COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections
Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING CORPORATION

Lat/Lon: 34.0399/-84.3457

570 E Crossville Rd
Roswell, GA 30075

	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2018)	7,894		75,119		184,693	
Projected Population (2023)	8,295		79,328		196,168	
Census Population (2010)	7,200		66,396		165,327	
Census Population (2000)	6,398		59,895		148,610	
Projected Annual Growth (2018-2023)	401	*1.0%*	4,209	*1.1%*	11,475	*1.2%*
Historical Annual Growth (2010-2018)	694	*1.2%*	8,723	*1.6%*	19,366	*1.5%*
Historical Annual Growth (2000-2010)	802	*1.3%*	6,501	*1.1%*	16,717	*1.1%*
Estimated Population Density (2018)	2,514 *psm*		2,658 *psm*		2,353 *psm*	
Trade Area Size	3.1 *sq mi*		28.3 *sq mi*		78.5 *sq mi*	
Households						
Estimated Households (2018)	3,422		30,179		74,800	
Projected Households (2023)	3,601		31,846		79,138	
Census Households (2010)	3,014		25,875		65,103	
Census Households (2000)	2,541		23,138		57,635	
Projected Annual Growth (2018-2023)	179	*1.0%*	1,666	*1.1%*	4,338	*1.2%*
Historical Annual Change (2000-2018)	881	*1.9%*	7,041	*1.7%*	17,165	*1.7%*
Average Household Income						
Estimated Average Household Income (2018)	$116,963		$110,424		$127,921	
Projected Average Household Income (2023)	$134,010		$126,019		$147,094	
Census Average Household Income (2010)	$68,688		$85,076		$100,301	
Census Average Household Income (2000)	$64,907		$80,983		$95,125	
Projected Annual Change (2018-2023)	$17,047	*2.9%*	$15,595	*2.8%*	$19,174	*3.0%*
Historical Annual Change (2000-2018)	$52,057	*4.5%*	$29,441	*2.0%*	$32,795	*1.9%*
Median Household Income						
Estimated Median Household Income (2018)	$92,884		$87,155		$100,691	
Projected Median Household Income (2023)	$108,453		$102,135		$117,610	
Census Median Household Income (2010)	$56,558		$67,781		$78,124	
Census Median Household Income (2000)	$53,878		$68,038		$77,679	
Projected Annual Change (2018-2023)	$15,569	*3.4%*	$14,980	*3.4%*	$16,919	*3.4%*
Historical Annual Change (2000-2018)	$39,007	*4.0%*	$19,118	*1.6%*	$23,012	*1.6%*
Per Capita Income						
Estimated Per Capita Income (2018)	$50,744		$44,404		$51,834	
Projected Per Capita Income (2023)	$58,210		$50,628		$59,366	
Census Per Capita Income (2010)	$28,750		$33,154		$39,496	
Census Per Capita Income (2000)	$25,777		$31,143		$36,534	
Projected Annual Change (2018-2023)	$7,466	*2.9%*	$6,224	*2.8%*	$7,532	*2.9%*
Historical Annual Change (2000-2018)	$24,967	*5.4%*	$13,260	*2.4%*	$15,300	*2.3%*
Estimated Average Household Net Worth (2018)	$888,485		$832,427		$988,565	

COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING CORPORATION

Lat/Lon: 34.0399/-84.3457

RFULL9

570 E Crossville Rd Roswell, GA 30075	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2018)	7,894		75,119		184,693	
White (2018)	5,612	71.1%	49,954	66.5%	127,882	69.2%
Black or African American (2018)	967	12.2%	13,006	17.3%	30,218	16.4%
American Indian or Alaska Native (2018)	21	0.3%	242	0.3%	422	0.2%
Asian (2018)	452	5.7%	4,585	6.1%	13,399	7.3%
Hawaiian or Pacific Islander (2018)	3	-	42	0.1%	74	-
Other Race (2018)	693	8.8%	5,427	7.2%	8,299	4.5%
Two or More Races (2018)	147	1.9%	1,863	2.5%	4,400	2.4%
Population < 18 (2018)	1,675	21.2%	17,483	23.3%	43,099	23.3%
White Not Hispanic	760	45.3%	7,690	44.0%	23,367	54.2%
Black or African American	267	15.9%	3,560	20.4%	7,768	18.0%
Asian	83	4.9%	979	5.6%	3,095	7.2%
Other Race Not Hispanic	61	3.6%	837	4.8%	2,079	4.8%
Hispanic	505	30.2%	4,417	25.3%	6,790	15.8%
Not Hispanic or Latino Population (2018)	6,342	80.3%	61,869	82.4%	163,787	88.7%
Not Hispanic White	4,750	74.9%	42,334	68.4%	115,903	70.8%
Not Hispanic Black or African American	919	14.5%	12,628	20.4%	29,354	17.9%
Not Hispanic American Indian or Alaska Native	11	0.2%	121	0.2%	256	0.2%
Not Hispanic Asian	451	7.1%	4,554	7.4%	13,294	8.1%
Not Hispanic Hawaiian or Pacific Islander	3	-	34	0.1%	65	-
Not Hispanic Other Race	119	1.9%	899	1.5%	1,624	1.0%
Not Hispanic Two or More Races	88	1.4%	1,299	2.1%	3,291	2.0%
Hispanic or Latino Population (2018)	1,552	19.7%	13,250	17.6%	20,906	11.3%
Hispanic White	862	55.5%	7,620	57.5%	11,978	57.3%
Hispanic Black or African American	48	3.1%	377	2.8%	863	4.1%
Hispanic American Indian or Alaska Native	10	0.6%	122	0.9%	166	0.8%
Hispanic Asian	-	-	31	0.2%	104	0.5%
Hispanic Hawaiian or Pacific Islander	-	-	8	0.1%	9	-
Hispanic Other Race	574	36.9%	4,529	34.2%	6,675	31.9%
Hispanic Two or More Races	60	3.8%	564	4.3%	1,109	5.3%
Not Hispanic or Latino Population (2010)	5,311	73.8%	52,287	78.7%	143,992	87.1%
Hispanic or Latino Population (2010)	1,889	26.2%	14,109	21.3%	21,335	12.9%
Not Hispanic or Latino Population (2000)	5,125	80.1%	51,045	85.2%	135,860	91.4%
Hispanic or Latino Population (2000)	1,273	19.9%	8,850	14.8%	12,750	8.6%
Not Hispanic or Latino Population (2023)	6,514	78.5%	63,857	80.5%	171,435	87.4%
Hispanic or Latino Population (2023)	1,781	21.5%	15,470	19.5%	24,733	12.6%
Projected Annual Growth (2018-2023)	228	2.9%	2,220	3.4%	3,827	3.7%
Historical Annual Growth (2000-2010)	615	4.8%	5,259	5.9%	8,585	6.7%

