



# Community Profile

Rings: 1, 3, 5 mile radii

1453 Terrell Mill Road SE, Marietta, GA

Latitude: 33.9166  
Longitude: -84.46747

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	15,034	73,998	185,904
2010 Total Population	14,586	74,329	188,336
2019 Total Population	16,505	86,889	211,580
2019 Group Quarters	0	181	1,442
2024 Total Population	17,654	93,208	225,313
2019-2024 Annual Rate	1.36%	1.41%	1.27%
2019 Total Daytime Population	25,840	128,084	282,282
Workers	19,282	92,582	187,827
Residents	6,558	35,502	94,455
<b>Household Summary</b>			
2000 Households	7,064	33,697	79,641
2000 Average Household Size	2.11	2.18	2.31
2010 Households	6,930	34,600	81,237
2010 Average Household Size	2.10	2.14	2.30
2019 Households	7,707	40,389	91,240
2019 Average Household Size	2.14	2.15	2.30
2024 Households	8,215	43,344	97,167
2024 Average Household Size	2.15	2.15	2.30
2019-2024 Annual Rate	1.28%	1.42%	1.27%
2010 Families	3,256	17,133	45,000
2010 Average Family Size	2.87	2.93	3.03
2019 Families	3,602	19,508	49,515
2019 Average Family Size	2.93	2.96	3.06
2024 Families	3,830	20,724	52,340
2024 Average Family Size	2.95	2.97	3.07
2019-2024 Annual Rate	1.24%	1.22%	1.12%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,562	36,253	84,458
Owner Occupied Housing Units	24.7%	33.7%	44.9%
Renter Occupied Housing Units	68.7%	59.2%	49.4%
Vacant Housing Units	6.6%	7.1%	5.7%
2010 Housing Units	8,210	39,673	91,717
Owner Occupied Housing Units	23.9%	33.1%	42.9%
Renter Occupied Housing Units	60.5%	54.2%	45.7%
Vacant Housing Units	15.6%	12.8%	11.4%
2019 Housing Units	8,852	45,012	100,386
Owner Occupied Housing Units	23.1%	30.5%	41.8%
Renter Occupied Housing Units	64.0%	59.2%	49.1%
Vacant Housing Units	12.9%	10.3%	9.1%
2024 Housing Units	9,389	47,983	106,350
Owner Occupied Housing Units	24.5%	31.0%	42.4%
Renter Occupied Housing Units	63.0%	59.3%	48.9%
Vacant Housing Units	12.5%	9.7%	8.6%
<b>Median Household Income</b>			
2019	\$53,769	\$60,405	\$70,622
2024	\$62,728	\$71,426	\$80,994
<b>Median Home Value</b>			
2019	\$266,800	\$297,525	\$380,263
2024	\$288,253	\$332,754	\$428,992
<b>Per Capita Income</b>			
2019	\$37,081	\$42,520	\$47,394
2024	\$43,613	\$48,081	\$52,644
<b>Median Age</b>			
2010	30.9	32.2	33.9
2019	32.6	34.1	35.8
2024	32.3	33.8	36.1

