



1575 Scenic Hwy N
Snellville, GA 30078



COBBLESTONE
RETAIL GROUP

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: 33.8866/-84.0106

1575 Scenic Hwy N Snellville, GA 30078	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	6,537		70,453		194,897	
Projected Population (2028)	7,663		79,245		211,734	
Census Population (2020)	6,034		67,778		189,789	
Census Population (2010)	5,240		59,590		163,959	
Projected Annual Growth (2023 to 2028)	1,126	3.4%	8,792	2.5%	16,837	1.7%
Historical Annual Growth (2020 to 2023)	503	2.8%	2,675	1.3%	5,108	0.9%
Historical Annual Growth (2010 to 2020)	794	5.0%	8,188	4.6%	25,830	5.3%
Estimated Population Density (2023)	2,082 psm		2,492 psm		2,483 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	2,362		23,303		63,845	
Projected Households (2028)	2,798		26,494		69,868	
Census Households (2020)	2,058		22,025		61,594	
Census Households (2010)	1,813		19,742		54,085	
Estimated Households with Children (2023)	954	40.4%	10,467	44.9%	27,542	43.1%
Estimated Average Household Size (2023)	2.76		3.01		3.04	
Average Household Income						
Estimated Average Household Income (2023)	\$142,974		\$136,037		\$124,496	
Projected Average Household Income (2028)	\$129,782		\$128,819		\$122,168	
Estimated Average Family Income (2023)	\$156,575		\$148,086		\$137,072	
Median Household Income						
Estimated Median Household Income (2023)	\$105,793		\$110,864		\$99,533	
Projected Median Household Income (2028)	\$108,805		\$114,582		\$102,209	
Estimated Median Family Income (2023)	\$107,465		\$123,256		\$110,120	
Per Capita Income						
Estimated Per Capita Income (2023)	\$51,688		\$45,032		\$40,821	
Projected Per Capita Income (2028)	\$47,396		\$43,102		\$40,348	
Estimated Per Capita Income 5 Year Growth	-\$4,292	-8.3%	-\$1,930	-4.3%	-\$473	-1.2%
Estimated Average Household Net Worth (2023)	\$717,147		\$664,990		\$564,764	
Daytime Demos (2023)						
Total Businesses	700		4,846		11,698	
Total Employees	5,987		26,574		59,129	
Company Headquarter Businesses	12	1.8%	75	1.6%	189	1.6%
Company Headquarter Employees	223	3.7%	795	3.0%	2,446	4.1%
Employee Population per Business	8.6		5.5		5.1	
Residential Population per Business	9.3		14.5		16.7	

