7%	51.2%	55.4%
Renter Occupied Housing Units	37.6%	42.1%	38.0%
Vacant Housing Units	6.7%	6.7%	6.6%

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

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	5 minutes	10 minutes	15 minutes
2023 Households by Income			
Household Income Base	8,116	45,557	139,798
<\$15,000	3.4%	3.7%	4.0%
\$15,000 - \$24,999	5.8%	4.1%	3.5%
\$25,000 - \$34,999	6.4%	5.5%	5.1%
\$35,000 - \$49,999	9.4%	8.7%	7.2%
\$50,000 - \$74,999	14.8%	14.9%	13.4%
\$75,000 - \$99,999	12.7%	13.7%	12.7%
\$100,000 - \$149,999	21.0%	19.5%	18.7%
\$150,000 - \$199,999	10.9%	11.0%	12.5%
\$200,000+	15.6%	18.8%	22.8%
Average Household Income	\$129,920	\$140,720	\$157,391
2028 Households by Income			
Household Income Base	8,027	45,986	140,628
<\$15,000	2.5%	2.7%	3.0%
\$15,000 - \$24,999	3.9%	2.7%	2.5%
\$25,000 - \$34,999	4.7%	4.3%	3.9%
\$35,000 - \$49,999	7.7%	6.6%	5.6%
\$50,000 - \$74,999	13.9%	12.9%	11.7%
\$75,000 - \$99,999	12.5%	13.4%	12.2%
\$100,000 - \$149,999	21.5%	21.3%	19.6%
\$150,000 - \$199,999	14.2%	13.9%	15.3%
\$200,000+	19.1%	22.1%	26.3%
Average Household Income	\$151,567	\$162,267	\$179,824
2023 Owner Occupied Housing Units by Value			
Total	4,784	24,834	82,521
<\$50,000	0.4%	0.4%	0.3%
\$50,000 - \$99,999	0.6%	1.1%	0.6%
\$100,000 - \$149,999	2.3%	2.6%	1.5%
\$150,000 - \$199,999	1.3%	4.0%	2.3%
\$200,000 - \$249,999	4.1%	5.1%	3.8%
\$250,000 - \$299,999	19.1%	9.9%	8.1%
\$300,000 - \$399,999	38.0%	23.3%	20.6%
\$400,000 - \$499,999	10.6%	14.9%	18.4%
\$500,000 - \$749,999	17.3%	28.5%	33.7%
\$750,000 - \$999,999	4.7%	8.4%	7.5%
\$1,000,000 - \$1,499,999	0.9%	1.2%	2.1%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.4%
\$2,000,000 +	0.6%	0.5%	0.5%
Average Home Value	\$424,885	\$479,506	\$514,055
2028 Owner Occupied Housing Units by Value			
Total	4,790	25,220	83,425
<\$50,000	0.3%	0.3%	0.2%
\$50,000 - \$99,999	0.4%	0.7%	0.5%
\$100,000 - \$149,999	1.8%	2.1%	1.2%
\$150,000 - \$199,999	0.9%	3.4%	1.8%
\$200,000 - \$249,999	2.8%	3.9%	2.9%
\$250,000 - \$299,999	14.5%	7.4%	6.1%
\$300,000 - \$399,999	38.1%	21.5%	19.1%
\$400,000 - \$499,999	11.3%	15.0%	18.0%
\$500,000 - \$749,999	21.1%	32.9%	38.1%
\$750,000 - \$999,999	6.5%	10.6%	8.6%
\$1,000,000 - \$1,499,999	1.2%	1.4%	2.4%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.5%
\$2,000,000 +	0.8%	0.6%	0.5%
Average Home Value	\$461,996	\$514,224	\$540,291

