



Community Profile

Alpharetta City, GA
Alpharetta City, GA (1301696)
Geography: Place

Prepared by Esri

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Population Summary	
2000 Total Population	44,471
2010 Total Population	57,500
2021 Total Population	68,062
2021 Group Quarters	62
2026 Total Population	72,362
2021-2026 Annual Rate	1.23%
2021 Total Daytime Population	111,506
Workers	78,942
Residents	32,564
Household Summary	
2000 Households	16,829
2000 Average Household Size	2.64
2010 Households	21,710
2010 Average Household Size	2.65
2021 Households	25,596
2021 Average Household Size	2.66
2026 Households	27,173
2026 Average Household Size	2.66
2021-2026 Annual Rate	1.20%
2010 Families	15,122
2010 Average Family Size	3.23
2021 Families	17,343
2021 Average Family Size	3.29
2026 Families	18,371
2026 Average Family Size	3.30
2021-2026 Annual Rate	1.16%
Housing Unit Summary	
2000 Housing Units	17,700
Owner Occupied Housing Units	63.4%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	4.9%
2010 Housing Units	22,995
Owner Occupied Housing Units	61.4%
Renter Occupied Housing Units	33.0%
Vacant Housing Units	5.6%
2021 Housing Units	26,263
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	36.0%
Vacant Housing Units	2.5%
2026 Housing Units	27,864
Owner Occupied Housing Units	61.9%
Renter Occupied Housing Units	35.6%
Vacant Housing Units	2.5%
Median Household Income	
2021	\$117,894
2026	\$132,482
Median Home Value	
2021	\$460,048
2026	\$486,973
Per Capita Income	
2021	\$58,840
2026	\$65,466
Median Age	
2010	36.6
2021	37.8
2026	38.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income

Household Income Base	25,596
<\$15,000	3.7%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	7.7%
\$50,000 - \$74,999	12.0%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	14.0%
\$200,000+	25.7%
Average Household Income	\$156,064

2026 Households by Income

Household Income Base	27,174
<\$15,000	2.8%
\$15,000 - \$24,999	2.5%
\$25,000 - \$34,999	3.3%
\$35,000 - \$49,999	6.6%
\$50,000 - \$74,999	10.7%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	16.2%
\$200,000+	28.6%
Average Household Income	\$173,981

2021 Owner Occupied Housing Units by Value

Total	16,140
<\$50,000	0.1%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	1.8%
\$200,000 - \$249,999	4.9%
\$250,000 - \$299,999	7.9%
\$300,000 - \$399,999	21.0%
\$400,000 - \$499,999	23.0%
\$500,000 - \$749,999	32.8%
\$750,000 - \$999,999	6.3%
\$1,000,000 - \$1,499,999	1.5%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$496,112

2026 Owner Occupied Housing Units by Value

Total	17,239
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	3.1%
\$250,000 - \$299,999	6.0%
\$300,000 - \$399,999	19.6%
\$400,000 - \$499,999	23.7%
\$500,000 - \$749,999	37.9%
\$750,000 - \$999,999	7.2%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$523,917

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	57,500
0 - 4	6.5%
5 - 9	8.2%
10 - 14	9.0%
15 - 24	11.2%
25 - 34	12.5%
35 - 44	17.7%
45 - 54	18.0%
55 - 64	9.5%
65 - 74	4.0%
75 - 84	2.3%
85 +	1.0%
18 +	71.2%
2021 Population by Age	
Total	68,063
0 - 4	5.8%
5 - 9	6.7%
10 - 14	7.4%
15 - 24	12.6%
25 - 34	13.0%
35 - 44	15.5%
45 - 54	15.5%
55 - 64	13.2%
65 - 74	6.7%
75 - 84	2.6%
85 +	0.9%
18 +	75.4%
2026 Population by Age	
Total	72,362
0 - 4	5.9%
5 - 9	6.4%
10 - 14	6.7%
15 - 24	11.2%
25 - 34	14.2%
35 - 44	15.4%
45 - 54	14.4%
55 - 64	13.0%
65 - 74	8.1%
75 - 84	3.6%
85 +	1.0%
18 +	76.9%
2010 Population by Sex	
Males	28,024
Females	29,476
2021 Population by Sex	
Males	33,245
Females	34,818
2026 Population by Sex	
Males	35,291
Females	37,071

