



**425 Buford Hwy NE**

**Suwanee, GA 30024**



**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: 34.0551/-84.0675

425 Buford Hwy NE Suwanee, GA 30024	1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>						
Estimated Population (2023)	5,202		53,692		174,812	
Projected Population (2028)	6,252		58,610		189,219	
Census Population (2020)	4,404		53,000		171,189	
Census Population (2010)	3,619		42,211		135,618	
Projected Annual Growth (2023 to 2028)	1,051	4.0%	4,918	1.8%	14,407	1.6%
Historical Annual Growth (2020 to 2023)	798	6.0%	692	0.4%	3,622	0.7%
Historical Annual Growth (2010 to 2020)	785	7.2%	10,789	8.5%	35,572	8.7%
Estimated Population Density (2023)	1,657 psm		1,899 psm		2,227 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
<b>Households</b>						
Estimated Households (2023)	2,076		18,071		58,502	
Projected Households (2028)	2,551		20,119		64,136	
Census Households (2020)	1,533		17,379		56,126	
Census Households (2010)	1,330		13,932		44,835	
Estimated Households with Children (2023)	730	35.2%	8,723	48.3%	28,732	49.1%
Estimated Average Household Size (2023)	2.46		2.96		2.98	
<b>Average Household Income</b>						
Estimated Average Household Income (2023)	\$88,686		\$158,719		\$150,862	
Projected Average Household Income (2028)	\$77,356		\$153,889		\$148,639	
Estimated Average Family Income (2023)	\$101,689		\$164,102		\$164,705	
<b>Median Household Income</b>						
Estimated Median Household Income (2023)	\$124,065		\$135,958		\$124,739	
Projected Median Household Income (2028)	\$123,466		\$137,199		\$127,254	
Estimated Median Family Income (2023)	\$147,570		\$147,394		\$141,134	
<b>Per Capita Income</b>						
Estimated Per Capita Income (2023)	\$35,597		\$53,459		\$50,510	
Projected Per Capita Income (2028)	\$31,736		\$52,860		\$50,403	
Estimated Per Capita Income 5 Year Growth	-\$3,861	-10.8%	-\$599	-1.1%	-\$107	-0.2%
Estimated Average Household Net Worth (2023)	\$1,015,283		\$985,579		\$856,465	
<b>Daytime Demos (2023)</b>						
Total Businesses	501		4,354		12,057	
Total Employees	3,572		27,680		76,914	
Company Headquarter Businesses	20	3.9%	124	2.9%	302	2.5%
Company Headquarter Employees	451	12.6%	3,374	12.2%	8,938	11.6%
Employee Population per Business	7.1		6.4		6.4	
Residential Population per Business	10.4		12.3		14.5	

