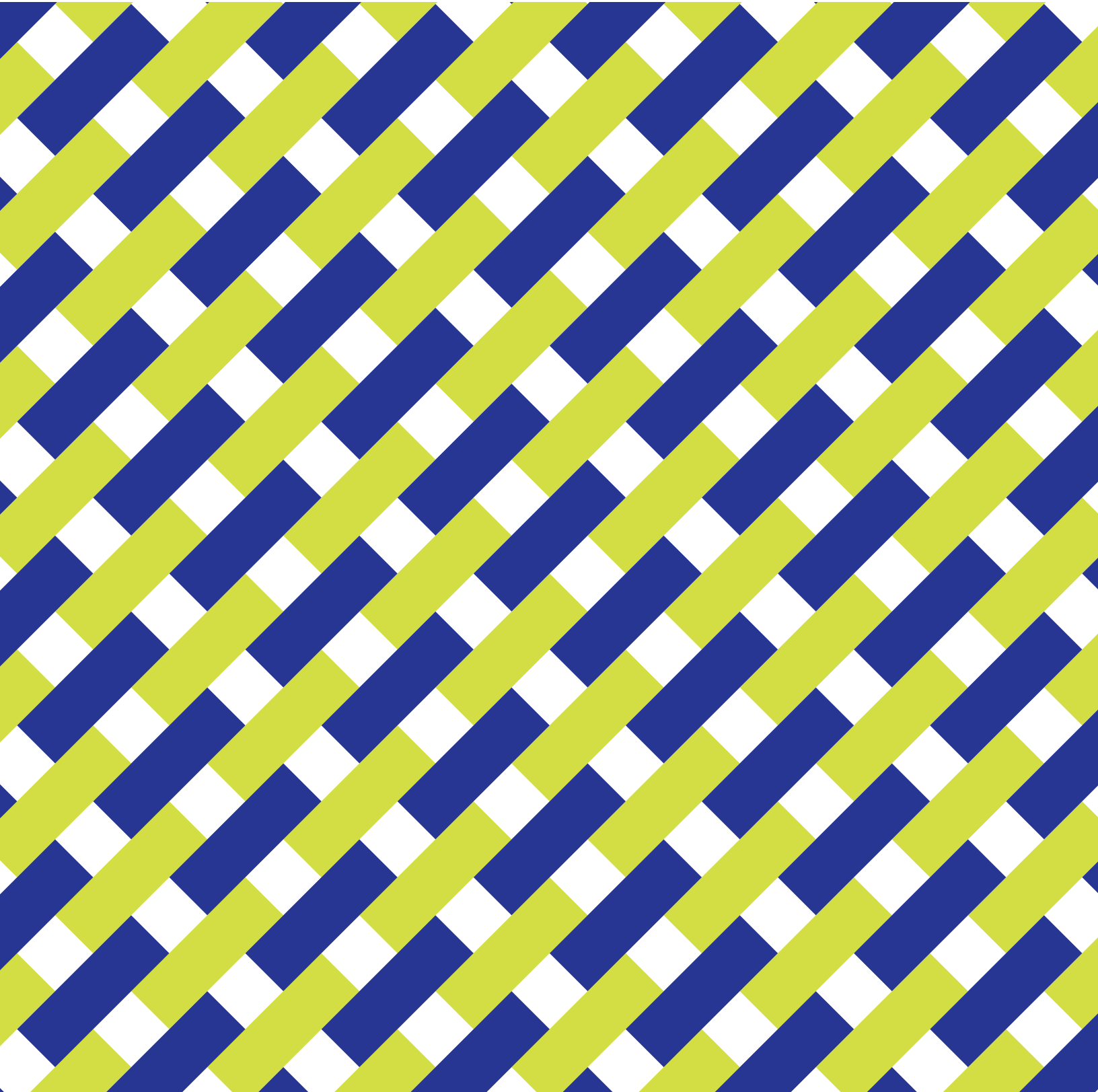


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April 2018

Phase 2 Feasibility Study for a Performing Arts Venue Appendix

Completed for the Roswell Arts Fund

- a. Study Participants
- b. Market Data
- c. Arts + Economic Prosperity 5
- d. Facility Inventories

appendix a: study participants

- * Tai Anderson, Roswell Arts Fund
- * Joe Bankoff, Georgia Tech
- * Kevin Bryant, Canton Place Development
- * Rand Cabus, Historic Roswell Business Alliance
- * Lawrence Catchpole, Roswell Arts Fund
- * Donna Clayton, Cultural Arts Center
- * Doug Curling, New Ken Capital
- * Lisa Cremin, Metropolitan Atlanta Arts Fund
- * Joel Dallow, Riverside Chamber Players
- * Elaine DeNiro, Roswell Historical Society
- * Nancy Diamond, Former City of Roswell
- * Tyler Erlich, Fulton County Schools
- * Dotty Etris, Roswell CVB
- * Debra Ewing, Roswell Inc.
- * Anita Farley, Georgia Ensemble Theater
- * Joe Grandsen, Joe Grandsen Band
- * Sean Groer, City of Roswell
- * Robert Hagan, The Hagan Foundation
- * Monica Hagewood, Roswell Downtown Development Authority
- * Mike Harris, Roswell Arts Fund
- * Becky Hawkins, City of Roswell
- * Cara Haynie, Roswell Arts Fund
- * Lori Henry, City of Roswell
- * Scott Hitch, Roswell Arts Fund
- * Doug Hooker, Atlanta Regional Commission
- * Don Horton, Roswell Arts Fund
- * Lee J Howard, Lee J Howard Entertainment
- * Steve Jabon, Roswell Arts Fund
- * Jeff Juday, Community Member
- * Matt Judy, City of Roswell
- * Tom Key, Theatrical Outfit
- * Kenny Leon, True Colors Theatre
- * Donna McDonald, Muse Gallery
- * Brooke McGee, Roswell Arts Fund
- * Michael Moon, Fulton County Schools
- * Rochelle Mucha, Roswell Arts Fund
- * Chris Nelson, Chattahoochee Nature Center
- * Michael Palermo, City of Roswell
- * Gary Palmer, City of Roswell
- * Whitney Parks, Roswell Arts Fund
- * Karen Paty, Georgia Council for the Arts
- * Ryan Pernice, Restaurateur
- * Alex Paulson, Randall Paulson
- * Jeff Pruitt, City of Roswell
- * Pat Rains, Gate City Brewing
- * Adam Roth, Roswell Next

- * Susan Rumble, Roswell Arts Fund
- * Dave Schmit, Roswell Downtown Development Authority
- * Randy Schultz, Roswell Downtown Development Authority
- * Stephanie Sears, Barrington Farms HOA
- * Jay Small, Roswell Arts Fund
- * Heidi Speckhart, Roswell Arts Fund
- * Cammie Stephens, Michael O'Neal Singers
- * Steve Stroud, Roswell Inc.
- * Lionell Thomas, Fulton County Arts + Culture
- * Nancy Tolbert Yilmaz, Tolbert Yilmaz Dance Theater
- * Carisa Turner, Roswell Inc.
- * Matthew Tyser, City of Roswell
- * Susan Tyser, Community Member
- * Jim Van Epps, Van Epps LLC
- * Alice Wakefield, City of Roswell
- * Marie Willsey, City of Roswell
- * Jere Wood, City of Roswell
- * Marcelo Zapata, City of Roswell

appendix b: market data

Pop-Facts Demographics Snapshot | Summary

Trade Area: 1) Roswell, GA (city)

Population	
2000 Census	79,912
2010 Census	88,346
2018 Estimate	95,977
2023 Projection	101,161
Population Growth	
Percent Change: 2000 to 2010	10.55
Percent Change: 2010 to 2018	8.64
Percent Change: 2018 to 2023	5.40
Households	
2000 Census	30,410
2010 Census	34,188
2018 Estimate	37,606
2023 Projection	39,833
Household Growth	
Percent Change: 2000 to 2010	12.42
Percent Change: 2010 to 2018	10.00
Percent Change: 2018 to 2023	5.92
Family Households	
2000 Census	21,043
2010 Census	23,362
2018 Estimate	25,657
2023 Projection	27,147
Family Household Growth	
Percent Change: 2000 to 2010	10.97
Percent Change: 2010 to 2018	9.87
Percent Change: 2018 to 2023	5.81

Benchmark: USA

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Pop-Facts Demographics Snapshot | Population & Race

ENVIRONICS
ANALYTICS

Trade Area: 1) Roswell, GA (city)

Total Population: 95,977 | Total Households: 37,606

	Count	%
2018 Est. Population by Single-Classification Race		
White Alone	70,664	73.63
Black/African American Alone	12,143	12.65
American Indian/Alaskan Native Alone	259	0.27
Asian Alone	4,277	4.46
Native Hawaiian/Pacific Islander Alone	48	0.05
Some Other Race Alone	6,074	6.33
Two or More Races	2,512	2.62
2018 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	80,410	83.78
Hispanic or Latino	15,567	16.22
Mexican Origin	10,791	69.32
Puerto Rican Origin	743	4.77
Cuban Origin	447	2.87
All Other Hispanic or Latino	3,586	23.04
2018 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	522	12.21
Filipino	625	14.61
Japanese	130	3.04
Asian Indian	2,074	48.49
Korean	185	4.33
Vietnamese	158	3.69
Cambodian	10	0.23
Hmong	0	0.00
Laotian	10	0.23
Thai	97	2.27
All Other Asian Races Including 2+ Category	466	10.89
2018 Est. Population by Ancestry		
Arab	1,274	1.33
Czech	124	0.13
Danish	239	0.25
Dutch	561	0.58
English	9,138	9.52
French (Excluding Basque)	1,657	1.73
French Canadian	221	0.23
German	6,773	7.06
Greek	340	0.35
Hungarian	218	0.23
Irish	5,511	5.74
Italian	3,965	4.13
Lithuanian	127	0.13
Norwegian	515	0.54
Polish	1,693	1.76
Portuguese	91	0.10
Russian	1,464	1.52
Scotch-Irish	1,487	1.55
Scottish	1,584	1.65
Slovak	94	0.10
Sub-Saharan African	1,071	1.12
Swedish	665	0.69
Swiss	156	0.16
Ukrainian	232	0.24
United States or American	5,775	6.02
Welsh	469	0.49
West Indian (Excluding Hispanic groups)	1,123	1.17
Other ancestries	37,170	38.73
Ancestries Unclassified	12,240	12.75
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	69,663	77.74
Speak Asian/Pacific Isl. Lang. at Home	1,818	2.03
Speak Indo-European Language at Home	5,201	5.80
Speak Spanish at Home	11,313	12.62
Speak Other Language at Home	1,620	1.81
2018 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	8,648	55.55
Black/African American Alone	307	1.97
American Indian/Alaskan Native Alone	138	0.89
Asian Alone	23	0.15
Native Hawaiian/Pacific Islander Alone	12	0.08
Some Other Race Alone	5,742	36.89
Two or More Races	697	4.48

Benchmark: USA

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Pop-Facts Demographics Snapshot | Population & Race

Trade Area: 1) Roswell, GA (city)

Total Population: 95,977 | Total Households: 37,606

	Count	%
2018 Est. Population by Sex		
Male	46,796	48.76
Female	49,181	51.24
2018 Est. Population by Age		
Age 0 - 4	6,362	6.63
Age 5 - 9	6,430	6.70
Age 10 - 14	6,564	6.84
Age 15 - 17	3,854	4.02
Age 18 - 20	3,390	3.53
Age 21 - 24	4,266	4.45
Age 25 - 34	11,698	12.19
Age 35 - 44	12,670	13.20
Age 45 - 54	14,043	14.63
Age 55 - 64	13,079	13.63
Age 65 - 74	8,253	8.60
Age 75 - 84	3,600	3.75
Age 85 and over	1,768	1.84
Age 16 and over	75,356	78.52
Age 18 and over	72,767	75.82
Age 21 and over	69,377	72.28
Age 65 and over	13,621	14.19
Median Age	—	39.39
Average Age	—	38.90
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	24,482	31.95
Male, Never Married	12,398	16.18
Female, Never Married	12,084	15.77
Married, Spouse Present	37,453	48.88
Married, Spouse Absent	2,763	3.61
Widowed	3,434	4.48
Male, Widowed	811	1.06
Female, Widowed	2,623	3.42
Divorced	8,489	11.08
Male, Divorced	3,316	4.33
Female, Divorced	5,173	6.75
2018 Est. Male Population by Age		
Male: Age 0 - 4	3,266	6.98
Male: Age 5 - 9	3,265	6.98
Male: Age 10 - 14	3,349	7.16
Male: Age 15 - 17	2,003	4.28
Male: Age 18 - 20	1,778	3.80
Male: Age 21 - 24	2,228	4.76
Male: Age 25 - 34	6,048	12.92
Male: Age 35 - 44	6,141	13.12
Male: Age 45 - 54	6,723	14.37
Male: Age 55 - 64	6,105	13.05
Male: Age 65 - 74	3,809	8.14
Male: Age 75 - 84	1,483	3.17
Male: Age 85 and over	598	1.28
Median Age, Male	—	37.42
Average Age, Male	—	37.60
2018 Est. Female Population by Age		
Female: Age 0 - 4	3,096	6.29
Female: Age 5 - 9	3,165	6.43
Female: Age 10 - 14	3,215	6.54
Female: Age 15 - 17	1,851	3.76
Female: Age 18 - 20	1,612	3.28
Female: Age 21 - 24	2,038	4.14
Female: Age 25 - 34	5,650	11.49
Female: Age 35 - 44	6,529	13.28
Female: Age 45 - 54	7,320	14.88
Female: Age 55 - 64	6,974	14.18
Female: Age 65 - 74	4,444	9.04
Female: Age 75 - 84	2,117	4.30
Female: Age 85 and over	1,170	2.38
Median Age, Female	—	41.22
Average Age, Female	—	40.20

Benchmark: USA

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Pop-Facts Demographics Snapshot | Housing & Households

ENVIRONICS
ANALYTICS

Trade Area: 1) Roswell, GA(city)

Total Population: 95,977 | Total Households: 37,606

	Count	%
2018 Est. Households by Household Type		
Family Households	25,657	68.23
NonFamily Households	11,949	31.77
2018 Est. Group Quarters Population		
2018 Est. Group Quarters Population	556	0.58
2018 HHs By Ethnicity, Hispanic/Latino		
2018 HHs By Ethnicity, Hispanic/Latino	3,970	10.56
2018 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	9,505	37.05
Married Couple Family, no own children	10,673	41.60
Male Householder, own children	756	2.95
Male Householder, no own children	778	3.03
Female Householder, own children	2,429	9.47
Female Householder, no own children	1,516	5.91
2018 Est. Households by Household Size		
1-Person Household	9,911	26.36
2-Person Household	12,507	33.26
3-Person Household	6,117	16.27
4-Person Household	5,445	14.48
5-Person Household	2,254	5.99
6-Person Household	874	2.32
7-or-more-person	498	1.32
2018 Est. Average Household Size	—	2.54
2018 Est. Households by Number of Vehicles		
No Vehicles	1,933	5.14
1 Vehicle	12,860	34.20
2 Vehicles	16,429	43.69
3 Vehicles	4,568	12.15
4 Vehicles	1,305	3.47
5 or more Vehicles	511	1.36
2018 Est. Average Number of Vehicles	—	1.80
2018 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	24,876	66.15
Housing Units, Renter-Occupied	12,730	33.85
2018 Owner Occ. HUs: Avg. Length of Residence		
2018 Owner Occ. HUs: Avg. Length of Residence	—	13.70
2018 Renter Occ. HUs: Avg. Length of Residence		
2018 Renter Occ. HUs: Avg. Length of Residence	—	5.20
2018 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	165	0.66
Value \$20,000 - \$39,999	36	0.14
Value \$40,000 - \$59,999	78	0.31
Value \$60,000 - \$79,999	111	0.45
Value \$80,000 - \$99,999	254	1.02
Value \$100,000 - \$149,999	1,013	4.07
Value \$150,000 - \$199,999	1,550	6.23
Value \$200,000 - \$299,999	5,612	22.56
Value \$300,000 - \$399,999	5,376	21.61
Value \$400,000 - \$499,999	4,425	17.79
Value \$500,000 - \$749,999	4,055	16.30
Value \$750,000 - \$999,999	1,521	6.11
Value \$1,000,000 - \$1,499,999	465	1.87
Value \$1,500,000 - \$1,999,999	96	0.39
Value \$2,000,000 or more	119	0.48
2018 Est. Median All Owner-Occupied Housing Value	—	365,872.67

Benchmark: USA

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Pop-Facts Demographics Snapshot | Housing & Households

ENVIRONICS
ANALYTICS

Trade Area: 1) Roswell, GA (city)

Total Population: 95,977 | Total Households: 37,606

	Count	%
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	3,771	9.39
1 Unit Detached	23,615	58.80
2 Units	310	0.77
3 to 4 Units	1,122	2.79
5 to 19 Units	7,840	19.52
20 to 49 Units	1,694	4.22
50 or More Units	1,644	4.09
Mobile Home or Trailer	119	0.30
Boat, RV, Van, etc.	43	0.11
2018 Est. Housing Units by Year Structure Built		
Built 2014 or Later	2,724	6.78
Built 2010 to 2013	346	0.86
Built 2000 to 2009	5,071	12.63
Built 1990 to 1999	9,625	23.97
Built 1980 to 1989	12,470	31.05
Built 1970 to 1979	6,890	17.16
Built 1960 to 1969	1,884	4.69
Built 1950 to 1959	589	1.47
Built 1940 to 1949	277	0.69
Built 1939 or Earlier	282	0.70
2018 Housing Units by Year Structure Built		
2018 Est. Median Year Structure Built	—	1,988.13
2018 Est. Households by Presence of People Under 18		
2018 Est. Households by Presence of People Under 18	13,410	35.66
Households with 1 or More People under Age 18		
Married Couple Family	9,760	72.78
Other Family, Male Householder	877	6.54
Other Family, Female Householder	2,682	20.00
NonFamily Household, Male Householder	63	0.47
NonFamily Household, Female Householder	28	0.21
2018 Est. Households with No People under Age 18		
Households with No People under Age 18	24,196	64.34
Households with No People under Age 18		
Married Couple Family	10,412	43.03
Other Family, Male Householder	655	2.71
Other Family, Female Householder	1,266	5.23
NonFamily, Male Householder	5,148	21.28
NonFamily, Female Householder	6,715	27.75

