



Community Profile

7525 Roswell Rd, Atlanta, Georgia, 30350
Rings: 1, 3, 5 mile radii

Trowbridge Crossing
Latitude: 33.96089
Longitude: -84.36565

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	13,470	69,784	184,099
2010 Total Population	14,719	78,937	200,198
2019 Total Population	16,278	87,726	219,510
2019 Group Quarters	3	131	894
2024 Total Population	17,058	93,071	231,827
2019-2024 Annual Rate	0.94%	1.19%	1.10%
2019 Total Daytime Population	9,893	118,732	288,700
Workers	4,088	80,216	189,287
Residents	5,805	38,516	99,413
Household Summary			
2000 Households	6,924	32,185	77,073
2000 Average Household Size	1.94	2.16	2.37
2010 Households	7,504	36,107	86,099
2010 Average Household Size	1.96	2.18	2.32
2019 Households	8,142	39,871	94,296
2019 Average Household Size	2.00	2.20	2.32
2024 Households	8,476	42,285	99,637
2024 Average Household Size	2.01	2.20	2.32
2019-2024 Annual Rate	0.81%	1.18%	1.11%
2010 Families	3,276	19,411	51,653
2010 Average Family Size	2.77	2.93	2.97
2019 Families	3,579	21,107	55,780
2019 Average Family Size	2.82	2.96	2.99
2024 Families	3,749	22,262	58,611
2024 Average Family Size	2.83	2.97	3.00
2019-2024 Annual Rate	0.93%	1.07%	1.00%
Housing Unit Summary			
2000 Housing Units	7,491	34,603	82,019
Owner Occupied Housing Units	19.1%	43.9%	57.3%
Renter Occupied Housing Units	73.3%	49.1%	36.7%
Vacant Housing Units	7.6%	7.0%	6.0%
2010 Housing Units	8,160	39,430	93,168
Owner Occupied Housing Units	26.1%	43.8%	54.5%
Renter Occupied Housing Units	65.9%	47.8%	38.0%
Vacant Housing Units	8.0%	8.4%	7.6%
2019 Housing Units	8,676	42,949	100,449
Owner Occupied Housing Units	27.5%	41.9%	52.5%
Renter Occupied Housing Units	66.3%	51.0%	41.4%
Vacant Housing Units	6.2%	7.2%	6.1%
2024 Housing Units	9,011	45,307	105,672
Owner Occupied Housing Units	29.8%	41.8%	52.5%
Renter Occupied Housing Units	64.2%	51.5%	41.8%
Vacant Housing Units	5.9%	6.7%	5.7%
Median Household Income			
2019	\$62,206	\$83,661	\$93,027
2024	\$71,756	\$95,438	\$104,319
Median Home Value			
2019	\$387,809	\$449,978	\$449,424
2024	\$413,590	\$480,676	\$482,988
Per Capita Income			
2019	\$47,879	\$57,681	\$59,381
2024	\$54,941	\$64,513	\$65,738
Median Age			
2010	31.1	35.1	37.5
2019	34.1	37.1	39.3
2024	34.8	37.9	40.1

