



# Community Profile

Rings: 1, 3, 5 mile radii

2880 Holcomb Bridge Rd, Alpharetta, GA

Latitude: 33.99  
Longitude: -84.28

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	8,289	66,037	185,671
2010 Total Population	8,958	67,015	198,259
2018 Total Population	9,395	71,897	213,901
2018 Group Quarters	4	48	240
2023 Total Population	9,653	75,350	223,994
2018-2023 Annual Rate	0.54%	0.94%	0.93%
2018 Total Daytime Population	7,661	53,372	248,846
Workers	3,397	19,637	150,076
Residents	4,264	33,735	98,770
<b>Household Summary</b>			
2000 Households	3,868	25,092	72,713
2000 Average Household Size	2.13	2.63	2.54
2010 Households	3,988	25,900	77,339
2010 Average Household Size	2.25	2.59	2.56
2018 Households	4,133	27,643	82,746
2018 Average Household Size	2.27	2.60	2.58
2023 Households	4,225	28,859	86,350
2023 Average Household Size	2.28	2.61	2.59
2018-2023 Annual Rate	0.44%	0.86%	0.86%
2010 Families	2,498	19,000	51,593
2010 Average Family Size	2.81	3.03	3.12
2018 Families	2,567	20,189	54,736
2018 Average Family Size	2.85	3.04	3.16
2023 Families	2,626	21,067	57,025
2023 Average Family Size	2.87	3.05	3.17
2018-2023 Annual Rate	0.46%	0.86%	0.82%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,075	25,814	75,665
Owner Occupied Housing Units	60.9%	72.1%	56.5%
Renter Occupied Housing Units	34.0%	25.1%	39.6%
Vacant Housing Units	5.1%	2.8%	3.9%
2010 Housing Units	4,325	27,505	83,667
Owner Occupied Housing Units	60.7%	71.0%	55.4%
Renter Occupied Housing Units	31.5%	23.1%	37.1%
Vacant Housing Units	7.8%	5.8%	7.6%
2018 Housing Units	4,342	28,833	87,831
Owner Occupied Housing Units	58.4%	69.9%	53.5%
Renter Occupied Housing Units	36.8%	26.0%	40.7%
Vacant Housing Units	4.8%	4.1%	5.8%
2023 Housing Units	4,444	30,126	91,546
Owner Occupied Housing Units	59.9%	70.6%	54.6%
Renter Occupied Housing Units	35.2%	25.2%	39.7%
Vacant Housing Units	4.9%	4.2%	5.7%
<b>Median Household Income</b>			
2018	\$80,323	\$103,810	\$82,718
2023	\$85,581	\$108,319	\$88,996
<b>Median Home Value</b>			
2018	\$342,057	\$390,011	\$373,363
2023	\$386,276	\$425,176	\$405,290
<b>Per Capita Income</b>			
2018	\$48,529	\$55,884	\$47,892
2023	\$53,661	\$60,614	\$52,484
<b>Median Age</b>			
2010	38.6	40.1	36.0
2018	40.0	41.6	37.2
2023	40.6	42.3	37.8