Benchmark: USA

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Pop-Facts Demographics Snapshot | Affluence & Education

ENVIRONICS
ANALYTICS

Trade Area: 1) Roswell, GA(city)

Total Population: 95,977 | Total Households: 37,606

	Count	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	1,979	3.04
Some High School, No Diploma	2,149	3.30
High School Graduate (or GED)	10,195	15.66
Some College, No Degree	11,081	17.02
Associate's Degree	3,950	6.07
Bachelor's Degree	23,114	35.50
Master's Degree	9,972	15.31
Professional Degree	1,571	2.41
Doctorate Degree	1,100	1.69
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
High School Diploma	3,180	37.35
High School Graduate	2,574	30.23
Some College or Associate's Degree	1,266	14.87
Bachelor's Degree or Higher	1,494	17.55
2018 Est. Households by HH Income		
Income < \$15,000	1,569	4.17
Income \$15,000 - \$24,999	2,057	5.47
Income \$25,000 - \$34,999	2,745	7.30
Income \$35,000 - \$49,999	4,368	11.62
Income \$50,000 - \$74,999	5,313	14.13
Income \$75,000 - \$99,999	4,016	10.68
Income \$100,000 - \$124,999	3,762	10.00
Income \$125,000 - \$149,999	3,102	8.25
Income \$150,000 - \$199,999	3,739	9.94
Income \$200,000 - \$249,999	2,176	5.79
Income \$250,000 - \$499,999	2,939	7.82
Income \$500,000+	1,820	4.84
2018 Est. Average Household Income	-	133,851.00
2018 Est. Median Household Income	-	91,694.21
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	-	103,806.67
Black or African American Alone	-	55,307.23
American Indian and Alaskan Native Alone	-	46,495.39
Asian Alone	-	118,225.38
Native Hawaiian and Other Pacific Islander Alone	-	62,434.88
Some Other Race Alone	-	41,933.39
Two or More Races	-	59,914.11
Hispanic or Latino	-	42,236.57
Not Hispanic or Latino	-	100,238.78
2018 Est. Families by Poverty Status		
2018 Families at or Above Poverty	24,211	94.36
2018 Families at or Above Poverty with children	11,336	44.18
2018 Families Below Poverty	1,446	5.64
2018 Families Below Poverty with children	1,182	4.61

Benchmark: USA

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Pop-Facts Demographics Snapshot | Education & Occupation

ENVIRONICS
ANALYTICS

Trade Area: 1) Roswell, GA(city)

Total Population: 95,977 | Total Households: 37,606

	Count	%
2018 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	36,701	73.12
Blue Collar	5,988	11.93
Service and Farming	7,505	14.95
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,481	18.76
15 - 29 Minutes	15,480	34.25
30 - 44 Minutes	12,142	26.86
45 - 59 Minutes	4,759	10.53
60 or more Minutes	4,341	9.60
2018 Est. Avg Travel Time to Work in Minutes	—	32.00
2018 Est. Workers Age 16+ by Transp. to Work		
2018 Est. Workers Age 16+ by Transp. to Work	49,543	100.00
Drove Alone	37,927	76.55
Carpooled	4,243	8.56
Public Transport	1,518	3.06
Walked	558	1.13
Bicycle	43	0.09
Other Means	609	1.23
Worked at Home	4,645	9.38
2018 Est. Civ. Employed Pop 16+ by Class of Worker		
2018 Est. Civ. Employed Pop 16+ by Class of Worker	50,194	100.00
For-Profit Private Workers	37,459	74.63
Non-Profit Private Workers)	2,831	5.64
Local Government Workers	1,900	3.79
State Government Workers	1,068	2.13
Federal Government Workers	754	1.50
Self-Employed Workers	6,148	12.25
Unpaid Family Workers	34	0.07
2018 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	1,177	2.35
Arts/Design/Entertainment/Sports/Media	1,030	2.05
Building/Grounds Cleaning/Maintenance	2,147	4.28
Business/Financial Operations	4,272	8.51
Community/Social Services	522	1.04
Computer/Mathematical	3,097	6.17
Construction/Extraction	1,454	2.90
Education/Training/Library	2,935	5.85
Farming/Fishing/Forestry	18	0.04
Food Preparation/Serving Related	3,259	6.49
Healthcare Practitioner/Technician	2,244	4.47
Healthcare Support	416	0.83
Installation/Maintenance/Repair	761	1.52
Legal	773	1.54
Life/Physical/Social Science	260	0.52
Management	8,845	17.62
Office/Administrative Support	4,813	9.59
Production	1,614	3.22
Protective Services	420	0.84
Sales/Related	6,733	13.41
Personal Care/Service	1,245	2.48
Transportation/Material Moving	2,159	4.30
2018 Est. Pop Age 16+ by Employment Status		
In Armed Forces	66	0.09
Civilian - Employed	51,272	68.04
Civilian - Unemployed	2,217	2.94
Not in Labor Force	21,801	28.93

Benchmark: USA

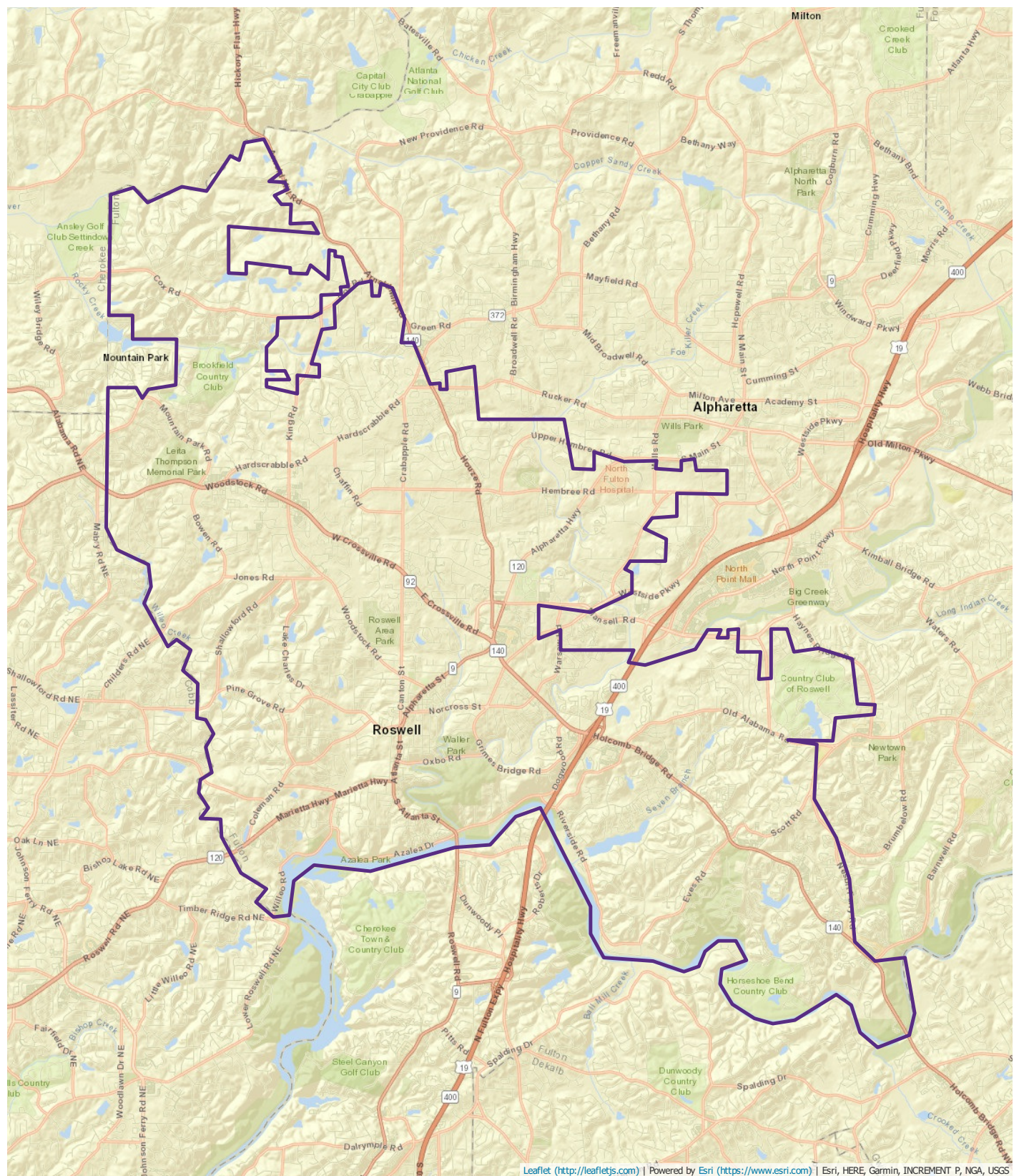
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Pop-Facts Demographics Snapshot | Map

ENVIRONICS
ANALYTICS

Trade Area: 1) Roswell, GA(city)

Total Population: 95,977 | Total Households: 37,606



Benchmark: USA

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Pop-Facts Demographics Trend | Summary Trends

Trade Area: 1) Roswell, GA (city)

	2000	2010	2018	2023
	Census	Census	Estimate	Projection
Population	79,912	88,346	95,977	101,161
Households	30,410	34,188	37,606	39,833
Families	21,043	23,352	25,657	27,147
Housing Units	31,532	36,711	40,158	42,432
Group Quarters Population	688	530	556	559

Benchmark: USA

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Pop-Facts Demographics Trend | Percent Change Trends



Trade Area: 1) Roswell, GA (city)

	2000-2010	2010-2018	2018-2023
	%	%	%
Population Count Change (%)	10.55	8.64	5.40
Household Count Change (%)	12.42	10.00	5.92
Family Count Change (%)	10.97	9.87	5.81
Housing Unit Count Change (%)	16.43	9.39	5.66
Group Quarters Population Change (%)	-22.96	4.91	0.54

Benchmark: USA

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Pop-Facts Demographics Trend | Population & Household Trends

Trade Area: 1) Roswell, GA(city)

	2000* / 2010**		2018		2023	
	Census	%	Estimate	%	Projection	%
Population by Age**						
Age 0 - 4	6,482	7.34	6,362	6.63	6,422	6.35
Age 5 - 9	6,436	7.29	6,430	6.70	6,501	6.43
Age 10 - 14	5,998	6.79	6,564	6.84	6,691	6.61
Age 15 - 17	3,513	3.98	3,854	4.02	4,199	4.15
Age 18 - 20	2,316	2.62	3,390	3.53	3,761	3.72
Age 21 - 24	3,566	4.04	4,266	4.45	4,942	4.88
Age 25 - 34	12,141	13.74	11,698	12.19	11,280	11.15
Age 35 - 44	13,840	15.67	12,670	13.20	12,282	12.14
Age 45 - 54	13,661	15.46	14,043	14.63	13,901	13.74
Age 55 - 64	10,920	12.36	13,079	13.63	14,232	14.07
Age 65 - 74	5,149	5.83	8,253	8.60	10,404	10.29
Age 75 - 84	2,823	3.19	3,600	3.75	4,732	4.68
Age 85 and over	1,501	1.70	1,768	1.84	1,814	1.79
Age 15 and over	69,430	78.59	76,621	79.83	81,547	80.61
Age 16 and over	68,251	77.25	75,356	78.52	80,167	79.25
Age 18 and over	65,917	74.61	72,767	75.82	77,348	76.46
Age 21 and over	63,601	71.99	69,377	72.28	73,587	72.74
Age 25 and over	60,035	67.95	65,111	67.84	68,645	67.86
Age 65 and over	9,473	10.72	13,621	14.19	16,950	16.75
Median Age	—	37.77	—	39.39	—	40.66
Population by Sex**						
Male	43,422	49.15	46,796	48.76	49,331	48.77
Female	44,924	50.85	49,181	51.24	51,830	51.23
Households by Age of Householder**						
Householder Under 25 Years	976	2.85	1,059	2.82	1,228	3.08
Householder Age 25 - 34	5,560	16.26	5,139	13.66	4,714	11.83
Householder Age 35 - 44	7,486	21.90	6,963	18.52	6,761	16.97
Householder Age 45 - 54	7,747	22.66	8,029	21.35	7,993	20.07
Householder Age 55 - 64	6,447	18.86	7,794	20.73	8,473	21.27
Householder Age 65 - 74	3,176	9.29	5,160	13.72	6,494	16.30
Householder Age 75 - 84	1,806	5.28	2,298	6.11	2,979	7.48
Householder Age 85 Years and Over	990	2.90	1,164	3.10	1,191	2.99
Median Age of Householder	—	48.91	—	52.06	—	54.06
Pop. by Single-Class. Race by Hispanic/Latino**						
Hispanic/Latino	14,633	16.56	15,567	16.22	16,163	15.98
White Alone	7,979	9.03	8,648	9.01	9,103	9.00
Black/African American Alone	308	0.35	307	0.32	302	0.30
American Indian/Alaskan Native Alone	132	0.15	138	0.14	142	0.14
Asian Alone	21	0.02	23	0.02	21	0.02
Native Hawaiian/Pacific Islander Alone	12	0.01	12	0.01	11	0.01
Some Other Race Alone	5,481	6.20	5,742	5.98	5,880	5.81
Two or More Races	700	0.79	697	0.73	704	0.70
Not Hispanic/Latino	73,713	83.44	80,410	83.78	84,998	84.02
White Alone	58,173	65.85	62,016	64.61	64,792	64.05
Black/African American Alone	10,065	11.39	11,836	12.33	12,907	12.76
American Indian/Alaskan Native Alone	131	0.15	121	0.13	110	0.11
Asian Alone	3,451	3.91	4,254	4.43	4,800	4.75
Native Hawaiian/Pacific Islander Alone	37	0.04	36	0.04	30	0.03
Some Other Race Alone	317	0.36	332	0.35	352	0.35
Two or More Races	1,539	1.74	1,815	1.89	2,007	1.98

Benchmark: USA

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Pop-Facts Demographics Trend | Income Trends

Trade Area: 1) Roswell, GA (city)

	2000		2018		2023	
	Census	%	Estimate	%	Projection	%
Households by Household Income						
Income Less Than \$15,000	1,712	5.63	1,569	4.17	1,439	3.61
Income \$15,000 - \$24,999	1,532	5.04	2,057	5.47	1,831	4.60
Income \$25,000 - \$34,999	2,684	8.83	2,745	7.30	2,400	6.03
Income \$35,000 - \$49,999	3,865	12.71	4,368	11.62	4,238	10.64
Income \$50,000 - \$74,999	6,030	19.83	5,313	14.13	5,504	13.82
Income \$75,000 - \$99,999	4,254	13.99	4,016	10.68	4,234	10.63
Income \$100,000 - \$124,999	3,546	11.66	3,762	10.00	3,757	9.43
Income \$125,000 - \$149,999	2,142	7.04	3,102	8.25	3,290	8.26
Income \$150,000 - \$199,999	2,201	7.24	3,739	9.94	4,335	10.88
Income \$200,000 - \$249,999	1,087	3.57	2,176	5.79	2,713	6.81
Income \$250,000 - \$499,999	923	3.04	2,939	7.82	3,589	9.01
Income \$500,000 or more	434	1.43	1,820	4.84	2,503	6.28
Median Household Income	—	72,130.77	—	91,694.21	—	101,699.99
Average Household Income	—	96,429.00	—	133,851.00	—	148,100.00
Median HH Inc. by Single-Classification Race						
White Alone	—	77,757.18	—	103,806.67	—	115,172.19
Black/African American Alone	—	51,897.45	—	55,307.23	—	60,423.92
American Indian/Alaskan Native Alone	—	27,265.33	—	46,495.39	—	48,731.36
Asian Alone	—	59,366.97	—	118,225.38	—	129,626.55
Native Hawaiian/Pacific Islander Alone	—	—	—	62,434.88	—	91,503.91
Some Other Race Alone	—	38,453.19	—	41,933.39	—	46,988.19
Two or More Races	—	56,059.67	—	59,914.11	—	64,913.28
Hispanic/Latino	—	48,757.75	—	42,236.57	—	46,828.06
Not Hispanic/Latino	—	74,122.20	—	100,238.78	—	110,404.86

