Community Profile

Holcomb 400
1475 Holcomb Bridge Rd, Roswell, Georgia, 30076
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	14,197	74,290	186,283
2020 Total Population	13,367	77,116	199,693
2020 Group Quarters	2	606	1,157
2026 Total Population	12,731	78,484	198,272
2026 Group Quarters	2	565	1,085
2031 Total Population	12,407	79,248	197,825
2026-2031 Annual Rate	-0.51%	0.19%	-0.05%
2026 Total Daytime Population	12,907	114,225	252,656
Workers	7,228	79,355	162,484
Residents	5,679	34,870	90,172

Household Summary			
2010 Total Households	5,200	30,127	74,231
2010 Average Household Size	2.73	2.45	2.50
2020 Total Households	5,539	32,658	80,098
2020 Average Household Size	2.41	2.34	2.48
2026 Total Households	5,451	33,859	81,483
2026 Average Household Size	2.34	2.30	2.42
2031 Total Households	5,390	34,617	82,232
2031 Average Household Size	2.30	2.27	2.39
2026-2031 Annual Rate	-0.22%	0.44%	0.18%
2026 Families	3,203	19,913	52,459
2026 Average Family Size	3.00	2.97	3.02
2031 Families	3,142	20,194	52,511
2031 Average Family Size	2.98	2.95	3.01
2026-2031 Growth Rate	-0.38%	0.28%	0.02%

Median Household Income			
2026	$92,116	$115,359	$141,783
2031	$117,061	$142,948	$172,599

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$61,415	$75,617	$83,792
2031	$75,275	$88,850	$96,480

2026 Households by Income			
Household Income Base	5,448	33,859	81,483
<$10,000	3.1%	2.6%	2.6%
$10,000-14,999	1.7%	1.1%	0.9%
$15,000-19,999	2.6%	1.8%	1.1%
$20,000-24,999	1.5%	1.5%	1.3%
$25,000-29,999	1.9%	1.4%	1.4%
$30,000-34,999	3.9%	1.9%	1.6%
$35,000-39,999	1.7%	2.3%	1.9%
$40,000-44,999	5.2%	2.8%	2.4%
$45,000-49,999	2.0%	2.0%	1.7%
$50,000-59,999	9.0%	6.2%	4.3%
$60,000-74,999	9.1%	6.9%	6.5%
$75000-99999	11.3%	12.8%	10.3%
$100,000-124,999	8.7%	10.4%	9.1%
$125,000-149,999	7.2%	6.8%	6.9%
$150000-199999	8.9%	11.4%	12.6%
$200,000-249,999	5.3%	7.3%	9.3%
$250,000-299,999	4.3%	5.6%	6.9%
$300,000-399,999	5.5%	7.2%	9.3%
$400,000-499,999	0.8%	1.3%	1.9%
$500,000+	6.4%	6.9%	8.0%
Average Household Income	$145,646	$175,134	$204,040

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	85	86	92
Percent of Income for Mortgage	27.2%	26.8%	25.1%
Wealth Index	113	147	182

Median Home Value			
2026	$426,723	$526,158	$605,869
2031	$579,846	$641,996	$680,140

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	2,281	17,758	51,220
<$50,000	0.5%	0.1%	0.1%
$50,000 - $99,999	0.0%	0.1%	0.1%
$100,000 - $149,999	2.4%	1.1%	0.7%
$150,000 - $199,999	3.9%	1.7%	1.1%
$200,000 - $249,999	1.4%	3.2%	1.8%
$250,000 - $299,999	6.2%	4.9%	3.1%
$300,000 - $399,999	29.3%	18.1%	11.5%
$400,000 - $499,999	23.5%	17.4%	15.3%
$500,000 - $749,999	18.5%	31.0%	38.8%
$750,000 - $999,999	9.6%	15.1%	19.4%
$1,000,000 - $1,499,999	3.3%	5.9%	6.6%
$1,500,000 - $1,999,999	0.4%	0.4%	0.7%
$2,000,000 +	0.9%	0.9%	0.9%
Average Home Value	$508,102	$593,520	$651,713