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	8,142	39,871	94,296
<\$15,000	6.3%	5.6%	4.8%
\$15,000 - \$24,999	7.3%	5.1%	4.7%
\$25,000 - \$34,999	9.8%	6.4%	5.8%
\$35,000 - \$49,999	13.1%	10.0%	9.5%
\$50,000 - \$74,999	22.7%	17.7%	16.2%
\$75,000 - \$99,999	12.0%	12.6%	11.7%
\$100,000 - \$149,999	12.7%	16.5%	17.4%
\$150,000 - \$199,999	6.2%	9.2%	10.2%
\$200,000+	9.9%	16.8%	19.7%
Average Household Income	\$97,399	\$126,995	\$138,252
2024 Households by Income			
Household Income Base	8,476	42,285	99,637
<\$15,000	4.2%	3.9%	3.5%
\$15,000 - \$24,999	5.5%	4.0%	3.7%
\$25,000 - \$34,999	7.6%	5.2%	4.7%
\$35,000 - \$49,999	11.9%	9.0%	8.5%
\$50,000 - \$74,999	22.9%	16.9%	15.3%
\$75,000 - \$99,999	13.4%	13.0%	11.8%
\$100,000 - \$149,999	14.8%	18.4%	19.0%
\$150,000 - \$199,999	8.3%	11.0%	12.0%
\$200,000+	11.4%	18.7%	21.5%
Average Household Income	\$112,408	\$142,094	\$152,985
2019 Owner Occupied Housing Units by Value			
Total	2,390	17,979	52,693
<\$50,000	0.6%	0.3%	0.3%
\$50,000 - \$99,999	2.1%	0.9%	0.6%
\$100,000 - \$149,999	8.0%	2.9%	1.7%
\$150,000 - \$199,999	6.3%	5.5%	4.0%
\$200,000 - \$249,999	1.4%	3.8%	5.6%
\$250,000 - \$299,999	10.8%	7.6%	7.1%
\$300,000 - \$399,999	23.7%	16.5%	19.9%
\$400,000 - \$499,999	27.7%	24.7%	22.1%
\$500,000 - \$749,999	15.8%	27.1%	27.1%
\$750,000 - \$999,999	2.1%	6.1%	6.8%
\$1,000,000 - \$1,499,999	0.1%	2.0%	2.5%
\$1,500,000 - \$1,999,999	0.0%	1.8%	1.4%
\$2,000,000 +	1.5%	0.6%	1.0%
Average Home Value	\$413,966	\$505,402	\$518,790
2024 Owner Occupied Housing Units by Value			
Total	2,688	18,959	55,481
<\$50,000	0.4%	0.2%	0.2%
\$50,000 - \$99,999	1.5%	0.6%	0.4%
\$100,000 - \$149,999	6.4%	2.1%	1.1%
\$150,000 - \$199,999	4.8%	3.6%	2.6%
\$200,000 - \$249,999	1.1%	3.1%	4.1%
\$250,000 - \$299,999	9.0%	6.5%	5.9%
\$300,000 - \$399,999	22.8%	14.2%	17.5%
\$400,000 - \$499,999	29.4%	24.4%	22.0%
\$500,000 - \$749,999	19.3%	31.9%	31.8%
\$750,000 - \$999,999	2.8%	8.0%	8.7%
\$1,000,000 - \$1,499,999	0.2%	2.4%	2.9%
\$1,500,000 - \$1,999,999	0.0%	2.1%	1.6%
\$2,000,000 +	2.2%	0.8%	1.3%
Average Home Value	\$454,782	\$549,140	\$559,724

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	14,722	78,936	200,196
0 - 4	6.8%	6.6%	6.4%
5 - 9	5.4%	6.5%	6.6%
10 - 14	4.4%	5.5%	6.0%
15 - 24	14.3%	11.3%	10.6%
25 - 34	28.7%	19.9%	16.4%
35 - 44	16.3%	15.9%	15.4%
45 - 54	10.3%	13.0%	14.6%
55 - 64	7.4%	10.4%	12.3%
65 - 74	3.6%	5.8%	6.6%
75 - 84	2.0%	3.2%	3.4%
85 +	0.7%	1.8%	1.7%
18 +	81.0%	78.3%	77.5%
2019 Population by Age			
Total	16,280	87,724	219,509
0 - 4	5.9%	5.8%	5.5%
5 - 9	5.4%	5.8%	5.8%
10 - 14	5.1%	6.0%	6.3%
15 - 24	13.6%	12.4%	11.9%
25 - 34	21.8%	16.7%	14.1%
35 - 44	18.7%	15.2%	14.0%
45 - 54	12.6%	13.2%	13.7%
55 - 64	8.0%	11.0%	12.8%
65 - 74	5.6%	7.9%	9.4%
75 - 84	2.4%	4.1%	4.4%
85 +	0.8%	2.0%	2.0%
18 +	80.6%	79.0%	78.6%
2024 Population by Age			
Total	17,061	93,070	231,827
0 - 4	5.9%	5.7%	5.5%
5 - 9	5.3%	5.6%	5.6%
10 - 14	4.9%	5.5%	5.7%
15 - 24	14.7%	12.3%	11.8%
25 - 34	19.5%	16.4%	14.5%
35 - 44	17.9%	14.8%	13.6%
45 - 54	13.1%	12.9%	13.0%
55 - 64	8.8%	11.0%	12.4%
65 - 74	5.8%	8.4%	10.0%
75 - 84	3.2%	5.2%	5.8%
85 +	0.9%	2.2%	2.1%
18 +	81.0%	79.9%	79.7%
2010 Population by Sex			
Males	6,912	37,586	96,577
Females	7,807	41,351	103,621
2019 Population by Sex			
Males	7,738	42,208	106,493
Females	8,540	45,518	113,017
2024 Population by Sex			
Males	8,083	44,749	112,450
Females	8,975	48,322	119,377