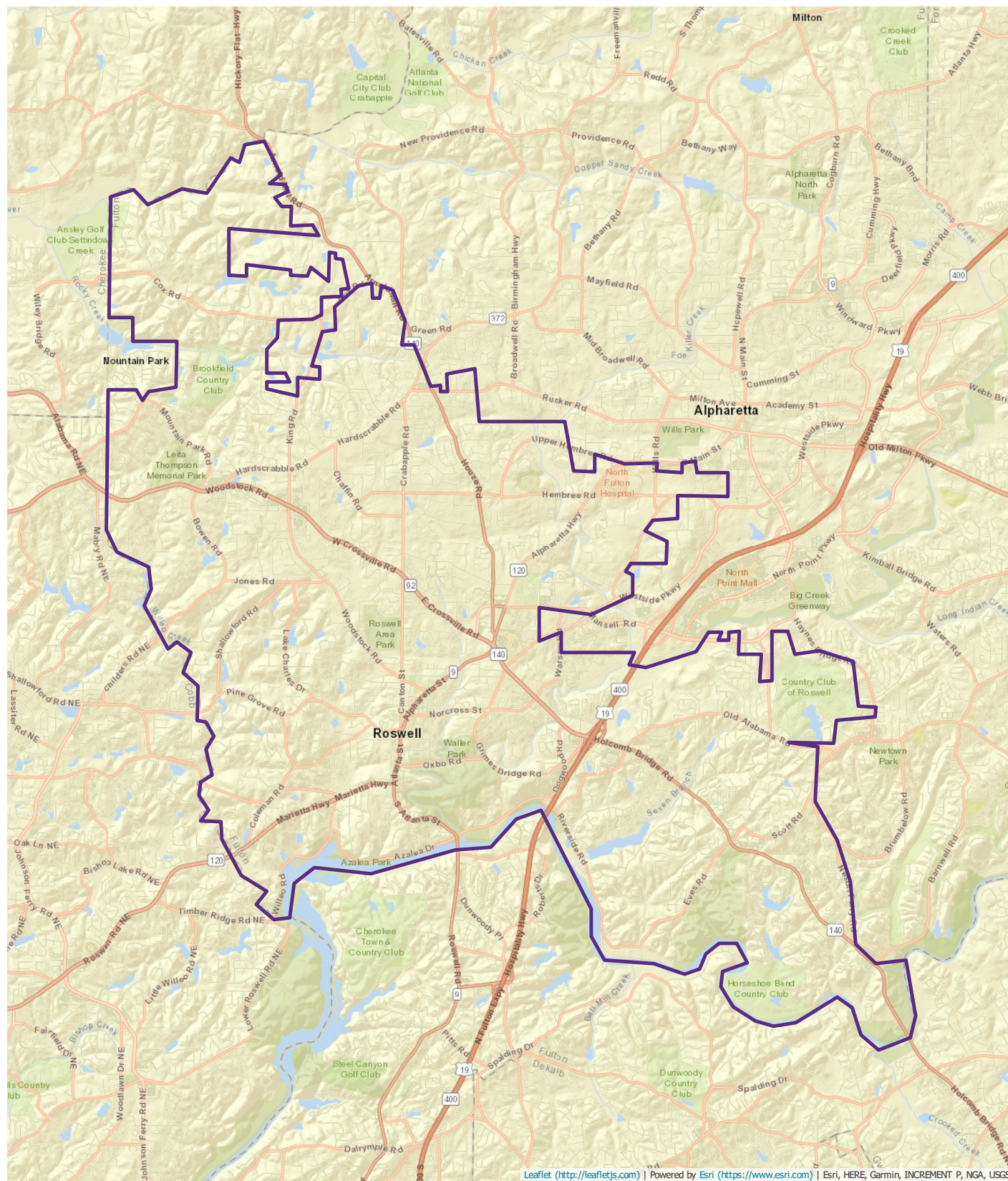
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Pop-Facts Demographics Trend | Map

ENVIRONICS
ANALYTICS

Trade Area: 1) Roswell, GA (city)



Benchmark: USA

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Report Details

Name: Executive Dashboard
Date / Time: 3/12/2018 9:29:30 AM
DataVintage: 2018

Trade Area

Name	Level	Geographies
1) Roswell, GA (city)	Place	Roswell, GA (city)
2) Roswell Cultural Arts Center, Roswell, GA - 15 mi Radius	15 mi Radius	N/A
3) Roswell Region	User-drawn polygon	N/A

Benchmark:

Name	Level	Geographies
USA	Entire US	United States

DataSource:

Name	Copyright
Pop-Facts Premier - 2000 US Census	Claritas: Claritas - Pop-Facts Premier 2018
Pop-Facts Premier - 2010 US Census	Claritas: Claritas - Pop-Facts Premier 2018
Pop-Facts Premier - 2018 - Current Year Estimate	Claritas: Claritas - Pop-Facts Premier 2018
Pop-Facts Premier - 2023 - Five Year Projection	Claritas: Claritas - Pop-Facts Premier 2018
SPOTLIGHT Pop-Facts Premier - 2018 - Current Year Estimate	Claritas: Claritas

Pop-Facts Demographics Snapshot | Summary

Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

Population	
2000 Census	1,266,487
2010 Census	1,465,726
2018 Estimate	1,649,171
2023 Projection	1,754,285
Population Growth	
Percent Change: 2000 to 2010	15.73
Percent Change: 2010 to 2018	12.52
Percent Change: 2018 to 2023	6.37
Households	
2000 Census	495,639
2010 Census	571,697
2018 Estimate	649,431
2023 Projection	693,453
Household Growth	
Percent Change: 2000 to 2010	15.35
Percent Change: 2010 to 2018	13.60
Percent Change: 2018 to 2023	6.78
Family Households	
2000 Census	311,892
2010 Census	361,955
2018 Estimate	409,193
2023 Projection	435,974
Family Household Growth	
Percent Change: 2000 to 2010	16.05
Percent Change: 2010 to 2018	13.05
Percent Change: 2018 to 2023	6.54

Benchmark: USA

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Pop-Facts Demographics Snapshot | Population & Race

ENVIRONICS
ANALYTICS

Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

Total Population: 1,649,171 | Total Households: 649,431

	Count	%
2018 Est. Population by Single-Classification Race		
White Alone	1,021,639	61.95
Black/African American Alone	273,568	16.59
American Indian/Alaskan Native Alone	6,437	0.39
Asian Alone	178,120	10.80
Native Hawaiian/Pacific Islander Alone	942	0.06
Some Other Race Alone	117,230	7.11
Two or More Races	51,234	3.11
2018 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	1,382,933	83.86
Hispanic or Latino	266,239	16.14
Mexican Origin	160,416	60.25
Puerto Rican Origin	13,827	5.19
Cuban Origin	7,122	2.67
All Other Hispanic or Latino	84,873	31.88
2018 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	31,379	17.62
Filipino	5,257	2.95
Japanese	3,509	1.97
Asian Indian	72,583	40.75
Korean	25,479	14.30
Vietnamese	14,950	8.39
Cambodian	1,392	0.78
Hmong	418	0.23
Laotian	1,462	0.82
Thai	1,993	1.12
All Other Asian Races Including 2+ Category	19,699	11.06
2018 Est. Population by Ancestry		
Arab	13,322	0.81
Czech	1,917	0.12
Danish	2,251	0.14
Dutch	9,063	0.55
English	133,599	8.10
French (Excluding Basque)	19,786	1.20
French Canadian	3,579	0.22
German	100,289	6.08
Greek	4,620	0.28
Hungarian	3,877	0.23
Irish	88,731	5.38
Italian	48,250	2.93
Lithuanian	1,467	0.09
Norwegian	7,306	0.44
Polish	20,232	1.23
Portuguese	2,712	0.16
Russian	15,899	0.96
Scotch-Irish	18,166	1.10
Scottish	25,872	1.57
Slovak	1,225	0.07
Sub-Saharan African	32,487	1.97
Swedish	7,543	0.46
Swiss	1,757	0.11
Ukrainian	3,687	0.22
United States or American	108,925	6.61
Welsh	5,566	0.34
West Indian (Excluding Hispanic groups)	16,115	0.98
Other ancestries	728,951	44.20
Ancestries Unclassified	221,969	13.46
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,118,247	72.47
Speak Asian/Pacific Isl. Lang. at Home	89,726	5.82
Speak Indo-European Language at Home	93,478	6.06
Speak Spanish at Home	214,736	13.92
Speak Other Language at Home	26,926	1.75
2018 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	126,207	47.40
Black/African American Alone	8,253	3.10
American Indian/Alaskan Native Alone	3,838	1.44
Asian Alone	771	0.29
Native Hawaiian/Pacific Islander Alone	257	0.10
Some Other Race Alone	111,174	41.76
Two or More Races	15,738	5.91

Benchmark: USA

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Pop-Facts Demographics Snapshot | Population & Race

ENVIRONICS
ANALYTICS

Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

Total Population: 1,649,171 | Total Households: 649,431

	Count	%
2018 Est. Population by Sex		
Male	809,537	49.09
Female	839,635	50.91
2018 Est. Population by Age		
Age 0 - 4	106,058	6.43
Age 5 - 9	110,266	6.69
Age 10 - 14	115,040	6.98
Age 15 - 17	65,795	3.99
Age 18 - 20	61,912	3.75
Age 21 - 24	78,388	4.75
Age 25 - 34	239,776	14.54
Age 35 - 44	241,260	14.63
Age 45 - 54	238,809	14.48
Age 55 - 64	196,473	11.91
Age 65 - 74	123,097	7.46
Age 75 - 84	51,552	3.13
Age 85 and over	20,744	1.26
Age 16 and over	1,296,199	78.60
Age 18 and over	1,252,012	75.92
Age 21 and over	1,190,100	72.16
Age 65 and over	195,394	11.85
Median Age	—	36.96
Average Age	—	37.40
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	444,853	33.76
Male, Never Married	232,334	17.63
Female, Never Married	212,519	16.13
Married, Spouse Present	636,681	48.31
Married, Spouse Absent	53,890	4.09
Widowed	51,616	3.92
Male, Widowed	10,946	0.83
Female, Widowed	40,670	3.09
Divorced	130,766	9.92
Male, Divorced	51,033	3.87
Female, Divorced	79,733	6.05
2018 Est. Male Population by Age		
Male: Age 0 - 4	54,217	6.70
Male: Age 5 - 9	56,111	6.93
Male: Age 10 - 14	58,355	7.21
Male: Age 15 - 17	33,585	4.15
Male: Age 18 - 20	31,751	3.92
Male: Age 21 - 24	39,724	4.91
Male: Age 25 - 34	119,630	14.78
Male: Age 35 - 44	118,494	14.64
Male: Age 45 - 54	117,705	14.54
Male: Age 55 - 64	94,612	11.69
Male: Age 65 - 74	56,491	6.98
Male: Age 75 - 84	21,933	2.71
Male: Age 85 and over	6,929	0.86
Median Age, Male	—	35.96
Average Age, Male	—	36.59
2018 Est. Female Population by Age		
Female: Age 0 - 4	51,841	6.17
Female: Age 5 - 9	54,155	6.45
Female: Age 10 - 14	56,685	6.75
Female: Age 15 - 17	32,210	3.84
Female: Age 18 - 20	30,160	3.59
Female: Age 21 - 24	38,664	4.61
Female: Age 25 - 34	120,147	14.31
Female: Age 35 - 44	122,766	14.62
Female: Age 45 - 54	121,104	14.42
Female: Age 55 - 64	101,861	12.13
Female: Age 65 - 74	66,606	7.93
Female: Age 75 - 84	29,619	3.53
Female: Age 85 and over	13,815	1.65
Median Age, Female	—	37.94
Average Age, Female	—	38.12

Benchmark: USA

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Pop-Facts Demographics Snapshot | Housing & Households

ENVIRONICS
ANALYTICS

Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

Total Population: 1,649,171 | Total Households: 649,431

	Count	%
2018 Est. Households by Household Type		
Family Households	409,193	63.01
NonFamily Households	240,238	36.99
2018 Est. Group Quarters Population		
2018 Est. Group Quarters Population	12,179	0.74
2018 HHs By Ethnicity, Hispanic/Latino		
2018 HHs By Ethnicity, Hispanic/Latino	68,168	10.50
2018 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	158,044	38.62
Married Couple Family, no own children	157,032	38.38
Male Householder, own children	12,316	3.01
Male Householder, no own children	14,818	3.62
Female Householder, own children	40,609	9.92
Female Householder, no own children	26,373	6.45
2018 Est. Households by Household Size		
1-Person Household	191,324	29.46
2-Person Household	198,236	30.52
3-Person Household	103,756	15.98
4-Person Household	89,636	13.80
5-Person Household	40,085	6.17
6-Person Household	15,846	2.44
7-or-more-person	10,548	1.62
2018 Est. Average Household Size	--	2.52
2018 Est. Households by Number of Vehicles		
No Vehicles	30,742	4.73
1 Vehicle	228,880	35.24
2 Vehicles	274,561	42.28
3 Vehicles	84,667	13.04
4 Vehicles	23,968	3.69
5 or more Vehicles	6,614	1.02
2018 Est. Average Number of Vehicles	--	1.80
2018 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	388,996	59.90
Housing Units, Renter-Occupied	260,435	40.10
2018 Owner Occ. HUs: Avg. Length of Residence		
2018 Owner Occ. HUs: Avg. Length of Residence	--	12.94
2018 Renter Occ. HUs: Avg. Length of Residence		
2018 Renter Occ. HUs: Avg. Length of Residence	--	5.13
2018 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	4,155	1.07
Value \$20,000 - \$39,999	1,804	0.46
Value \$40,000 - \$59,999	2,245	0.58
Value \$60,000 - \$79,999	4,896	1.26
Value \$80,000 - \$99,999	8,226	2.12
Value \$100,000 - \$149,999	31,968	8.22
Value \$150,000 - \$199,999	41,869	10.76
Value \$200,000 - \$299,999	81,748	21.02
Value \$300,000 - \$399,999	66,458	17.08
Value \$400,000 - \$499,999	49,337	12.68
Value \$500,000 - \$749,999	53,444	13.74
Value \$750,000 - \$999,999	24,265	6.24
Value \$1,000,000 - \$1,499,999	11,027	2.83
Value \$1,500,000 - \$1,999,999	4,025	1.03
Value \$2,000,000 or more	3,529	0.91
2018 Est. Median All Owner-Occupied Housing Value	--	324,258.56

Benchmark: USA

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Pop-Facts Demographics Snapshot | Housing & Households

Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

Total Population: 1,649,171 | Total Households: 649,431

	Count	%
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	59,877	8.48
1 Unit Detached	379,596	53.78
2 Units	5,784	0.82
3 to 4 Units	20,233	2.87
5 to 19 Units	131,602	18.65
20 to 49 Units	45,409	6.43
50 or More Units	56,293	7.98
Mobile Home or Trailer	6,640	0.94
Boat, RV, Van, etc.	362	0.05
2018 Est. Housing Units by Year Structure Built		
Built 2014 or Later	65,949	9.34
Built 2010 to 2013	10,809	1.53
Built 2000 to 2009	127,926	18.13
Built 1990 to 1999	153,774	21.79
Built 1980 to 1989	155,273	22.00
Built 1970 to 1979	94,825	13.44
Built 1960 to 1969	54,386	7.71
Built 1950 to 1959	28,286	4.01
Built 1940 to 1949	6,750	0.96
Built 1939 or Earlier	7,817	1.11
2018 Housing Units by Year Structure Built		
2018 Est. Median Year Structure Built	--	1,990.35
2018 Est. Households by Presence of People Under 18		
2018 Est. Households by Presence of People Under 18	225,192	34.67
Households with 1 or More People under Age 18		
Married Couple Family	163,145	72.45
Other Family, Male Householder	14,839	6.59
Other Family, Female Householder	45,396	20.16
NonFamily Household, Male Householder	1,304	0.58
NonFamily Household, Female Householder	508	0.23
2018 Est. Households with No People under Age 18		
Households with No People under Age 18	424,239	65.33
Households with No People under Age 18		
Married Couple Family	151,960	35.82
Other Family, Male Householder	12,288	2.90
Other Family, Female Householder	21,589	5.09
NonFamily, Male Householder	110,785	26.11
NonFamily, Female Householder	127,617	30.08

Benchmark: USA

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Pop-Facts Demographics Snapshot | Affluence & Education

Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

Total Population: 1,649,171 | Total Households: 649,431

	Count	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	55,093	4.96
Some High School, No Diploma	46,957	4.22
High School Graduate (or GED)	180,548	16.24
Some College, No Degree	181,591	16.33
Associate's Degree	72,501	6.52
Bachelor's Degree	358,820	32.28
Master's Degree	154,696	13.91
Professional Degree	38,507	3.46
Doctorate Degree	22,998	2.07
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
High School Diploma	60,461	41.96
High School Graduate	34,977	24.27
Some College or Associate's Degree	22,780	15.81
Bachelor's Degree or Higher	25,877	17.96
2018 Est. Households by HH Income		
Income < \$15,000	43,825	6.75
Income \$15,000 - \$24,999	43,349	6.67
Income \$25,000 - \$34,999	49,962	7.69
Income \$35,000 - \$49,999	72,949	11.23
Income \$50,000 - \$74,999	103,367	15.92
Income \$75,000 - \$99,999	78,138	12.03
Income \$100,000 - \$124,999	62,788	9.67
Income \$125,000 - \$149,999	47,431	7.30
Income \$150,000 - \$199,999	55,234	8.51
Income \$200,000 - \$249,999	29,630	4.56
Income \$250,000 - \$499,999	37,795	5.82
Income \$500,000+	24,964	3.84
2018 Est. Average Household Income	-	117,129.70
2018 Est. Median Household Income	-	78,209.25
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	-	92,582.44
Black or African American Alone	-	52,682.10
American Indian and Alaskan Native Alone	-	44,002.28
Asian Alone	-	94,814.95
Native Hawaiian and Other Pacific Islander Alone	-	57,941.33
Some Other Race Alone	-	39,093.69
Two or More Races	-	56,914.38
Hispanic or Latino	-	42,560.61
Not Hispanic or Latino	-	84,324.66
2018 Est. Families by Poverty Status		
2018 Families at or Above Poverty	373,981	91.39
2018 Families at or Above Poverty with children	186,539	45.59
2018 Families Below Poverty	35,212	8.61
2018 Families Below Poverty with children	28,082	6.86

Benchmark: USA

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Pop-Facts Demographics Snapshot | Education & Occupation