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

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



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<b>2019 Households by Income</b>			
Household Income Base	7,707	40,389	91,240
<\$15,000	9.5%	7.7%	7.0%
\$15,000 - \$24,999	7.1%	7.3%	7.0%
\$25,000 - \$34,999	11.4%	10.8%	8.8%
\$35,000 - \$49,999	17.5%	15.2%	13.2%
\$50,000 - \$74,999	20.8%	17.6%	16.0%
\$75,000 - \$99,999	11.0%	12.9%	12.0%
\$100,000 - \$149,999	10.3%	13.3%	15.1%
\$150,000 - \$199,999	7.0%	7.0%	8.0%
\$200,000+	5.4%	8.2%	12.9%
Average Household Income	\$78,425	\$91,986	\$109,934
<b>2024 Households by Income</b>			
Household Income Base	8,215	43,344	97,167
<\$15,000	6.4%	5.4%	5.1%
\$15,000 - \$24,999	5.5%	5.8%	5.7%
\$25,000 - \$34,999	9.1%	9.0%	7.4%
\$35,000 - \$49,999	16.0%	14.0%	12.2%
\$50,000 - \$74,999	21.3%	17.7%	15.7%
\$75,000 - \$99,999	12.4%	14.3%	12.8%
\$100,000 - \$149,999	13.3%	16.2%	17.6%
\$150,000 - \$199,999	9.8%	8.9%	9.7%
\$200,000+	6.3%	8.8%	13.6%
Average Household Income	\$92,454	\$103,938	\$122,077
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,041	13,738	41,909
<\$50,000	2.2%	1.7%	1.5%
\$50,000 - \$99,999	12.3%	6.3%	4.6%
\$100,000 - \$149,999	19.4%	9.8%	6.6%
\$150,000 - \$199,999	6.1%	10.0%	7.4%
\$200,000 - \$249,999	5.9%	10.4%	8.1%
\$250,000 - \$299,999	12.2%	12.3%	9.8%
\$300,000 - \$399,999	15.0%	15.8%	15.1%
\$400,000 - \$499,999	7.5%	8.9%	13.1%
\$500,000 - \$749,999	4.6%	10.9%	17.8%
\$750,000 - \$999,999	4.5%	5.0%	6.7%
\$1,000,000 - \$1,499,999	6.1%	4.8%	4.7%
\$1,500,000 - \$1,999,999	4.1%	2.6%	2.5%
\$2,000,000 +	0.0%	1.4%	2.2%
Average Home Value	\$394,167	\$436,633	\$504,262
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,293	14,865	45,127
<\$50,000	1.8%	1.3%	1.2%
\$50,000 - \$99,999	10.9%	5.0%	3.6%
\$100,000 - \$149,999	18.4%	8.1%	5.1%
\$150,000 - \$199,999	5.1%	8.7%	5.9%
\$200,000 - \$249,999	5.5%	9.8%	6.9%
\$250,000 - \$299,999	10.9%	11.8%	8.7%
\$300,000 - \$399,999	14.0%	16.1%	14.6%
\$400,000 - \$499,999	7.6%	10.0%	14.0%
\$500,000 - \$749,999	5.1%	12.7%	21.1%
\$750,000 - \$999,999	7.0%	6.2%	8.3%
\$1,000,000 - \$1,499,999	8.2%	5.8%	5.5%
\$1,500,000 - \$1,999,999	5.5%	3.1%	2.8%
\$2,000,000 +	0.0%	1.5%	2.4%
Average Home Value	\$457,883	\$477,923	\$548,455

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

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



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<b>2010 Population by Age</b>			
Total	14,583	74,327	188,339
0 - 4	7.7%	7.5%	7.3%
5 - 9	5.6%	5.8%	6.4%
10 - 14	4.8%	5.1%	5.7%
15 - 24	14.4%	13.4%	12.8%
25 - 34	27.6%	24.4%	19.9%
35 - 44	16.9%	15.7%	15.3%
45 - 54	11.1%	12.2%	13.3%
55 - 64	7.5%	8.8%	10.4%
65 - 74	3.0%	4.5%	5.3%
75 - 84	1.2%	2.0%	2.7%
85 +	0.3%	0.6%	1.0%
18 +	79.4%	78.8%	77.3%
<b>2019 Population by Age</b>			
Total	16,506	86,889	211,582
0 - 4	6.8%	6.5%	6.3%
5 - 9	6.2%	5.9%	6.2%
10 - 14	5.1%	5.4%	6.0%
15 - 24	15.0%	14.1%	13.2%
25 - 34	21.9%	19.8%	16.9%
35 - 44	17.8%	16.5%	15.0%
45 - 54	12.3%	12.2%	12.6%
55 - 64	7.9%	9.4%	11.1%
65 - 74	4.8%	6.5%	7.9%
75 - 84	1.8%	2.8%	3.5%
85 +	0.5%	0.9%	1.2%
18 +	79.1%	79.2%	78.1%
<b>2024 Population by Age</b>			
Total	17,652	93,208	225,312
0 - 4	6.8%	6.6%	6.4%
5 - 9	5.9%	5.6%	5.9%
10 - 14	5.0%	5.0%	5.6%
15 - 24	15.6%	14.6%	13.5%
25 - 34	21.7%	20.3%	17.0%
35 - 44	16.2%	15.3%	14.4%
45 - 54	12.4%	12.0%	12.2%
55 - 64	8.4%	9.4%	10.8%
65 - 74	5.1%	6.7%	8.4%
75 - 84	2.3%	3.5%	4.5%
85 +	0.6%	1.0%	1.3%
18 +	79.3%	79.8%	78.8%
<b>2010 Population by Sex</b>			
Males	7,178	36,490	93,222
Females	7,408	37,839	95,114
<b>2019 Population by Sex</b>			
Males	8,168	42,951	105,307
Females	8,337	43,938	106,273
<b>2024 Population by Sex</b>			
Males	8,706	45,836	111,793
Females	8,947	47,372	113,520