RETAIL PLANNING CORPORATION

Lat/Lon: 34.0399/-84.3457

RFULL9

570 E Crossville Rd Roswell, GA 30075	1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2018)						
Total Population	7,894		75,119		184,693	
Age Under 5 Years	464	5.9%	5,153	6.9%	11,333	6.1%
Age 5 to 9 Years	477	6.0%	4,895	6.5%	11,945	6.5%
Age 10 to 14 Years	464	5.9%	4,829	6.4%	12,753	6.9%
Age 15 to 19 Years	465	5.9%	4,452	5.9%	11,583	6.3%
Age 20 to 24 Years	348	4.4%	3,688	4.9%	8,772	4.7%
Age 25 to 29 Years	438	5.5%	5,169	6.9%	11,849	6.4%
Age 30 to 34 Years	544	6.9%	5,979	8.0%	13,083	7.1%
Age 35 to 39 Years	573	7.3%	5,834	7.8%	13,690	7.4%
Age 40 to 44 Years	544	6.9%	5,262	7.0%	13,012	7.0%
Age 45 to 49 Years	577	7.3%	5,601	7.5%	14,750	8.0%
Age 50 to 54 Years	577	7.3%	5,381	7.2%	14,343	7.8%
Age 55 to 59 Years	546	6.9%	5,225	7.0%	13,855	7.5%
Age 60 to 64 Years	473	6.0%	4,125	5.5%	11,269	6.1%
Age 65 to 69 Years	422	5.3%	3,249	4.3%	8,359	4.5%
Age 70 to 74 Years	334	4.2%	2,346	3.1%	5,739	3.1%
Age 75 to 79 Years	206	2.6%	1,578	2.1%	3,539	1.9%
Age 80 to 84 Years	154	1.9%	1,029	1.4%	2,217	1.2%
Age 85 Years or Over	289	3.7%	1,324	1.8%	2,604	1.4%
Median Age	41.6		37.8		38.9	
Age 19 Years or Less	1,871	23.7%	19,329	25.7%	47,613	25.8%
Age 20 to 64 Years	4,619	58.5%	46,265	61.6%	114,622	62.1%
Age 65 Years or Over	1,404	17.8%	9,525	12.7%	22,457	12.2%
Female Age Distribution (2018)						
Female Population	4,125	52.3%	38,489	51.2%	94,749	51.3%
Age Under 5 Years	216	5.2%	2,493	6.5%	5,541	5.8%
Age 5 to 9 Years	237	5.7%	2,408	6.3%	5,911	6.2%
Age 10 to 14 Years	230	5.6%	2,284	5.9%	6,157	6.5%
Age 15 to 19 Years	226	5.5%	2,120	5.5%	5,528	5.8%
Age 20 to 24 Years	156	3.8%	1,755	4.6%	4,296	4.5%
Age 25 to 29 Years	213	5.2%	2,572	6.7%	5,969	6.3%
Age 30 to 34 Years	283	6.9%	3,026	7.9%	6,714	7.1%
Age 35 to 39 Years	285	6.9%	2,915	7.6%	7,046	7.4%
Age 40 to 44 Years	276	6.7%	2,659	6.9%	6,656	7.0%
Age 45 to 49 Years	308	7.5%	2,899	7.5%	7,722	8.1%
Age 50 to 54 Years	308	7.5%	2,820	7.3%	7,455	7.9%
Age 55 to 59 Years	286	6.9%	2,805	7.3%	7,339	7.7%
Age 60 to 64 Years	262	6.4%	2,249	5.8%	5,910	6.2%
Age 65 to 69 Years	217	5.2%	1,729	4.5%	4,217	4.5%
Age 70 to 74 Years	193	4.7%	1,320	3.4%	3,143	3.3%
Age 75 to 79 Years	133	3.2%	931	2.4%	2,037	2.2%
Age 80 to 84 Years	104	2.5%	622	1.6%	1,344	1.4%
Age 85 Years or Over	193	4.7%	880	2.3%	1,764	1.9%
Female Median Age	43.8		39.2		39.8	
Age 19 Years or Less	909	22.0%	9,306	24.2%	23,137	24.4%
Age 20 to 64 Years	2,377	57.6%	23,702	61.6%	59,108	62.4%
Age 65 Years or Over	839	20.3%	5,481	14.2%	12,505	13.2%