ENVIRONICS
ANALYTICS

Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

Total Population: 1,649,171 | Total Households: 649,431

	Count	%
2018 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	616,151	71.35
Blue Collar	122,044	14.13
Service and Farming	125,359	14.52
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	147,454	18.84
15 - 29 Minutes	281,746	36.00
30 - 44 Minutes	196,910	25.16
45 - 59 Minutes	80,756	10.32
60 or more Minutes	75,757	9.68
2018 Est. Avg Travel Time to Work in Minutes	—	31.71
2018 Est. Workers Age 16+ by Transp. to Work		
2018 Est. Workers Age 16+ by Transp. to Work	848,325	100.00
Drove Alone	652,195	76.88
Carpooled	77,797	9.17
Public Transport	25,542	3.01
Walked	12,321	1.45
Bicycle	803	0.10
Other Means	12,281	1.45
Worked at Home	67,384	7.94
2018 Est. Civ. Employed Pop 16+ by Class of Worker		
2018 Est. Civ. Employed Pop 16+ by Class of Worker	863,554	100.00
For-Profit Private Workers	641,554	74.29
Non-Profit Private Workers	51,619	5.98
Local Government Workers	35,635	4.13
State Government Workers	21,674	2.51
Federal Government Workers	14,132	1.64
Self-Employed Workers	97,778	11.32
Unpaid Family Workers	1,162	0.14
2018 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	18,111	2.10
Arts/Design/Entertainment/Sports/Media	22,098	2.56
Building/Grounds Cleaning/Maintenance	30,948	3.58
Business/Financial Operations	66,855	7.74
Community/Social Services	10,691	1.24
Computer/Mathematical	52,102	6.03
Construction/Extraction	44,324	5.13
Education/Training/Library	49,746	5.76
Farming/Fishing/Forestry	810	0.09
Food Preparation/Serving Related	49,573	5.74
Healthcare Practitioner/Technician	41,537	4.81
Healthcare Support	9,378	1.09
Installation/Maintenance/Repair	15,703	1.82
Legal	15,375	1.78
Life/Physical/Social Science	7,406	0.86
Management	130,359	15.10
Office/Administrative Support	93,263	10.80
Production	26,049	3.02
Protective Services	8,888	1.03
Sales/Related	108,608	12.58
Personal Care/Service	25,761	2.98
Transportation/Material Moving	35,968	4.17
2018 Est. Pop Age 16+ by Employment Status		
In Armed Forces	1,154	0.09
Civilian - Employed	874,208	67.44
Civilian - Unemployed	46,813	3.61
Not in Labor Force	374,025	28.86

Benchmark: USA

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Pop-Facts Demographics Snapshot | Map

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Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

Total Population: 1,649,171 | Total Households: 649,431



Benchmark: USA

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Pop-Facts Demographics Trend | Summary Trends

Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

	2000 Census	2010 Census	2018 Estimate	2023 Projection
Population	1,266,487	1,465,726	1,649,171	1,754,285
Households	495,639	571,697	649,431	693,453
Families	311,892	361,955	409,193	435,974
Housing Units	521,781	626,457	705,796	750,812
Group Quarters Population	13,009	11,721	12,179	12,526

Benchmark: USA

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Pop-Facts Demographics Trend | Percent Change Trends



Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

	2000-2010	2010-2018	2018-2023
	%	%	%
Population Count Change (%)	15.73	12.52	6.37
Household Count Change (%)	15.35	13.60	6.78
Family Count Change (%)	16.05	13.05	6.54
Housing Unit Count Change (%)	20.06	12.66	6.38
Group Quarters Population Change (%)	-9.90	3.91	2.85

Benchmark: USA

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Pop-Facts Demographics Trend | Population & Household Trends

Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

	2000* / 2010** Census	%	2018 Estimate	%	2023 Projection	%
Population by Age**						
Age 0 - 4	107,078	7.30	106,058	6.43	107,573	6.13
Age 5 - 9	106,185	7.25	110,266	6.69	109,230	6.23
Age 10 - 14	98,529	6.72	115,040	6.98	115,488	6.58
Age 15 - 17	56,687	3.87	65,795	3.99	73,836	4.21
Age 18 - 20	46,979	3.21	61,912	3.75	69,311	3.95
Age 21 - 24	78,408	5.35	78,388	4.75	88,243	5.03
Age 25 - 34	242,082	16.52	239,776	14.54	227,748	12.98
Age 35 - 44	237,224	16.18	241,260	14.63	241,167	13.75
Age 45 - 54	213,962	14.60	238,809	14.48	249,129	14.20
Age 55 - 64	150,566	10.27	196,473	11.91	224,750	12.81
Age 65 - 74	73,351	5.00	123,097	7.46	155,435	8.86
Age 75 - 84	38,341	2.62	51,552	3.13	70,053	3.99
Age 85 and over	16,333	1.11	20,744	1.26	22,321	1.27
Age 15 and over	1,153,934	78.73	1,317,807	79.91	1,421,994	81.06
Age 16 and over	1,134,740	77.42	1,296,199	78.60	1,397,749	79.68
Age 18 and over	1,097,247	74.86	1,252,012	75.92	1,348,158	76.85
Age 21 and over	1,050,267	71.66	1,190,100	72.16	1,278,847	72.90
Age 25 and over	971,859	66.31	1,111,712	67.41	1,190,604	67.87
Age 65 and over	128,025	8.73	195,394	11.85	247,809	14.13
Median Age	-	34.88	-	36.96	-	38.61
Population by Sex**						
Male	725,501	49.50	809,537	49.09	860,561	49.05
Female	740,225	50.50	839,635	50.91	893,724	50.95
Households by Age of Householder**						
Householder Under 25 Years	28,493	4.98	25,187	3.88	27,946	4.03
Householder Age 25 - 34	118,009	20.64	112,993	17.40	101,492	14.64
Householder Age 35 - 44	131,215	22.95	135,297	20.83	135,461	19.53
Householder Age 45 - 54	124,150	21.72	138,861	21.38	145,466	20.98
Householder Age 55 - 64	89,293	15.62	115,525	17.79	131,121	18.91
Householder Age 65 - 74	45,130	7.89	75,152	11.57	93,716	13.51
Householder Age 75 - 84	24,702	4.32	32,756	5.04	43,811	6.32
Householder Age 85 Years and Over	10,705	1.87	13,661	2.10	14,439	2.08
Median Age of Householder	-	45.62	-	48.63	-	50.59
Pop. by Single-Class. Race by Hispanic/Latino**						
Hispanic/Latino	242,845	16.57	266,239	16.14	280,036	15.96
White Alone	114,959	7.84	126,207	7.65	132,870	7.57
Black/African American Alone	7,408	0.51	8,253	0.50	8,767	0.50
American Indian/Alaskan Native Alone	3,538	0.24	3,838	0.23	4,030	0.23
Asian Alone	696	0.05	771	0.05	813	0.05
Native Hawaiian/Pacific Islander Alone	239	0.02	257	0.02	272	0.02
Some Other Race Alone	101,555	6.93	111,174	6.74	116,757	6.66
Two or More Races	14,450	0.99	15,738	0.95	16,527	0.94
Not Hispanic/Latino	1,222,882	83.43	1,382,933	83.86	1,474,249	84.04
White Alone	850,020	57.99	895,432	54.30	909,063	51.82
Black/African American Alone	213,968	14.60	265,315	16.09	298,324	17.00
American Indian/Alaskan Native Alone	2,575	0.18	2,600	0.16	2,557	0.15
Asian Alone	124,015	8.46	177,350	10.75	215,340	12.28
Native Hawaiian/Pacific Islander Alone	612	0.04	684	0.04	721	0.04
Some Other Race Alone	5,410	0.37	6,056	0.37	6,452	0.37
Two or More Races	26,282	1.79	35,496	2.15	41,791	2.38

Benchmark: USA

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Pop-Facts Demographics Trend | Income Trends

Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius

	2000		2018		2023	
	Census	%	Estimate	%	Projection	%
Households by Household Income						
Income Less Than \$15,000	35,362	7.13	43,825	6.75	41,416	5.97
Income \$15,000 - \$24,999	36,729	7.41	43,349	6.67	39,981	5.76
Income \$25,000 - \$34,999	48,816	9.85	49,962	7.69	47,607	6.87
Income \$35,000 - \$49,999	74,472	15.03	72,949	11.23	70,317	10.14
Income \$50,000 - \$74,999	102,447	20.67	103,367	15.92	104,756	15.11
Income \$75,000 - \$99,999	67,463	13.61	78,138	12.03	82,538	11.90
Income \$100,000 - \$124,999	45,694	9.22	62,788	9.67	67,221	9.69
Income \$125,000 - \$149,999	25,838	5.21	47,431	7.30	53,752	7.75
Income \$150,000 - \$199,999	26,949	5.44	55,234	8.51	65,562	9.45
Income \$200,000 - \$249,999	13,130	2.65	29,630	4.56	38,877	5.61
Income \$250,000 - \$499,999	12,333	2.49	37,795	5.82	47,457	6.84
Income \$500,000 or more	6,738	1.36	24,964	3.84	33,970	4.90
Median Household Income	—	61,889.45	—	78,209.25	—	87,212.55
Average Household Income	—	86,844.38	—	117,129.70	—	129,716.14
Median HH Inc. by Single-Classification Race						
White Alone	—	68,268.10	—	92,582.44	—	102,980.88
Black/African American Alone	—	42,363.07	—	52,682.10	—	59,337.16
American Indian/Alaskan Native Alone	—	39,997.10	—	44,002.28	—	49,845.35
Asian Alone	—	56,463.38	—	94,814.95	—	106,978.30
Native Hawaiian/Pacific Islander Alone	—	65,500.48	—	57,941.33	—	60,429.59
Some Other Race Alone	—	42,183.30	—	39,093.69	—	42,763.89
Two or More Races	—	47,162.06	—	56,914.38	—	65,063.82
Hispanic/Latino	—	45,505.93	—	42,560.61	—	46,129.76
Not Hispanic/Latino	—	63,465.45	—	84,324.66	—	94,035.91

Benchmark: USA

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Pop-Facts Demographics Trend | Map

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Trade Area: 2) Roswell Cultural Arts Center, Roswell, GA- 15 mi Radius



Benchmark: USA

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Report Details

Name: Executive Dashboard
Date / Time: 3/12/2018 9:29:30 AM
DataVintage: 2018

Trade Area

Name	Level	Geographies
1) Roswell, GA (city)	Place	Roswell, GA (city)
2) Roswell Cultural Arts Center, Roswell, GA - 15 mi Radius	15 mi Radius	N/A
3) Roswell Region	User-drawn polygon	N/A

Benchmark:

Name	Level	Geographies
USA	Entire US	United States

DataSource:

Name	Copyright
Pop-Facts Premier - 2000 US Census	Claritas: Claritas - Pop-Facts Premier 2018
Pop-Facts Premier - 2010 US Census	Claritas: Claritas - Pop-Facts Premier 2018
Pop-Facts Premier - 2018 - Current Year Estimate	Claritas: Claritas - Pop-Facts Premier 2018
Pop-Facts Premier - 2023 - Five Year Projection	Claritas: Claritas - Pop-Facts Premier 2018
SPOTLIGHT Pop-Facts Premier - 2018 - Current Year Estimate	Claritas: Claritas

Pop-Facts Demographics Snapshot | Summary

Trade Area: 3) Roswell Region

Population	
2000 Census	1,801,303
2010 Census	2,314,803
2018 Estimate	2,662,855
2023 Projection	2,855,753
Population Growth	
Percent Change: 2000 to 2010	28.51
Percent Change: 2010 to 2018	15.04
Percent Change: 2018 to 2023	7.24
Households	
2000 Census	657,497
2010 Census	834,354
2018 Estimate	956,721
2023 Projection	1,025,196
Household Growth	
Percent Change: 2000 to 2010	26.90
Percent Change: 2010 to 2018	14.67
Percent Change: 2018 to 2023	7.16
Family Households	
2000 Census	468,664
2010 Census	594,482
2018 Estimate	681,821
2023 Projection	730,502
Family Household Growth	
Percent Change: 2000 to 2010	26.85
Percent Change: 2010 to 2018	14.69
Percent Change: 2018 to 2023	7.14

Benchmark: USA

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Pop-Facts Demographics Snapshot | Population & Race

ENVIRONICS
ANALYTICS

Trade Area: 3) Roswell Region

Total Population: 2,662,855 | Total Households: 956,721

	Count	%
2018 Est. Population by Single-Classification Race		
White Alone	1,571,715	59.02
Black/African American Alone	570,180	21.41
American Indian/Alaskan Native Alone	10,091	0.38
Asian Alone	254,611	9.56
Native Hawaiian/Pacific Islander Alone	1,476	0.06
Some Other Race Alone	170,339	6.40
Two or More Races	84,444	3.17
2018 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	2,260,660	84.90
Hispanic or Latino	402,195	15.10
Mexican Origin	223,634	55.60
Puerto Rican Origin	27,431	6.82
Cuban Origin	11,919	2.96
All Other Hispanic or Latino	139,210	34.61
2018 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	37,600	14.77
Filipino	8,925	3.50
Japanese	4,586	1.80
Asian Indian	94,270	37.02
Korean	43,232	16.98
Vietnamese	29,340	11.52
Cambodian	2,543	1.00
Hmong	1,367	0.54
Laotian	2,818	1.11
Thai	2,652	1.04
All Other Asian Races Including 2+ Category	27,278	10.71
2018 Est. Population by Ancestry		
Arab	14,358	0.54
Czech	2,947	0.11
Danish	2,794	0.10
Dutch	14,792	0.56
English	183,558	6.89
French (Excluding Basque)	27,679	1.04
French Canadian	5,596	0.21
German	152,985	5.75
Greek	6,394	0.24
Hungarian	5,858	0.22
Irish	141,279	5.31
Italian	72,360	2.72
Lithuanian	2,152	0.08
Norwegian	10,323	0.39
Polish	29,723	1.12
Portuguese	4,141	0.16
Russian	17,344	0.65
Scotch-Irish	26,852	1.01
Scottish	38,136	1.43
Slovak	2,120	0.08
Sub-Saharan African	64,737	2.43
Swedish	11,408	0.43
Swiss	2,493	0.09
Ukrainian	5,525	0.21
United States or American	177,572	6.67
Welsh	7,609	0.29
West Indian (Excluding Hispanic groups)	38,565	1.45
Other ancestries	1,204,725	45.24
Ancestries Unclassified	388,830	14.60
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,845,119	74.02
Speak Asian/Pacific Isl. Lang. at Home	129,167	5.18
Speak Indo-European Language at Home	142,609	5.72
Speak Spanish at Home	334,348	13.41
Speak Other Language at Home	41,360	1.66
2018 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	195,797	48.68
Black/African American Alone	14,349	3.57
American Indian/Alaskan Native Alone	5,556	1.38
Asian Alone	1,229	0.31
Native Hawaiian/Pacific Islander Alone	408	0.10
Some Other Race Alone	161,246	40.09
Two or More Races	23,610	5.87

Benchmark: USA

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Pop-Facts Demographics Snapshot | Population & Race

ENVIRONICS
ANALYTICS

Trade Area: 3) Roswell Region

Total Population: 2,662,855 | Total Households: 956,721

	Count	%
2018 Est. Population by Sex		
Male	1,299,022	48.78
Female	1,363,834	51.22
2018 Est. Population by Age		
Age 0 - 4	170,252	6.39
Age 5 - 9	182,192	6.84
Age 10 - 14	198,771	7.46
Age 15 - 17	118,405	4.45
Age 18 - 20	108,343	4.07
Age 21 - 24	137,415	5.16
Age 25 - 34	341,899	12.84
Age 35 - 44	377,316	14.17
Age 45 - 54	398,104	14.95
Age 55 - 64	324,082	12.17
Age 65 - 74	196,899	7.39
Age 75 - 84	80,987	3.04
Age 85 and over	28,190	1.06
Age 16 and over	2,072,742	77.84
Age 18 and over	1,993,235	74.85
Age 21 and over	1,884,892	70.78
Age 65 and over	306,077	11.49
Median Age	—	37.03
Average Age	—	37.10
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	663,478	31.42
Male, Never Married	343,053	16.25
Female, Never Married	320,425	15.17
Married, Spouse Present	1,065,072	50.44
Married, Spouse Absent	89,536	4.24
Widowed	82,673	3.92
Male, Widowed	17,087	0.81
Female, Widowed	65,586	3.11
Divorced	210,882	9.99
Male, Divorced	79,918	3.79
Female, Divorced	130,964	6.20
2018 Est. Male Population by Age		
Male: Age 0 - 4	86,780	6.68
Male: Age 5 - 9	92,713	7.14
Male: Age 10 - 14	100,766	7.76
Male: Age 15 - 17	60,311	4.64
Male: Age 18 - 20	55,757	4.29
Male: Age 21 - 24	70,291	5.41
Male: Age 25 - 34	168,994	13.01
Male: Age 35 - 44	181,011	13.93
Male: Age 45 - 54	192,476	14.82
Male: Age 55 - 64	155,391	11.96
Male: Age 65 - 74	90,345	6.96
Male: Age 75 - 84	34,665	2.67
Male: Age 85 and over	9,522	0.73
Median Age, Male	—	35.79
Average Age, Male	—	36.20
2018 Est. Female Population by Age		
Female: Age 0 - 4	83,472	6.12
Female: Age 5 - 9	89,479	6.56
Female: Age 10 - 14	98,006	7.19
Female: Age 15 - 17	58,093	4.26
Female: Age 18 - 20	52,586	3.86
Female: Age 21 - 24	67,124	4.92
Female: Age 25 - 34	172,906	12.68
Female: Age 35 - 44	196,305	14.39
Female: Age 45 - 54	205,627	15.08
Female: Age 55 - 64	168,691	12.37
Female: Age 65 - 74	106,554	7.81
Female: Age 75 - 84	46,323	3.40
Female: Age 85 and over	18,668	1.37
Median Age, Female	—	38.17
Average Age, Female	—	37.93

Benchmark: USA

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Pop-Facts Demographics Snapshot | Housing & Households