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

September 03, 2019



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<b>2010 Population by Race/Ethnicity</b>			
Total	14,585	74,329	188,337
White Alone	43.4%	51.7%	61.2%
Black Alone	38.7%	31.3%	22.5%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	7.3%	6.7%	5.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.3%	6.8%	7.2%
Two or More Races	3.9%	3.1%	2.9%
Hispanic Origin	11.3%	13.7%	16.3%
Diversity Index	72.5	71.8	68.9
<b>2019 Population by Race/Ethnicity</b>			
Total	16,505	86,889	211,580
White Alone	37.1%	45.7%	55.8%
Black Alone	42.7%	34.5%	25.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.0%	8.7%	7.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	6.2%	7.1%	7.4%
Two or More Races	4.6%	3.7%	3.4%
Hispanic Origin	11.8%	14.6%	17.0%
Diversity Index	74.0	74.9	72.7
<b>2024 Population by Race/Ethnicity</b>			
Total	17,654	93,208	225,313
White Alone	33.7%	42.0%	52.5%
Black Alone	44.7%	36.2%	26.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	10.0%	10.0%	9.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.3%	7.4%	7.7%
Two or More Races	5.0%	4.0%	3.8%
Hispanic Origin	12.4%	15.3%	17.8%
Diversity Index	74.7	76.4	74.9
<b>2010 Population by Relationship and Household Type</b>			
Total	14,586	74,329	188,336
In Households	100.0%	99.8%	99.3%
In Family Households	67.2%	70.2%	74.9%
Householder	22.4%	23.0%	23.9%
Spouse	13.3%	15.3%	17.2%
Child	23.4%	24.6%	26.7%
Other relative	5.1%	4.7%	4.6%
Nonrelative	3.0%	2.6%	2.5%
In Nonfamily Households	32.8%	29.6%	24.4%
In Group Quarters	0.0%	0.2%	0.7%
Institutionalized Population	0.0%	0.2%	0.2%
Noninstitutionalized Population	0.0%	0.0%	0.6%

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

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

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	11,048	59,209	144,412
Less than 9th Grade	1.7%	3.5%	4.9%
9th - 12th Grade, No Diploma	3.8%	3.5%	4.0%
High School Graduate	15.3%	13.3%	12.3%
GED/Alternative Credential	1.0%	1.5%	1.4%
Some College, No Degree	22.0%	16.4%	14.9%
Associate Degree	6.1%	6.7%	6.0%
Bachelor's Degree	34.7%	34.1%	33.9%
Graduate/Professional Degree	15.4%	20.9%	22.5%
<b>2019 Population 15+ by Marital Status</b>			
Total	13,530	71,428	172,370
Never Married	41.8%	41.2%	36.9%
Married	44.3%	44.2%	48.8%
Widowed	1.7%	3.0%	3.4%
Divorced	12.2%	11.7%	10.8%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.2%	96.5%	96.8%
Civilian Unemployed (Unemployment Rate)	3.8%	3.5%	3.2%
<b>2019 Employed Population 16+ by Industry</b>			
Total	10,092	52,220	119,108
Agriculture/Mining	0.0%	0.1%	0.4%
Construction	8.7%	6.4%	8.3%
Manufacturing	4.4%	5.2%	5.5%
Wholesale Trade	4.0%	2.8%	3.0%
Retail Trade	12.8%	11.1%	10.1%
Transportation/Utilities	5.2%	4.9%	4.6%
Information	3.6%	3.8%	4.1%
Finance/Insurance/Real Estate	10.3%	9.8%	10.0%
Services	49.4%	53.3%	51.6%
Public Administration	1.6%	2.5%	2.5%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	10,092	52,222	119,107
White Collar	66.6%	70.6%	71.3%
Management/Business/Financial	19.4%	21.0%	22.5%
Professional	20.6%	25.8%	25.9%
Sales	13.8%	11.6%	12.3%
Administrative Support	12.8%	12.1%	10.7%
Services	18.4%	16.9%	14.5%
Blue Collar	15.1%	12.4%	14.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.3%
Construction/Extraction	6.0%	4.6%	6.0%
Installation/Maintenance/Repair	1.9%	1.5%	1.7%
Production	2.2%	2.4%	2.5%
Transportation/Material Moving	5.0%	3.9%	3.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	14,586	74,329	188,336
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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