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Lat/Lon: 34.0399/-84.3457

RFULL9

570 E Crossville Rd						
Roswell, GA 30075	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Male Age Distribution (2018)						
Male Population	3,769	*47.7%*	36,630	*48.8%*	89,944	*48.7%*
Age Under 5 Years	248	*6.6%*	2,660	*7.3%*	5,792	*6.4%*
Age 5 to 9 Years	241	*6.4%*	2,486	*6.8%*	6,034	*6.7%*
Age 10 to 14 Years	234	*6.2%*	2,545	*6.9%*	6,596	*7.3%*
Age 15 to 19 Years	239	*6.3%*	2,332	*6.4%*	6,054	*6.7%*
Age 20 to 24 Years	193	*5.1%*	1,934	*5.3%*	4,476	*5.0%*
Age 25 to 29 Years	224	*5.9%*	2,597	*7.1%*	5,880	*6.5%*
Age 30 to 34 Years	262	*6.9%*	2,953	*8.1%*	6,369	*7.1%*
Age 35 to 39 Years	288	*7.6%*	2,918	*8.0%*	6,644	*7.4%*
Age 40 to 44 Years	268	*7.1%*	2,603	*7.1%*	6,356	*7.1%*
Age 45 to 49 Years	269	*7.1%*	2,702	*7.4%*	7,028	*7.8%*
Age 50 to 54 Years	269	*7.1%*	2,560	*7.0%*	6,888	*7.7%*
Age 55 to 59 Years	259	*6.9%*	2,420	*6.6%*	6,516	*7.2%*
Age 60 to 64 Years	211	*5.6%*	1,877	*5.1%*	5,359	*6.0%*
Age 65 to 69 Years	205	*5.4%*	1,520	*4.1%*	4,142	*4.6%*
Age 70 to 74 Years	141	*3.7%*	1,027	*2.8%*	2,596	*2.9%*
Age 75 to 79 Years	73	*1.9%*	647	*1.8%*	1,501	*1.7%*
Age 80 to 84 Years	50	*1.3%*	407	*1.1%*	873	*1.0%*
Age 85 Years or Over	96	*2.5%*	443	*1.2%*	840	*0.9%*
Male Median Age	39.4		36.4		38.0	
Age 19 Years or Less	962	*25.5%*	10,023	*27.4%*	24,477	*27.2%*
Age 20 to 64 Years	2,242	*59.5%*	22,563	*61.6%*	55,514	*61.7%*
Age 65 Years or Over	565	*15.0%*	4,044	*11.0%*	9,953	*11.1%*
Males per 100 Females (2018)						
Overall Comparison	91		95		95	
Age Under 5 Years	115	*53.4%*	107	*51.6%*	105	*51.1%*
Age 5 to 9 Years	102	*50.5%*	103	*50.8%*	102	*50.5%*
Age 10 to 14 Years	102	*50.5%*	111	*52.7%*	107	*51.7%*
Age 15 to 19 Years	106	*51.3%*	110	*52.4%*	110	*52.3%*
Age 20 to 24 Years	124	*55.3%*	110	*52.4%*	104	*51.0%*
Age 25 to 29 Years	105	*51.2%*	101	*50.2%*	99	*49.6%*
Age 30 to 34 Years	93	*48.1%*	98	*49.4%*	95	*48.7%*
Age 35 to 39 Years	101	*50.3%*	100	*50.0%*	94	*48.5%*
Age 40 to 44 Years	97	*49.3%*	98	*49.5%*	95	*48.8%*
Age 45 to 49 Years	87	*46.6%*	93	*48.2%*	91	*47.6%*
Age 50 to 54 Years	87	*46.6%*	91	*47.6%*	92	*48.0%*
Age 55 to 59 Years	91	*47.5%*	86	*46.3%*	89	*47.0%*
Age 60 to 64 Years	80	*44.6%*	83	*45.5%*	91	*47.6%*
Age 65 to 69 Years	95	*48.6%*	88	*46.8%*	98	*49.6%*
Age 70 to 74 Years	73	*42.2%*	78	*43.8%*	83	*45.2%*
Age 75 to 79 Years	55	*35.6%*	69	*41.0%*	74	*42.4%*
Age 80 to 84 Years	49	*32.7%*	65	*39.6%*	65	*39.4%*
Age 85 Years or Over	50	*33.1%*	50	*33.5%*	48	*32.3%*
Age 19 Years or Less	106	*51.4%*	108	*51.9%*	106	*51.4%*
Age 20 to 39 Years	103	*50.8%*	101	*50.3%*	97	*49.3%*
Age 40 to 64 Years	89	*47.0%*	91	*47.5%*	92	*47.8%*
Age 65 Years or Over	67	*40.3%*	74	*42.5%*	80	*44.3%*

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RETAIL PLANNING CORPORATION

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RFULL9

570 E Crossville Rd Roswell, GA 30075	1 mi radius		3 mi radius		5 mi radius	
Household Type (2018)						
Total Households	3,422		30,179		74,800	
Households with Children	953	27.9%	9,998	33.1%	25,024	33.5%
Average Household Size	2.3		2.5		2.5	
Household Density per Square Mile	1,090		1,068		953	
Population Family	6,096	77.2%	60,833	81.0%	152,158	82.4%
Population Non-Family	1,761	22.3%	13,830	18.4%	31,865	17.3%
Population Group Quarters	37	0.5%	456	0.6%	670	0.4%
Family Households	1,936	56.6%	19,052	63.1%	48,765	65.2%
Married Couple Households	1,426	73.6%	14,315	75.1%	38,628	79.2%
Other Family Households	511	26.4%	4,737	24.9%	10,137	20.8%
Family Households with Children	944	48.7%	9,915	52.0%	24,855	51.0%
Married Couple with Children	634	67.2%	6,912	69.7%	18,407	74.1%
Other Family Households with Children	309	32.8%	3,003	30.3%	6,448	25.9%
Family Households No Children	992	51.3%	9,137	48.0%	23,911	49.0%
Married Couple No Children	791	79.7%	7,404	81.0%	20,221	84.6%
Other Family Households No Children	201	20.3%	1,733	19.0%	3,690	15.4%
Non-Family Households	1,486	43.4%	11,127	36.9%	26,035	34.8%
Non-Family Households with Children	10	0.6%	83	0.7%	170	0.7%
Non-Family Households No Children	1,476	99.4%	11,044	99.3%	25,865	99.3%
Average Family Household Size	3.1		3.2		3.1	
Average Family Income	$146,421		$132,274		$158,082	
Median Family Income	$112,737		$108,268		$128,150	
Average Non-Family Household Size	1.2		1.2		1.2	
Marital Status (2018)						
Population Age 15 Years or Over	6,489		60,242		148,662	
Never Married	2,121	32.7%	21,085	35.0%	47,420	31.9%
Currently Married	2,824	43.5%	25,728	42.7%	72,877	49.0%
Previously Married	1,543	23.8%	13,429	22.3%	28,365	19.1%
Separated	465	30.2%	3,759	28.0%	6,747	23.8%
Widowed	419	27.2%	2,529	18.8%	5,716	20.2%
Divorced	659	42.7%	7,141	53.2%	15,902	56.1%
Educational Attainment (2018)						
Adult Population Age 25 Years or Over	5,675		52,102		128,308	
Elementary (Grade Level 0 to 8)	368	6.5%	2,377	4.6%	3,607	2.8%
Some High School (Grade Level 9 to 11)	140	2.5%	2,173	4.2%	3,429	2.7%
High School Graduate	1,021	18.0%	8,890	17.1%	17,439	13.6%
Some College	899	15.8%	9,314	17.9%	20,712	16.1%
Associate Degree Only	281	5.0%	3,179	6.1%	8,107	6.3%
Bachelor Degree Only	1,754	30.9%	16,872	32.4%	47,859	37.3%
Graduate Degree	1,211	21.3%	9,297	17.8%	27,155	21.2%
Any College (Some College or Higher)	4,145	73.0%	38,662	74.2%	103,833	80.9%
College Degree + (Bachelor Degree or Higher)	2,965	52.2%	26,169	50.2%	75,014	58.5%