Housing Unit Summary			
2010 Total Housing Units	5,675	32,795	79,352
Owner Occupied Housing Units	38.7%	50.9%	62.0%
Renter Occupied Housing Units	61.3%	49.1%	38.0%
Vacant Housing Units	8.4%	8.1%	6.5%
2020 Housing Units	5,818	34,689	84,470
Owner Occupied Housing Units	38.3%	50.0%	60.9%
Renter Occupied Housing Units	61.7%	50.0%	39.1%
Vacant Housing Units	5.1%	5.8%	5.2%
2026 Housing Units	5,787	36,450	86,811
Owner Occupied Housing Units	41.9%	52.4%	62.9%
Renter Occupied Housing Units	58.1%	47.6%	37.1%
Vacant Housing Units	5.8%	7.1%	6.1%
2031 Total Housing Units	5,867	37,700	88,943
Owner Occupied Housing Units	43.2%	53.0%	63.3%
Renter Occupied Housing Units	56.8%	47.0%	36.7%
Vacant Housing Units	8.1%	8.2%	7.5%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	6,404	38,278	96,851
Females	6,327	40,206	101,421

Median Age			
2010	30.2	34.5	36.9
2020	33.6	37.6	39.4
2026	35.6	39.2	40.5
2031	37.3	40.5	41.3

2026 Population by Age			
Total	12,731	78,483	198,272
0 - 4	6.0%	5.1%	4.9%
5 - 9	6.0%	5.6%	5.6%
10 - 14	6.4%	5.5%	6.1%
15 - 24	13.7%	11.9%	12.1%
25 - 34	16.8%	15.4%	13.7%
35 - 44	16.4%	15.1%	13.9%
45 - 54	14.8%	13.7%	13.5%
55 - 64	9.4%	11.3%	12.8%
65 - 74	7.5%	9.2%	9.4%
75 - 84	2.9%	5.5%	5.8%
85 +	0.7%	1.8%	1.9%
18 +	77.9%	80.4%	79.7%

2026 Population 15+ by Marital Status			
Total	10,392	65,747	165,302
Never Married	38.1%	34.7%	30.0%
Married	45.7%	49.5%	56.8%
Widowed	1.9%	4.3%	4.1%
Divorced	14.3%	11.5%	9.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	8,647	56,412	141,285
Less than 9th Grade	3.9%	2.2%	1.4%
9th - 12th Grade, No Diploma	5.0%	2.2%	1.4%
High School Graduate	13.2%	10.8%	8.8%
GED/Alternative Credential	5.5%	2.0%	1.2%
Some College, No Degree	14.5%	12.2%	10.8%
Associate Degree	7.6%	7.0%	6.1%
Bachelor's Degree	35.3%	39.5%	42.2%
Graduate/Professional Degree	15.0%	24.0%	28.0%

2020 Population by Race/Ethnicity			
Total	13,367	77,116	199,693
White Alone	43.7%	54.6%	61.4%
Black Alone	18.3%	18.5%	14.2%
American Indian Alone	0.8%	0.6%	0.3%
Asian Alone	3.3%	5.2%	8.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	18.2%	9.3%	5.5%
Two or More Races	18.2%	9.3%	5.5%
Hispanic Origin	33.0%	19.2%	12.6%
Diversity Index	84.2	75.3	67.5

2026 Population by Race/Ethnicity			
Total	12,731	78,485	198,274
White Alone	42.8%	53.3%	59.4%
Black Alone	17.9%	18.1%	14.1%
American Indian Alone	0.8%	0.6%	0.4%
Asian Alone	3.8%	6.2%	10.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	18.6%	9.4%	5.7%
Two or More Races	16.1%	12.3%	10.2%
Hispanic Origin	33.4%	19.5%	13.0%
Diversity Index	84.6	76.4	69.3

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	7,654	45,959	113,314
White Collar	65.0%	76.3%	81.5%
Management/Business/Financial	18.5%	26.8%	30.6%
Professional	27.6%	28.8%	30.7%
Sales	10.2%	10.2%	10.8%
Administrative Support	8.7%	10.6%	9.4%
Services	11.4%	11.6%	10.0%

