



Market Profile

2880 Holcomb Bridge Rd, Alpharetta, Georgia, 30022
Rings: 1, 3, 5 mile radii

Prepared by Bill Weitzenkorn, CCIM

Latitude: 33.99035
Longitude: -84.27624

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,292	67,541	190,362
2010 Total Population	8,961	68,335	204,222
2017 Total Population	9,752	73,981	220,869
2017 Group Quarters	4	51	254
2022 Total Population	10,315	78,512	233,724
2017-2022 Annual Rate	1.13%	1.20%	1.14%
2017 Total Daytime Population	7,795	55,760	261,783
Workers	3,262	19,880	157,444
Residents	4,533	35,880	104,339
Household Summary			
2000 Households	3,869	25,669	75,110
2000 Average Household Size	2.13	2.63	2.52
2010 Households	3,989	26,390	80,333
2010 Average Household Size	2.25	2.59	2.54
2017 Households	4,317	28,550	86,434
2017 Average Household Size	2.26	2.59	2.55
2022 Households	4,567	30,270	91,350
2022 Average Household Size	2.26	2.59	2.56
2017-2022 Annual Rate	1.13%	1.18%	1.11%
2010 Families	2,499	19,415	52,794
2010 Average Family Size	2.81	3.02	3.12
2017 Families	2,664	20,836	56,179
2017 Average Family Size	2.85	3.04	3.15
2022 Families	2,793	21,997	59,017
2022 Average Family Size	2.87	3.05	3.16
2017-2022 Annual Rate	0.95%	1.09%	0.99%
Housing Unit Summary			
2000 Housing Units	4,076	26,406	78,298
Owner Occupied Housing Units	60.9%	72.2%	55.1%
Renter Occupied Housing Units	34.0%	25.0%	40.9%
Vacant Housing Units	5.1%	2.8%	4.1%
2010 Housing Units	4,326	27,988	86,880
Owner Occupied Housing Units	60.7%	71.2%	53.9%
Renter Occupied Housing Units	31.5%	23.1%	38.6%
Vacant Housing Units	7.8%	5.7%	7.5%
2017 Housing Units	4,560	29,653	91,676
Owner Occupied Housing Units	58.3%	69.4%	51.4%
Renter Occupied Housing Units	36.4%	26.8%	42.9%
Vacant Housing Units	5.3%	3.7%	5.7%
2022 Housing Units	4,824	31,448	96,914
Owner Occupied Housing Units	58.1%	69.2%	51.1%
Renter Occupied Housing Units	36.6%	27.0%	43.1%
Vacant Housing Units	5.3%	3.7%	5.7%
Median Household Income			
2017	\$76,172	\$101,268	\$76,572
2022	\$83,771	\$106,229	\$85,727
Median Home Value			
2017	\$328,023	\$389,363	\$369,328
2022	\$382,746	\$429,363	\$411,188
Per Capita Income			
2017	\$46,437	\$53,906	\$45,554
2022	\$51,936	\$58,765	\$50,366
Median Age			
2010	38.7	40.2	35.7
2017	40.1	41.6	37.0
2022	40.5	42.4	37.6

