



# Community Profile

Rings: 1, 3, 5 mile radii

2880 Holcomb Bridge Rd, Alpharetta, GA

Latitude: 33.9906

Longitude: -84.27469

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	10,795	68,624	198,399
2020 Total Population	11,416	73,699	210,981
2020 Group Quarters	81	278	653
2022 Total Population	11,534	73,686	213,753
2022 Group Quarters	81	278	653
2027 Total Population	11,621	73,567	216,222
2022-2027 Annual Rate	0.15%	-0.03%	0.23%
2022 Total Daytime Population	9,105	61,074	248,417
Workers	3,926	25,224	147,730
Residents	5,179	35,850	100,687
<b>Household Summary</b>			
2010 Households	4,748	26,495	77,308
2010 Average Household Size	2.27	2.59	2.56
2020 Total Households	4,862	28,425	83,238
2020 Average Household Size	2.33	2.58	2.53
2022 Total Households	4,890	28,495	84,544
2022 Average Household Size	2.34	2.58	2.52
2027 Total Households	4,907	28,461	85,512
2027 Average Household Size	2.35	2.58	2.52
2022-2027 Annual Rate	0.07%	-0.02%	0.23%
2010 Families	2,890	19,435	51,512
2010 Average Family Size	2.88	3.03	3.13
2022 Total Families	2,947	20,556	55,037
2022 Average Family Size	3.02	3.06	3.13
2027 Total Families	2,962	20,492	55,601
2027 Average Family Size	3.02	3.05	3.13
2022-2027 Annual Rate	0.10%	-0.06%	0.20%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,796	26,523	75,694
Owner Occupied Housing Units	53.4%	71.6%	56.2%
Renter Occupied Housing Units	41.7%	25.7%	39.9%
Vacant Housing Units	4.9%	2.7%	3.9%
2010 Housing Units	5,147	28,139	83,603
Owner Occupied Housing Units	51.8%	70.7%	54.9%
Renter Occupied Housing Units	40.5%	23.4%	37.6%
Vacant Housing Units	7.8%	5.8%	7.5%
2020 Housing Units	5,150	29,643	87,697
Vacant Housing Units	5.6%	4.1%	5.1%
2022 Housing Units	5,167	29,646	89,006
Owner Occupied Housing Units	55.7%	71.8%	58.0%
Renter Occupied Housing Units	38.9%	24.3%	37.0%
Vacant Housing Units	5.4%	3.9%	5.0%
2027 Housing Units	5,267	30,092	91,339
Owner Occupied Housing Units	55.6%	71.0%	57.8%
Renter Occupied Housing Units	37.6%	23.6%	35.8%
Vacant Housing Units	6.8%	5.4%	6.4%
<b>Median Household Income</b>			
2022	\$111,945	\$124,790	\$103,703
2027	\$129,234	\$145,705	\$121,427
<b>Median Home Value</b>			
2022	\$439,408	\$458,969	\$441,729
2027	\$475,515	\$489,840	\$473,202
<b>Per Capita Income</b>			
2022	\$63,086	\$68,635	\$60,683
2027	\$72,526	\$77,535	\$69,882
<b>Median Age</b>			
2010	36.3	40.2	35.9
2022	38.6	41.9	37.7
2027	39.1	42.5	38.2