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

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Median Household Income			
2023	\$93,965	\$98,476	\$107,606
2028	\$107,766	\$112,531	\$123,578
Median Home Value			
2023	\$358,586	\$424,790	\$468,840
2028	\$377,081	\$471,198	\$501,049
Per Capita Income			
2023	\$53,789	\$59,659	\$64,874
2028	\$63,133	\$69,347	\$74,576
Median Age			
2010	32.9	34.6	36.1
2020	36.1	37.3	37.8
2023	35.2	37.0	38.2
2028	35.3	37.4	38.7
2020 Population by Age			
Total	19,607	104,385	331,636
0 - 4	6.3%	5.4%	5.3%
5 - 9	6.2%	5.8%	6.1%
10 - 14	5.8%	6.1%	6.5%
15 - 24	11.6%	12.0%	12.1%
25 - 34	18.3%	17.2%	15.6%
35 - 44	15.4%	14.9%	14.7%
45 - 54	13.1%	13.7%	14.3%
55 - 64	11.7%	11.9%	12.0%
65 - 74	7.6%	8.0%	7.9%
75 - 84	2.9%	3.6%	3.9%
85 +	1.0%	1.5%	1.6%
18 +	78.4%	79.1%	78.1%
2023 Population by Age			
Total	19,481	106,727	338,226
0 - 4	7.3%	6.2%	5.9%
5 - 9	7.2%	6.3%	6.3%
10 - 14	7.1%	6.5%	6.8%
15 - 24	11.6%	12.4%	12.2%
25 - 34	16.3%	15.3%	14.0%
35 - 44	15.9%	15.4%	15.1%
45 - 54	12.1%	12.9%	13.6%
55 - 64	10.5%	11.5%	12.2%
65 - 74	8.1%	8.4%	8.7%
75 - 84	3.0%	3.5%	3.8%
85 +	0.9%	1.4%	1.5%
18 +	74.7%	77.3%	77.1%
2028 Population by Age			
Total	19,153	106,906	338,146
0 - 4	7.5%	6.3%	5.9%
5 - 9	6.9%	6.0%	6.0%
10 - 14	6.6%	6.0%	6.2%
15 - 24	11.9%	12.7%	11.8%
25 - 34	16.6%	15.4%	14.6%
35 - 44	14.8%	14.6%	14.4%
45 - 54	12.8%	13.1%	13.5%
55 - 64	9.6%	11.0%	11.6%
65 - 74	8.0%	8.6%	9.1%
75 - 84	4.2%	4.7%	5.1%
85 +	1.1%	1.6%	1.7%
18 +	75.3%	78.2%	78.2%
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.



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Males	9,583	50,291	160,103
Females	10,024	54,094	171,533
2023 Population by Sex			
Males	9,768	52,596	165,904
Females	9,715	54,132	172,321
2028 Population by Sex			
Males	9,550	52,320	165,218
Females	9,603	54,585	172,929
2010 Population by Race/Ethnicity			
Total	19,412	97,118	293,071
White Alone	65.0%	64.2%	68.1%
Black Alone	16.6%	19.0%	15.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	3.5%	5.6%	8.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	11.3%	7.8%	5.3%
Two or More Races	3.2%	3.1%	2.7%
Hispanic Origin	26.8%	18.2%	13.2%
Diversity Index	71.8	67.9	61.7
2020 Population by Race/Ethnicity			
Total	19,607	104,385	331,636
White Alone	54.2%	53.4%	55.6%
Black Alone	16.6%	18.9%	15.2%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	4.8%	7.6%	13.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	10.9%	8.2%	6.0%
Two or More Races	12.7%	11.2%	9.5%
Hispanic Origin	21.4%	17.3%	13.2%
Diversity Index	76.6	75.3	72.1
2023 Population by Race/Ethnicity			
Total	19,482	106,728	338,224
White Alone	52.6%	51.4%	53.4%
Black Alone	16.9%	19.3%	15.6%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	5.3%	8.5%	14.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	11.2%	8.5%	6.3%
Two or More Races	13.3%	11.7%	10.0%
Hispanic Origin	22.2%	18.0%	13.9%
Diversity Index	77.8	76.8	73.9
2028 Population by Race/Ethnicity			
Total	19,154	106,905	338,147
White Alone	49.8%	48.4%	50.1%
Black Alone	17.6%	19.9%	16.1%
American Indian Alone	0.6%	0.6%	0.4%
Asian Alone	6.1%	9.7%	15.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	11.7%	8.9%	6.7%
Two or More Races	14.2%	12.5%	10.7%
Hispanic Origin	23.2%	18.9%	14.7%
Diversity Index	79.7	78.7	76.1

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.