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425 Buford Hwy NE Suwanee, GA 30024		1 mi radius		3 mi radius		5 mi radius	
<b>Race &amp; Ethnicity</b>							
White (2023)	2,626	50.5%	23,987	44.7%	75,357	43.1%	
Black or African American (2023)	831	16.0%	10,230	19.1%	33,427	19.1%	
American Indian or Alaska Native (2023)	25	0.5%	181	0.3%	712	0.4%	
Asian (2023)	1,106	21.3%	13,783	25.7%	43,466	24.9%	
Hawaiian or Pacific Islander (2023)	3	-	25	-	84	-	
Other Race (2023)	134	2.6%	1,557	2.9%	8,223	4.7%	
Two or More Races (2023)	477	9.2%	3,928	7.3%	13,543	7.7%	
Not Hispanic or Latino Population (2023)	4,515	86.8%	47,948	89.3%	151,322	86.6%	
Hispanic or Latino Population (2023)	687	13.2%	5,744	10.7%	23,490	13.4%	
Not Hispanic or Latino Population (2028)	5,416	86.6%	52,144	89.0%	163,276	86.3%	
Hispanic or Latino Population (2028)	836	13.4%	6,466	11.0%	25,943	13.7%	
Not Hispanic or Latino Population (2020)	4,058	92.1%	48,043	90.6%	148,395	86.7%	
Hispanic or Latino Population (2020)	346	7.9%	4,957	9.4%	22,794	13.3%	
Not Hispanic or Latino Population (2010)	3,359	92.8%	38,676	91.6%	120,561	88.9%	
Hispanic or Latino Population (2010)	260	7.2%	3,535	8.4%	15,057	11.1%	
Projected Hispanic Annual Growth (2023 to 2028)	149	4.3%	722	2.5%	2,453	2.1%	
Historic Hispanic Annual Growth (2010 to 2023)	427	12.7%	2,209	4.8%	8,433	4.3%	
<b>Age Distribution (2023)</b>							
Age Under 5	262	5.0%	2,754	5.1%	8,799	5.0%	
Age 5 to 9 Years	326	6.3%	3,972	7.4%	11,994	6.9%	
Age 10 to 14 Years	373	7.2%	4,286	8.0%	14,016	8.0%	
Age 15 to 19 Years	364	7.0%	3,688	6.9%	12,946	7.4%	
Age 20 to 24 Years	258	5.0%	2,739	5.1%	10,294	5.9%	
Age 25 to 29 Years	309	5.9%	2,864	5.3%	9,434	5.4%	
Age 30 to 34 Years	369	7.1%	3,446	6.4%	10,615	6.1%	
Age 35 to 39 Years	366	7.0%	4,147	7.7%	12,875	7.4%	
Age 40 to 44 Years	387	7.4%	4,696	8.7%	15,041	8.6%	
Age 45 to 49 Years	414	8.0%	4,416	8.2%	14,650	8.4%	
Age 50 to 54 Years	409	7.9%	4,212	7.8%	14,042	8.0%	
Age 55 to 59 Years	391	7.5%	3,487	6.5%	11,429	6.5%	
Age 60 to 64 Years	304	5.8%	2,932	5.5%	9,332	5.3%	
Age 65 to 74 Years	427	8.2%	4,183	7.8%	12,654	7.2%	
Age 75 to 84 Years	187	3.6%	1,492	2.8%	5,249	3.0%	
Age 85 Years or Over	55	1.0%	378	0.7%	1,441	0.8%	
Median Age	38.7		37.9		37.6		
<b>Gender Age Distribution (2023)</b>							
Female Population	2,644	50.8%	27,438	51.1%	89,000	50.9%	
Age 0 to 19 Years	606	22.9%	7,309	26.6%	23,645	26.6%	
Age 20 to 64 Years	1,665	63.0%	16,823	61.3%	54,695	61.5%	
Age 65 Years or Over	373	14.1%	3,306	12.0%	10,659	12.0%	
Female Median Age	39.9		38.1		38.0		
Male Population	2,558	49.2%	26,254	48.9%	85,812	49.1%	
Age 0 to 19 Years	719	28.1%	7,391	28.2%	24,109	28.1%	
Age 20 to 64 Years	1,543	60.3%	16,116	61.4%	53,017	61.8%	
Age 65 Years or Over	296	11.6%	2,748	10.5%	8,685	10.1%	
Male Median Age	37.5		37.6		37.1		