**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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<b>2022 Households by Income</b>			
Household Income Base	4,890	28,495	84,544
<\$15,000	2.6%	2.6%	3.1%
\$15,000 - \$24,999	0.9%	2.9%	4.3%
\$25,000 - \$34,999	4.6%	4.3%	5.4%
\$35,000 - \$49,999	8.1%	7.0%	9.2%
\$50,000 - \$74,999	15.8%	12.5%	15.1%
\$75,000 - \$99,999	11.3%	9.9%	11.0%
\$100,000 - \$149,999	20.7%	18.1%	17.8%
\$150,000 - \$199,999	15.7%	15.2%	12.5%
\$200,000+	20.3%	27.4%	21.6%
Average Household Income	\$149,015	\$177,914	\$153,358
<b>2027 Households by Income</b>			
Household Income Base	4,907	28,461	85,512
<\$15,000	1.4%	1.5%	1.9%
\$15,000 - \$24,999	0.5%	1.6%	2.4%
\$25,000 - \$34,999	2.0%	2.9%	3.8%
\$35,000 - \$49,999	5.2%	5.5%	7.7%
\$50,000 - \$74,999	15.5%	10.7%	13.9%
\$75,000 - \$99,999	11.3%	9.0%	10.2%
\$100,000 - \$149,999	20.9%	19.9%	19.2%
\$150,000 - \$199,999	19.3%	18.4%	16.0%
\$200,000+	24.0%	30.4%	24.9%
Average Household Income	\$172,031	\$200,854	\$176,653
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,878	21,285	51,629
<\$50,000	1.0%	0.3%	0.4%
\$50,000 - \$99,999	0.4%	0.4%	0.9%
\$100,000 - \$149,999	2.2%	0.6%	2.4%
\$150,000 - \$199,999	5.7%	1.5%	2.3%
\$200,000 - \$249,999	4.7%	4.7%	6.5%
\$250,000 - \$299,999	4.1%	6.9%	7.9%
\$300,000 - \$399,999	18.7%	22.3%	20.6%
\$400,000 - \$499,999	33.5%	22.7%	21.3%
\$500,000 - \$749,999	25.9%	30.2%	29.5%
\$750,000 - \$999,999	2.4%	6.9%	5.5%
\$1,000,000 - \$1,499,999	0.3%	2.6%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	1.0%	0.7%	0.5%
Average Home Value	\$462,200	\$515,940	\$483,104
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,927	21,354	52,834
<\$50,000	0.1%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.2%	0.1%	0.7%
\$150,000 - \$199,999	1.3%	0.4%	1.0%
\$200,000 - \$249,999	3.4%	2.8%	4.6%
\$250,000 - \$299,999	2.6%	5.3%	6.7%
\$300,000 - \$399,999	16.1%	20.5%	20.3%
\$400,000 - \$499,999	34.8%	23.1%	22.3%
\$500,000 - \$749,999	35.3%	35.3%	34.3%
\$750,000 - \$999,999	4.8%	8.9%	7.2%
\$1,000,000 - \$1,499,999	0.3%	2.5%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	1.1%	0.7%	0.6%
Average Home Value	\$521,216	\$546,934	\$519,033

**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.



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Latitude: 33.9906

Longitude: -84.27469

	1 mile	3 mile	5 mile
<b>2010 Population by Age</b>			
Total	10,796	68,624	198,400
0 - 4	7.4%	6.4%	7.3%
5 - 9	6.8%	7.2%	7.6%
10 - 14	6.1%	7.7%	7.2%
15 - 24	10.3%	10.4%	11.4%
25 - 34	17.2%	10.9%	15.0%
35 - 44	16.2%	15.1%	16.1%
45 - 54	14.4%	17.6%	15.5%
55 - 64	12.2%	14.6%	10.9%
65 - 74	5.9%	6.7%	5.3%
75 - 84	2.8%	2.7%	2.7%
85 +	0.7%	0.8%	1.0%
18 +	76.4%	74.2%	73.8%
<b>2022 Population by Age</b>			
Total	11,535	73,686	213,752
0 - 4	5.9%	5.5%	6.2%
5 - 9	6.3%	6.3%	6.6%
10 - 14	6.6%	7.3%	7.0%
15 - 24	13.1%	11.5%	12.7%
25 - 34	12.9%	10.9%	13.7%
35 - 44	14.1%	12.6%	14.0%
45 - 54	13.8%	14.3%	13.7%
55 - 64	12.3%	15.1%	12.6%
65 - 74	9.5%	11.0%	8.5%
75 - 84	4.1%	4.4%	3.8%
85 +	1.2%	1.2%	1.3%
18 +	77.4%	76.7%	76.0%
<b>2027 Population by Age</b>			
Total	11,621	73,566	216,220
0 - 4	6.0%	5.5%	6.3%
5 - 9	6.1%	6.1%	6.4%
10 - 14	6.2%	6.7%	6.4%
15 - 24	13.0%	10.9%	12.3%
25 - 34	13.3%	11.3%	14.2%
35 - 44	13.5%	12.7%	13.7%
45 - 54	13.6%	13.8%	13.2%
55 - 64	11.8%	14.1%	12.0%
65 - 74	9.4%	11.4%	9.1%
75 - 84	5.5%	6.1%	4.9%
85 +	1.5%	1.5%	1.5%
18 +	78.0%	77.6%	77.0%
<b>2010 Population by Sex</b>			
Males	5,121	33,301	97,196
Females	5,675	35,323	101,203
<b>2022 Population by Sex</b>			
Males	5,572	35,888	105,215
Females	5,962	37,799	108,537
<b>2027 Population by Sex</b>			
Males	5,627	35,890	106,343
Females	5,994	37,677	109,878

