



Community Profile

Rings: 1, 3, 5 mile radii

2650 Dallas Hwy, Marietta, GA 30064, USA

Latitude: 33.9485
Longitude: -84.62830

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,690	32,055	112,355
2010 Total Population	4,233	38,291	132,998
2018 Total Population	4,714	41,925	148,081
2018 Group Quarters	0	113	3,675
2023 Total Population	5,048	44,716	157,730
2018-2023 Annual Rate	1.38%	1.30%	1.27%
2018 Total Daytime Population	4,523	30,833	135,415
Workers	2,508	11,008	65,588
Residents	2,015	19,825	69,827
Household Summary			
2000 Households	1,277	10,899	38,893
2000 Average Household Size	2.89	2.93	2.80
2010 Households	1,511	13,491	47,426
2010 Average Household Size	2.80	2.83	2.73
2018 Households	1,680	14,711	52,616
2018 Average Household Size	2.81	2.84	2.74
2023 Households	1,793	15,637	55,982
2023 Average Household Size	2.82	2.85	2.75
2018-2023 Annual Rate	1.31%	1.23%	1.25%
2010 Families	1,257	10,753	34,187
2010 Average Family Size	3.08	3.18	3.22
2018 Families	1,389	11,690	37,648
2018 Average Family Size	3.09	3.20	3.25
2023 Families	1,479	12,402	39,943
2023 Average Family Size	3.11	3.21	3.26
2018-2023 Annual Rate	1.26%	1.19%	1.19%
Housing Unit Summary			
2000 Housing Units	1,304	11,158	40,441
Owner Occupied Housing Units	89.3%	86.9%	73.7%
Renter Occupied Housing Units	8.7%	10.7%	22.5%
Vacant Housing Units	2.1%	2.3%	3.8%
2010 Housing Units	1,609	14,310	52,050
Owner Occupied Housing Units	86.6%	81.0%	65.2%
Renter Occupied Housing Units	7.3%	13.3%	25.9%
Vacant Housing Units	6.1%	5.7%	8.9%
2018 Housing Units	1,753	15,154	55,985
Owner Occupied Housing Units	86.7%	81.7%	65.2%
Renter Occupied Housing Units	9.1%	15.3%	28.7%
Vacant Housing Units	4.2%	2.9%	6.0%
2023 Housing Units	1,872	16,072	59,402
Owner Occupied Housing Units	87.4%	83.0%	67.0%
Renter Occupied Housing Units	8.3%	14.3%	27.3%
Vacant Housing Units	4.2%	2.7%	5.8%
Median Household Income			
2018	\$104,015	\$101,020	\$76,267
2023	\$109,721	\$105,158	\$81,657
Median Home Value			
2018	\$315,667	\$287,514	\$250,059
2023	\$359,152	\$337,742	\$288,509
Per Capita Income			
2018	\$45,753	\$45,548	\$36,628
2023	\$50,690	\$50,245	\$40,803
Median Age			
2010	40.0	40.6	36.5
2018	41.4	42.5	37.9
2023	42.0	43.4	38.7

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	1,680	14,711	52,616
<\$15,000	3.2%	4.7%	7.2%
\$15,000 - \$24,999	3.3%	3.5%	6.7%
\$25,000 - \$34,999	2.0%	3.9%	7.4%
\$35,000 - \$49,999	8.2%	8.0%	11.3%
\$50,000 - \$74,999	19.4%	16.1%	16.6%
\$75,000 - \$99,999	11.2%	13.0%	13.0%
\$100,000 - \$149,999	21.9%	22.0%	18.5%
\$150,000 - \$199,999	13.8%	13.4%	9.5%
\$200,000+	17.0%	15.4%	9.8%
Average Household Income	\$131,544	\$127,515	\$101,552
2023 Households by Income			
Household Income Base	1,793	15,637	55,982
<\$15,000	2.8%	4.1%	6.3%
\$15,000 - \$24,999	3.1%	3.2%	6.0%
\$25,000 - \$34,999	1.8%	3.6%	6.7%
\$35,000 - \$49,999	7.5%	7.5%	10.5%
\$50,000 - \$74,999	18.1%	15.5%	16.2%
\$75,000 - \$99,999	10.9%	12.9%	13.3%
\$100,000 - \$149,999	20.9%	21.2%	18.8%
\$150,000 - \$199,999	14.4%	13.8%	10.2%
\$200,000+	20.4%	18.2%	12.0%
Average Household Income	\$146,317	\$141,042	\$113,560
2018 Owner Occupied Housing Units by Value			
Total	1,520	12,387	36,524
<\$50,000	1.7%	1.2%	3.1%
\$50,000 - \$99,999	0.4%	1.3%	4.5%
\$100,000 - \$149,999	5.2%	4.9%	9.6%
\$150,000 - \$199,999	16.1%	14.0%	18.2%
\$200,000 - \$249,999	14.5%	17.7%	14.7%
\$250,000 - \$299,999	7.6%	14.5%	12.8%
\$300,000 - \$399,999	29.6%	18.5%	16.3%
\$400,000 - \$499,999	7.4%	9.1%	7.6%
\$500,000 - \$749,999	15.2%	15.2%	10.1%
\$750,000 - \$999,999	1.7%	2.3%	2.1%
\$1,000,000 - \$1,499,999	0.7%	0.8%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.5%	0.2%
Average Home Value	\$344,527	\$354,156	\$305,881
2023 Owner Occupied Housing Units by Value			
Total	1,637	13,335	39,787
<\$50,000	0.9%	0.7%	2.4%
\$50,000 - \$99,999	0.2%	0.7%	3.3%
\$100,000 - \$149,999	2.7%	2.8%	6.9%
\$150,000 - \$199,999	9.9%	9.7%	14.5%
\$200,000 - \$249,999	10.9%	14.7%	13.2%
\$250,000 - \$299,999	6.6%	13.6%	12.6%
\$300,000 - \$399,999	31.7%	20.5%	18.0%
\$400,000 - \$499,999	9.3%	11.1%	9.3%
\$500,000 - \$749,999	23.6%	20.6%	14.4%
\$750,000 - \$999,999	3.1%	3.6%	3.7%
\$1,000,000 - \$1,499,999	1.0%	1.1%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.7%	0.3%
Average Home Value	\$404,050	\$404,913	\$354,148