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2020 Population by Relationship and Household Type			
Total	19,607	104,385	331,636
In Households	99.7%	99.4%	99.4%
Householder	41.1%	42.5%	41.0%
Opposite-Sex Spouse	18.1%	17.9%	19.6%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.7%	2.5%	2.0%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	26.3%	25.7%	27.4%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	0.8%	0.8%	0.7%
Grandchild	1.1%	1.0%	0.8%
Brother or Sister	1.3%	1.3%	1.0%
Parent	1.4%	1.4%	1.3%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.3%	0.2%	0.2%
Other Relatives	1.5%	1.3%	1.0%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	3.7%	3.5%	3.0%
In Group Quarters	0.3%	0.6%	0.6%
Institutionalized	0.2%	0.3%	0.3%
Noninstitutionalized	0.0%	0.3%	0.3%
2023 Population 25+ by Educational Attainment			
Total	12,992	73,125	232,949
Less than 9th Grade	2.1%	3.1%	1.9%
9th - 12th Grade, No Diploma	4.6%	2.7%	1.9%
High School Graduate	11.1%	12.6%	10.0%
GED/Alternative Credential	1.4%	1.6%	1.2%
Some College, No Degree	14.2%	12.6%	11.8%
Associate Degree	8.3%	6.7%	5.8%
Bachelor's Degree	38.0%	38.9%	40.3%
Graduate/Professional Degree	20.2%	21.7%	27.0%
2023 Population 15+ by Marital Status			
Total	15,254	86,397	274,070
Never Married	34.4%	35.8%	31.7%
Married	48.8%	49.7%	55.2%
Widowed	2.8%	4.1%	3.9%
Divorced	14.0%	10.5%	9.2%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	11,267	61,683	192,153
Population 16+ Employed	95.5%	96.8%	97.2%
Population 16+ Unemployment rate	4.5%	3.2%	2.8%
Population 16-24 Employed	12.0%	11.5%	11.1%
Population 16-24 Unemployment rate	10.6%	8.4%	7.3%
Population 25-54 Employed	65.6%	66.3%	65.6%
Population 25-54 Unemployment rate	3.9%	2.2%	2.1%
Population 55-64 Employed	15.9%	15.2%	16.3%
Population 55-64 Unemployment rate	1.2%	3.3%	2.8%
Population 65+ Employed	6.5%	6.9%	7.0%
Population 65+ Unemployment rate	6.2%	2.9%	1.9%