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Race & Ethnicity							
White (2023)	3,211	49.1%	29,042	41.2%	70,391	36.1%	
Black or African American (2023)	1,599	24.5%	23,471	33.3%	71,744	36.8%	
American Indian or Alaska Native (2023)	31	0.5%	307	0.4%	1,100	0.6%	
Asian (2023)	951	14.6%	9,581	13.6%	22,620	11.6%	
Hawaiian or Pacific Islander (2023)	3	-	24	-	91	-	
Other Race (2023)	280	4.3%	3,263	4.6%	13,852	7.1%	
Two or More Races (2023)	461	7.1%	4,764	6.8%	15,100	7.7%	
Not Hispanic or Latino Population (2023)	5,788	88.5%	61,933	87.9%	163,160	83.7%	
Hispanic or Latino Population (2023)	749	11.5%	8,520	12.1%	31,737	16.3%	
Not Hispanic or Latino Population (2028)	6,824	89.1%	69,825	88.1%	177,553	83.9%	
Hispanic or Latino Population (2028)	839	10.9%	9,420	11.9%	34,181	16.1%	
Not Hispanic or Latino Population (2020)	5,327	88.3%	59,454	87.7%	156,614	82.5%	
Hispanic or Latino Population (2020)	707	11.7%	8,324	12.3%	33,175	17.5%	
Not Hispanic or Latino Population (2010)	4,822	92.0%	54,062	90.7%	140,999	86.0%	
Hispanic or Latino Population (2010)	418	8.0%	5,527	9.3%	22,960	14.0%	
Projected Hispanic Annual Growth (2023 to 2028)	90	2.4%	900	2.1%	2,444	1.5%	
Historic Hispanic Annual Growth (2010 to 2023)	331	6.1%	2,992	4.2%	8,776	2.9%	
Age Distribution (2023)							
Age Under 5	229	3.5%	3,112	4.4%	10,134	5.2%	
Age 5 to 9 Years	329	5.0%	4,462	6.3%	13,027	6.7%	
Age 10 to 14 Years	493	7.5%	5,744	8.2%	15,395	7.9%	
Age 15 to 19 Years	558	8.5%	5,748	8.2%	15,292	7.8%	
Age 20 to 24 Years	374	5.7%	4,198	6.0%	12,382	6.4%	
Age 25 to 29 Years	229	3.5%	3,253	4.6%	10,742	5.5%	
Age 30 to 34 Years	208	3.2%	3,595	5.1%	11,548	5.9%	
Age 35 to 39 Years	306	4.7%	4,274	6.1%	12,703	6.5%	
Age 40 to 44 Years	378	5.8%	5,156	7.3%	13,944	7.2%	
Age 45 to 49 Years	485	7.4%	5,401	7.7%	13,986	7.2%	
Age 50 to 54 Years	580	8.9%	5,748	8.2%	14,708	7.5%	
Age 55 to 59 Years	563	8.6%	5,342	7.6%	13,759	7.1%	
Age 60 to 64 Years	574	8.8%	4,560	6.5%	12,160	6.2%	
Age 65 to 74 Years	802	12.3%	6,068	8.6%	15,702	8.1%	
Age 75 to 84 Years	330	5.1%	2,964	4.2%	7,295	3.7%	
Age 85 Years or Over	97	1.5%	831	1.2%	2,119	1.1%	
Median Age	45.9		40.2		37.9		
Gender Age Distribution (2023)							
Female Population	3,317	50.7%	36,021	51.1%	100,215	51.4%	
Age 0 to 19 Years	799	24.1%	9,285	25.8%	26,290	26.2%	
Age 20 to 64 Years	1,894	57.1%	21,160	58.7%	59,668	59.5%	
Age 65 Years or Over	624	18.8%	5,576	15.5%	14,256	14.2%	
Female Median Age	45.8		41.0		38.9		
Male Population	3,220	49.3%	34,432	48.9%	94,682	48.6%	
Age 0 to 19 Years	811	25.2%	9,779	28.4%	27,558	29.1%	
Age 20 to 64 Years	1,804	56.0%	20,366	59.1%	56,264	59.4%	
Age 65 Years or Over	605	18.8%	4,287	12.4%	10,860	11.5%	
Male Median Age	46.0		39.1		36.7		

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Household Income Distribution (2023)						
HH Income \$200,000 or More	414	17.5%	3,620	15.5%	7,827	12.3%
HH Income \$150,000 to \$199,999	266	11.2%	2,942	12.6%	7,271	11.4%
HH Income \$100,000 to \$149,999	604	25.5%	5,864	25.2%	15,064	23.6%
HH Income \$75,000 to \$99,999	429	18.2%	3,123	13.4%	9,353	14.6%
HH Income \$50,000 to \$74,999	286	12.1%	3,566	15.3%	9,654	15.1%
HH Income \$35,000 to \$49,999	141	6.0%	1,474	6.3%	5,542	8.7%
HH Income \$25,000 to \$34,999	61	2.6%	1,024	4.4%	3,631	5.7%
HH Income \$15,000 to \$24,999	98	4.2%	769	3.3%	2,282	3.6%
HH Income Under \$15,000	64	2.7%	921	4.0%	3,220	5.0%
HH Income \$35,000 or More	2,139	90.5%	20,589	88.4%	54,712	85.7%
HH Income \$75,000 or More	1,712	72.5%	15,549	66.7%	39,516	61.9%
Housing (2023)						
Total Housing Units	2,439		24,058		66,414	
Housing Units Occupied	2,362	96.8%	23,303	96.9%	63,845	96.1%
Housing Units Owner-Occupied	1,669	70.6%	16,014	68.7%	43,160	67.6%
Housing Units, Renter-Occupied	693	29.4%	7,289	31.3%	20,685	32.4%
Housing Units, Vacant	77	3.3%	755	3.2%	2,569	4.0%
Marital Status (2023)						
Never Married	1,426	26.0%	16,971	29.7%	48,520	31.0%
Currently Married	3,377	61.6%	30,309	53.0%	78,750	50.4%
Separated	107	2.0%	1,799	3.1%	5,938	3.8%
Widowed	80	1.5%	1,961	3.4%	5,802	3.7%
Divorced	495	9.0%	6,096	10.7%	17,331	11.1%
Household Type (2023)						
Population Family	5,952	91.0%	64,403	91.4%	175,478	90.0%
Population Non-Family	575	8.8%	5,762	8.2%	18,601	9.5%
Population Group Quarters	10	0.2%	288	0.4%	818	0.4%
Family Households	1,922	81.4%	18,728	80.4%	49,729	77.9%
Non-Family Households	440	18.6%	4,574	19.6%	14,115	22.1%
Married Couple with Children	782	23.2%	8,059	26.6%	19,986	25.4%
Average Family Household Size	3.1		3.4		3.5	
Household Size (2023)						
1 Person Households	367	15.5%	3,767	16.2%	11,460	17.9%
2 Person Households	1,039	44.0%	6,797	29.2%	18,015	28.2%
3 Person Households	376	15.9%	4,635	19.9%	12,326	19.3%
4 Person Households	286	12.1%	4,285	18.4%	11,355	17.8%
5 Person Households	181	7.6%	2,282	9.8%	6,170	9.7%
6 or More Person Households	114	4.8%	1,537	6.6%	4,520	7.1%
Household Vehicles (2023)						
Households with 0 Vehicles Available	30	1.3%	559	2.4%	2,466	3.9%
Households with 1 Vehicles Available	599	25.4%	6,453	27.7%	17,690	27.7%
Households with 2 or More Vehicles Available	1,733	73.4%	16,291	69.9%	43,688	68.4%
Total Vehicles Available	5,135		48,336		129,586	
Average Vehicles Per Household	2.2		2.1		2.0	