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	4,133	27,643	82,746
<\$15,000	4.9%	4.0%	5.9%
\$15,000 - \$24,999	5.2%	4.7%	6.4%
\$25,000 - \$34,999	7.8%	6.4%	7.7%
\$35,000 - \$49,999	6.8%	8.1%	10.6%
\$50,000 - \$74,999	21.8%	14.2%	15.5%
\$75,000 - \$99,999	13.3%	10.6%	10.8%
\$100,000 - \$149,999	19.0%	18.3%	16.7%
\$150,000 - \$199,999	6.8%	12.6%	10.1%
\$200,000+	14.4%	21.1%	16.3%
Average Household Income	\$113,163	\$145,639	\$123,668
<b>2023 Households by Income</b>			
Household Income Base	4,225	28,859	86,350
<\$15,000	4.1%	3.6%	5.0%
\$15,000 - \$24,999	4.5%	4.3%	5.7%
\$25,000 - \$34,999	6.9%	5.9%	7.0%
\$35,000 - \$49,999	6.3%	7.6%	10.0%
\$50,000 - \$74,999	21.4%	13.9%	15.4%
\$75,000 - \$99,999	13.7%	10.6%	11.1%
\$100,000 - \$149,999	19.1%	17.9%	16.9%
\$150,000 - \$199,999	7.2%	12.7%	10.5%
\$200,000+	16.8%	23.5%	18.4%
Average Household Income	\$125,723	\$158,601	\$136,016
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	2,536	20,149	47,010
<\$50,000	0.6%	0.5%	0.7%
\$50,000 - \$99,999	2.7%	1.1%	2.0%
\$100,000 - \$149,999	7.6%	2.6%	4.0%
\$150,000 - \$199,999	8.4%	5.2%	6.5%
\$200,000 - \$249,999	10.1%	8.8%	10.4%
\$250,000 - \$299,999	12.5%	11.8%	11.1%
\$300,000 - \$399,999	19.4%	22.3%	20.7%
\$400,000 - \$499,999	22.8%	16.8%	15.5%
\$500,000 - \$749,999	8.8%	18.9%	20.3%
\$750,000 - \$999,999	4.9%	8.4%	6.1%
\$1,000,000 - \$1,499,999	1.9%	2.3%	1.6%
\$1,500,000 - \$1,999,999	0.0%	1.0%	0.7%
\$2,000,000 +	0.4%	0.4%	0.3%
Average Home Value	\$383,928	\$465,417	\$433,282
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,660	21,260	49,978
<\$50,000	0.3%	0.3%	0.5%
\$50,000 - \$99,999	1.4%	0.7%	1.4%
\$100,000 - \$149,999	4.8%	1.6%	2.9%
\$150,000 - \$199,999	7.1%	3.8%	5.1%
\$200,000 - \$249,999	8.6%	7.0%	8.9%
\$250,000 - \$299,999	10.8%	10.5%	10.2%
\$300,000 - \$399,999	19.6%	21.5%	20.1%
\$400,000 - \$499,999	26.1%	18.1%	16.5%
\$500,000 - \$749,999	12.1%	22.4%	23.8%
\$750,000 - \$999,999	6.3%	10.1%	7.6%
\$1,000,000 - \$1,499,999	2.3%	2.5%	1.9%
\$1,500,000 - \$1,999,999	0.0%	1.1%	0.8%
\$2,000,000 +	0.6%	0.5%	0.3%
Average Home Value	\$426,513	\$499,098	\$466,192

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	8,958	67,015	198,258
0 - 4	6.8%	6.4%	7.3%
5 - 9	6.6%	7.2%	7.6%
10 - 14	6.2%	7.6%	7.2%
15 - 24	9.6%	10.4%	11.4%
25 - 34	14.6%	10.9%	14.9%
35 - 44	16.2%	15.1%	16.1%
45 - 54	15.6%	17.5%	15.5%
55 - 64	13.8%	14.7%	11.0%
65 - 74	6.8%	6.7%	5.4%
75 - 84	3.1%	2.7%	2.6%
85 +	0.8%	0.8%	1.0%
18 +	77.1%	74.3%	73.8%
<b>2018 Population by Age</b>			
Total	9,393	71,895	213,901
0 - 4	6.0%	5.6%	6.4%
5 - 9	6.6%	6.6%	6.9%
10 - 14	6.4%	7.4%	7.2%
15 - 24	11.2%	11.5%	12.7%
25 - 34	12.8%	10.5%	13.6%
35 - 44	14.0%	12.7%	14.2%
45 - 54	14.5%	15.2%	14.4%
55 - 64	14.2%	15.6%	12.5%
65 - 74	9.6%	10.3%	7.7%
75 - 84	3.7%	3.6%	3.2%
85 +	1.0%	1.0%	1.2%
18 +	77.9%	76.2%	75.4%
<b>2023 Population by Age</b>			
Total	9,653	75,350	223,996
0 - 4	5.9%	5.6%	6.4%
5 - 9	6.1%	6.2%	6.4%
10 - 14	6.3%	6.9%	6.7%
15 - 24	11.1%	11.0%	12.5%
25 - 34	12.7%	11.1%	14.1%
35 - 44	14.2%	12.7%	13.8%
45 - 54	13.5%	14.0%	13.5%
55 - 64	13.8%	14.8%	12.4%
65 - 74	10.4%	11.4%	8.7%
75 - 84	4.9%	5.0%	4.1%
85 +	1.1%	1.2%	1.3%
18 +	78.3%	77.1%	76.5%
<b>2010 Population by Sex</b>			
Males	4,300	32,522	97,214
Females	4,658	34,493	101,045
<b>2018 Population by Sex</b>			
Males	4,532	34,964	105,240
Females	4,863	36,933	108,662
<b>2023 Population by Sex</b>			
Males	4,678	36,727	110,199
Females	4,975	38,623	113,795