ENVIRONICS
ANALYTICS

Trade Area: 3) Roswell Region

Total Population: 2,662,855 | Total Households: 956,721

	Count	%
2018 Est. Households by Household Type		
Family Households	681,821	71.27
NonFamily Households	274,900	28.73
2018 Est. Group Quarters Population		
2018 Est. Group Quarters Population	17,945	0.67
2018 HHs By Ethnicity, Hispanic/Latino		
2018 HHs By Ethnicity, Hispanic/Latino	99,837	10.44
2018 Est. Family HH Type by Presence of Own Child.		
Married Couple Family, own children	270,595	39.69
Married Couple Family, no own children	253,923	37.24
Male Householder, own children	20,319	2.98
Male Householder, no own children	21,909	3.21
Female Householder, own children	69,807	10.24
Female Householder, no own children	45,268	6.64
2018 Est. Households by Household Size		
1-Person Household	219,809	22.98
2-Person Household	284,585	29.75
3-Person Household	170,514	17.82
4-Person Household	155,413	16.24
5-Person Household	75,367	7.88
6-Person Household	30,917	3.23
7-or-more-person	20,116	2.10
2018 Est. Average Household Size	--	2.76
2018 Est. Households by Number of Vehicles		
No Vehicles	34,240	3.58
1 Vehicle	283,860	29.67
2 Vehicles	421,846	44.09
3 Vehicles	157,069	16.42
4 Vehicles	45,008	4.70
5 or more Vehicles	14,698	1.54
2018 Est. Average Number of Vehicles	--	1.95
2018 Est. Occupied Housing Units by Tenure		
Housing Units, Owner-Occupied	662,304	69.23
Housing Units, Renter-Occupied	294,418	30.77
2018 Owner Occ. HUs: Avg. Length of Residence		
2018 Owner Occ. HUs: Avg. Length of Residence	--	12.62
2018 Renter Occ. HUs: Avg. Length of Residence		
2018 Renter Occ. HUs: Avg. Length of Residence	--	5.24
2018 Est. Owner-Occupied Housing Units by Value		
Value Less Than \$20,000	9,999	1.51
Value \$20,000 - \$39,999	4,566	0.69
Value \$40,000 - \$59,999	4,564	0.69
Value \$60,000 - \$79,999	10,486	1.58
Value \$80,000 - \$99,999	17,921	2.71
Value \$100,000 - \$149,999	77,162	11.65
Value \$150,000 - \$199,999	106,656	16.10
Value \$200,000 - \$299,999	162,593	24.55
Value \$300,000 - \$399,999	102,919	15.54
Value \$400,000 - \$499,999	67,159	10.14
Value \$500,000 - \$749,999	61,042	9.22
Value \$750,000 - \$999,999	23,812	3.60
Value \$1,000,000 - \$1,499,999	8,194	1.24
Value \$1,500,000 - \$1,999,999	2,679	0.40
Value \$2,000,000 or more	2,559	0.39
2018 Est. Median All Owner-Occupied Housing Value	--	256,641.46

Benchmark: USA

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Pop-Facts Demographics Snapshot | Housing & Households

ENVIRONICS
ANALYTICS

Trade Area: 3) Roswell Region

Total Population: 2,662,855 | Total Households: 956,721

	Count	%
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	70,799	6.86
1 Unit Detached	701,453	67.92
2 Units	8,507	0.82
3 to 4 Units	21,899	2.12
5 to 19 Units	133,718	12.95
20 to 49 Units	41,401	4.01
50 or More Units	36,022	3.49
Mobile Home or Trailer	18,482	1.79
Boat, RV, Van, etc.	555	0.05
2018 Est. Housing Units by Year Structure Built		
Built 2014 or Later	103,083	9.98
Built 2010 to 2013	15,733	1.52
Built 2000 to 2009	243,603	23.59
Built 1990 to 1999	251,460	24.35
Built 1980 to 1989	212,055	20.53
Built 1970 to 1979	117,409	11.37
Built 1960 to 1969	52,107	5.04
Built 1950 to 1959	22,893	2.22
Built 1940 to 1949	6,310	0.61
Built 1939 or Earlier	8,184	0.79
2018 Housing Units by Year Structure Built		
2018 Est. Median Year Structure Built	--	1,993.97
2018 Est. Households by Presence of People Under 18		
2018 Est. Households by Presence of People Under 18	388,894	40.65
Households with 1 or More People under Age 18		
Married Couple Family	282,107	72.54
Other Family, Male Householder	24,467	6.29
Other Family, Female Householder	79,489	20.44
NonFamily Household, Male Householder	2,029	0.52
NonFamily Household, Female Householder	801	0.21
2018 Est. Households with No People under Age 18		
Households with No People under Age 18	567,827	59.35
Households with No People under Age 18		
Married Couple Family	242,451	42.70
Other Family, Male Householder	17,756	3.13
Other Family, Female Householder	35,595	6.27
NonFamily, Male Householder	124,167	21.87
NonFamily, Female Householder	147,858	26.04

Benchmark: USA

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Pop-Facts Demographics Snapshot | Affluence & Education

ENVIRONICS
ANALYTICS

Trade Area: 3) Roswell Region

Total Population: 2,662,855 | Total Households: 956,721

	Count	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th Grade	85,154	4.87
Some High School, No Diploma	86,689	4.96
High School Graduate (or GED)	350,835	20.08
Some College, No Degree	328,582	18.80
Associate's Degree	135,972	7.78
Bachelor's Degree	492,971	28.21
Master's Degree	198,378	11.35
Professional Degree	40,628	2.33
Doctorate Degree	28,268	1.62
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
High School Diploma	81,638	38.01
High School Graduate	55,120	25.66
Some College or Associate's Degree	39,696	18.48
Bachelor's Degree or Higher	38,351	17.85
2018 Est. Households by HH Income		
Income < \$15,000	63,175	6.60
Income \$15,000 - \$24,999	62,371	6.52
Income \$25,000 - \$34,999	73,500	7.68
Income \$35,000 - \$49,999	109,980	11.50
Income \$50,000 - \$74,999	160,730	16.80
Income \$75,000 - \$99,999	127,539	13.33
Income \$100,000 - \$124,999	99,839	10.44
Income \$125,000 - \$149,999	73,185	7.65
Income \$150,000 - \$199,999	81,104	8.48
Income \$200,000 - \$249,999	39,799	4.16
Income \$250,000 - \$499,999	43,062	4.50
Income \$500,000+	22,417	2.34
2018 Est. Average Household Income	-	106,312.68
2018 Est. Median Household Income	-	76,510.99
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	-	87,356.81
Black or African American Alone	-	59,008.58
American Indian and Alaskan Native Alone	-	45,549.27
Asian Alone	-	88,434.37
Native Hawaiian and Other Pacific Islander Alone	-	57,167.52
Some Other Race Alone	-	42,218.25
Two or More Races	-	64,136.50
Hispanic or Latino	-	45,876.95
Not Hispanic or Latino	-	81,235.81
2018 Est. Families by Poverty Status		
2018 Families at or Above Poverty	623,237	91.41
2018 Families at or Above Poverty with children	320,992	47.08
2018 Families Below Poverty	58,585	8.59
2018 Families Below Poverty with children	45,868	6.73

Benchmark: USA

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Pop-Facts Demographics Snapshot | Education & Occupation

ENVIRONICS
ANALYTICS

Trade Area: 3) Roswell Region

Total Population: 2,662,855 | Total Households: 956,721

	Count	%
2018 Est. Employed Civilian Population 16+ by Occupation Classification		
White Collar	921,989	68.61
Blue Collar	223,050	16.60
Service and Farming	198,783	14.79
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	212,728	17.38
15 - 29 Minutes	390,635	31.92
30 - 44 Minutes	308,184	25.18
45 - 59 Minutes	151,981	12.42
60 or more Minutes	160,142	13.09
2018 Est. Avg Travel Time to Work in Minutes	—	34.51
2018 Est. Workers Age 16+ by Transp. to Work		
2018 Est. Workers Age 16+ by Transp. to Work	1,318,660	100.00
Drove Alone	1,038,004	78.72
Carpooled	126,234	9.57
Public Transport	22,653	1.72
Walked	15,217	1.15
Bicycle	908	0.07
Other Means	17,645	1.34
Worked at Home	97,998	7.43
2018 Est. Civ. Employed Pop 16+ by Class of Worker		
2018 Est. Civ. Employed Pop 16+ by Class of Worker	1,343,821	100.00
For-Profit Private Workers	989,241	73.61
Non-Profit Private Workers)	75,440	5.61
Local Government Workers	71,473	5.32
State Government Workers	33,751	2.51
Federal Government Workers	23,969	1.78
Self-Employed Workers	147,672	10.99
Unpaid Family Workers	2,276	0.17
2018 Est. Civ. Employed Pop 16+ by Occupation		
Architecture/Engineering	27,086	2.02
Arts/Design/Entertainment/Sports/Media	28,309	2.11
Building/Grounds Cleaning/Maintenance	48,429	3.60
Business/Financial Operations	88,789	6.61
Community/Social Services	18,018	1.34
Computer/Mathematical	72,091	5.37
Construction/Extraction	73,051	5.44
Education/Training/Library	79,831	5.94
Farming/Fishing/Forestry	1,682	0.13
Food Preparation/Serving Related	72,579	5.40
Healthcare Practitioner/Technician	62,319	4.64
Healthcare Support	18,921	1.41
Installation/Maintenance/Repair	33,741	2.51
Legal	15,833	1.18
Life/Physical/Social Science	9,115	0.68
Management	185,103	13.77
Office/Administrative Support	162,702	12.11
Production	49,910	3.71
Protective Services	18,308	1.36
Sales/Related	172,793	12.86
Personal Care/Service	38,863	2.89
Transportation/Material Moving	66,348	4.94
2018 Est. Pop Age 16+ by Employment Status		
In Armed Forces	1,843	0.09
Civilian - Employed	1,358,776	65.56
Civilian - Unemployed	81,667	3.94
Not in Labor Force	630,455	30.42

Benchmark: USA

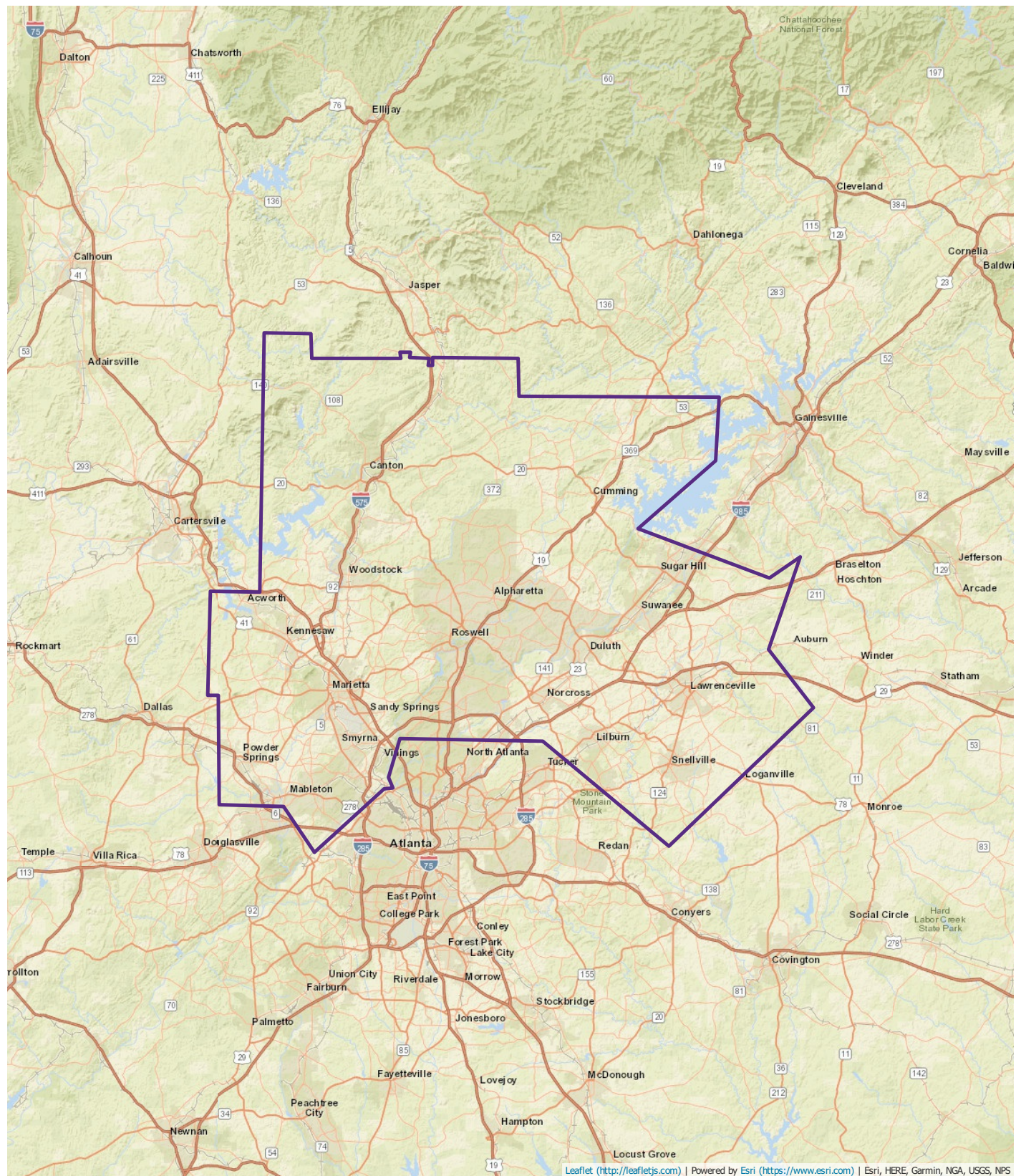
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Pop-Facts Demographics Snapshot | Map

ENVIRONICS
ANALYTICS

Trade Area: 3) Roswell Region

Total Population: 2,662,855 | Total Households: 956,721



Pop-Facts Demographics Trend | Summary Trends

Trade Area: 3) Roswell Region

	2000 Census	2010 Census	2018 Estimate	2023 Projection
Population	1,801,303	2,314,803	2,662,855	2,855,753
Households	657,497	834,354	956,721	1,025,196
Families	468,664	594,482	681,821	730,502
Housing Units	687,155	908,539	1,032,837	1,102,771
Group Quarters Population	17,589	18,092	17,945	18,242

Benchmark: USA

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Pop-Facts Demographics Trend | Percent Change Trends

Trade Area: 3) Roswell Region

	2000-2010	2010-2018	2018-2023
	%	%	%
Population Count Change (%)	28.51	15.04	7.24
Household Count Change (%)	26.90	14.67	7.16
Family Count Change (%)	26.85	14.69	7.14
Housing Unit Count Change (%)	32.22	13.68	6.77
Group Quarters Population Change (%)	2.86	-0.81	1.66

Benchmark: USA

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Pop-Facts Demographics Trend | Population & Household Trends

Trade Area: 3) Roswell Region

	2000* / 2010**		2018		2023	
	Census	%	Estimate	%	Projection	%
Population by Age**						
Age 0 - 4	169,697	7.33	170,252	6.39	175,692	6.15
Age 5 - 9	182,010	7.86	182,192	6.84	177,675	6.22
Age 10 - 14	178,089	7.69	198,771	7.46	192,766	6.75
Age 15 - 17	104,472	4.51	118,405	4.45	128,696	4.51
Age 18 - 20	80,551	3.48	108,343	4.07	120,129	4.21
Age 21 - 24	108,401	4.68	137,415	5.16	159,380	5.58
Age 25 - 34	328,754	14.20	341,899	12.84	352,685	12.35
Age 35 - 44	381,789	16.49	377,316	14.17	366,325	12.83
Age 45 - 54	354,484	15.31	398,104	14.95	408,142	14.29
Age 55 - 64	236,437	10.21	324,082	12.17	377,610	13.22
Age 65 - 74	114,520	4.95	196,899	7.39	252,175	8.83
Age 75 - 84	55,121	2.38	80,987	3.04	112,456	3.94
Age 85 and over	20,477	0.89	28,190	1.06	32,021	1.12
Age 15 and over	1,785,007	77.11	2,111,640	79.30	2,309,620	80.88
Age 16 and over	1,749,689	75.59	2,072,742	77.84	2,267,373	79.40
Age 18 and over	1,680,535	72.60	1,993,235	74.85	2,180,924	76.37
Age 21 and over	1,599,984	69.12	1,884,892	70.78	2,060,795	72.16
Age 25 and over	1,491,583	64.44	1,747,477	65.62	1,901,415	66.58
Age 65 and over	190,119	8.21	306,077	11.49	396,652	13.89
Median Age	-	35.15	-	37.03	-	38.37
Population by Sex**						
Male	1,136,463	49.09	1,299,022	48.78	1,392,793	48.77
Female	1,178,340	50.91	1,363,834	51.22	1,462,961	51.23
Households by Age of Householder**						
Householder Under 25 Years	30,427	3.65	30,194	3.16	34,043	3.32
Householder Age 25 - 34	147,731	17.71	144,681	15.12	139,863	13.64
Householder Age 35 - 44	204,698	24.53	200,281	20.93	192,788	18.80
Householder Age 45 - 54	201,048	24.10	221,146	23.11	224,647	21.91
Householder Age 55 - 64	136,516	16.36	182,104	19.03	208,082	20.30
Householder Age 65 - 74	68,088	8.16	113,965	11.91	142,815	13.93
Householder Age 75 - 84	33,779	4.05	48,072	5.03	65,015	6.34
Householder Age 85 Years and Over	12,067	1.45	16,279	1.70	17,943	1.75
Median Age of Householder	-	46.63	-	49.63	-	51.51
Pop. by Single-Class. Race by Hispanic/Latino**						
Hispanic/Latino	341,895	14.77	402,195	15.10	438,071	15.34
White Alone	165,769	7.16	195,797	7.35	213,568	7.48
Black/African American Alone	12,176	0.53	14,349	0.54	15,661	0.55
American Indian/Alaskan Native Alone	4,752	0.20	5,556	0.21	6,045	0.21
Asian Alone	1,055	0.05	1,229	0.05	1,326	0.05
Native Hawaiian/Pacific Islander Alone	355	0.01	408	0.01	438	0.01
Some Other Race Alone	137,576	5.94	161,246	6.05	175,361	6.14
Two or More Races	20,213	0.87	23,610	0.89	25,672	0.90
Not Hispanic/Latino	1,972,908	85.23	2,260,660	84.90	2,417,682	84.66
White Alone	1,317,291	56.91	1,375,918	51.67	1,376,498	48.20
Black/African American Alone	423,871	18.31	555,831	20.87	644,642	22.57
American Indian/Alaskan Native Alone	4,409	0.19	4,535	0.17	4,507	0.16
Asian Alone	175,907	7.60	253,382	9.52	307,531	10.77
Native Hawaiian/Pacific Islander Alone	914	0.04	1,068	0.04	1,167	0.04
Some Other Race Alone	8,042	0.35	9,093	0.34	9,701	0.34
Two or More Races	42,475	1.83	60,834	2.29	73,636	2.58