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<b>2010 Households by Type</b>			
Total	6,930	34,601	81,237
Households with 1 Person	40.0%	39.6%	35.1%
Households with 2+ People	60.0%	60.4%	64.9%
Family Households	47.0%	49.5%	55.4%
Husband-wife Families	28.0%	32.9%	39.9%
With Related Children	12.4%	15.1%	18.6%
Other Family (No Spouse Present)	19.0%	16.6%	15.5%
Other Family with Male Householder	4.5%	4.3%	4.2%
With Related Children	2.6%	2.3%	2.2%
Other Family with Female Householder	14.4%	12.3%	11.4%
With Related Children	10.5%	8.7%	7.8%
Nonfamily Households	13.1%	10.9%	9.5%
All Households with Children	25.9%	26.5%	29.0%
Multigenerational Households	2.0%	2.0%	2.4%
Unmarried Partner Households	8.4%	7.1%	6.3%
Male-female	7.5%	6.3%	5.5%
Same-sex	0.9%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	6,930	34,600	81,236
1 Person Household	40.0%	39.6%	35.1%
2 Person Household	32.3%	31.3%	31.9%
3 Person Household	14.5%	13.9%	14.2%
4 Person Household	7.8%	9.1%	10.9%
5 Person Household	3.5%	3.7%	4.7%
6 Person Household	1.2%	1.5%	1.9%
7 + Person Household	0.8%	0.9%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,930	34,600	81,237
Owner Occupied	28.3%	37.9%	48.4%
Owned with a Mortgage/Loan	24.0%	30.0%	37.3%
Owned Free and Clear	4.3%	7.9%	11.1%
Renter Occupied	71.7%	62.1%	51.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,210	39,673	91,717
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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

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<b>Top 3 Tapestry Segments</b>			
1.	Young and Restless (11B)	Young and Restless (11B)	Young and Restless (11B)
2.	Emerald City (8B)	Metro Renters (3B)	Metro Renters (3B)
3.	Enterprising Professionals (2D)	Enterprising Professionals	Top Tier (1A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$16,384,372	\$98,233,520	\$258,919,579
Average Spent	\$2,125.91	\$2,432.19	\$2,837.79
Spending Potential Index	99	114	132
Education: Total \$	\$10,708,732	\$68,410,440	\$187,633,239
Average Spent	\$1,389.48	\$1,693.79	\$2,056.48
Spending Potential Index	87	106	129
Entertainment/Recreation: Total \$	\$22,099,395	\$135,045,081	\$364,503,262
Average Spent	\$2,867.44	\$3,343.61	\$3,994.99
Spending Potential Index	88	102	122
Food at Home: Total \$	\$38,356,009	\$227,974,606	\$600,320,199
Average Spent	\$4,976.78	\$5,644.47	\$6,579.57
Spending Potential Index	96	109	127
Food Away from Home: Total \$	\$28,220,063	\$168,478,596	\$443,438,335
Average Spent	\$3,661.61	\$4,171.40	\$4,860.13
Spending Potential Index	100	114	132
Health Care: Total \$	\$38,085,507	\$231,478,577	\$628,739,696
Average Spent	\$4,941.68	\$5,731.23	\$6,891.05
Spending Potential Index	83	97	116
HH Furnishings & Equipment: Total \$	\$15,021,749	\$90,669,600	\$244,352,027
Average Spent	\$1,949.10	\$2,244.91	\$2,678.12
Spending Potential Index	91	105	126
Personal Care Products & Services: Total \$	\$6,495,183	\$38,948,881	\$103,947,900
Average Spent	\$842.76	\$964.34	\$1,139.28
Spending Potential Index	95	109	129
Shelter: Total \$	\$136,112,957	\$830,150,831	\$2,208,405,498
Average Spent	\$17,660.95	\$20,553.88	\$24,204.36
Spending Potential Index	95	111	131
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,951,763	\$98,420,546	\$269,766,187
Average Spent	\$2,069.78	\$2,436.82	\$2,956.67
Spending Potential Index	83	98	119
Travel: Total \$	\$14,179,310	\$90,027,215	\$250,678,075
Average Spent	\$1,839.80	\$2,229.00	\$2,747.46
Spending Potential Index	82	99	122
Vehicle Maintenance & Repairs: Total \$	\$8,725,148	\$51,110,767	\$134,054,044
Average Spent	\$1,132.11	\$1,265.46	\$1,469.25
Spending Potential Index	99	111	128

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

**Source:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

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