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

July 28, 2022



# Community Profile

Rings: 1, 3, 5 mile radii

2880 Holcomb Bridge Rd, Alpharetta, GA

Latitude: 33.9906

Longitude: -84.27469

	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	10,796	68,624	198,398
White Alone	68.3%	76.7%	66.1%
Black Alone	19.4%	11.9%	16.1%
American Indian Alone	0.1%	0.2%	0.4%
Asian Alone	5.0%	6.2%	8.2%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	4.0%	2.7%	6.4%
Two or More Races	3.2%	2.2%	2.8%
Hispanic Origin	11.8%	8.4%	15.5%
Diversity Index	59.7	48.6	65.0
<b>2020 Population by Race/Ethnicity</b>			
Total	11,416	73,699	210,981
White Alone	56.3%	64.5%	54.0%
Black Alone	19.7%	13.7%	16.7%
American Indian Alone	0.4%	0.3%	0.5%
Asian Alone	6.2%	8.1%	10.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	6.2%	4.1%	8.1%
Two or More Races	11.2%	9.3%	10.2%
Hispanic Origin	15.4%	10.6%	16.4%
Diversity Index	72.2	63.3	74.8
<b>2022 Population by Race/Ethnicity</b>			
Total	11,535	73,686	213,754
White Alone	56.0%	64.0%	53.4%
Black Alone	19.4%	13.6%	16.6%
American Indian Alone	0.4%	0.3%	0.6%
Asian Alone	6.4%	8.3%	10.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	6.2%	4.2%	8.2%
Two or More Races	11.6%	9.6%	10.5%
Hispanic Origin	15.5%	10.7%	16.6%
Diversity Index	72.5	63.9	75.3
<b>2027 Population by Race/Ethnicity</b>			
Total	11,622	73,567	216,222
White Alone	54.7%	62.3%	51.7%
Black Alone	19.2%	13.8%	16.6%
American Indian Alone	0.4%	0.3%	0.6%
Asian Alone	7.0%	8.9%	11.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.3%	4.4%	8.5%
Two or More Races	12.4%	10.3%	11.2%
Hispanic Origin	15.6%	10.9%	16.8%
Diversity Index	73.4	65.6	76.4
<b>2010 Population by Relationship and Household Type</b>			
Total	10,796	68,624	198,399
In Households	100.0%	99.9%	99.9%
In Family Households	79.1%	87.3%	83.5%
Householder	26.8%	28.3%	26.0%
Spouse	18.8%	23.2%	20.0%
Child	28.0%	31.3%	30.7%
Other relative	3.6%	3.1%	4.5%
Nonrelative	1.9%	1.4%	2.3%
In Nonfamily Households	20.9%	12.7%	16.4%
In Group Quarters	0.0%	0.1%	0.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.1%	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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	7,848	51,118	144,267
Less than 9th Grade	1.3%	1.5%	3.0%
9th - 12th Grade, No Diploma	1.7%	1.4%	2.1%
High School Graduate	8.8%	9.5%	12.0%
GED/Alternative Credential	0.9%	1.0%	1.3%
Some College, No Degree	12.8%	12.8%	12.4%
Associate Degree	14.3%	7.5%	7.5%
Bachelor's Degree	39.3%	41.5%	39.3%
Graduate/Professional Degree	21.0%	24.7%	22.3%
<b>2022 Population 15+ by Marital Status</b>			
Total	9,363	59,573	171,311
Never Married	32.5%	27.9%	32.5%
Married	53.6%	59.7%	54.9%
Widowed	2.4%	4.2%	3.8%
Divorced	11.5%	8.2%	8.8%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,577	39,181	117,619
Population 16+ Employed	98.2%	97.9%	97.5%
Population 16+ Unemployment rate	1.8%	2.1%	2.5%
Population 16-24 Employed	12.0%	9.4%	10.8%
Population 16-24 Unemployment rate	6.5%	5.3%	7.2%
Population 25-54 Employed	64.7%	61.8%	65.7%
Population 25-54 Unemployment rate	0.8%	1.6%	1.8%
Population 55-64 Employed	16.3%	20.7%	17.1%
Population 55-64 Unemployment rate	2.1%	2.3%	1.9%
Population 65+ Employed	7.1%	8.2%	6.4%
Population 65+ Unemployment rate	2.1%	1.1%	2.4%
<b>2022 Employed Population 16+ by Industry</b>			
Total	6,458	38,369	114,681
Agriculture/Mining	0.0%	0.4%	0.3%
Construction	6.7%	4.2%	5.6%
Manufacturing	7.6%	7.0%	6.3%
Wholesale Trade	3.4%	3.2%	3.2%
Retail Trade	7.1%	7.9%	9.3%
Transportation/Utilities	8.2%	5.2%	5.1%
Information	4.8%	4.7%	4.2%
Finance/Insurance/Real Estate	12.2%	11.7%	10.6%
Services	48.2%	53.7%	53.5%
Public Administration	1.8%	1.9%	1.9%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	6,458	38,368	114,681
White Collar	77.9%	82.7%	76.5%
Management/Business/Financial	34.5%	34.2%	29.4%
Professional	23.5%	28.2%	26.7%
Sales	9.7%	11.6%	11.2%
Administrative Support	10.2%	8.7%	9.2%
Services	10.9%	9.0%	11.5%
Blue Collar	11.2%	8.3%	12.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.9%	1.6%	3.4%
Installation/Maintenance/Repair	1.2%	1.5%	1.9%
Production	2.0%	1.0%	1.8%
Transportation/Material Moving	7.2%	4.2%	4.9%