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	57,500
White Alone	70.0%
Black Alone	10.8%
American Indian Alone	0.2%
Asian Alone	13.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.8%
Two or More Races	2.7%
Hispanic Origin	8.5%
Diversity Index	56.1
2021 Population by Race/Ethnicity	
Total	68,061
White Alone	61.3%
Black Alone	11.6%
American Indian Alone	0.2%
Asian Alone	21.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.7%
Two or More Races	3.1%
Hispanic Origin	8.0%
Diversity Index	63.0
2026 Population by Race/Ethnicity	
Total	72,362
White Alone	57.5%
Black Alone	11.1%
American Indian Alone	0.1%
Asian Alone	25.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.5%
Two or More Races	3.4%
Hispanic Origin	7.7%
Diversity Index	65.1
2010 Population by Relationship and Household Type	
Total	57,500
In Households	99.9%
In Family Households	86.1%
Householder	26.3%
Spouse	21.6%
Child	33.8%
Other relative	3.1%
Nonrelative	1.2%
In Nonfamily Households	13.8%
In Group Quarters	0.1%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment

Total	45,857
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	1.5%
High School Graduate	7.6%
GED/Alternative Credential	0.9%
Some College, No Degree	12.7%
Associate Degree	4.8%
Bachelor's Degree	41.5%
Graduate/Professional Degree	29.2%

2021 Population 15+ by Marital Status

Total	54,452
Never Married	27.1%
Married	59.5%
Widowed	3.3%
Divorced	10.2%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	37,129
Population 16+ Employed	96.1%
Population 16+ Unemployment rate	3.9%
Population 16-24 Employed	8.7%
Population 16-24 Unemployment rate	6.6%
Population 25-54 Employed	68.8%
Population 25-54 Unemployment rate	3.5%
Population 55-64 Employed	17.9%
Population 55-64 Unemployment rate	4.4%
Population 65+ Employed	4.5%
Population 65+ Unemployment rate	3.7%

2021 Employed Population 16+ by Industry

Total	35,663
Agriculture/Mining	0.3%
Construction	3.1%
Manufacturing	8.5%
Wholesale Trade	3.4%
Retail Trade	9.0%
Transportation/Utilities	4.3%
Information	4.3%
Finance/Insurance/Real Estate	12.6%
Services	53.2%
Public Administration	1.3%

2021 Employed Population 16+ by Occupation

Total	35,662
White Collar	86.4%
Management/Business/Financial	34.0%
Professional	32.3%
Sales	11.3%
Administrative Support	8.8%
Services	7.4%
Blue Collar	6.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.4%
Installation/Maintenance/Repair	0.9%
Production	1.1%
Transportation/Material Moving	2.7%

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2010 Households by Type	
Total	21,710
Households with 1 Person	25.5%
Households with 2+ People	74.5%
Family Households	69.7%
Husband-wife Families	57.3%
With Related Children	33.8%
Other Family (No Spouse Present)	12.3%
Other Family with Male Householder	3.0%
With Related Children	1.7%
Other Family with Female Householder	9.3%
With Related Children	6.5%
Nonfamily Households	4.8%
All Households with Children	42.2%
Multigenerational Households	2.7%
Unmarried Partner Households	3.9%
Male-female	3.2%
Same-sex	0.7%
2010 Households by Size	
Total	21,710
1 Person Household	25.5%
2 Person Household	27.8%
3 Person Household	17.9%
4 Person Household	18.6%
5 Person Household	7.2%
6 Person Household	2.1%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	21,710
Owner Occupied	65.1%
Owned with a Mortgage/Loan	56.6%
Owned Free and Clear	8.5%
Renter Occupied	34.9%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	148
Percent of Income for Mortgage	16.4%
Wealth Index	189
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	22,995
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	
Total Population	57,500
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Enterprising Professionals (2D)
2. Professional Pride (1B)
3. Bright Young Professionals (8C)

2021 Consumer Spending

Apparel & Services: Total \$	\$90,998,976
Average Spent	\$3,555.20
Spending Potential Index	168
Education: Total \$	\$79,405,809
Average Spent	\$3,102.27
Spending Potential Index	180
Entertainment/Recreation: Total \$	\$134,288,340
Average Spent	\$5,246.46
Spending Potential Index	162
Food at Home: Total \$	\$222,616,069
Average Spent	\$8,697.30
Spending Potential Index	160
Food Away from Home: Total \$	\$163,257,419
Average Spent	\$6,378.24
Spending Potential Index	168
Health Care: Total \$	\$244,862,590
Average Spent	\$9,566.44
Spending Potential Index	153
HH Furnishings & Equipment: Total \$	\$96,210,140
Average Spent	\$3,758.80
Spending Potential Index	167
Personal Care Products & Services: Total \$	\$38,069,287
Average Spent	\$1,487.31
Spending Potential Index	166
Shelter: Total \$	\$871,363,168
Average Spent	\$34,042.94
Spending Potential Index	169
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$99,119,236
Average Spent	\$3,872.45
Spending Potential Index	162
Travel: Total \$	\$112,861,752
Average Spent	\$4,409.35
Spending Potential Index	174
Vehicle Maintenance & Repairs: Total \$	\$44,589,057
Average Spent	\$1,742.03
Spending Potential Index	157

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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