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RFULL9

570 E Crossville Rd	1 mi radius		3 mi radius		5 mi radius	
Roswell, GA 30075						
Housing						
Total Housing Units (2018)	3,531		31,070		76,680	
Total Housing Units (2010)	3,304		28,049		69,598	
Historical Annual Growth (2010-2018)	227	0.9%	3,021	1.3%	7,082	1.3%
Housing Units Occupied (2018)	3,422	96.9%	30,179	97.1%	74,800	97.5%
Housing Units Owner-Occupied	1,949	56.9%	18,220	60.4%	47,400	63.4%
Housing Units Renter-Occupied	1,473	43.1%	11,959	39.6%	27,400	36.6%
Housing Units Vacant (2018)	109	3.2%	891	3.0%	1,880	2.5%
Household Size (2018)						
Total Households	3,422		30,179		74,800	
1 Person Households	1,292	37.7%	9,070	30.1%	21,413	28.6%
2 Person Households	1,074	31.4%	9,714	32.2%	24,608	32.9%
3 Person Households	396	11.6%	4,416	14.6%	11,499	15.4%
4 Person Households	364	10.6%	3,982	13.2%	10,761	14.4%
5 Person Households	154	4.5%	1,718	5.7%	4,238	5.7%
6 Person Households	83	2.4%	761	2.5%	1,486	2.0%
7 or More Person Households	60	1.7%	519	1.7%	794	1.1%
Household Income Distribution (2018)						
HH Income $200,000 or More	631	18.4%	4,233	14.0%	13,954	18.7%
HH Income $150,000 to $199,999	232	6.8%	2,665	8.8%	7,524	10.1%
HH Income $125,000 to $149,999	233	6.8%	2,104	7.0%	5,510	7.4%
HH Income $100,000 to $124,999	328	9.6%	3,211	10.6%	7,525	10.1%
HH Income $75,000 to $99,999	375	11.0%	3,257	10.8%	8,265	11.0%
HH Income $50,000 to $74,999	501	14.6%	5,127	17.0%	11,617	15.5%
HH Income $35,000 to $49,999	422	12.3%	3,400	11.3%	7,569	10.1%
HH Income $25,000 to $34,999	235	6.9%	2,281	7.6%	4,532	6.1%
HH Income $15,000 to $24,999	190	5.6%	2,103	7.0%	4,085	5.5%
HH Income $10,000 to $14,999	55	1.6%	753	2.5%	1,605	2.1%
HH Income Under $10,000	220	6.4%	1,044	3.5%	2,614	3.5%
Household Vehicles (2018)						
Households 0 Vehicles Available	363	10.6%	1,730	5.7%	3,917	5.2%
Households 1 Vehicle Available	1,374	40.2%	10,825	35.9%	24,793	33.1%
Households 2 Vehicles Available	1,349	39.4%	13,153	43.6%	32,683	43.7%
Households 3 or More Vehicles Available	336	9.8%	4,470	14.8%	13,407	17.9%
Total Vehicles Available	5,209		52,281		134,741	
Average Vehicles per Household	1.5		1.7		1.8	
Owner-Occupied Household Vehicles	3,698	71.0%	36,502	69.8%	98,946	73.4%
Average Vehicles per Owner-Occupied Household	1.9		2.0		2.1	
Renter-Occupied Household Vehicles	1,511	29.0%	15,779	30.2%	35,795	26.6%
Average Vehicles per Renter-Occupied Household	1.0		1.3		1.3	
Travel Time (2015)						
Worker Base Age 16 years or Over	4,161		38,170		95,552	
Travel to Work in 14 Minutes or Less	1,102	26.5%	8,456	22.2%	19,179	20.1%
Travel to Work in 15 to 29 Minutes	1,152	27.7%	12,536	32.8%	29,569	30.9%
Travel to Work in 30 to 59 Minutes	1,196	28.7%	14,167	37.1%	33,829	35.4%
Travel to Work in 60 Minutes or More	441	10.6%	3,891	10.2%	9,607	10.1%
Work at Home	308	7.4%	2,833	7.4%	9,677	10.1%
Average Minutes Travel to Work	22.2		25.5		26.5	

COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections
Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING CORPORATION

Lat/Lon: 34.0399/-84.3457

570 E Crossville Rd Roswell, GA 30075	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2015)						
Worker Base Age 16 years or Over	4,161		38,170		95,552	
Drive to Work Alone	3,123	*75.0%*	28,383	*74.4%*	71,806	*75.1%*
Drive to Work in Carpool	325	*7.8%*	3,297	*8.6%*	6,416	*6.7%*
Travel to Work by Public Transportation	252	*6.1%*	1,912	*5.0%*	4,388	*4.6%*
Drive to Work on Motorcycle	1	*-*	37	*0.1%*	54	*0.1%*
Bicycle to Work	26	*0.6%*	131	*0.3%*	190	*0.2%*
Walk to Work	37	*0.9%*	945	*2.5%*	1,688	*1.8%*
Other Means	91	*2.2%*	633	*1.7%*	1,333	*1.4%*
Work at Home	308	*7.4%*	2,833	*7.4%*	9,677	*10.1%*
Daytime Demographics (2018)						
Total Businesses	1,484		5,893		10,885	
Total Employees	13,122		64,348		120,211	
Company Headquarter Businesses	19	*1.2%*	63	*1.1%*	142	*1.3%*
Company Headquarter Employees	594	*4.5%*	3,849	*6.0%*	9,632	*8.0%*
Employee Population per Business	8.8 to 1		10.9 to 1		11.0 to 1	
Residential Population per Business	5.3 to 1		12.7 to 1		17.0 to 1	
Adj. Daytime Demographics Age 16 Years or Over	15,469		80,896		163,618	
Labor Force						
Labor Population Age 16 Years or Over (2018)	6,397		59,358		146,293	
Labor Force Total Males (2018)	3,003	*46.9%*	28,483	*48.0%*	70,319	*48.1%*
Male Civilian Employed	2,156	*71.8%*	22,664	*79.6%*	54,931	*78.1%*
Male Civilian Unemployed	37	*1.2%*	377	*1.3%*	1,190	*1.7%*
Males in Armed Forces	1	*-*	57	*0.2%*	107	*0.2%*
Males Not in Labor Force	809	*26.9%*	5,385	*18.9%*	14,092	*20.0%*
Labor Force Total Females (2018)	3,393	*53.1%*	30,875	*52.0%*	75,974	*51.9%*
Female Civilian Employed	1,889	*55.7%*	20,049	*64.9%*	47,807	*62.9%*
Female Civilian Unemployed	41	*1.2%*	553	*1.8%*	1,219	*1.6%*
Females in Armed Forces	4	*0.1%*	39	*0.1%*	42	*0.1%*
Females Not in Labor Force	1,460	*43.0%*	10,234	*33.1%*	26,905	*35.4%*
Unemployment Rate		*1.2%*		*1.6%*		*1.6%*
Labor Force Growth (2010-2018)	-129	*-3.1%*	565	*1.3%*	269	*0.3%*
Male Labor Force Growth (2010-2018)	-68	*-3.1%*	280	*1.3%*	147	*0.3%*
Female Labor Force Growth (2010-2018)	-60	*-3.1%*	284	*1.4%*	122	*0.3%*
Occupation (2015)						
Occupation Population Age 16 Years or Over	4,174		42,149		102,468	
Occupation Total Males	2,225	*53.3%*	22,384	*53.1%*	54,783	*53.5%*
Occupation Total Females	1,949	*46.7%*	19,765	*46.9%*	47,685	*46.5%*
Management, Business, Financial Operations	1,001	*24.0%*	9,664	*22.9%*	27,335	*26.7%*
Professional, Related	1,002	*24.0%*	10,439	*24.8%*	26,401	*25.8%*
Service	843	*20.2%*	7,334	*17.4%*	15,026	*14.7%*
Sales, Office	674	*16.2%*	9,419	*22.3%*	23,859	*23.3%*
Farming, Fishing, Forestry	76	*1.8%*	358	*0.8%*	472	*0.5%*
Construction, Extraction, Maintenance	290	*7.0%*	2,233	*5.3%*	3,670	*3.6%*
Production, Transport, Material Moving	288	*6.9%*	2,703	*6.4%*	5,704	*5.6%*
White Collar Workers	2,677	*64.1%*	29,521	*70.0%*	77,595	*75.7%*
Blue Collar Workers	1,497	*35.9%*	12,627	*30.0%*	24,873	*24.3%*