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Labor Force (2023)							
Estimated Labor Population Age 16 Years or Over		5,352		55,868		152,940	
Estimated Civilian Employed		3,219	60.1%	37,342	66.8%	103,011	67.4%
Estimated Civilian Unemployed		107	2.0%	1,198	2.1%	3,335	2.2%
Estimated in Armed Forces		-	-	40	-	167	0.1%
Estimated Not in Labor Force		2,026	37.8%	17,288	30.9%	46,427	30.4%
Unemployment Rate		2.0%		2.1%		2.2%	
Occupation (2023)							
Occupation: Population Age 16 Years or Over		3,219		37,342		103,011	
Management, Business, Financial Operations		793	24.6%	6,633	17.8%	16,219	15.7%
Professional, Related		774	24.1%	10,287	27.5%	26,359	25.6%
Service		327	10.1%	5,005	13.4%	15,291	14.8%
Sales, Office		751	23.3%	8,407	22.5%	22,383	21.7%
Farming, Fishing, Forestry		2	-	124	0.3%	379	0.4%
Construct, Extraction, Maintenance		250	7.8%	2,537	6.8%	8,410	8.2%
Production, Transport Material Moving		323	10.0%	4,348	11.6%	13,970	13.6%
White Collar Workers		2,318	72.0%	25,328	67.8%	64,960	63.1%
Blue Collar Workers		901	28.0%	12,014	32.2%	38,050	36.9%
Consumer Expenditure (2023)							
Total Household Expenditure		\$217.24 M		\$2.06 B		\$5.27 B	
Total Non-Retail Expenditure		\$114.79 M	52.8%	\$1.09 B	52.9%	\$2.78 B	52.8%
Total Retail Expenditure		\$102.44 M	47.2%	\$969.99 M	47.1%	\$2.49 B	47.2%
Apparel		\$7.77 M	3.6%	\$74.23 M	3.6%	\$189.68 M	3.6%
Contributions		\$7.57 M	3.5%	\$70.41 M	3.4%	\$177.41 M	3.4%
Education		\$7.17 M	3.3%	\$68.9 M	3.3%	\$171.75 M	3.3%
Entertainment		\$12.66 M	5.8%	\$119.4 M	5.8%	\$304.2 M	5.8%
Food and Beverages		\$31.53 M	14.5%	\$299.59 M	14.6%	\$771 M	14.6%
Furnishings and Equipment		\$7.83 M	3.6%	\$73.95 M	3.6%	\$188.49 M	3.6%
Gifts		\$5.75 M	2.6%	\$54 M	2.6%	\$135.03 M	2.6%
Health Care		\$17.94 M	8.3%	\$167.85 M	8.2%	\$432.98 M	8.2%
Household Operations		\$8.68 M	4.0%	\$82.06 M	4.0%	\$209.1 M	4.0%
Miscellaneous Expenses		\$4.13 M	1.9%	\$39.06 M	1.9%	\$99.9 M	1.9%
Personal Care		\$2.92 M	1.3%	\$27.65 M	1.3%	\$70.85 M	1.3%
Personal Insurance		\$1.65 M	0.8%	\$15.48 M	0.8%	\$39.02 M	0.7%
Reading		\$479.93 K	0.2%	\$4.48 M	0.2%	\$11.45 M	0.2%
Shelter		\$45.27 M	20.8%	\$430.45 M	20.9%	\$1.11 B	21.0%
Tobacco		\$1.14 M	0.5%	\$10.83 M	0.5%	\$28.78 M	0.5%
Transportation		\$39.6 M	18.2%	\$375.2 M	18.2%	\$963.09 M	18.3%
Utilities		\$15.15 M	7.0%	\$143.87 M	7.0%	\$373.72 M	7.1%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		4,554		47,191		128,667	
Elementary (Grade Level 0 to 8)		39	0.9%	1,651	3.5%	5,935	4.6%
Some High School (Grade Level 9 to 11)		131	2.9%	2,349	5.0%	6,530	5.1%
High School Graduate		1,082	23.8%	9,617	20.4%	28,982	22.5%
Some College		826	18.1%	7,571	16.0%	23,200	18.0%
Associate Degree Only		191	4.2%	4,232	9.0%	11,691	9.1%
Bachelor Degree Only		1,291	28.3%	13,666	29.0%	32,820	25.5%
Graduate Degree		995	21.8%	8,104	17.2%	19,509	15.2%