2026 Employed Pop 16+ by Occupation			
Total	7,654	45,959	113,314
Blue Collar	23.6%	12.1%	8.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	9.1%	3.7%	2.3%
Installation/Maintenance/Repair	3.2%	1.0%	0.8%
Production	3.9%	2.2%	1.7%
Transportation/Material Moving	7.5%	5.2%	3.7%
White Collar	65.0%	76.3%	81.5%
Management/Business/Financial	18.5%	26.8%	30.6%
Professional	27.6%	28.8%	30.7%
Sales	10.2%	10.2%	10.8%
Administrative Support	8.7%	10.6%	9.4%
Services	11.4%	11.6%	10.0%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,654	45,959	113,314
Population 16+ Employed	94.0%	96.3%	96.5%
Population 16+ Unemployment rate	6.0%	3.6%	3.5%
Population 16-24 Employed	14.2%	11.8%	11.6%
Population 16-24 Unemployment rate	9.6%	7.1%	6.8%
Population 25-54 Employed	64.1%	63.8%	61.1%
Population 25-54 Unemployment rate	5.0%	3.0%	3.0%
Population 55-64 Employed	12%	14%	16%
Population 55-64 Unemployment rate	4.2%	2.9%	3.1%
Population 65+ Employed	4%	7%	8%
Population 65+ Unemployment rate	13.5%	4.7%	2.5%

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	7,193	44,282	109,402
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	12.1%	7.0%	5.7%
Manufacturing	7.7%	6.3%	6.4%
Wholesale Trade	2.1%	2.3%	2.5%
Retail Trade	10.6%	10.3%	9.3%
Transportation/Utilities	3.7%	5.5%	4.4%
Information	4%	4%	4%
Finance/Insurance/Real Estate	8.4%	9.3%	11.3%
Services	50.9%	54.2%	54.7%
Public Administration	0.4%	1.4%	1.9%

2026 Consumer Spending			
Apparel & Services: Total $	$17,338,821	$125,507,979	$343,836,416
Average Spent	$3,180.85	$3,706.78	$4,219.73
Spending Potential Index	125	145	165
Education: Total $	$12,913,016	$100,976,936	$291,743,976
Average Spent	$2,368.93	$2,982.28	$3,580.43
Spending Potential Index	118	149	179
Entertainment/Recreation: Total $	$26,936,189	$203,256,661	$569,033,035
Average Spent	$4,941.51	$6,003.03	$6,983.46
Spending Potential Index	115	140	162
Food at Home: Total $	$52,570,749	$377,894,636	$1,028,504,060
Average Spent	$9,644.24	$11,160.83	$12,622.31
Spending Potential Index	122	142	160
Food Away from Home: Total $	$30,173,380	$219,620,109	$606,130,913
Average Spent	$5,535.38	$6,486.31	$7,438.74
Spending Potential Index	124	145	167
Health Care: Total $	$49,003,009	$364,047,771	$1,009,556,157
Average Spent	$8,989.73	$10,751.88	$12,389.78
Spending Potential Index	112	134	155
HH Furnishings & Equipment: Total $	$18,139,136	$135,551,054	$378,139,902
Average Spent	$3,327.67	$4,003.40	$4,640.72
Spending Potential Index	117	141	163
Personal Care Products & Services: Total $	$7,638,720	$56,226,394	$155,881,299
Average Spent	$1,401.34	$1,660.60	$1,913.05
Spending Potential Index	123	146	168

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$186,013,416	$1,369,018,191	$3,789,176,540
Average Spent	$34,124.64	$40,432.92	$46,502.66
Spending Potential Index	124	147	169
Support Payments/Gifts in Kind: Total $	$18,456,712	$141,204,574	$396,858,697
Average Spent	$3,385.93	$4,170.37	$4,870.45
Spending Potential Index	111	137	160
Travel: Total $	$22,191,235	$173,591,124	$499,017,531
Average Spent	$4,071.04	$5,126.88	$6,124.19
Spending Potential Index	111	140	167
Vehicle Maintenance & Repairs: Total $	$8,135,236	$59,189,259	$162,047,657
Average Spent	$1,492.43	$1,748.11	$1,988.73
Spending Potential Index	120	141	161

Top Tapestry Segment

1 mile

Welcome Waves (A5):

This segment is characterized by young, culturally diverse families in urban neighborhoods.

Learn more about this segment...

3 miles

Modern Minds (D3):

This segment is characterized by urban, educated, affluent households with commutes.

Learn more about this segment...

5 miles

Top Tier (L3):

This segment is characterized by highly educated professionals in affluent suburbs.

Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.