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Households by Income			
Household Income Base	4,317	28,550	86,434
<\$15,000	4.4%	4.7%	7.0%
\$15,000 - \$24,999	5.3%	5.1%	7.2%
\$25,000 - \$34,999	8.8%	6.8%	8.0%
\$35,000 - \$49,999	7.2%	8.5%	11.1%
\$50,000 - \$74,999	23.5%	14.5%	15.9%
\$75,000 - \$99,999	13.3%	9.7%	10.2%
\$100,000 - \$149,999	18.8%	19.1%	16.7%
\$150,000 - \$199,999	6.1%	12.4%	9.5%
\$200,000+	12.7%	19.3%	14.4%
Average Household Income	\$107,647	\$139,951	\$116,120
2022 Households by Income			
Household Income Base	4,567	30,270	91,350
<\$15,000	4.1%	4.5%	6.6%
\$15,000 - \$24,999	4.5%	4.5%	6.4%
\$25,000 - \$34,999	7.2%	5.8%	6.8%
\$35,000 - \$49,999	5.9%	7.1%	9.3%
\$50,000 - \$74,999	21.8%	13.5%	15.0%
\$75,000 - \$99,999	15.1%	10.9%	11.8%
\$100,000 - \$149,999	20.6%	20.4%	18.4%
\$150,000 - \$199,999	6.5%	12.9%	10.0%
\$200,000+	14.1%	20.4%	15.6%
Average Household Income	\$120,283	\$152,716	\$128,546
2017 Owner Occupied Housing Units by Value			
Total	2,657	20,588	47,073
<\$50,000	0.7%	0.6%	0.8%
\$50,000 - \$99,999	3.3%	1.3%	2.6%
\$100,000 - \$149,999	10.7%	3.4%	5.3%
\$150,000 - \$199,999	8.7%	5.6%	7.0%
\$200,000 - \$249,999	9.0%	8.6%	9.8%
\$250,000 - \$299,999	12.1%	10.9%	10.5%
\$300,000 - \$399,999	19.6%	21.9%	20.1%
\$400,000 - \$499,999	21.6%	17.7%	16.2%
\$500,000 - \$749,999	7.1%	18.5%	19.9%
\$750,000 - \$999,999	5.0%	7.8%	5.3%
\$1,000,000 +	2.2%	3.7%	2.4%
Average Home Value	\$365,989	\$450,406	\$416,318
2022 Owner Occupied Housing Units by Value			
Total	2,803	21,768	49,525
<\$50,000	0.3%	0.2%	0.4%
\$50,000 - \$99,999	1.7%	0.7%	1.7%
\$100,000 - \$149,999	7.1%	2.2%	3.9%
\$150,000 - \$199,999	6.8%	4.0%	5.3%
\$200,000 - \$249,999	7.1%	6.4%	7.7%
\$250,000 - \$299,999	10.2%	9.3%	9.3%
\$300,000 - \$399,999	20.3%	21.0%	19.5%
\$400,000 - \$499,999	27.6%	20.6%	18.6%
\$500,000 - \$749,999	11.3%	23.9%	25.4%
\$750,000 - \$999,999	5.9%	8.9%	6.2%
\$1,000,000 +	1.6%	2.7%	1.9%
Average Home Value	\$404,345	\$477,431	\$447,028

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.

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2010 Population by Age			
Total	8,959	68,336	204,222
0 - 4	6.8%	6.4%	7.3%
5 - 9	6.6%	7.2%	7.5%
10 - 14	6.2%	7.5%	7.1%
15 - 24	9.6%	10.3%	11.4%
25 - 34	14.6%	10.8%	15.5%
35 - 44	16.2%	15.1%	16.1%
45 - 54	15.6%	17.4%	15.3%
55 - 64	13.8%	14.6%	10.9%
65 - 74	6.8%	6.9%	5.3%
75 - 84	3.1%	2.8%	2.6%
85 +	0.8%	0.8%	1.0%
18 +	77.2%	74.4%	74.0%
2017 Population by Age			
Total	9,751	73,982	220,870
0 - 4	6.0%	5.7%	6.5%
5 - 9	6.6%	6.8%	7.0%
10 - 14	6.4%	7.5%	7.2%
15 - 24	11.6%	11.4%	12.7%
25 - 34	12.4%	10.2%	13.8%
35 - 44	14.2%	13.0%	14.6%
45 - 54	14.7%	15.5%	14.5%
55 - 64	13.5%	15.3%	12.2%
65 - 74	9.7%	10.0%	7.4%
75 - 84	3.7%	3.5%	3.0%
85 +	1.2%	1.1%	1.2%
18 +	77.5%	75.9%	75.3%
2022 Population by Age			
Total	10,316	78,513	233,724
0 - 4	5.8%	5.6%	6.4%
5 - 9	6.2%	6.3%	6.4%
10 - 14	6.3%	7.1%	6.7%
15 - 24	11.7%	11.1%	12.7%
25 - 34	12.4%	10.7%	14.0%
35 - 44	13.9%	12.6%	14.0%
45 - 54	13.8%	14.3%	13.6%
55 - 64	13.3%	14.9%	12.5%
65 - 74	10.3%	11.3%	8.5%
75 - 84	4.9%	4.8%	3.8%
85 +	1.4%	1.3%	1.3%
18 +	78.0%	76.9%	76.4%
2010 Population by Sex			
Males	4,301	33,208	100,002
Females	4,660	35,127	104,220
2017 Population by Sex			
Males	4,729	36,114	108,673
Females	5,023	37,868	112,197
2022 Population by Sex			
Males	5,031	38,408	114,855
Females	5,284	40,105	118,869