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425 Buford Hwy NE Suwanee, GA 30024	1 mi radius		3 mi radius		5 mi radius	
<b>Household Income Distribution (2023)</b>						
HH Income \$200,000 or More	605	29.1%	4,915	27.2%	13,260	22.7%
HH Income \$150,000 to \$199,999	217	10.5%	2,506	13.9%	7,638	13.1%
HH Income \$100,000 to \$149,999	353	17.0%	3,840	21.2%	12,625	21.6%
HH Income \$75,000 to \$99,999	268	12.9%	1,696	9.4%	6,717	11.5%
HH Income \$50,000 to \$74,999	159	7.7%	2,226	12.3%	7,152	12.2%
HH Income \$35,000 to \$49,999	120	5.8%	1,220	6.7%	3,984	6.8%
HH Income \$25,000 to \$34,999	6	0.3%	565	3.1%	2,457	4.2%
HH Income \$15,000 to \$24,999	51	2.5%	365	2.0%	1,770	3.0%
HH Income Under \$15,000	297	14.3%	738	4.1%	2,898	5.0%
HH Income \$35,000 or More	1,722	83.0%	16,403	90.8%	51,377	87.8%
HH Income \$75,000 or More	1,442	69.5%	12,957	71.7%	40,240	68.8%
<b>Housing (2023)</b>						
Total Housing Units	2,154		18,609		60,431	
Housing Units Occupied	2,076	96.4%	18,071	97.1%	58,502	96.8%
Housing Units Owner-Occupied	1,364	65.7%	12,089	66.9%	39,401	67.4%
Housing Units, Renter-Occupied	712	34.3%	5,982	33.1%	19,101	32.6%
Housing Units, Vacant	79	3.8%	538	3.0%	1,929	3.3%
<b>Marital Status (2023)</b>						
Never Married	1,361	32.1%	11,643	27.3%	39,882	28.5%
Currently Married	2,237	52.8%	24,792	58.1%	78,898	56.4%
Separated	62	1.5%	1,216	2.8%	4,433	3.2%
Widowed	143	3.4%	944	2.2%	4,546	3.2%
Divorced	438	10.3%	4,086	9.6%	12,244	8.7%
<b>Household Type (2023)</b>						
Population Family	4,519	86.9%	49,265	91.8%	159,121	91.0%
Population Non-Family	587	11.3%	4,241	7.9%	15,280	8.7%
Population Group Quarters	96	1.9%	187	0.3%	411	0.2%
Family Households	1,600	77.1%	14,745	81.6%	46,173	78.9%
Non-Family Households	475	22.9%	3,327	18.4%	12,329	21.1%
Married Couple with Children	531	23.7%	7,101	28.6%	23,381	29.6%
Average Family Household Size	2.8		3.3		3.4	
<b>Household Size (2023)</b>						
1 Person Households	361	17.4%	2,429	13.4%	9,734	16.6%
2 Person Households	638	30.7%	4,847	26.8%	15,735	26.9%
3 Person Households	414	19.9%	3,747	20.7%	11,652	19.9%
4 Person Households	397	19.1%	4,324	23.9%	12,695	21.7%
5 Person Households	158	7.6%	1,763	9.8%	5,452	9.3%
6 or More Person Households	108	5.2%	961	5.3%	3,235	5.5%
<b>Household Vehicles (2023)</b>						
Households with 0 Vehicles Available	75	3.6%	364	2.0%	1,253	2.1%
Households with 1 Vehicles Available	488	23.5%	4,388	24.3%	15,181	25.9%
Households with 2 or More Vehicles Available	1,513	72.9%	13,319	73.7%	42,068	71.9%
Total Vehicles Available	4,598		38,264		121,247	
Average Vehicles Per Household	2.2		2.1		2.1	