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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	5 minutes	10 minutes	15 minutes
2023 Employed Population 16+ by Industry			
Total	10,757	59,729	186,775
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	7.6%	6.5%	4.7%
Manufacturing	5.6%	6.0%	6.4%
Wholesale Trade	1.9%	2.5%	2.7%
Retail Trade	9.3%	10.3%	8.9%
Transportation/Utilities	3.2%	4.9%	5.2%
Information	4.0%	3.6%	4.3%
Finance/Insurance/Real Estate	9.1%	9.8%	10.6%
Services	57.9%	54.7%	54.9%
Public Administration	1.3%	1.6%	2.1%
2023 Employed Population 16+ by Occupation			
Total	10,755	59,729	186,775
White Collar	70.9%	75.8%	80.7%
Management/Business/Financial	24.9%	29.1%	31.0%
Professional	31.0%	27.1%	31.3%
Sales	8.9%	10.3%	9.6%
Administrative Support	6.1%	9.3%	8.8%
Services	15.0%	13.5%	10.0%
Blue Collar	14.1%	10.7%	9.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.6%	3.5%	2.3%
Installation/Maintenance/Repair	1.1%	0.8%	1.2%
Production	1.6%	1.7%	1.6%
Transportation/Material Moving	6.8%	4.6%	4.2%
2020 Households by Type			
Total	8,102	44,459	136,687
Married Couple Households	44.8%	42.8%	48.3%
With Own Children <18	18.5%	17.8%	21.6%
Without Own Children <18	26.3%	25.0%	26.6%
Cohabiting Couple Households	7.5%	6.5%	5.4%
With Own Children <18	2.2%	1.5%	1.2%
Without Own Children <18	5.3%	5.0%	4.2%
Male Householder, No Spouse/Partner	19.8%	20.3%	18.4%
Living Alone	13.1%	13.9%	12.7%
65 Years and over	2.1%	2.5%	2.2%
With Own Children <18	1.7%	1.7%	1.6%
Without Own Children <18, With Relatives	2.6%	2.4%	2.1%
No Relatives Present	2.4%	2.3%	2.1%
Female Householder, No Spouse/Partner	27.9%	30.4%	27.9%
Living Alone	15.7%	17.8%	16.9%
65 Years and over	5.2%	6.1%	6.1%
With Own Children <18	5.2%	5.5%	4.9%
Without Own Children <18, With Relatives	5.7%	5.4%	4.8%
No Relatives Present	1.4%	1.6%	1.4%
2020 Households by Size			
Total	8,102	44,459	136,687
1 Person Household	28.8%	31.6%	29.6%
2 Person Household	33.7%	33.5%	32.2%
3 Person Household	16.1%	15.1%	16.0%
4 Person Household	12.8%	12.2%	14.3%
5 Person Household	5.5%	4.9%	5.3%
6 Person Household	2.0%	1.7%	1.8%
7 + Person Household	1.1%	0.9%	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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	5 minutes	10 minutes	15 minutes
2020 Households by Tenure and Mortgage Status			
Total	8,102	44,459	136,687
Owner Occupied	48.8%	48.3%	55.4%
Owned with a Mortgage/Loan	39.4%	37.6%	42.4%
Owned Free and Clear	9.5%	10.7%	13.1%
Renter Occupied	51.2%	51.7%	44.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	107	94	93
Percent of Income for Mortgage	22.9%	25.9%	26.2%
Wealth Index	117	132	154
2020 Housing Units By Urban/ Rural Status			
Total	8,582	47,457	145,463
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	19,607	104,385	331,636
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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	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Young and Restless (11B)	Enterprising Professionals (2D)
2.	NeWest Residents (13C)	Enterprising Professionals	Professional Pride (1B)
3.	In Style (5B)	Bright Young Professionals	Young and Restless (11B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$22,428,289	\$136,649,525	\$459,547,783
Average Spent	\$2,763.47	\$2,999.53	\$3,287.23
Spending Potential Index	126	136	150
Education: Total \$	\$18,129,758	\$111,040,533	\$392,937,005
Average Spent	\$2,233.83	\$2,437.40	\$2,810.75
Spending Potential Index	125	136	157
Entertainment/Recreation: Total \$	\$35,913,425	\$220,081,122	\$752,513,140
Average Spent	\$4,425.02	\$4,830.90	\$5,382.86
Spending Potential Index	117	128	142
Food at Home: Total \$	\$66,974,096	\$407,030,160	\$1,364,725,007
Average Spent	\$8,252.11	\$8,934.53	\$9,762.12
Spending Potential Index	121	131	144
Food Away from Home: Total \$	\$38,240,326	\$233,054,631	\$781,342,562
Average Spent	\$4,711.72	\$5,115.67	\$5,589.08
Spending Potential Index	127	137	150
Health Care: Total \$	\$66,688,186	\$414,040,281	\$1,399,604,597
Average Spent	\$8,216.88	\$9,088.40	\$10,011.62
Spending Potential Index	112	124	136
HH Furnishings & Equipment: Total \$	\$29,040,539	\$177,398,845	\$605,428,106
Average Spent	\$3,578.18	\$3,894.00	\$4,330.74
Spending Potential Index	121	132	147
Personal Care Products & Services: Total \$	\$9,637,262	\$59,108,814	\$199,298,323
Average Spent	\$1,187.44	\$1,297.47	\$1,425.62
Spending Potential Index	124	136	149
Shelter: Total \$	\$251,734,715	\$1,518,316,645	\$5,161,927,207
Average Spent	\$31,017.09	\$33,327.85	\$36,924.18
Spending Potential Index	125	135	149
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,408,932	\$177,723,181	\$615,251,513
Average Spent	\$3,500.36	\$3,901.12	\$4,401.00
Spending Potential Index	112	125	141
Travel: Total \$	\$22,266,541	\$135,363,228	\$469,231,672
Average Spent	\$2,743.54	\$2,971.29	\$3,356.50
Spending Potential Index	122	132	149
Vehicle Maintenance & Repairs: Total \$	\$12,699,355	\$78,753,543	\$260,759,143
Average Spent	\$1,564.73	\$1,728.68	\$1,865.26
Spending Potential Index	119	132	142

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
 Drive time: 5, 10, 15 minute radii

Holcomb Place
 Latitude: 34.02133
 Longitude: -84.31627

	5 minutes	10 minutes	15 minutes
Population			
2010 Population	19,412	97,118	293,072
2020 Population	19,607	104,385	331,636
2023 Population	19,483	106,728	338,225
2028 Population	19,153	106,905	338,147
2010-2020 Annual Rate	0.10%	0.72%	1.24%
2020-2023 Annual Rate	-0.20%	0.69%	0.61%
2023-2028 Annual Rate	-0.34%	0.03%	0.00%
2020 Male Population	48.9%	48.2%	48.3%
2020 Female Population	51.1%	51.8%	51.7%
2020 Median Age	36.1	37.3	37.8
2023 Male Population	50.1%	49.3%	49.1%
2023 Female Population	49.9%	50.7%	50.9%
2023 Median Age	35.2	37.0	38.2