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	14,718	78,937	200,197
White Alone	50.1%	64.8%	72.0%
Black Alone	35.8%	19.9%	14.4%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	5.1%	8.5%	6.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.9%	3.9%	4.2%
Two or More Races	3.7%	2.6%	2.4%
Hispanic Origin	10.2%	8.4%	9.6%
Diversity Index	68.8	60.5	55.1
2019 Population by Race/Ethnicity			
Total	16,278	87,725	219,511
White Alone	46.7%	60.7%	67.8%
Black Alone	37.1%	21.0%	15.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.5%	11.6%	9.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.3%	3.4%	3.9%
Two or More Races	4.1%	3.1%	2.8%
Hispanic Origin	9.0%	7.5%	9.0%
Diversity Index	69.8	63.4	58.8
2024 Population by Race/Ethnicity			
Total	17,058	93,071	231,826
White Alone	44.7%	58.3%	65.2%
Black Alone	37.1%	21.1%	15.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.4%	13.8%	11.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.1%	3.2%	3.8%
Two or More Races	4.4%	3.4%	3.2%
Hispanic Origin	8.6%	7.3%	8.9%
Diversity Index	70.9	65.1	61.1
2010 Population by Relationship and Household Type			
Total	14,719	78,937	200,198
In Households	100.0%	99.8%	99.6%
In Family Households	64.2%	73.6%	78.2%
Householder	22.1%	24.6%	25.8%
Spouse	13.3%	18.7%	20.7%
Child	21.8%	25.3%	26.8%
Other relative	4.5%	3.5%	3.3%
Nonrelative	2.5%	1.6%	1.6%
In Nonfamily Households	35.8%	26.2%	21.3%
In Group Quarters	0.0%	0.2%	0.4%
Institutionalized Population	0.0%	0.0%	0.3%
Noninstitutionalized Population	0.0%	0.2%	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	11,385	61,449	154,488
Less than 9th Grade	1.1%	1.2%	1.8%
9th - 12th Grade, No Diploma	2.0%	1.8%	1.9%
High School Graduate	16.1%	11.6%	11.0%
GED/Alternative Credential	1.6%	0.7%	0.9%
Some College, No Degree	16.3%	12.8%	12.3%
Associate Degree	8.7%	5.9%	5.8%
Bachelor's Degree	35.7%	39.2%	39.3%
Graduate/Professional Degree	18.5%	26.7%	27.1%
2019 Population 15+ by Marital Status			
Total	13,602	72,296	180,634
Never Married	48.0%	35.4%	31.5%
Married	38.9%	50.6%	54.0%
Widowed	1.8%	3.8%	4.3%
Divorced	11.3%	10.2%	10.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	96.8%	97.4%
Civilian Unemployed (Unemployment Rate)	3.0%	3.2%	2.6%
2019 Employed Population 16+ by Industry			
Total	10,678	50,044	122,206
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	2.4%	2.9%	3.6%
Manufacturing	5.4%	4.8%	5.3%
Wholesale Trade	1.2%	2.6%	3.4%
Retail Trade	10.1%	8.4%	8.6%
Transportation/Utilities	3.0%	4.0%	3.9%
Information	6.5%	5.4%	4.9%
Finance/Insurance/Real Estate	11.2%	10.9%	11.2%
Services	58.8%	58.5%	56.4%
Public Administration	1.5%	2.3%	2.5%
2019 Employed Population 16+ by Occupation			
Total	10,678	50,044	122,207
White Collar	71.3%	80.1%	80.2%
Management/Business/Financial	21.0%	26.3%	27.5%
Professional	25.6%	31.3%	29.9%
Sales	12.3%	13.5%	13.9%
Administrative Support	12.4%	9.0%	9.1%
Services	20.9%	13.4%	12.5%
Blue Collar	7.8%	6.5%	7.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.7%	1.8%	2.0%
Installation/Maintenance/Repair	1.3%	1.1%	1.2%
Production	3.3%	1.5%	1.6%
Transportation/Material Moving	1.6%	2.0%	2.4%
2010 Population By Urban/ Rural Status			
Total Population	14,719	78,937	200,198
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	7,504	36,107	86,100
Households with 1 Person	43.8%	37.1%	32.2%
Households with 2+ People	56.2%	62.9%	67.8%
Family Households	43.7%	53.8%	60.0%