Benchmark: USA

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Pop-Facts Demographics Trend | Income Trends

Trade Area: 3) Roswell Region

	2000		2018		2023	
	Census	%	Estimate	%	Projection	%
Households by Household Income						
Income Less Than \$15,000	42,998	6.54	63,175	6.60	60,446	5.90
Income \$15,000 - \$24,999	45,990	7.00	62,371	6.52	58,186	5.68
Income \$25,000 - \$34,999	62,159	9.45	73,500	7.68	70,638	6.89
Income \$35,000 - \$49,999	100,198	15.24	109,980	11.50	107,052	10.44
Income \$50,000 - \$74,999	147,926	22.50	160,730	16.80	162,551	15.86
Income \$75,000 - \$99,999	101,677	15.46	127,539	13.33	133,814	13.05
Income \$100,000 - \$124,999	62,391	9.49	99,839	10.44	108,096	10.54
Income \$125,000 - \$149,999	33,208	5.05	73,185	7.65	83,838	8.18
Income \$150,000 - \$199,999	30,945	4.71	81,104	8.48	97,572	9.52
Income \$200,000 - \$249,999	13,790	2.10	39,799	4.16	54,283	5.29
Income \$250,000 - \$499,999	11,776	1.79	43,082	4.50	56,644	5.53
Income \$500,000 or more	4,736	0.72	22,417	2.34	32,076	3.13
Median Household Income	—	62,354.82	—	76,510.99	—	84,434.81
Average Household Income	—	80,376.17	—	106,312.68	—	117,687.83
Median HH Inc. by Single-Classification Race						
White Alone	—	66,629.84	—	87,356.81	—	96,692.10
Black/African American Alone	—	47,197.54	—	59,008.58	—	65,590.32
American Indian/Alaskan Native Alone	—	43,389.83	—	45,549.27	—	53,391.32
Asian Alone	—	58,793.17	—	88,434.37	—	99,506.36
Native Hawaiian/Pacific Islander Alone	—	62,127.06	—	57,167.52	—	59,211.01
Some Other Race Alone	—	43,582.27	—	42,218.25	—	46,112.23
Two or More Races	—	49,714.41	—	64,136.50	—	71,620.60
Hispanic/Latino	—	47,257.08	—	45,876.95	—	49,842.09
Not Hispanic/Latino	—	63,398.25	—	81,235.81	—	89,852.88

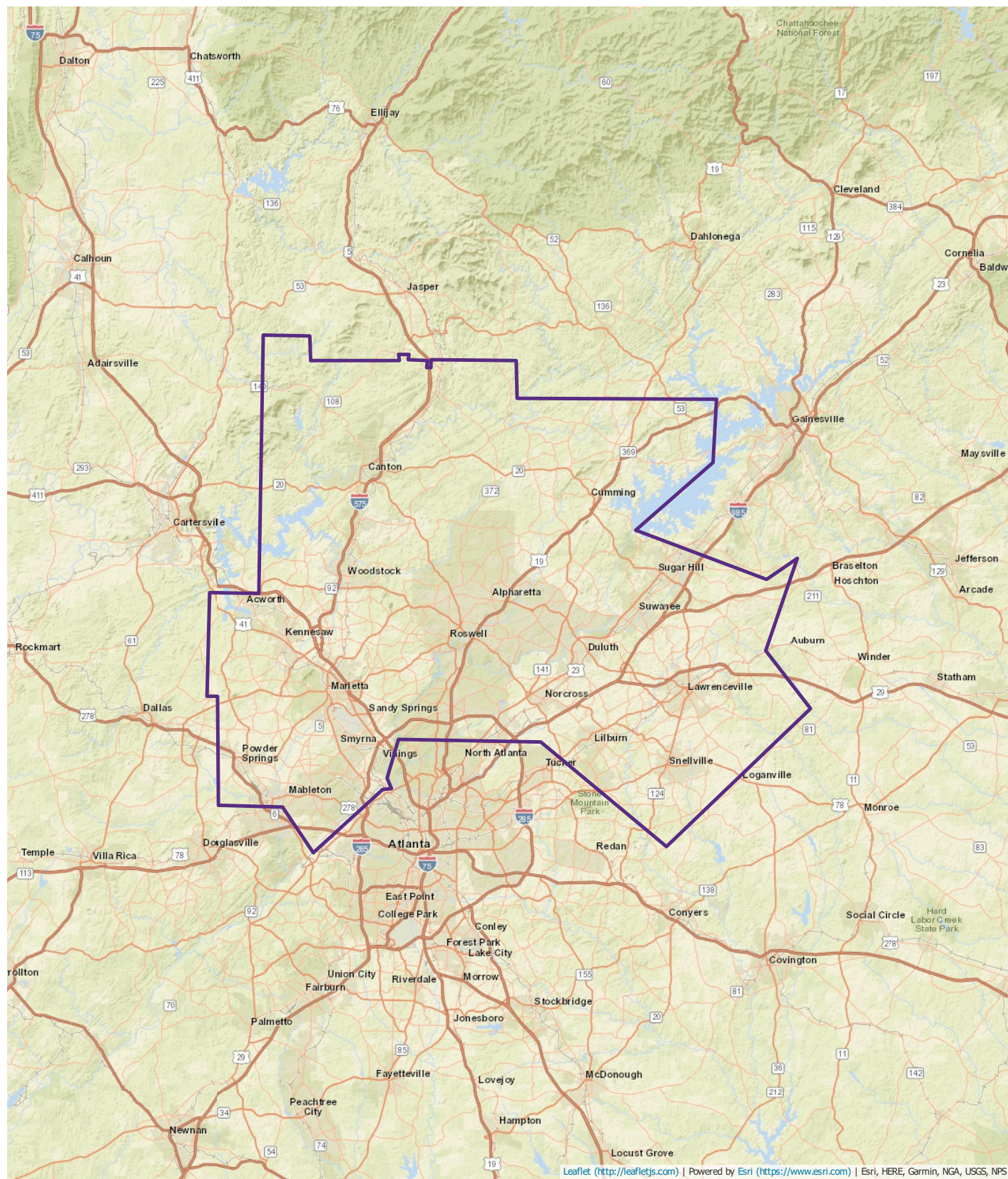
Benchmark: USA

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Pop-Facts Demographics Trend | Map

ENVIRONICS
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Trade Area: 3) Roswell Region



Benchmark: USA

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Report Details

Name: Executive Dashboard
Date / Time: 3/12/2018 9:29:30 AM
DataVintage: 2018

Trade Area

Name	Level	Geographies
1) Roswell, GA (city)	Place	Roswell, GA (city)
2) Roswell Cultural Arts Center, Roswell, GA - 15 mi Radius	15 mi Radius	N/A
3) Roswell Region	User-drawn polygon	N/A

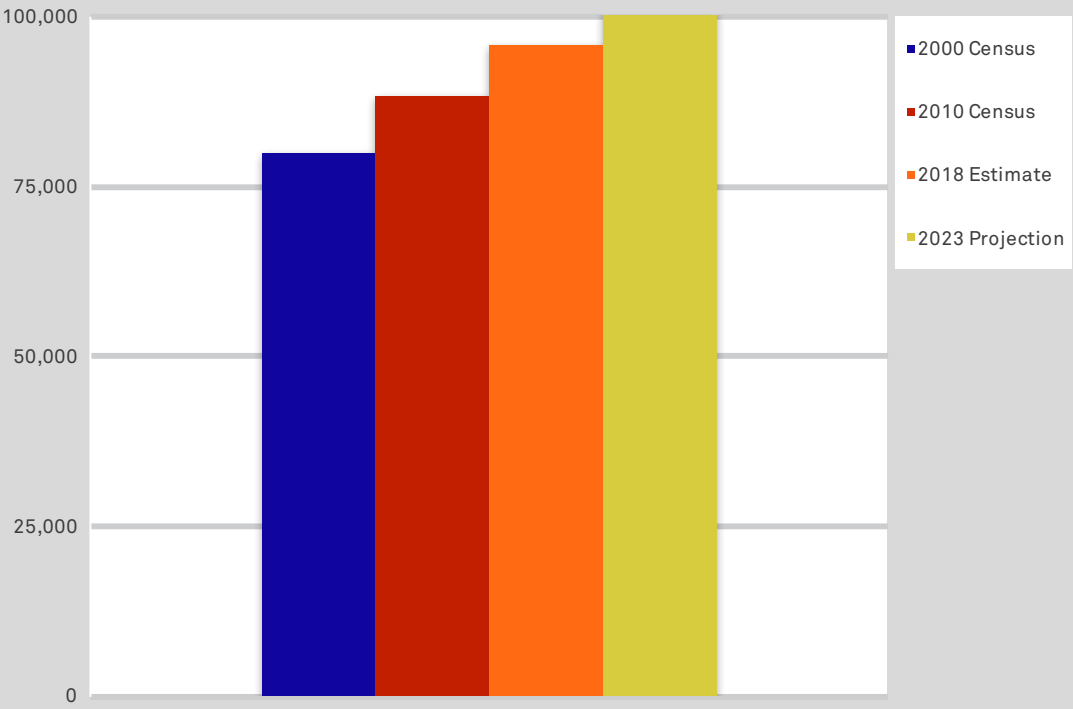
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Name	Level	Geographies
USA	Entire US	United States

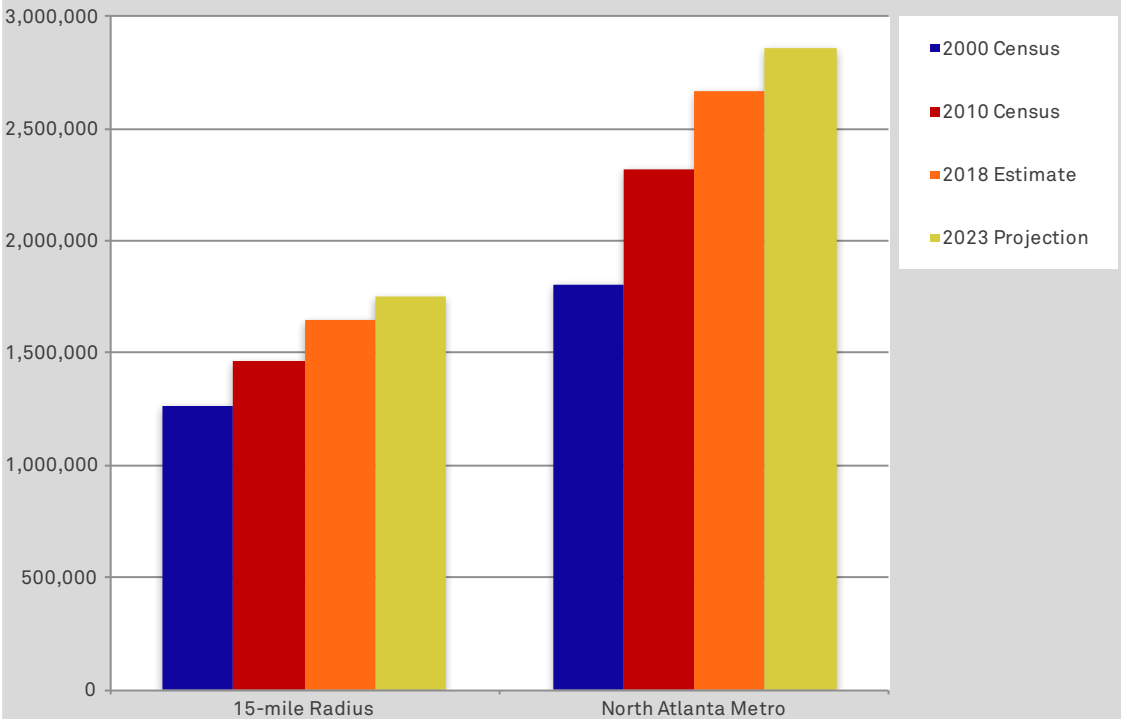
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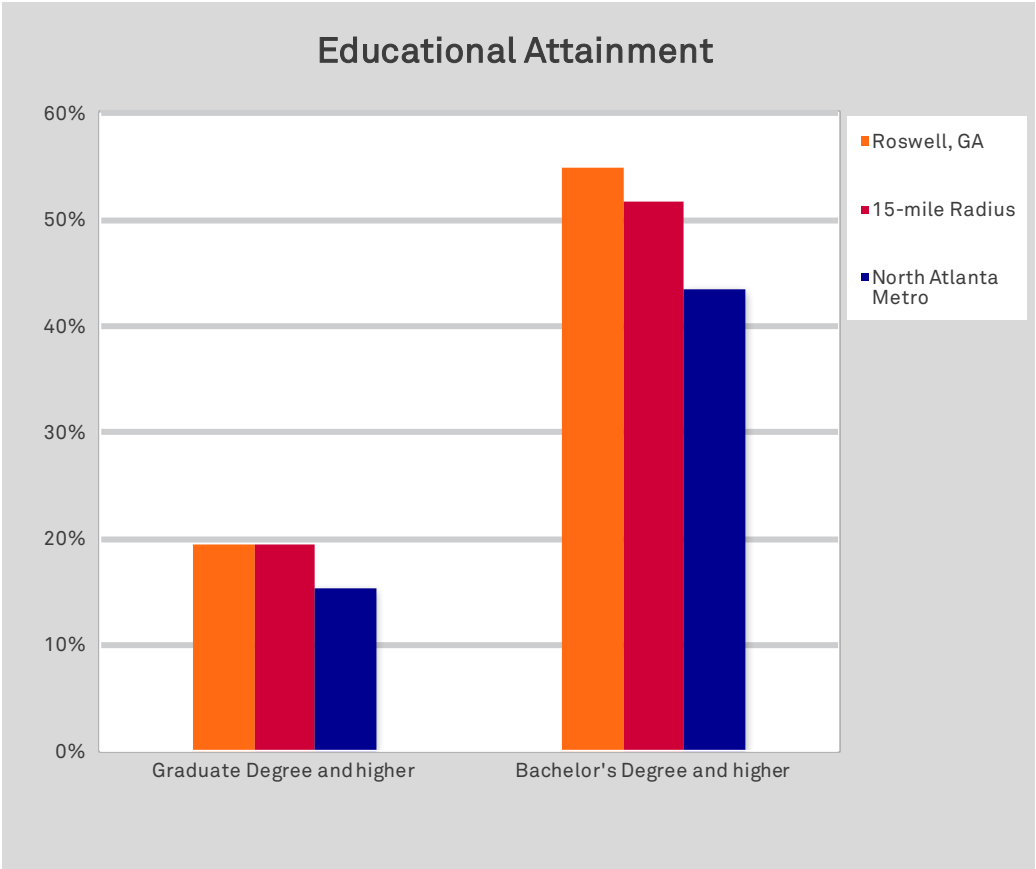
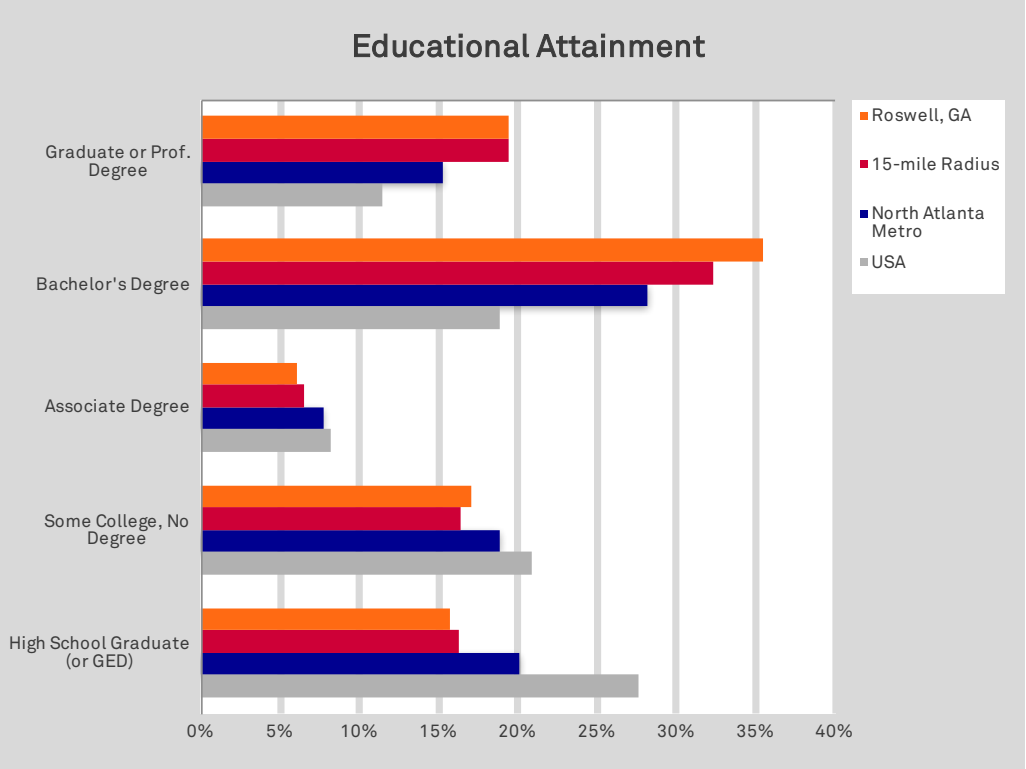
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Population Growth: Roswell

