



**103 Alpharetta St
Roswell, GA 30075**



February 2024

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Cobblestone Retail Group
 Lat/Lon: 34.0258/-84.3597

1003 Alpharetta St Roswell, GA 30075	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	7,290		69,651		183,869	
Projected Population (2028)	7,570		72,590		189,698	
Census Population (2020)	7,069		71,506		189,741	
Census Population (2010)	6,269		67,621		177,025	
Projected Annual Growth (2023 to 2028)	280	0.8%	2,939	0.8%	5,829	0.6%
Historical Annual Growth (2020 to 2023)	221	1.0%	-1,855	-0.9%	-5,872	-1.0%
Historical Annual Growth (2010 to 2020)	800	4.3%	3,885	1.9%	12,715	2.4%
Estimated Population Density (2023)	2,322 psm		2,465 psm		2,342 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	2,875		28,516		74,021	
Projected Households (2028)	3,004		29,741		76,434	
Census Households (2020)	2,799		29,096		75,447	
Census Households (2010)	2,476		27,086		69,845	
Estimated Households with Children (2023)	988	34.4%	8,947	31.4%	26,542	35.9%
Estimated Average Household Size (2023)	2.44		2.42		2.47	
Average Household Income						
Estimated Average Household Income (2023)	\$202,808		\$170,455		\$196,825	
Projected Average Household Income (2028)	\$211,167		\$178,085		\$208,123	
Estimated Average Family Income (2023)	\$205,350		\$206,740		\$243,682	
Median Household Income						
Estimated Median Household Income (2023)	\$140,944		\$120,921		\$140,754	
Projected Median Household Income (2028)	\$145,315		\$125,267		\$145,318	
Estimated Median Family Income (2023)	\$174,889		\$152,895		\$177,339	
Per Capita Income						
Estimated Per Capita Income (2023)	\$80,271		\$69,873		\$79,290	
Projected Per Capita Income (2028)	\$84,072		\$73,047		\$83,910	
Estimated Per Capita Income 5 Year Growth	\$3,801	4.7%	\$3,174	4.5%	\$4,620	5.8%
Estimated Average Household Net Worth (2023)	\$1,100,936		\$874,449		\$1,048,551	
Daytime Demos (2023)						
Total Businesses	933		7,406		18,173	
Total Employees	5,203		46,525		133,305	
Company Headquarter Businesses	21	2.3%	216	2.9%	561	3.1%
Company Headquarter Employees	377	7.2%	6,942	14.9%	27,507	20.6%
Employee Population per Business	5.6		6.3		7.3	
Residential Population per Business	7.8		9.4		10.1	

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Race & Ethnicity							
White (2023)		4,580	62.8%	37,305	53.6%	111,477	60.6%
Black or African American (2023)		1,370	18.8%	16,578	23.8%	37,727	20.5%
American Indian or Alaska Native (2023)		24	0.3%	314	0.5%	520	0.3%
Asian (2023)		328	4.5%	4,227	6.1%	14,224	7.7%
Hawaiian or Pacific Islander (2023)		2	-	35	-	70	-
Other Race (2023)		308	4.2%	5,004	7.2%	7,254	3.9%
Two or More Races (2023)		677	9.3%	6,187	8.9%	12,596	6.9%
Not Hispanic or Latino Population (2023)		6,210	85.2%	57,153	82.1%	163,042	88.7%
Hispanic or Latino Population (2023)		1,080	14.8%	12,498	17.9%	20,827	11.3%
Not Hispanic or Latino Population (2028)		6,489	85.7%	59,639	82.2%	168,152	88.6%
Hispanic or Latino Population (2028)		1,081	14.3%	12,950	17.8%	21,545	11.4%
Not Hispanic or Latino Population (2020)		5,793	81.9%	56,661	79.2%	165,827	87.4%
Hispanic or Latino Population (2020)		1,277	18.1%	14,845	20.8%	23,913	12.6%
Not Hispanic or Latino Population (2010)		5,190	82.8%	53,598	79.3%	155,501	87.8%
Hispanic or Latino Population (2010)		1,079	17.2%	14,023	20.7%	21,524	12.2%
Projected Hispanic Annual Growth (2023 to 2028)		1	-	452	0.7%	718	0.7%
Historic Hispanic Annual Growth (2010 to 2023)		-	-	-1,525	-0.8%	-697	-0.2%
Age Distribution (2023)							
Age Under 5		338	4.6%	3,909	5.6%	9,076	4.9%
Age 5 to 9 Years		368	5.0%	4,153	6.0%	11,094	6.0%
Age 10 to 14 Years		391	5.4%	4,273	6.1%	12,388	6.7%
Age 15 to 19 Years		388	5.3%	4,076	5.9%	11,453	6.2%
Age 20 to 24 Years		318	4.4%	3,919	5.6%	9,213	5.0%
Age 25 to 29 Years		389	5.3%	5,503	7.9%	12,161	6.6%
Age 30 to 34 Years		520	7.1%	6,070	8.7%	13,387	7.3%
Age 35 to 39 Years		521	7.2%	5,334	7.7%	13,270	7.2%
Age 40 to 44 Years		471	6.5%	4,722	6.8%	13,102	7.1%
Age 45 to 49 Years		480	6.6%	4,630	6.6%	13,089	7.1%
Age 50 to 54 Years		578	7.9%	5,171	7.4%	14,600	7.9%
Age 55 to 59 Years		549	7.5%	4,697	6.7%	13,607	7.4%
Age 60 to 64 Years		500	6.9%	4,010	5.8%	12,286	6.7%
Age 65 to 74 Years		815	11.2%	5,358	7.7%	15,817	8.6%
Age 75 to 84 Years		460	6.3%	2,715	3.9%	6,966	3.8%
Age 85 Years or Over		203	2.8%	1,109	1.6%	2,362	1.3%
Median Age		44.0		38.0		39.9	
Gender Age Distribution (2023)							
Female Population		3,813	52.3%	35,745	51.3%	94,245	51.3%
Age 0 to 19 Years		710	18.6%	7,907	22.1%	21,482	22.8%
Age 20 to 64 Years		2,231	58.5%	22,628	63.3%	59,077	62.7%
Age 65 Years or Over		872	22.9%	5,210	14.6%	13,686	14.5%
Female Median Age		46.2		39.0		40.4	
Male Population		3,477	47.7%	33,906	48.7%	89,624	48.7%
Age 0 to 19 Years		775	22.3%	8,504	25.1%	22,528	25.1%
Age 20 to 64 Years		2,096	60.3%	21,429	63.2%	55,637	62.1%
Age 65 Years or Over		606	17.4%	3,973	11.7%	11,459	12.8%
Male Median Age		41.6		37.1		39.5	