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RFULL9

570 E Crossville Rd	1 mi radius		3 mi radius		5 mi radius	
Roswell, GA 30075						
Units In Structure (2015)						
Total Units	3,014		25,875		65,103	
1 Detached Unit	1,487	49.3%	15,731	60.8%	43,194	66.3%
1 Attached Unit	574	19.1%	3,421	13.2%	6,780	10.4%
2 Units	53	1.8%	469	1.8%	819	1.3%
3 to 4 Units	180	6.0%	936	3.6%	2,348	3.6%
5 to 9 Units	286	9.5%	2,534	9.8%	5,645	8.7%
10 to 19 Units	344	11.4%	3,041	11.8%	7,563	11.6%
20 to 49 Units	116	3.8%	1,034	4.0%	2,447	3.8%
50 or More Units	394	13.1%	2,026	7.8%	4,940	7.6%
Mobile Home or Trailer	65	2.2%	549	2.1%	854	1.3%
Other Structure	-	-	18	0.1%	26	-
Homes Built By Year (2015)						
Homes Built 2014 or later	45	1.5%	609	2.4%	1,604	2.5%
Homes Built 2010 to 2013	84	2.8%	732	2.8%	1,993	3.1%
Homes Built 2000 to 2009	642	21.3%	4,083	15.8%	10,721	16.5%
Homes Built 1990 to 1999	757	25.1%	7,265	28.1%	19,238	29.6%
Homes Built 1980 to 1989	750	24.9%	8,354	32.3%	22,333	34.3%
Homes Built 1970 to 1979	723	24.0%	5,255	20.3%	11,800	18.1%
Homes Built 1960 to 1969	288	9.6%	1,719	6.6%	3,307	5.1%
Homes Built 1950 to 1959	164	5.4%	965	3.7%	1,847	2.8%
Homes Built 1940 to 1949	11	0.4%	225	0.9%	594	0.9%
Homes Built Before 1939	29	1.0%	559	2.2%	1,183	1.8%
Median Age of Homes	29.5 yrs		29.4 yrs		28.3 yrs	
Home Values (2015)						
Owner Specified Housing Units	1,714		15,654		41,262	
Home Values $1,000,000 or More	62	3.6%	385	2.5%	1,294	3.1%
Home Values $750,000 to $999,999	77	4.5%	637	4.1%	2,189	5.3%
Home Values $500,000 to $749,999	148	8.7%	1,964	12.5%	7,667	18.6%
Home Values $400,000 to $499,999	236	13.8%	1,662	10.6%	5,952	14.4%
Home Values $300,000 to $399,999	385	22.5%	3,764	24.0%	10,374	25.1%
Home Values $250,000 to $299,999	259	15.1%	2,244	14.3%	4,791	11.6%
Home Values $200,000 to $249,999	177	10.3%	2,475	15.8%	4,938	12.0%
Home Values $175,000 to $199,999	169	9.8%	1,112	7.1%	2,081	5.0%
Home Values $150,000 to $174,999	150	8.8%	999	6.4%	2,078	5.0%
Home Values $125,000 to $149,999	93	5.5%	842	5.4%	1,735	4.2%
Home Values $100,000 to $124,999	85	5.0%	639	4.1%	1,355	3.3%
Home Values $90,000 to $99,999	13	0.8%	198	1.3%	427	1.0%
Home Values $80,000 to $89,999	25	1.5%	237	1.5%	566	1.4%
Home Values $70,000 to $79,999	50	2.9%	225	1.4%	439	1.1%
Home Values $60,000 to $69,999	15	0.9%	143	0.9%	308	0.7%
Home Values $50,000 to $59,999	14	0.8%	90	0.6%	273	0.7%
Home Values $35,000 to $49,999	7	0.4%	108	0.7%	262	0.6%
Home Values $25,000 to $34,999	10	0.6%	57	0.4%	121	0.3%
Home Values $10,000 to $24,999	16	0.9%	102	0.7%	202	0.5%
Home Values Under $10,000	12	0.7%	97	0.6%	184	0.4%
Owner-Occupied Median Home Value	$293,652		$291,167		$344,599	
Renter-Occupied Median Rent	$1,227		$1,018		$1,027	