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Rings: 1, 3, 5 mile radii

2880 Holcomb Bridge Rd, Alpharetta, GA

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	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	8,958	67,015	198,258
White Alone	74.1%	76.7%	66.3%
Black Alone	14.6%	11.8%	15.8%
American Indian Alone	0.1%	0.2%	0.4%
Asian Alone	5.2%	6.3%	8.4%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	3.2%	2.7%	6.3%
Two or More Races	2.7%	2.2%	2.8%
Hispanic Origin	10.0%	8.4%	15.5%
Diversity Index	53.0	48.7	65.2
<b>2018 Population by Race/Ethnicity</b>			
Total	9,395	71,897	213,901
White Alone	70.6%	72.3%	61.5%
Black Alone	15.7%	13.4%	17.4%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	7.3%	8.7%	11.3%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	3.0%	2.7%	6.2%
Two or More Races	3.1%	2.7%	3.2%
Hispanic Origin	9.4%	8.4%	15.0%
Diversity Index	56.2	53.6	68.6
<b>2023 Population by Race/Ethnicity</b>			
Total	9,654	75,350	223,994
White Alone	67.7%	68.5%	57.9%
Black Alone	16.1%	14.4%	18.2%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	9.5%	11.1%	13.8%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	3.0%	2.7%	6.1%
Two or More Races	3.5%	3.1%	3.6%
Hispanic Origin	9.2%	8.5%	14.9%
Diversity Index	58.9	57.6	71.1
<b>2010 Population by Relationship and Household Type</b>			
Total	8,958	67,015	198,259
In Households	100.0%	99.9%	99.9%
In Family Households	80.0%	87.2%	83.5%
Householder	27.2%	28.3%	26.0%
Spouse	20.7%	23.2%	20.1%
Child	27.6%	31.1%	30.7%
Other relative	3.0%	3.1%	4.5%
Nonrelative	1.5%	1.4%	2.3%
In Nonfamily Households	20.0%	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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Population 25+ by Educational Attainment</b>			
Total	6,562	49,500	142,857
Less than 9th Grade	0.3%	1.1%	3.3%
9th - 12th Grade, No Diploma	2.2%	1.6%	3.1%
High School Graduate	9.2%	9.3%	12.2%
GED/Alternative Credential	0.6%	0.9%	1.2%
Some College, No Degree	15.1%	14.4%	15.1%
Associate Degree	10.3%	7.1%	7.2%
Bachelor's Degree	40.6%	40.2%	35.5%
Graduate/Professional Degree	21.7%	25.4%	22.4%
<b>2018 Population 15+ by Marital Status</b>			
Total	7,615	57,741	170,006
Never Married	30.5%	27.2%	33.1%
Married	50.9%	59.1%	53.2%
Widowed	4.1%	3.8%	3.7%
Divorced	14.5%	9.9%	10.0%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.4%	97.0%	96.6%
Civilian Unemployed (Unemployment Rate)	3.6%	3.0%	3.4%
<b>2018 Employed Population 16+ by Industry</b>			
Total	5,232	38,871	117,181
Agriculture/Mining	0.0%	0.4%	0.4%
Construction	6.4%	4.0%	6.1%
Manufacturing	3.8%	7.1%	6.3%
Wholesale Trade	4.1%	4.0%	3.3%
Retail Trade	9.9%	9.0%	9.7%
Transportation/Utilities	5.7%	3.7%	3.6%
Information	4.7%	4.3%	3.9%
Finance/Insurance/Real Estate	9.6%	11.3%	9.5%
Services	54.4%	54.6%	55.2%
Public Administration	1.4%	1.7%	1.9%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	5,232	38,869	117,181
White Collar	72.6%	81.8%	73.5%
Management/Business/Financial	24.3%	28.8%	23.9%
Professional	26.3%	28.4%	25.6%
Sales	13.2%	14.1%	13.7%
Administrative Support	8.9%	10.6%	10.3%
Services	15.6%	10.9%	14.8%
Blue Collar	11.8%	7.3%	11.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	4.2%	1.8%	4.4%
Installation/Maintenance/Repair	1.1%	1.5%	1.7%
Production	4.2%	1.6%	1.9%
Transportation/Material Moving	2.3%	2.4%	3.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,958	67,015	198,259
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 20, 2018