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Household Income Distribution (2023)						
HH Income \$200,000 or More	914	31.8%	6,773	23.8%	22,227	30.0%
HH Income \$150,000 to \$199,999	358	12.5%	3,348	11.7%	9,171	12.4%
HH Income \$100,000 to \$149,999	524	18.2%	5,273	18.5%	12,197	16.5%
HH Income \$75,000 to \$99,999	255	8.9%	3,445	12.1%	8,448	11.4%
HH Income \$50,000 to \$74,999	276	9.6%	3,662	12.8%	8,482	11.5%
HH Income \$35,000 to \$49,999	158	5.5%	2,040	7.2%	4,706	6.4%
HH Income \$25,000 to \$34,999	167	5.8%	1,485	5.2%	3,246	4.4%
HH Income \$15,000 to \$24,999	50	1.8%	1,086	3.8%	2,354	3.2%
HH Income Under \$15,000	172	6.0%	1,405	4.9%	3,189	4.3%
HH Income \$35,000 or More	2,486	86.5%	24,541	86.1%	65,232	88.1%
HH Income \$75,000 or More	2,052	71.4%	18,839	66.1%	52,043	70.3%
Housing (2023)						
Total Housing Units	3,198		31,037		79,608	
Housing Units Occupied	2,875	89.9%	28,516	91.9%	74,021	93.0%
Housing Units Owner-Occupied	1,560	54.2%	14,756	51.7%	40,765	55.1%
Housing Units, Renter-Occupied	1,315	45.8%	13,760	48.3%	33,255	44.9%
Housing Units, Vacant	323	11.2%	2,521	8.8%	5,587	7.5%
Marital Status (2023)						
Never Married	2,058	33.2%	19,755	34.5%	44,547	29.4%
Currently Married	2,803	45.3%	26,935	47.0%	82,689	54.6%
Separated	156	2.5%	2,001	3.5%	4,165	2.8%
Widowed	316	5.1%	2,377	4.1%	5,509	3.6%
Divorced	861	13.9%	6,247	10.9%	14,401	9.5%
Household Type (2023)						
Population Family	5,612	77.0%	54,947	78.9%	151,290	82.3%
Population Non-Family	1,397	19.2%	14,095	20.2%	31,609	17.2%
Population Group Quarters	281	3.9%	609	0.9%	969	0.5%
Family Households	1,813	63.1%	17,047	59.8%	47,763	64.5%
Non-Family Households	1,062	36.9%	11,469	40.2%	26,258	35.5%
Married Couple with Children	701	25.0%	6,178	22.9%	20,093	24.3%
Average Family Household Size	3.1		3.2		3.2	
Household Size (2023)						
1 Person Households	824	28.7%	9,256	32.5%	21,236	28.7%
2 Person Households	852	29.6%	7,624	26.7%	21,692	29.3%
3 Person Households	430	14.9%	4,239	14.9%	12,188	16.5%
4 Person Households	375	13.0%	4,124	14.5%	11,464	15.5%
5 Person Households	238	8.3%	1,868	6.6%	4,675	6.3%
6 or More Person Households	157	5.5%	1,406	4.9%	2,766	3.7%
Household Vehicles (2023)						
Households with 0 Vehicles Available	250	8.7%	2,494	8.7%	5,390	7.3%
Households with 1 Vehicles Available	1,201	41.8%	11,292	39.6%	26,275	35.5%
Households with 2 or More Vehicles Available	1,424	49.5%	14,730	51.7%	42,356	57.2%
Total Vehicles Available	4,703		46,373		128,147	
Average Vehicles Per Household	1.6		1.6		1.7	