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COMPLETE PROFILE

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RETAIL PLANNING CORPORATION

Lat/Lon: 34.0399/-84.3457

RFULL9

570 E Crossville Rd Roswell, GA 30075	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2018)						
Total Household Expenditure	$267 M		$2.26 B		$6.23 B	
Total Non-Retail Expenditure	$142 M		$1.19 B		$3.32 B	
Total Retail Expenditure	$125 M		$1.06 B		$2.92 B	
Apparel	$9.45 M		$79.7 M		$221 M	
Contributions	$13.8 M		$113 M		$329 M	
Education	$11.6 M		$95.0 M		$274 M	
Entertainment	$15.1 M		$128 M		$355 M	
Food and Beverages	$37.8 M		$321 M		$875 M	
Furnishings and Equipment	$9.52 M		$80.2 M		$224 M	
Gifts	$7.44 M		$61.9 M		$176 M	
Health Care	$20.2 M		$171 M		$462 M	
Household Operations	$8.35 M		$70.1 M		$199 M	
Miscellaneous Expenses	$3.83 M		$32.4 M		$87.9 M	
Personal Care	$3.44 M		$29.1 M		$79.9 M	
Personal Insurance	$2.21 M		$18.5 M		$52.9 M	
Reading	$601 K		$5.06 M		$14.0 M	
Shelter	$55.6 M		$468 M		$1.29 B	
Tobacco	$1.39 M		$12.0 M		$31.2 M	
Transportation	$48.2 M		$414 M		$1.13 B	
Utilities	$18.9 M		$161 M		$433 M	
Monthly Household Consumer Expenditure (2018)						
Total Household Expenditure	$6,512		$6,240		$6,946	
Total Non-Retail Expenditure	$3,464	*53.2%*	$3,299	*52.9%*	$3,697	*53.2%*
Total Retail Expenditures	$3,048	*46.8%*	$2,940	*47.1%*	$3,249	*46.8%*
Apparel	$230	*3.5%*	$220	*3.5%*	$246	*3.5%*
Contributions	$335	*5.1%*	$313	*5.0%*	$366	*5.3%*
Education	$282	*4.3%*	$262	*4.2%*	$305	*4.4%*
Entertainment	$369	*5.7%*	$354	*5.7%*	$396	*5.7%*
Food and Beverages	$921	*14.1%*	$887	*14.2%*	$975	*14.0%*
Furnishings and Equipment	$232	*3.6%*	$221	*3.5%*	$250	*3.6%*
Gifts	$181	*2.8%*	$171	*2.7%*	$197	*2.8%*
Health Care	$491	*7.5%*	$472	*7.6%*	$515	*7.4%*
Household Operations	$203	*3.1%*	$193	*3.1%*	$222	*3.2%*
Miscellaneous Expenses	$93	*1.4%*	$89	*1.4%*	$98	*1.4%*
Personal Care	$84	*1.3%*	$80	*1.3%*	$89	*1.3%*
Personal Insurance	$54	*0.8%*	$51	*0.8%*	$59	*0.8%*
Reading	$15	*0.2%*	$14	*0.2%*	$16	*0.2%*
Shelter	$1,354	*20.8%*	$1,292	*20.7%*	$1,442	*20.8%*
Tobacco	$34	*0.5%*	$33	*0.5%*	$35	*0.5%*
Transportation	$1,175	*18.0%*	$1,142	*18.3%*	$1,255	*18.1%*
Utilities	$460	*7.1%*	$444	*7.1%*	$483	*6.9%*