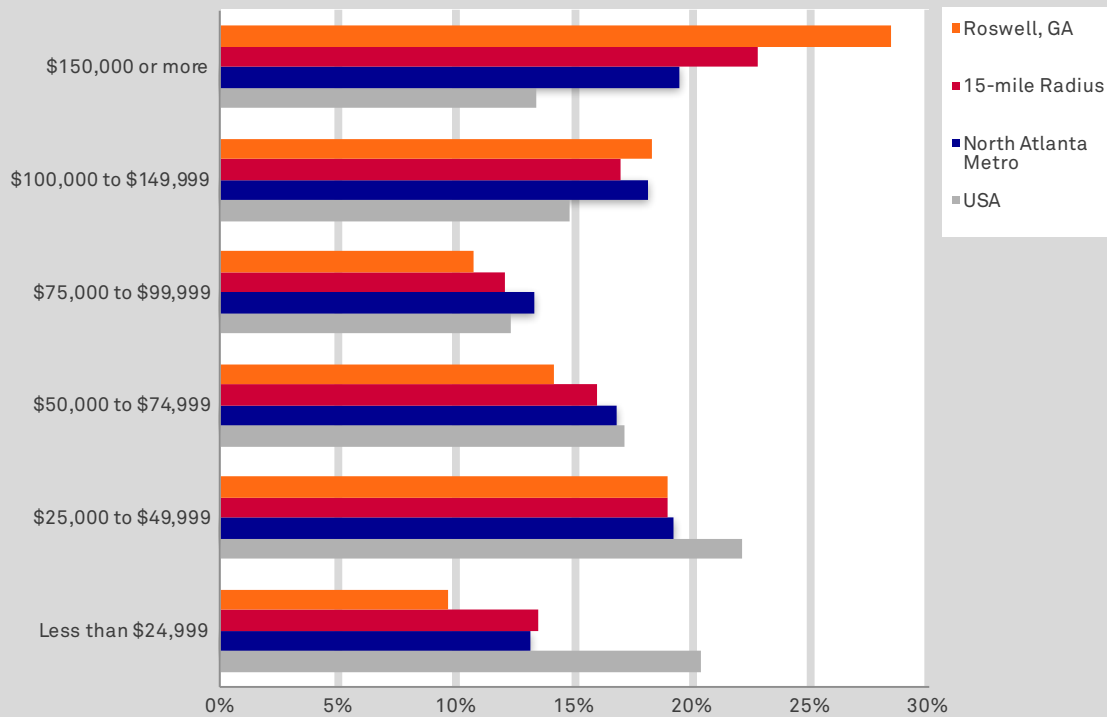


Population Growth: Region

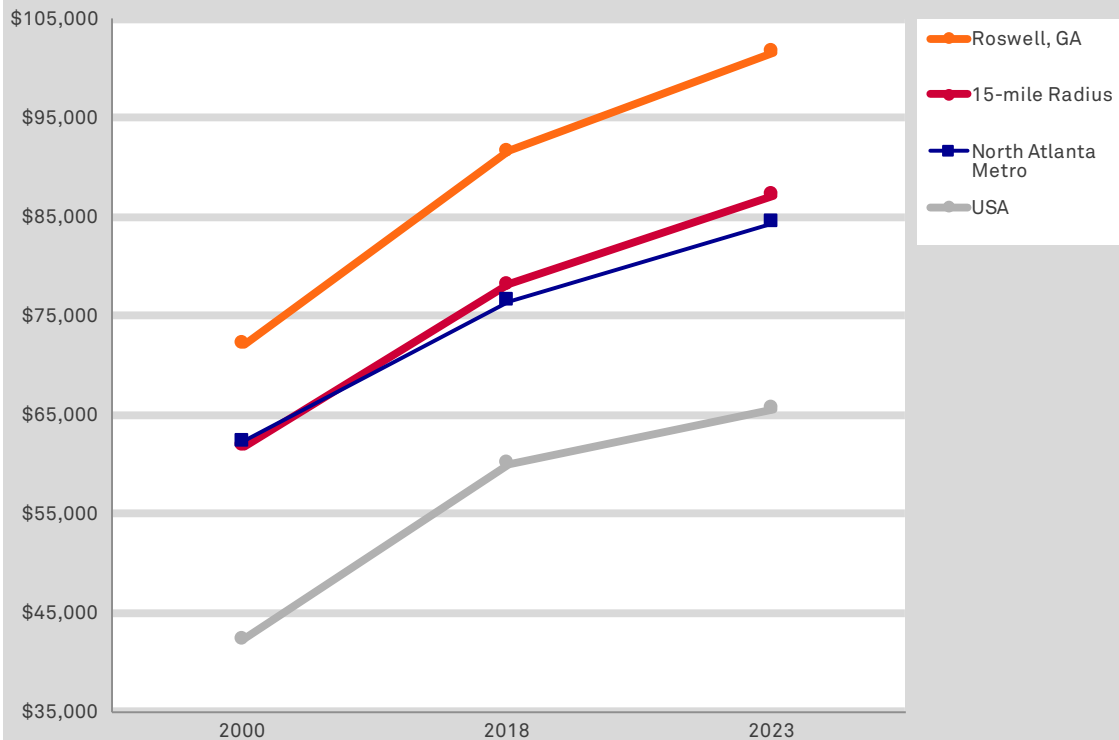


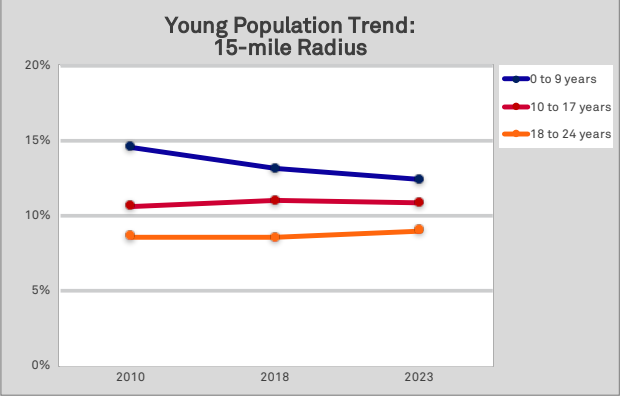
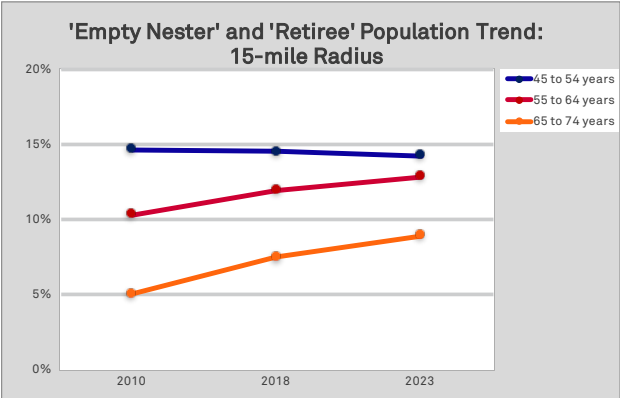
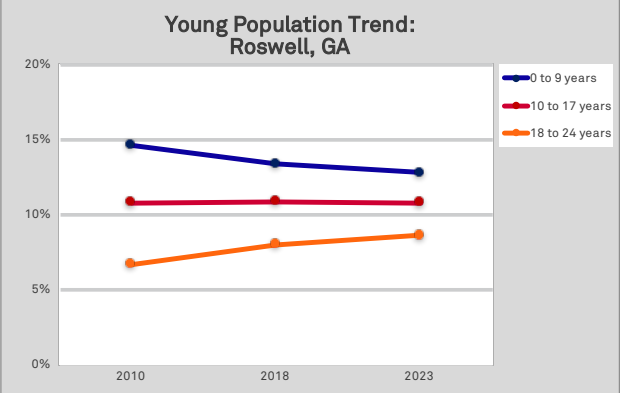
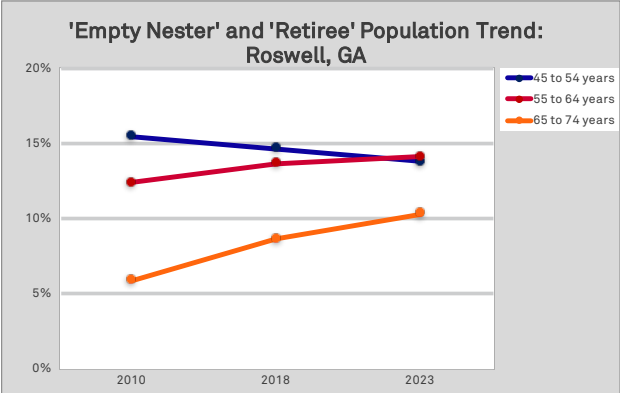
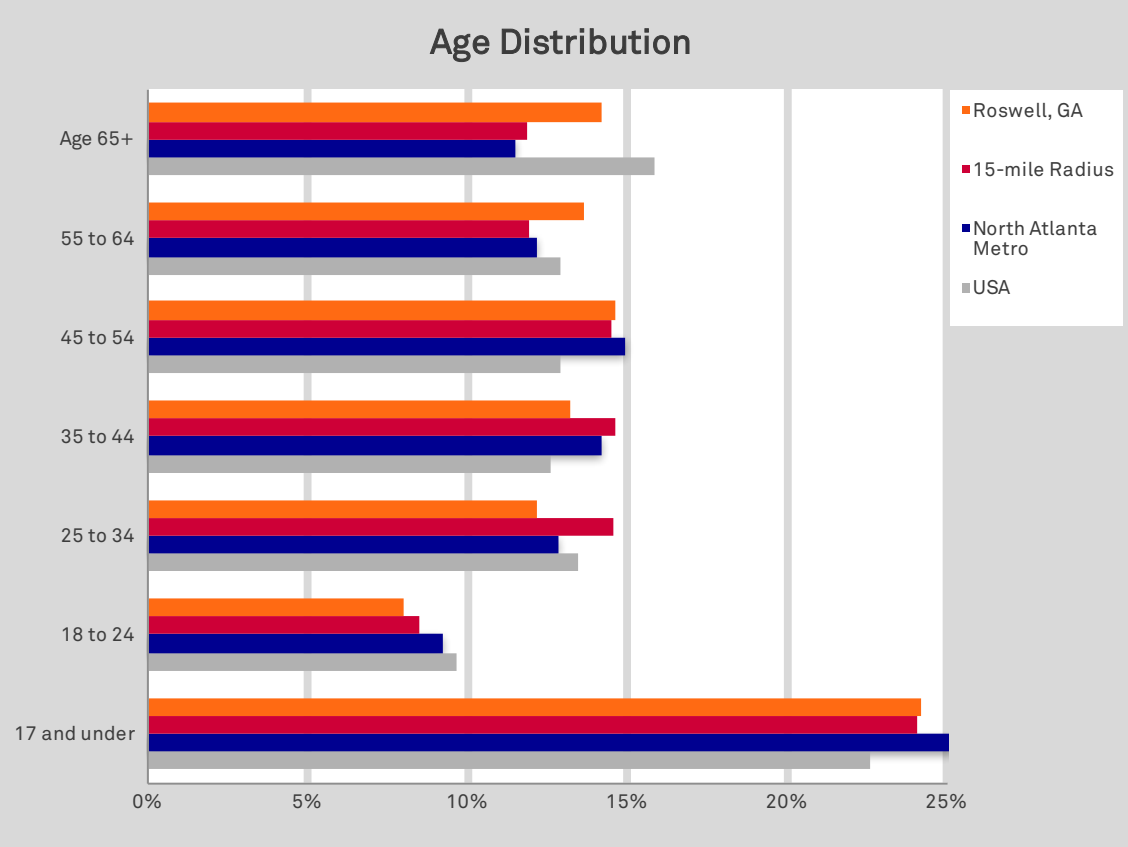


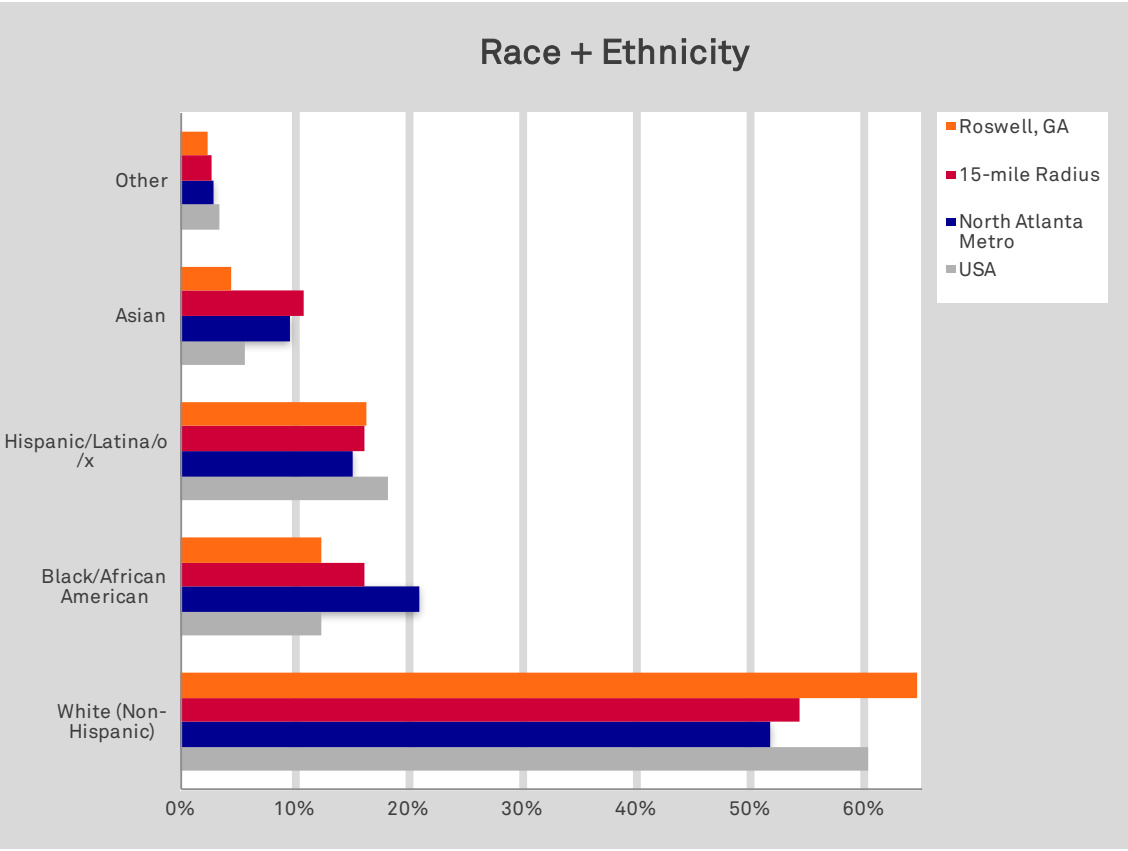
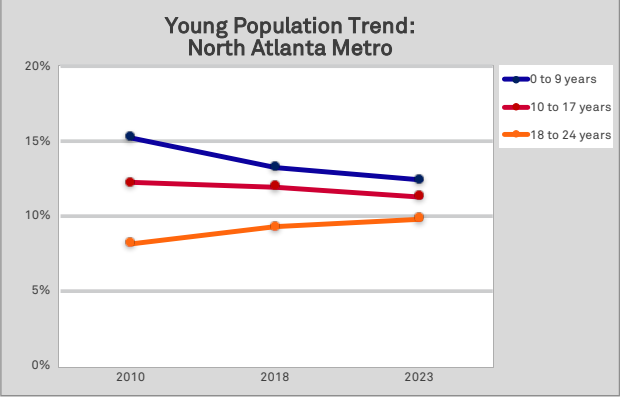
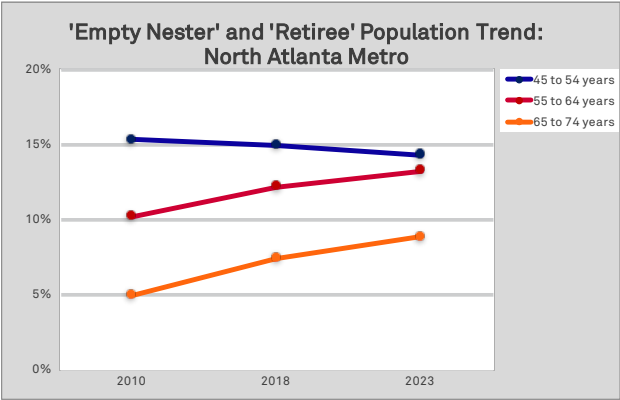
Household Income Distribution



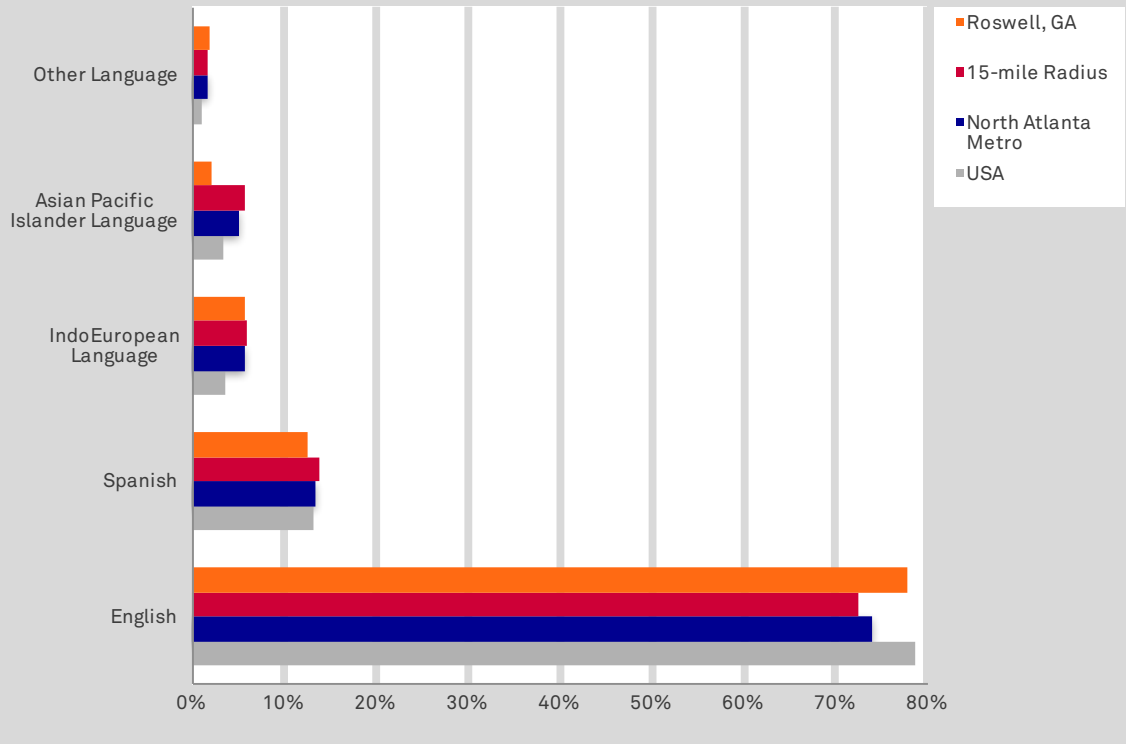
Median Household Income







Language Spoken at Home



appendix c: arts + economic prosperity 5

The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Fulton County, GA (Fiscal Year 2015)