Husband-wife Families	26.4%	40.9%	48.1%
With Related Children	11.8%	18.8%	21.9%
Other Family (No Spouse Present)	17.2%	12.9%	11.9%
Other Family with Male Householder	4.5%	3.3%	3.2%
With Related Children	2.1%	1.7%	1.6%
Other Family with Female Householder	12.8%	9.6%	8.7%
With Related Children	8.8%	6.3%	5.6%
Nonfamily Households	12.5%	9.2%	7.8%
All Households with Children	23.0%	27.0%	29.4%
Multigenerational Households	1.5%	1.5%	1.8%
Unmarried Partner Households	7.7%	5.4%	4.8%
Male-female	6.7%	4.6%	4.1%
Same-sex	0.9%	0.8%	0.8%
2010 Households by Size			
Total	7,506	36,106	86,101
1 Person Household	43.8%	37.1%	32.2%
2 Person Household	32.6%	32.7%	33.9%
3 Person Household	12.0%	13.5%	14.3%
4 Person Household	7.6%	11.1%	12.7%
5 Person Household	2.5%	4.0%	4.7%
6 Person Household	0.8%	1.2%	1.4%
7 + Person Household	0.6%	0.6%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	7,504	36,107	86,099
Owner Occupied	28.4%	47.8%	58.9%
Owned with a Mortgage/Loan	23.1%	37.0%	45.8%
Owned Free and Clear	5.2%	10.8%	13.1%
Renter Occupied	71.6%	52.2%	41.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,160	39,430	93,168
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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Young and Restless (11B)	Young and Restless (11B)	Young and Restless (11B)
2.	Urban Chic (2A)	Metro Renters (3B)	Top Tier (1A)
3.	Laptops and Lattes (3A)	Top Tier (1A)	Metro Renters (3B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$21,098,857	\$128,103,204	\$322,962,043
Average Spent	\$2,591.36	\$3,212.94	\$3,424.98
Spending Potential Index	121	150	160
Education: Total \$	\$14,775,265	\$95,848,517	\$252,260,737
Average Spent	\$1,814.70	\$2,403.97	\$2,675.20
Spending Potential Index	114	151	168
Entertainment/Recreation: Total \$	\$28,758,234	\$183,894,060	\$473,488,148
Average Spent	\$3,532.08	\$4,612.23	\$5,021.30
Spending Potential Index	108	141	154
Food at Home: Total \$	\$48,714,750	\$296,429,919	\$746,054,062
Average Spent	\$5,983.14	\$7,434.72	\$7,911.83
Spending Potential Index	116	144	153
Food Away from Home: Total \$	\$36,166,370	\$220,225,158	\$554,549,412
Average Spent	\$4,441.95	\$5,523.44	\$5,880.94
Spending Potential Index	121	150	160
Health Care: Total \$	\$48,666,578	\$317,400,246	\$819,233,917
Average Spent	\$5,977.23	\$7,960.68	\$8,687.90
Spending Potential Index	101	134	146
HH Furnishings & Equipment: Total \$	\$19,314,804	\$122,291,133	\$313,576,007
Average Spent	\$2,372.24	\$3,067.17	\$3,325.44
Spending Potential Index	111	144	156
Personal Care Products & Services: Total \$	\$8,294,349	\$52,144,288	\$132,807,883
Average Spent	\$1,018.71	\$1,307.82	\$1,408.41
Spending Potential Index	115	148	159
Shelter: Total \$	\$178,436,734	\$1,105,871,285	\$2,810,362,075
Average Spent	\$21,915.59	\$27,736.23	\$29,803.62
Spending Potential Index	118	150	161
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,102,584	\$138,942,040	\$360,907,802
Average Spent	\$2,591.82	\$3,484.79	\$3,827.39
Spending Potential Index	105	141	154
Travel: Total \$	\$19,150,246	\$128,664,304	\$338,283,489
Average Spent	\$2,352.03	\$3,227.01	\$3,587.46
Spending Potential Index	105	144	160
Vehicle Maintenance & Repairs: Total \$	\$10,903,477	\$67,344,247	\$169,273,283
Average Spent	\$1,339.16	\$1,689.05	\$1,795.13
Spending Potential Index	117	148	157

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

February 27, 2020