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	8,961	68,336	204,223
White Alone	74.1%	77.1%	65.8%
Black Alone	14.6%	11.7%	16.3%
American Indian Alone	0.1%	0.2%	0.4%
Asian Alone	5.2%	6.0%	8.3%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	3.2%	2.8%	6.4%
Two or More Races	2.7%	2.2%	2.8%
Hispanic Origin	10.0%	8.5%	15.5%
Diversity Index	53.0	48.3	65.6
2017 Population by Race/Ethnicity			
Total	9,752	73,981	220,869
White Alone	72.0%	74.1%	62.6%
Black Alone	14.6%	12.4%	17.0%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	7.0%	7.8%	10.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	2.8%	6.3%
Two or More Races	3.1%	2.6%	3.2%
Hispanic Origin	9.6%	8.5%	15.2%
Diversity Index	55.0	51.8	68.0
2022 Population by Race/Ethnicity			
Total	10,315	78,513	233,724
White Alone	70.1%	71.5%	59.9%
Black Alone	14.4%	13.0%	17.3%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	8.8%	9.6%	12.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	2.8%	6.3%
Two or More Races	3.5%	2.9%	3.5%
Hispanic Origin	9.7%	8.7%	15.1%
Diversity Index	57.1	54.8	69.9
2010 Population by Relationship and Household Type			
Total	8,961	68,335	204,222
In Households	100.0%	99.9%	99.9%
In Family Households	80.0%	87.3%	82.9%
Householder	27.2%	28.4%	25.8%
Spouse	20.7%	23.3%	19.9%
Child	27.6%	31.1%	30.4%
Other relative	3.0%	3.1%	4.5%
Nonrelative	1.5%	1.4%	2.3%
In Nonfamily Households	20.0%	12.6%	17.0%
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Population 25+ by Educational Attainment			
Total	6,764	50,807	147,258
Less than 9th Grade	0.3%	1.3%	3.3%
9th - 12th Grade, No Diploma	2.9%	1.7%	3.4%
High School Graduate	8.9%	8.6%	11.9%
GED/Alternative Credential	0.9%	1.1%	1.1%
Some College, No Degree	18.5%	14.2%	15.5%
Associate Degree	8.8%	6.7%	6.8%
Bachelor's Degree	39.6%	40.5%	35.5%
Graduate/Professional Degree	20.1%	25.9%	22.5%
2017 Population 15+ by Marital Status			
Total	7,895	59,237	175,204
Never Married	33.2%	26.4%	33.5%
Married	48.5%	60.1%	53.1%
Widowed	3.8%	4.0%	3.9%
Divorced	14.5%	9.5%	9.6%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	96.5%	96.0%
Civilian Unemployed (Unemployment Rate)	4.2%	3.5%	4.0%
2017 Employed Population 16+ by Industry			
Total	5,321	38,816	118,622
Agriculture/Mining	0.0%	0.5%	0.4%
Construction	6.2%	3.8%	5.9%
Manufacturing	4.1%	7.3%	6.5%
Wholesale Trade	4.3%	4.1%	3.4%
Retail Trade	9.8%	9.0%	10.0%
Transportation/Utilities	5.5%	3.6%	3.4%
Information	5.1%	4.6%	4.1%
Finance/Insurance/Real Estate	9.2%	11.0%	9.3%
Services	54.4%	54.3%	55.2%
Public Administration	1.4%	1.6%	1.9%
2017 Employed Population 16+ by Occupation			
Total	5,321	38,816	118,623
White Collar	73.1%	82.3%	73.7%
Management/Business/Financial	24.7%	29.0%	24.0%
Professional	26.3%	28.6%	25.9%
Sales	13.2%	14.2%	13.7%
Administrative Support	8.8%	10.5%	10.1%
Services	15.2%	10.5%	14.6%
Blue Collar	11.8%	7.2%	11.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	4.2%	1.9%	4.5%
Installation/Maintenance/Repair	1.2%	1.4%	1.6%
Production	4.1%	1.6%	1.9%
Transportation/Material Moving	2.2%	2.3%	3.5%
2010 Population By Urban/ Rural Status			
Total Population	8,961	68,335	204,222
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%