Direct Economic Activity	Arts and Cultural Organizations	+	Arts and Cultural Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$382,742,711		\$236,232,626		\$618,975,337

Economic Impact of Spending by Arts and Cultural Organizations and Their Audiences

Total Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	12,459		7,383		19,842
Household Income Paid to Residents	\$347,266,000		\$143,284,000		\$490,550,000
Revenue Generated to <u>Local</u> Government	\$11,558,000		\$16,323,000		\$27,881,000
Revenue Generated to <u>State</u> Government	\$14,670,000		\$13,000,000		\$27,670,000

Event-Related Spending by Arts and Cultural Audiences Totaled \$236.2 million (excluding the cost of admission)¹

Attendance to Arts and Culture Events	Resident ² Attendees	+	Nonresident ² Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	5,941,239		2,706,853		8,648,092
Percentage of Total Attendance	68.7%		31.3%		100.0%
Average Event-Related Spending Per Person	\$22.66		\$37.28		\$27.23
Total Event-Related Expenditures	\$56,738,960		\$179,493,666		\$236,232,626

Nonprofit Arts and Cultural Event Attendees Spend an Average of \$27.23 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident ² Attendees	Nonresident ² Attendees	All Cultural Audiences
Meals and Refreshments	\$11.90	\$19.63	\$14.32
Souvenirs and Gifts	\$2.70	\$4.01	\$3.11
Ground Transportation	\$2.89	\$2.60	\$2.80
Overnight Lodging (one night only)	\$1.11	\$6.34	\$2.75
Other/Miscellaneous	\$4.06	\$4.70	\$4.26
Average Event-Related Spending Per Person	\$22.66	\$37.28	\$27.23

Source: *Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Fulton County*. For more information about this study or about other cultural initiatives in Fulton County, visit the Fulton County Department of Arts & Culture's web site at www.fultonarts.org.

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About This Study

This Arts & Economic Prosperity 5 study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 341 communities and regions (113 cities, 115 counties, 81 multicounty or multicounty regions, 10 states, and 12 individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,500 to more than 4 million) and type (small rural to large urban). Project economists from the Georgia Institute of Technology customized an input-output analysis model for each participating region to provide specific and localized data on four measures of economic impact: full-time equivalent jobs, household income, and local and state government revenue. These localized models allow for the uniqueness of each local economy to be reflected in the findings.

Americans for the Arts partnered with 250 local, regional, and statewide organizations that represent the 341 study regions (30 partners included multiple study regions as part of their participation). **To complete this customized analysis for Fulton County, the Fulton County Department of Arts & Culture joined the study as one of the 250 partners.**

Surveys of Nonprofit Arts and Cultural ORGANIZATIONS

Each of the 250 partner organizations identified the universe of nonprofit arts and cultural organizations that are located in its region(s) using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and literary and media arts. These include government-owned or government-operated cultural facilities and institutions; municipal arts agencies and councils; private community arts organizations; unincorporated arts groups; living collections (such as zoos, aquariums, and botanical gardens); university presenters, programs, and facilities; and arts programs that are embedded under the umbrella of a nonarts organization or facility (such as a hospital or church). In short, if it displays the characteristics of a nonprofit arts and cultural organization, it is included. *For-profit businesses (e.g., Broadway, motion picture theaters) and individual artists were excluded from this study.*

Nationally, data was collected from a total of 14,439 organizations for this study. Response rates among all eligible organizations located in the 341 study regions was 54.0 percent, and ranged from 9.5 percent to 100 percent. Responding organizations had budgets ranging from \$0 to \$785 million (Smithsonian Institution). It is important to note that each study region's results are based solely on the actual survey data collected. There are no estimates made to account for nonresponding organizations. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

In Fulton County, 180 of the 593 eligible nonprofit arts and cultural organizations participated in this study—an overall participation rate of 30.4 percent. A list of the participating organizations can be obtained from the Fulton County Department of Arts & Culture.

Surveys of Nonprofit Arts and Cultural AUDIENCES

Audience-intercept surveying, a common and accepted research method, was completed in all 341 study regions to capture information about spending by audiences at nonprofit arts and culture events. Patrons were selected randomly and asked to complete a short survey while attending an event. A total of 212,691 attendees completed the survey. The respondents provided itemized travel party expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data was collected throughout the year to guard against seasonal spikes or drop-offs in attendance, and at a broad range of events (because a night at the opera will typically yield more spending than a Saturday children's theater production). Using total attendance data for 2015 (collected from the participating organizations), standard statistical methods were then used to derive a reliable estimate of total arts event-related expenditures by attendees in each study region.

In Fulton County, a total of 683 valid audience-intercept surveys were collected from attendees to nonprofit arts and cultural performances, events, and exhibitions during 2016.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis was used to measure the impact of expenditures by nonprofit arts and cultural organizations and their audiences. This highly-regarded type of economic analysis has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is respent within the local economy before it leaves the community, and it quantifies the economic impact of each of those rounds of spending. Project economists customized an input-output model for each of the 341 participating study regions based on the local dollar flow among 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), state and local tax data (e.g., sales taxes, lodging tax, property taxes, income tax, and miscellaneous local option taxes), and the survey data collected from the responding arts and cultural organizations and their audiences.

¹ To calculate the total estimated audience expenditures in Fulton County, first the audience expenditure findings for any individual participating study regions that are located within Fulton County were summed. Next, the residency percentages and the average per person arts-related expenditure for residents and nonresidents were applied to any additional attendance data collected from organizations located within Fulton County but outside of the individual participating study region(s). Finally, the results were added to the aggregate of the individual participating region(s). Therefore, the total audience expenditures for Fulton County do not equal the average per person event-related expenditure for residents multiplied by the total estimated attendance by residents plus the average per person event-related expenditure for nonresidents multiplied by the total estimated attendance by nonresidents.

² For the purpose of this study, residents are attendees who live within Fulton County; nonresidents live elsewhere.

appendix d: facility inventories

Roswell, GA Performance Facilities Inventory

Regional indoor facilities with capacities between 250 and 2,750 seats in North Fulton County, Cherokee, Cobb, Forsyth, and Gwinnett Counties

*Some capacities and/or characteristics estimated.

Roswell, GA Performance Facilities Inventory
Local indoor facilities with capacities between 100 and 1,700 seats in Roswell, GA
Regional indoor facilities with capacities between 250 and 2,750 seats in North Fulton County, Cherokee, Cobb, Forsyth, and Gwinnett Counties

Local indoor facilities with capacities between 100 and 1,700 seats in Roswell, GA

[illegible]

Regional Facilities		Regional Facilities												Regional Facilities												Regional Facilities												Regional Facilities											
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30																		
Performance	Cobb Energy Center: John A. Williams Theatre	7	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3																		
Performance	Sandy Springs Performing Arts Center: Byers Theatre (in development)	2	1,070	4	4	3	4	4	4	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3																		
School/Uni.	Lassiter High School: Lassiter Concert Hall	4	4	3	3	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3																		
Performance	Variety Playhouse (potential project in development)*	2	1,000	4	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3																		
Performance	Marietta Performing Arts Center	759	4	2	2	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3																		
Performance	Infinite Energy Center	708	1	3	3	3	3	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3																		
School/Uni.	Kennesaw State University: Bailey Performing Arts Center-Morgan Concert Hall	624	4	3	3	3	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3																		
Performance	Broner Center for the Performing Arts	596	1	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3																		
School/Uni.	Mount Paran Christian School: Murray Arts Center- Lynn Theatre	577	2	3	2	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3																		
Performance	Elm Street Cultural Arts Village- City Center Auditorium	500	3	2	3	2	2	2	3	2	3	2	3	2	3	2	4																																
Performance	Strand Theatre	500	5	2	3	2	3	3	3	3	3	3	3	3	3	2	7																																
School/Uni.	Kennesaw State University: Dance Theatre	450	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3																																
School/Uni.	South Forsyth High School: Performing Arts Center	392	2	4	3	3	2	2	3	2	3	2	3	2	3	2	3																																
School/Uni.	Reinhardt University: Falyan Performing Arts Center- Flint Hall	360	5	3	2	3	3	2	3	4	3	4	3	2	8																																		
Performance	Sandy Springs Performing Arts Center: Studio Theatre (in development)	350	1	4	3	3	3	3	3	3	3	3	3	3	3	2																																	
School/Uni.	Kennesaw State University: Stillwell Theatre	320	2	3	3	3	3	2	3	2	3	2	3	2	6																																		
Performance	Buford Community Center- Sylvia Beard Theatre	274	3	3	2	3	3	3	2	3	3	3	3	2	6																																		
Performance	Red Clay Music Foundry	260	3	3	2	3	3	3	2	3	3	3	3	3	2	6																																	
Performance	Aurora Theatre Gwinnett	257	3	2	3	3	3	2	3	3	3	3	3	3	2	7																																	
Performance	Atlanta Comedy Theater	250	2	2	3	2	1	3	2	2	2	2	2	2	2	2																																	
Performance	Lionheart Theatre Company*	250	4	2																																													

Percent Regional	9%	23%	55%	36%	18%	14%	45%	64%	55%	86%	95%	64%	64%	23%	55%	23%	0%
Total Local + Regional	4	9	20	10	6	4	13	22	15	27	29	20	16	7	17	7	0
Percent Local + Regional	17%	41%	67%	36%	27%	18%	43%	100%	60%	123%	132%	83%	62%	29%	71%	30%	0%

Roswell, GA Regional Performance Facilities
Permanent outdoor facilities with capacities of 1,000 seats or more

[illegible]

Table 4

Roswell, GA Regional Performance Facilities*Permanent outdoor facilities with capacities of 1,000 seats or more*

Type	Facility	Capacity	Event Types Supported	Facility Rating										Facility Features										Amenities										Availability				
				Facility Condition	Staff and Support	Live Music Functionality	Acoustics	Customer Amenities	User Amenities	Atmosphere/Character	Suitability for Users	Rating	Covered Seating	Lawn Seating	Tabled Seating	Sizeable Wingspace	Fly Space	Alcohol Permit	Dedicated Parking	Food Stands/Tents/Trucks	Lighting Equipment	Sound Equipment	Film/Projection Equipment	Ticketing Services	Not Available	Low	Medium	High										
Outdoor	Verizon Amphitheatre	12,000	2	3	3	2	2	3	3	2	3	2.7																										
Outdoor	Mable House Barnes Amphitheatre	2,487	3	2	3	2	2	2	2	2	3	2.3																										
Outdoor	Riverside Park^	2,000	2	2	2	2	2	2	2	3	2	2.1																										
Outdoor	The Bowl at Sugar Hill	1,750	1	3	2	3	3	3	2	3	3	2.7																										
Outdoor	Mark Burkhalter Park Amphitheater	1,400	1	3	2	2	2	2	2	3	2	2.3																										
Outdoor	Suwanee Town Center Amphitheatre	1,000	4	2	2	2	2	2	2	2	2	2.0																										
				Total In NAM					Percent in NAM					Total beyond NAM					Percent beyond NAM					Total in/beyond NAM					Percent in/beyond NAM					Total park capacity for concerts is 80,000. Plans to build permanent amphitheater.				
Outdoor	Lakewood Amphitheatre	19,000	1	2	3	2	2	2	3	3	2	2.4																										
Outdoor	Chastain Park Amphitheatre	7,000	2	3	2	2	2	3	3	3	3	2.6																										
Outdoor	Wolf Creek Amphitheatre	5,420	4	3	3	3	3	2	2	3	2	2.8																										
Outdoor	Piedmont Park*	3,000	3	1	3	2	2	3	2	3	3	2.3																										
Outdoor	Frederick Brown Jr. Amphitheatre	2,500	2	2	2	3	2	3	2	2	2	2.3																										
Outdoor	Centennial Olympic Park: Southern Company Amphitheater (in-development)	2,000	1	2	3	2	3	3	3	3	2	2.6																										
Outdoor	Zac Brown's Southern Ground Amphitheatre	1,500	2	2	3	3	2	3	3	3	3	2.5																										
				Total In NAM					Percent in NAM					Total beyond NAM					Percent beyond NAM					Total in/beyond NAM					Percent in/beyond NAM					Total park capacity for concerts is 80,000. Plans to build permanent amphitheater.				
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Table 5
Meeting + Event Facilities: Roswell, GA

Meeting + event spaces with seated or standing capacities of 250 or more

		Ratings							Capacities			Event Types Supported				Attributes																																										
Type	Facility	Facility Condition	Staff+Support	Event Functionality	User Amenities	Atmosphere/Character	Suitability for Users	Average Rating	Theater + Conference	Reception	Banquet	National Conferences	Local/Regional Conferences	Private Events	Community Events	Unique/Historic Venue	Golf Club	Other Event/Meeting Rooms	Full Stage Available	Dance Floor Available	On-site Accommodations	Lighting Equipment	Sound Equipment	Projection Equipment	Equipment Available for Rent	Internet/Wi-Fi	Alcohol Permitted	On-site Catering	Outside Catering Allowed	Available Commercial Kitchen	Available Warming Kitchen	Total																										
Local	Hotel	Holiday Inn Atlanta: Roswell	3	3	4	3	4	3	3.3	-	350	-																				6																										
	Event	Roswell Adult Recreation Center	4	3	3	2	4	3	3.1	-	350	-																				9																										
	Event	Roswell Historic Cottage	4	3	4	3	4	3	3.5	250	340	250																				10																										
	Event	Primrose Cottage	3	3	3	2	4	3	2.9	-	300	-																				2																										
	Event	Roswell Founders Hall	4	3	4	3	4	3	3.5	-	300	-																				3																										
	Event	Country Club of Roswell	4	3	3	3	4	2	3.2	-	300	-																				4																										
	Event	Brookfield Country Club	3	2	3	3	3	2	2.7	-	250	-																				3																										
	Hotel	DoubleTree Hotel Atlanta-Roswell: Grand Ballroom	3	3	4	3	4	3	3.3	-	250	250																					7																									
	Event	Kimball Hall	4	3	3	2	4	3	3.1	-	250	-																					5																									
	Total Local																																	0	3	9	8	4	2	4	2	3	2	2	4	4	4	2	4	7	5	3	1	0				
Percent Local																																	0%	33%	100%	89%	44%	22%	44%	22%	33%	22%	22%	44%	44%	22%	44%	78%	56%	33%	11%	0%						
Regional	Hotel	Westin Atlanta Perimeter North	4	3	4	3	3	3	3.4	750	1,000	600																				8																										
	Hotel	The Hotel at Avalon: Skelton Gallery	4	3	3	2	4	3	3.1	596	830	830																				11																										
	Hotel	The Hotel at Avalon: Teasley Ballroom	4	3	3	2	4	3	3.1	590	820	80																				11																										
	Event	Atlanta Marriott Alpharetta	4	3	3	2	4	3	3.1	800	800	600																				11																										
	Event	The Metropolitan Club	3	3	4	3	4	3	3.3	-	500	-																				6																										
	Hotel	Wyndham Atlanta Galleria	4	3	4	3	3	3	3.4	-	450	-																				8																										
	Event	Sherwood Event Hall	3	2	2	2	3	2	2.3	-	400	-																				2																										
	Event	The Standard Club	3	2	3	4	3	2	2.9	-	400	-																				7																										
	Event	Inchlin's Bamboo Garden	3	2	3	2	2	3	2.5	-	350	-																				2																										
	Event	Jade Event Hall	3	2	2	1	2	2	2.0	-	350	350																				6																										
Event	Country Club of the South	4	3	4	3	3	2	3.3	-	330	-																				6																											
Hotel	Heritage Sandy Springs: Heritage Hall	3	2	3	2	2	3	2.5	300	300	200																				11																											
Hotel	Hilton Atlanta Perimeter Suites	3	2	3	2	2	3	2.5	290	290	275																				6																											
Hotel	Embassy Suites Atlanta-Alpharetta	4	3	3	2	4	3	3.1	260	260	144																				7																											
Hotel	St. Ives Country Club	4	3	4	3	3	2	3.3	-	250	-																				6																											

*Capacities and/or features are estimated.

Total Regional	0	7	15	14	3	3	11	4	5	8	9	13	9	0	10	14	12	6	1	0
Percent Regional	0%	4.7%	100%	93%	20%	20%	73%	27%	33%	53%	60%	87%	60%	0%	67%	93%	80%	40%	7%	0%
Total Local + Regional	0	10	24	22	7	5	15	6	8	10	11	17	13	2	14	21	17	9	2	0
Percent Local + Regional	0%	44%	100%	94%	22%	22%	67%	22%	28%	50%	50%	78%	61%	6%	61%	94%	78%	39%	6%	0%

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