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Units In Structure (2023)						
1 Detached Unit	2,079	114.7%	18,662	94.5%	49,208	91.0%
1 Attached Unit	56	3.1%	1,141	5.8%	3,260	6.0%
2 to 4 Units	44	2.4%	695	3.5%	2,782	5.1%
5 to 9 Units	31	1.7%	485	2.5%	1,468	2.7%
10 to 19 Units	80	4.4%	1,280	6.5%	3,435	6.4%
20 to 49 Units	23	1.3%	270	1.4%	929	1.7%
50 or More Units	33	1.8%	402	2.0%	1,652	3.1%
Mobile Home or Trailer	15	0.9%	350	1.8%	1,058	2.0%
Other Structure	2	-	18	-	52	-
Homes Built By Year (2023)						
Homes Built 2010 or later	292	16.1%	2,549	12.9%	7,856	14.5%
Homes Built 2000 to 2009	496	27.4%	7,043	35.7%	17,795	32.9%
Homes Built 1990 to 1999	494	27.2%	5,427	27.5%	13,805	25.5%
Homes Built 1980 to 1989	637	35.1%	5,080	25.7%	14,312	26.5%
Homes Built 1970 to 1979	377	20.8%	2,433	12.3%	7,546	14.0%
Homes Built 1960 to 1969	50	2.8%	610	3.1%	1,731	3.2%
Homes Built 1950 to 1959	8	0.4%	81	0.4%	410	0.8%
Homes Built Before 1949	8	0.5%	82	0.4%	390	0.7%
Home Values (2023)						
Home Values \$1,000,000 or More	15	0.9%	101	0.6%	327	0.8%
Home Values \$500,000 to \$999,999	365	21.9%	1,587	9.9%	3,681	8.5%
Home Values \$400,000 to \$499,999	534	32.0%	2,620	16.4%	5,309	12.3%
Home Values \$300,000 to \$399,999	219	13.1%	4,761	29.7%	13,005	30.1%
Home Values \$200,000 to \$299,999	373	22.4%	5,334	33.3%	15,493	35.9%
Home Values \$150,000 to \$199,999	84	5.1%	862	5.4%	2,958	6.9%
Home Values \$100,000 to \$149,999	37	2.2%	298	1.9%	1,007	2.3%
Home Values \$70,000 to \$99,999	14	0.8%	68	0.4%	215	0.5%
Home Values \$50,000 to \$69,999	3	0.2%	63	0.4%	188	0.4%
Home Values \$25,000 to \$49,999	9	0.5%	102	0.6%	401	0.9%
Home Values Under \$25,000	17	1.0%	217	1.4%	577	1.3%
Owner-Occupied Median Home Value	\$415,355		\$330,121		\$310,662	
Renter-Occupied Median Rent	\$1,247		\$1,321		\$1,307	
Transportation To Work (2023)						
Drive to Work Alone	2,307	71.7%	23,120	61.9%	66,503	64.6%
Drive to Work in Carpool	222	6.9%	1,977	5.3%	7,836	7.6%
Travel to Work by Public Transportation	3	-	197	0.5%	489	0.5%
Drive to Work on Motorcycle	-	-	-	-	-	-
Walk or Bicycle to Work	11	0.3%	164	0.4%	354	0.3%
Other Means	5	0.1%	434	1.2%	1,221	1.2%
Work at Home	671	20.9%	11,450	30.7%	26,607	25.8%
Travel Time (2023)						
Travel to Work in 14 Minutes or Less	436	13.5%	4,148	11.1%	12,128	11.8%
Travel to Work in 15 to 29 Minutes	950	29.5%	8,083	21.6%	22,592	21.9%
Travel to Work in 30 to 59 Minutes	827	25.7%	10,805	28.9%	32,370	31.4%
Travel to Work in 60 Minutes or More	335	10.4%	2,856	7.6%	9,314	9.0%
Average Minutes Travel to Work	25.9		28.9		29.6	

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