In the identified area, the current year population is 338,225. In 2020, the Census count in the area was 331,636. The rate of change since 2020 was 0.61% annually. The five-year projection for the population in the area is 338,147 representing a change of 0.00% 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 38.2, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	52.6%	51.4%	53.4%
2023 Black Alone	16.9%	19.3%	15.6%
2023 American Indian/Alaska Native Alone	0.6%	0.5%	0.4%
2023 Asian Alone	5.3%	8.5%	14.2%
2023 Pacific Islander Alone	0.1%	0.1%	0.0%
2023 Other Race	11.2%	8.5%	6.3%
2023 Two or More Races	13.3%	11.7%	10.0%
2023 Hispanic Origin (Any Race)	22.2%	18.0%	13.9%

Persons of Hispanic origin represent 13.9% 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 73.9 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	117	132	154
2010 Households	7,551	40,140	119,942
2020 Households	8,102	44,459	136,687
2023 Households	8,116	45,557	139,798
2028 Households	8,027	45,986	140,628
2010-2020 Annual Rate	0.71%	1.03%	1.32%
2020-2023 Annual Rate	0.05%	0.75%	0.69%
2023-2028 Annual Rate	-0.22%	0.19%	0.12%
2023 Average Household Size	2.39	2.33	2.41

The household count in this area has changed from 136,687 in 2020 to 139,798 in the current year, a change of 0.69% annually. The five-year projection of households is 140,628, a change of 0.12% annually from the current year total. Average household size is currently 2.41, compared to 2.41 in the year 2020. The number of families in the current year is 85,188 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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	5 minutes	10 minutes	15 minutes
Mortgage Income			
2023 Percent of Income for Mortgage	22.9%	25.9%	26.2%
Median Household Income			
2023 Median Household Income	\$93,965	\$98,476	\$107,606
2028 Median Household Income	\$107,766	\$112,531	\$123,578
2023-2028 Annual Rate	2.78%	2.70%	2.81%
Average Household Income			
2023 Average Household Income	\$129,920	\$140,720	\$157,391
2028 Average Household Income	\$151,567	\$162,267	\$179,824
2023-2028 Annual Rate	3.13%	2.89%	2.70%
Per Capita Income			
2023 Per Capita Income	\$53,789	\$59,659	\$64,874
2028 Per Capita Income	\$63,133	\$69,347	\$74,576
2023-2028 Annual Rate	3.26%	3.06%	2.83%
GINI Index			
2023 Gini Index	37.2	36.4	35.5

Households by Income

Current median household income is \$107,606 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$123,578 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$157,391 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$179,824 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$64,874 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$74,576 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	107	94	93
2010 Total Housing Units	8,146	43,783	129,799
2010 Owner Occupied Housing Units	3,744	20,078	70,301
2010 Renter Occupied Housing Units	3,805	20,060	49,646
2010 Vacant Housing Units	595	3,643	9,857
2020 Total Housing Units	8,582	47,457	145,463
2020 Owner Occupied Housing Units	3,955	21,487	75,783
2020 Renter Occupied Housing Units	4,147	22,972	60,904
2020 Vacant Housing Units	474	2,812	8,745
2023 Total Housing Units	8,578	48,526	148,503
2023 Owner Occupied Housing Units	4,784	24,834	82,524
2023 Renter Occupied Housing Units	3,332	20,723	57,274
2023 Vacant Housing Units	462	2,969	8,705
2028 Total Housing Units	8,606	49,304	150,511
2028 Owner Occupied Housing Units	4,790	25,220	83,428
2028 Renter Occupied Housing Units	3,236	20,765	57,200
2028 Vacant Housing Units	579	3,318	9,883

Socioeconomic Status Index

2023 Socioeconomic Status Index	53.2	54.7	58.9
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Currently, 55.6% of the 148,503 housing units in the area are owner occupied; 38.6%, renter occupied; and 5.9% 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 145,463 housing units in the area and 6.0% vacant housing units. The annual rate of change in housing units since 2020 is 0.64%. Median home value in the area is \$468,840, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.34% annually to \$501,049.

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.