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<b>Labor Force (2023)</b>						
Estimated Labor Population Age 16 Years or Over	4,166		41,803		137,043	
Estimated Civilian Employed	3,022	72.6%	29,874	71.5%	96,818	70.6%
Estimated Civilian Unemployed	164	3.9%	798	1.9%	2,664	1.9%
Estimated in Armed Forces	-	-	78	0.2%	394	0.3%
Estimated Not in Labor Force	980	23.5%	11,052	26.4%	37,166	27.1%
Unemployment Rate	3.9%		1.9%		1.9%	
<b>Occupation (2023)</b>						
Occupation: Population Age 16 Years or Over	3,022		29,874		96,818	
Management, Business, Financial Operations	717	23.7%	8,005	26.8%	21,931	22.7%
Professional, Related	928	30.7%	8,343	27.9%	27,398	28.3%
Service	484	16.0%	3,641	12.2%	12,410	12.8%
Sales, Office	607	20.1%	6,181	20.7%	20,320	21.0%
Farming, Fishing, Forestry	-	-	12	-	37	-
Construct, Extraction, Maintenance	88	2.9%	1,136	3.8%	4,899	5.1%
Production, Transport Material Moving	198	6.5%	2,556	8.6%	9,823	10.1%
White Collar Workers	2,252	74.5%	22,530	75.4%	69,649	71.9%
Blue Collar Workers	770	25.5%	7,344	24.6%	27,170	28.1%
<b>Consumer Expenditure (2023)</b>						
Total Household Expenditure	\$131.65 M		\$1.79 B		\$5.57 B	
Total Non-Retail Expenditure	\$70.24 M	53.3%	\$951.54 M	53.2%	\$2.96 B	53.1%
Total Retail Expenditure	\$61.42 M	46.7%	\$837.38 M	46.8%	\$2.61 B	46.9%
Apparel	\$4.82 M	3.7%	\$65.64 M	3.7%	\$203.46 M	3.7%
Contributions	\$4.79 M	3.6%	\$64.17 M	3.6%	\$197.14 M	3.5%
Education	\$4.9 M	3.7%	\$65.59 M	3.7%	\$199.65 M	3.6%
Entertainment	\$7.74 M	5.9%	\$105.22 M	5.9%	\$326.26 M	5.9%
Food and Beverages	\$18.89 M	14.4%	\$257.23 M	14.4%	\$803.93 M	14.4%
Furnishings and Equipment	\$4.75 M	3.6%	\$64.81 M	3.6%	\$201.19 M	3.6%
Gifts	\$3.76 M	2.9%	\$50.2 M	2.8%	\$153.23 M	2.8%
Health Care	\$10.39 M	7.9%	\$141.28 M	7.9%	\$443.54 M	8.0%
Household Operations	\$5.35 M	4.1%	\$72.52 M	4.1%	\$224.74 M	4.0%
Miscellaneous Expenses	\$2.5 M	1.9%	\$34.09 M	1.9%	\$106.02 M	1.9%
Personal Care	\$1.76 M	1.3%	\$23.93 M	1.3%	\$74.6 M	1.3%
Personal Insurance	\$1.03 M	0.8%	\$13.95 M	0.8%	\$42.93 M	0.8%
Reading	\$289.81 K	0.2%	\$3.92 M	0.2%	\$12.17 M	0.2%
Shelter	\$27.72 M	21.1%	\$375.53 M	21.0%	\$1.17 B	21.0%
Tobacco	\$636.54 K	0.5%	\$8.56 M	0.5%	\$27.51 M	0.5%
Transportation	\$23.49 M	17.8%	\$322.08 M	18.0%	\$1.01 B	18.1%
Utilities	\$8.84 M	6.7%	\$120.19 M	6.7%	\$378.74 M	6.8%
<b>Educational Attainment (2023)</b>						
Adult Population Age 25 Years or Over	3,618		36,253		116,763	
Elementary (Grade Level 0 to 8)	49	1.3%	868	2.4%	4,650	4.0%
Some High School (Grade Level 9 to 11)	87	2.4%	873	2.4%	3,404	2.9%
High School Graduate	475	13.1%	4,281	11.8%	18,368	15.7%
Some College	438	12.1%	4,459	12.3%	15,639	13.4%
Associate Degree Only	345	9.5%	3,693	10.2%	10,020	8.6%
Bachelor Degree Only	1,311	36.2%	13,774	38.0%	40,235	34.5%
Graduate Degree	913	25.2%	8,307	22.9%	24,446	20.9%