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Labor Force (2023)							
Estimated Labor Population Age 16 Years or Over		6,102		56,366		148,516	
Estimated Civilian Employed		3,894	63.8%	39,713	70.5%	103,631	69.8%
Estimated Civilian Unemployed		44	0.7%	1,191	2.1%	2,464	1.7%
Estimated in Armed Forces		-	-	65	0.1%	270	0.2%
Estimated Not in Labor Force		2,164	35.5%	15,397	27.3%	42,151	28.4%
Unemployment Rate		0.7%		2.1%		1.7%	
Occupation (2023)							
Occupation: Population Age 16 Years or Over		3,894		39,713		103,631	
Management, Business, Financial Operations		1,266	32.5%	11,341	28.6%	32,029	30.9%
Professional, Related		1,076	27.6%	11,279	28.4%	30,714	29.6%
Service		449	11.5%	3,975	10.0%	9,926	9.6%
Sales, Office		720	18.5%	7,871	19.8%	20,861	20.1%
Farming, Fishing, Forestry		-	-	16	-	27	-
Construct, Extraction, Maintenance		193	5.0%	2,153	5.4%	3,619	3.5%
Production, Transport Material Moving		189	4.9%	3,078	7.8%	6,454	6.2%
White Collar Workers		3,062	78.7%	30,491	76.8%	83,604	80.7%
Blue Collar Workers		831	21.3%	9,222	23.2%	20,027	19.3%
Consumer Expenditure (2023)							
Total Household Expenditure		\$348.67 M		\$3 B		\$8.77 B	
Total Non-Retail Expenditure		\$186.86 M	53.6%	\$1.6 B	53.4%	\$4.69 B	53.5%
Total Retail Expenditure		\$161.81 M	46.4%	\$1.4 B	46.6%	\$4.07 B	46.5%
Apparel		\$12.79 M	3.7%	\$109.68 M	3.7%	\$321.83 M	3.7%
Contributions		\$12.94 M	3.7%	\$108.23 M	3.6%	\$324.05 M	3.7%
Education		\$13.27 M	3.8%	\$110.03 M	3.7%	\$333.31 M	3.8%
Entertainment		\$20.5 M	5.9%	\$175.37 M	5.8%	\$516.18 M	5.9%
Food and Beverages		\$49.77 M	14.3%	\$431.29 M	14.4%	\$1.25 B	14.3%
Furnishings and Equipment		\$12.6 M	3.6%	\$108.11 M	3.6%	\$317.49 M	3.6%
Gifts		\$10.22 M	2.9%	\$85.04 M	2.8%	\$256.2 M	2.9%
Health Care		\$27.41 M	7.9%	\$237.64 M	7.9%	\$687.03 M	7.8%
Household Operations		\$14.29 M	4.1%	\$121.77 M	4.1%	\$358.51 M	4.1%
Miscellaneous Expenses		\$6.68 M	1.9%	\$57.37 M	1.9%	\$167.84 M	1.9%
Personal Care		\$4.66 M	1.3%	\$40.19 M	1.3%	\$117.12 M	1.3%
Personal Insurance		\$2.73 M	0.8%	\$23.01 M	0.8%	\$68.77 M	0.8%
Reading		\$777.66 K	0.2%	\$6.63 M	0.2%	\$19.46 M	0.2%
Shelter		\$73.63 M	21.1%	\$634.74 M	21.1%	\$1.85 B	21.1%
Tobacco		\$1.64 M	0.5%	\$14.75 M	0.5%	\$40.96 M	0.5%
Transportation		\$61.59 M	17.7%	\$534.81 M	17.8%	\$1.56 B	17.7%
Utilities		\$23.17 M	6.6%	\$202.58 M	6.7%	\$580.5 M	6.6%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		5,487		49,321		130,646	
Elementary (Grade Level 0 to 8)		171	3.1%	1,572	3.2%	2,800	2.1%
Some High School (Grade Level 9 to 11)		106	1.9%	1,373	2.8%	2,556	2.0%
High School Graduate		916	16.7%	7,045	14.3%	14,149	10.8%
Some College		633	11.5%	6,189	12.5%	16,934	13.0%
Associate Degree Only		272	5.0%	3,111	6.3%	6,888	5.3%
Bachelor Degree Only		2,165	39.5%	18,826	38.2%	53,296	40.8%
Graduate Degree		1,224	22.3%	11,204	22.7%	34,023	26.0%