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2010 Households by Type			
Total	3,989	26,390	80,333
Households with 1 Person	30.3%	21.4%	27.3%
Households with 2+ People	69.7%	78.6%	72.7%
Family Households	62.6%	73.6%	65.7%
Husband-wife Families	47.8%	60.6%	50.6%
With Related Children	21.0%	28.1%	25.6%
Other Family (No Spouse Present)	14.8%	13.0%	15.2%
Other Family with Male Householder	3.7%	3.2%	4.3%
With Related Children	2.3%	1.9%	2.4%
Other Family with Female Householder	11.1%	9.7%	10.9%
With Related Children	7.6%	6.7%	7.6%
Nonfamily Households	7.1%	5.0%	6.9%
All Households with Children	31.1%	36.9%	36.1%
Multigenerational Households	2.0%	2.5%	2.6%
Unmarried Partner Households	5.2%	4.3%	5.3%
Male-female	4.3%	3.6%	4.5%
Same-sex	0.8%	0.7%	0.8%
2010 Households by Size			
Total	3,989	26,390	80,334
1 Person Household	30.3%	21.4%	27.3%
2 Person Household	36.0%	35.9%	31.6%
3 Person Household	15.2%	17.5%	16.3%
4 Person Household	12.6%	16.5%	15.0%
5 Person Household	4.4%	6.2%	6.2%
6 Person Household	1.1%	1.7%	2.2%
7 + Person Household	0.4%	0.8%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	3,989	26,390	80,333
Owner Occupied	65.8%	75.5%	58.3%
Owned with a Mortgage/Loan	55.6%	61.4%	47.6%
Owned Free and Clear	10.3%	14.1%	10.7%
Renter Occupied	34.2%	24.5%	41.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,326	27,988	86,880
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.

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Top 3 Tapestry Segments			
	1. Young and Restless (11B)	Top Tier (1A)	Young and Restless (11B)
	2. In Style (5B)	Professional Pride (1B)	Enterprising Professionals
	3. Enterprising Professionals	Enterprising Professionals	Professional Pride (1B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$12,821,014	\$107,542,544	\$277,268,096
Average Spent	\$2,969.89	\$3,766.81	\$3,207.86
Spending Potential Index	138	174	149
Education: Total \$	\$9,067,280	\$80,089,174	\$197,050,048
Average Spent	\$2,100.37	\$2,805.23	\$2,279.77
Spending Potential Index	144	193	157
Entertainment/Recreation: Total \$	\$17,664,317	\$150,734,717	\$380,252,536
Average Spent	\$4,091.80	\$5,279.67	\$4,399.34
Spending Potential Index	131	169	141
Food at Home: Total \$	\$28,748,462	\$232,631,981	\$615,074,120
Average Spent	\$6,659.36	\$8,148.23	\$7,116.11
Spending Potential Index	132	162	141
Food Away from Home: Total \$	\$19,886,891	\$162,931,120	\$426,493,350
Average Spent	\$4,606.65	\$5,706.87	\$4,934.32
Spending Potential Index	138	171	148
Health Care: Total \$	\$29,872,131	\$257,771,664	\$640,639,388
Average Spent	\$6,919.65	\$9,028.78	\$7,411.89
Spending Potential Index	124	161	133
HH Furnishings & Equipment: Total \$	\$11,174,338	\$95,011,816	\$240,616,353
Average Spent	\$2,588.45	\$3,327.91	\$2,783.82
Spending Potential Index	133	171	143
Personal Care Products & Services: Total \$	\$4,636,824	\$39,155,887	\$99,760,183
Average Spent	\$1,074.08	\$1,371.48	\$1,154.18
Spending Potential Index	135	172	145
Shelter: Total \$	\$95,755,328	\$796,480,025	\$2,063,678,466
Average Spent	\$22,180.99	\$27,897.72	\$23,875.77
Spending Potential Index	137	172	147
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,035,402	\$115,742,660	\$283,298,038
Average Spent	\$3,019.55	\$4,054.03	\$3,277.62
Spending Potential Index	129	173	140
Travel: Total \$	\$11,906,454	\$107,770,317	\$259,730,966
Average Spent	\$2,758.04	\$3,774.79	\$3,004.96
Spending Potential Index	133	182	145
Vehicle Maintenance & Repairs: Total \$	\$6,049,499	\$50,518,416	\$129,529,752
Average Spent	\$1,401.32	\$1,769.47	\$1,498.60
Spending Potential Index	131	165	140

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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