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<b>Units In Structure (2023)</b>						
1 Detached Unit	1,397	105.0%	12,828	92.1%	42,153	94.0%
1 Attached Unit	214	16.1%	1,555	11.2%	4,341	9.7%
2 to 4 Units	64	4.8%	543	3.9%	1,755	3.9%
5 to 9 Units	62	4.6%	489	3.5%	1,612	3.6%
10 to 19 Units	173	13.0%	1,368	9.8%	3,539	7.9%
20 to 49 Units	39	2.9%	374	2.7%	1,625	3.6%
50 or More Units	100	7.5%	661	4.7%	2,451	5.5%
Mobile Home or Trailer	24	1.8%	240	1.7%	987	2.2%
Other Structure	2	0.2%	14	-	40	-
<b>Homes Built By Year (2023)</b>						
Homes Built 2010 or later	517	38.9%	3,326	23.9%	10,602	23.6%
Homes Built 2000 to 2009	561	42.2%	5,625	40.4%	17,476	39.0%
Homes Built 1990 to 1999	528	39.7%	5,307	38.1%	17,239	38.5%
Homes Built 1980 to 1989	317	23.8%	2,371	17.0%	7,651	17.1%
Homes Built 1970 to 1979	86	6.5%	861	6.2%	3,084	6.9%
Homes Built 1960 to 1969	49	3.7%	346	2.5%	1,185	2.6%
Homes Built 1950 to 1959	3	0.2%	157	1.1%	777	1.7%
Homes Built Before 1949	14	1.1%	78	0.6%	488	1.1%
<b>Home Values (2023)</b>						
Home Values \$1,000,000 or More	4	0.3%	331	2.7%	997	2.5%
Home Values \$500,000 to \$999,999	170	12.5%	1,836	15.2%	6,867	17.4%
Home Values \$400,000 to \$499,999	218	16.0%	2,258	18.7%	6,764	17.2%
Home Values \$300,000 to \$399,999	570	41.8%	4,434	36.7%	11,981	30.4%
Home Values \$200,000 to \$299,999	242	17.8%	2,617	21.6%	9,771	24.8%
Home Values \$150,000 to \$199,999	129	9.5%	391	3.2%	1,426	3.6%
Home Values \$100,000 to \$149,999	15	1.1%	72	0.6%	365	0.9%
Home Values \$70,000 to \$99,999	1	0.1%	9	-	68	0.2%
Home Values \$50,000 to \$69,999	3	0.2%	14	0.1%	322	0.8%
Home Values \$25,000 to \$49,999	4	0.3%	55	0.5%	408	1.0%
Home Values Under \$25,000	6	0.5%	71	0.6%	433	1.1%
Owner-Occupied Median Home Value	\$339,488		\$372,810		\$375,713	
Renter-Occupied Median Rent	\$1,351		\$1,422		\$1,386	
<b>Transportation To Work (2023)</b>						
Drive to Work Alone	1,601	53.0%	17,236	57.7%	59,871	61.8%
Drive to Work in Carpool	196	6.5%	1,686	5.6%	6,711	6.9%
Travel to Work by Public Transportation	27	0.9%	190	0.6%	478	0.5%
Drive to Work on Motorcycle	-	-	-	-	-	-
Walk or Bicycle to Work	7	0.2%	53	0.2%	410	0.4%
Other Means	27	0.9%	204	0.7%	876	0.9%
Work at Home	1,164	38.5%	10,505	35.2%	28,471	29.4%
<b>Travel Time (2023)</b>						
Travel to Work in 14 Minutes or Less	550	18.2%	3,593	12.0%	11,665	12.0%
Travel to Work in 15 to 29 Minutes	495	16.4%	6,696	22.4%	24,652	25.5%
Travel to Work in 30 to 59 Minutes	656	21.7%	7,063	23.6%	25,486	26.3%
Travel to Work in 60 Minutes or More	157	5.2%	2,017	6.8%	6,544	6.8%
Average Minutes Travel to Work	23.4		26.5		26.9	

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