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Units In Structure (2023)							
1 Detached Unit		1,348	54.4%	12,849	47.4%	38,980	55.8%
1 Attached Unit		317	12.8%	2,715	10.0%	6,428	9.2%
2 to 4 Units		128	5.2%	1,611	5.9%	3,173	4.5%
5 to 9 Units		149	6.0%	2,492	9.2%	5,590	8.0%
10 to 19 Units		211	8.5%	3,000	11.1%	6,857	9.8%
20 to 49 Units		178	7.2%	1,453	5.4%	3,166	4.5%
50 or More Units		533	21.5%	4,216	15.6%	9,274	13.3%
Mobile Home or Trailer		11	0.5%	179	0.7%	494	0.7%
Other Structure	-	-	-	-	-	60	-
Homes Built By Year (2023)							
Homes Built 2010 or later		834	33.7%	3,703	13.7%	9,320	13.3%
Homes Built 2000 to 2009		520	21.0%	3,950	14.6%	11,085	15.9%
Homes Built 1990 to 1999		334	13.5%	4,841	17.9%	14,170	20.3%
Homes Built 1980 to 1989		470	19.0%	7,919	29.2%	21,456	30.7%
Homes Built 1970 to 1979		266	10.8%	5,196	19.2%	11,312	16.2%
Homes Built 1960 to 1969		296	11.9%	1,473	5.4%	3,784	5.4%
Homes Built 1950 to 1959		40	1.6%	449	1.7%	979	1.4%
Homes Built Before 1949		114	4.6%	985	3.6%	1,916	2.7%
Home Values (2023)							
Home Values \$1,000,000 or More		60	3.8%	532	3.6%	1,574	3.9%
Home Values \$500,000 to \$999,999		550	35.3%	4,595	31.1%	14,988	36.8%
Home Values \$400,000 to \$499,999		209	13.4%	2,148	14.6%	6,958	17.1%
Home Values \$300,000 to \$399,999		480	30.8%	3,394	23.0%	8,229	20.2%
Home Values \$200,000 to \$299,999		184	11.8%	2,463	16.7%	5,634	13.8%
Home Values \$150,000 to \$199,999		36	2.3%	929	6.3%	1,751	4.3%
Home Values \$100,000 to \$149,999		11	0.7%	343	2.3%	731	1.8%
Home Values \$70,000 to \$99,999		9	0.6%	140	1.0%	324	0.8%
Home Values \$50,000 to \$69,999		2	0.1%	37	0.3%	80	0.2%
Home Values \$25,000 to \$49,999		13	0.9%	56	0.4%	93	0.2%
Home Values Under \$25,000		6	0.4%	119	0.8%	404	1.0%
Owner-Occupied Median Home Value		\$462,333		\$412,971		\$452,022	
Renter-Occupied Median Rent		\$1,399		\$1,340		\$1,402	
Transportation To Work (2023)							
Drive to Work Alone		1,814	46.6%	18,253	46.0%	46,284	44.7%
Drive to Work in Carpool		187	4.8%	2,474	6.2%	4,817	4.6%
Travel to Work by Public Transportation		38	1.0%	405	1.0%	859	0.8%
Drive to Work on Motorcycle	-	-	-	-	-	4	-
Walk or Bicycle to Work		79	2.0%	620	1.6%	1,332	1.3%
Other Means		30	0.8%	574	1.4%	1,156	1.1%
Work at Home		1,745	44.8%	17,387	43.8%	49,179	47.5%
Travel Time (2023)							
Travel to Work in 14 Minutes or Less		399	10.2%	4,133	10.4%	10,018	9.7%
Travel to Work in 15 to 29 Minutes		860	22.1%	8,914	22.4%	20,791	20.1%
Travel to Work in 30 to 59 Minutes		813	20.9%	8,150	20.5%	20,595	19.9%
Travel to Work in 60 Minutes or More		77	2.0%	1,129	2.8%	3,048	2.9%
Average Minutes Travel to Work		24.3		25.3		25.7	

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