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<b>2010 Households by Type</b>			
Total	3,988	25,899	77,339
Households with 1 Person	30.3%	21.6%	26.6%
Households with 2+ People	69.7%	78.4%	73.4%
Family Households	62.6%	73.4%	66.7%
Husband-wife Families	47.8%	60.3%	51.6%
With Related Children	21.0%	28.1%	26.2%
Other Family (No Spouse Present)	14.8%	13.1%	15.1%
Other Family with Male Householder	3.7%	3.3%	4.3%
With Related Children	2.3%	1.9%	2.4%
Other Family with Female Householder	11.1%	9.8%	10.8%
With Related Children	7.6%	6.7%	7.6%
Nonfamily Households	7.1%	5.1%	6.7%
All Households with Children	31.1%	37.0%	36.6%
Multigenerational Households	2.0%	2.5%	2.7%
Unmarried Partner Households	5.2%	4.3%	5.2%
Male-female	4.3%	3.6%	4.4%
Same-sex	0.8%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	3,988	25,899	77,339
1 Person Household	30.3%	21.6%	26.6%
2 Person Household	36.0%	35.6%	31.7%
3 Person Household	15.2%	17.7%	16.5%
4 Person Household	12.6%	16.4%	15.3%
5 Person Household	4.4%	6.2%	6.3%
6 Person Household	1.1%	1.7%	2.3%
7 + Person Household	0.4%	0.7%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,988	25,900	77,339
Owner Occupied	65.8%	75.4%	59.9%
Owned with a Mortgage/Loan	55.6%	61.7%	48.9%
Owned Free and Clear	10.3%	13.8%	11.0%
Renter Occupied	34.2%	24.6%	40.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,325	27,505	83,667
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%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
	1. Young and Restless (11B)	Professional Pride (1B)	Young and Restless (11B)
	2. Enterprising Professionals	Enterprising Professionals	Enterprising Professionals
	3. In Style (5B)	Top Tier (1A)	Professional Pride (1B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,503,539	\$104,231,741	\$272,541,971
Average Spent	\$3,025.29	\$3,770.64	\$3,293.72
Spending Potential Index	139	173	151
Education: Total \$	\$8,594,124	\$75,952,686	\$189,232,310
Average Spent	\$2,079.39	\$2,747.63	\$2,286.91
Spending Potential Index	144	190	158
Entertainment/Recreation: Total \$	\$17,665,289	\$150,539,664	\$384,383,198
Average Spent	\$4,274.20	\$5,445.85	\$4,645.34
Spending Potential Index	133	169	144
Food at Home: Total \$	\$27,934,052	\$226,727,662	\$601,742,406
Average Spent	\$6,758.78	\$8,201.99	\$7,272.16
Spending Potential Index	135	163	145
Food Away from Home: Total \$	\$20,303,892	\$166,776,178	\$438,845,226
Average Spent	\$4,912.63	\$6,033.22	\$5,303.52
Spending Potential Index	140	172	151
Health Care: Total \$	\$29,863,187	\$256,494,675	\$648,523,851
Average Spent	\$7,225.55	\$9,278.83	\$7,837.53
Spending Potential Index	126	162	137
HH Furnishings & Equipment: Total \$	\$11,656,260	\$99,354,793	\$254,339,305
Average Spent	\$2,820.29	\$3,594.21	\$3,073.74
Spending Potential Index	135	172	147
Personal Care Products & Services: Total \$	\$4,727,056	\$39,794,856	\$102,698,404
Average Spent	\$1,143.73	\$1,439.60	\$1,241.13
Spending Potential Index	138	174	150
Shelter: Total \$	\$95,779,977	\$795,029,387	\$2,079,846,196
Average Spent	\$23,174.44	\$28,760.60	\$25,135.31
Spending Potential Index	138	171	150
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,296,020	\$119,712,053	\$295,570,793
Average Spent	\$3,217.04	\$4,330.65	\$3,572.03
Spending Potential Index	129	174	144
Travel: Total \$	\$11,998,262	\$108,210,634	\$266,516,722
Average Spent	\$2,903.04	\$3,914.58	\$3,220.90
Spending Potential Index	135	182	150
Vehicle Maintenance & Repairs: Total \$	\$5,927,809	\$49,229,770	\$128,267,208
Average Spent	\$1,434.26	\$1,780.91	\$1,550.13
Spending Potential Index	133	166	144

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.