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July 28, 2022



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<b>2010 Households by Type</b>			
Total	4,747	26,501	77,320
Households with 1 Person	31.7%	21.6%	26.6%
Households with 2+ People	68.3%	78.4%	73.4%
Family Households	60.9%	73.3%	66.6%
Husband-wife Families	42.9%	60.1%	51.4%
With Related Children	19.2%	28.1%	26.1%
Other Family (No Spouse Present)	18.0%	13.2%	15.2%
Other Family with Male Householder	4.3%	3.3%	4.3%
With Related Children	2.7%	2.0%	2.4%
Other Family with Female Householder	13.7%	9.9%	10.9%
With Related Children	9.9%	6.8%	7.7%
Nonfamily Households	7.4%	5.0%	6.8%
All Households with Children	32.0%	37.1%	36.6%
Multigenerational Households	2.3%	2.5%	2.7%
Unmarried Partner Households	5.8%	4.3%	5.2%
Male-female	5.0%	3.5%	4.4%
Same-sex	0.8%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	4,748	26,495	77,308
1 Person Household	31.7%	21.7%	26.6%
2 Person Household	34.9%	35.5%	31.7%
3 Person Household	15.8%	17.6%	16.5%
4 Person Household	11.6%	16.5%	15.3%
5 Person Household	4.4%	6.2%	6.3%
6 Person Household	1.2%	1.7%	2.3%
7 + Person Household	0.5%	0.8%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,747	26,483	77,313
Owner Occupied	56.1%	75.2%	59.3%
Owned with a Mortgage/Loan	47.5%	61.4%	48.5%
Owned Free and Clear	8.6%	13.8%	10.9%
Renter Occupied	43.9%	24.8%	40.7%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	114	121	105
Percent of Income for Mortgage	20.7%	19.4%	22.4%
Wealth Index	153	222	171
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,147	28,139	83,603
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	10,795	68,624	198,399
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
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.

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<b>Top 3 Tapestry Segments</b>			
1.	Young and Restless (11B)	Professional Pride (1B)	Young and Restless (11B)
2.	Metro Fusion (11C)	Top Tier (1A)	Enterprising Professionals (2D)
3.	Enterprising Professionals (2D)	Enterprising Professionals (2D)	Professional Pride (1B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$17,341,128	\$114,811,751	\$303,268,316
Average Spent	\$3,546.24	\$4,029.19	\$3,587.11
Spending Potential Index	147	167	149
Education: Total \$	\$14,510,941	\$104,136,896	\$260,147,705
Average Spent	\$2,967.47	\$3,654.57	\$3,077.07
Spending Potential Index	151	186	157
Entertainment/Recreation: Total \$	\$24,769,524	\$171,093,049	\$438,245,990
Average Spent	\$5,065.34	\$6,004.32	\$5,183.64
Spending Potential Index	138	164	141
Food at Home: Total \$	\$43,149,415	\$283,340,511	\$750,000,872
Average Spent	\$8,824.01	\$9,943.52	\$8,871.13
Spending Potential Index	143	161	143
Food Away from Home: Total \$	\$31,044,753	\$204,397,243	\$541,893,105
Average Spent	\$6,348.62	\$7,173.09	\$6,409.60
Spending Potential Index	147	166	149
Health Care: Total \$	\$46,137,641	\$316,909,139	\$813,598,065
Average Spent	\$9,435.10	\$11,121.57	\$9,623.37
Spending Potential Index	133	157	136
HH Furnishings & Equipment: Total \$	\$17,616,756	\$122,675,735	\$314,002,383
Average Spent	\$3,602.61	\$4,305.17	\$3,714.07
Spending Potential Index	141	168	145
Personal Care Products & Services: Total \$	\$7,172,491	\$48,363,093	\$125,957,839
Average Spent	\$1,466.77	\$1,697.25	\$1,489.85
Spending Potential Index	144	166	146
Shelter: Total \$	\$163,355,318	\$1,104,599,731	\$2,875,928,753
Average Spent	\$33,406.00	\$38,764.69	\$34,016.95
Spending Potential Index	146	169	149
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,834,198	\$128,315,498	\$323,462,668
Average Spent	\$3,647.08	\$4,503.09	\$3,825.97
Spending Potential Index	134	166	141
Travel: Total \$	\$19,716,735	\$143,397,454	\$356,514,645
Average Spent	\$4,032.05	\$5,032.37	\$4,216.91
Spending Potential Index	140	175	147
Vehicle Maintenance & Repairs: Total \$	\$8,727,492	\$57,182,334	\$151,335,334
Average Spent	\$1,784.76	\$2,006.75	\$1,790.02
Spending Potential Index	142	159	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 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.