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	4,234	38,293	132,998
0 - 4	6.3%	5.8%	6.7%
5 - 9	7.5%	7.4%	7.3%
10 - 14	7.9%	8.1%	7.6%
15 - 24	12.4%	12.0%	13.6%
25 - 34	8.8%	9.0%	12.6%
35 - 44	16.0%	14.9%	15.2%
45 - 54	20.1%	18.4%	16.2%
55 - 64	12.4%	13.8%	11.2%
65 - 74	5.6%	6.7%	5.5%
75 - 84	2.3%	3.0%	2.8%
85 +	0.7%	1.0%	1.2%
18 +	72.9%	73.5%	73.4%
2018 Population by Age			
Total	4,712	41,927	148,078
0 - 4	5.7%	5.2%	6.0%
5 - 9	6.5%	6.2%	6.5%
10 - 14	7.5%	7.4%	7.1%
15 - 24	11.4%	11.8%	13.1%
25 - 34	10.7%	10.6%	13.7%
35 - 44	13.4%	12.1%	13.0%
45 - 54	16.3%	15.5%	14.5%
55 - 64	15.6%	15.6%	13.1%
65 - 74	9.0%	10.3%	8.3%
75 - 84	2.8%	4.0%	3.4%
85 +	1.1%	1.3%	1.4%
18 +	75.7%	76.7%	76.2%
2023 Population by Age			
Total	5,048	44,716	157,728
0 - 4	5.7%	5.1%	5.9%
5 - 9	6.2%	5.8%	6.2%
10 - 14	6.9%	6.7%	6.7%
15 - 24	10.7%	10.8%	12.3%
25 - 34	10.5%	10.7%	13.7%
35 - 44	14.6%	12.8%	13.5%
45 - 54	14.5%	13.9%	13.1%
55 - 64	14.6%	14.9%	12.9%
65 - 74	11.4%	12.1%	9.5%
75 - 84	3.8%	5.5%	4.5%
85 +	1.2%	1.5%	1.5%
18 +	76.8%	78.1%	77.1%
2010 Population by Sex			
Males	2,083	18,473	65,181
Females	2,150	19,818	67,817
2018 Population by Sex			
Males	2,322	20,251	72,606
Females	2,392	21,674	75,475
2023 Population by Sex			
Males	2,492	21,709	77,532
Females	2,556	23,007	80,198

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	4,233	38,291	132,999
White Alone	79.0%	76.6%	63.8%
Black Alone	13.8%	17.0%	24.2%
American Indian Alone	0.1%	0.2%	0.4%
Asian Alone	3.9%	2.9%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.4%	5.7%
Two or More Races	2.2%	1.9%	2.5%
Hispanic Origin	3.8%	4.5%	13.2%
Diversity Index	40.2	43.6	64.1
2018 Population by Race/Ethnicity			
Total	4,713	41,925	148,081
White Alone	73.7%	71.7%	58.8%
Black Alone	17.0%	20.2%	27.4%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	5.2%	3.9%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.5%	6.0%
Two or More Races	2.9%	2.5%	3.1%
Hispanic Origin	4.4%	5.1%	13.9%
Diversity Index	47.4	49.7	67.8
2023 Population by Race/Ethnicity			
Total	5,046	44,715	157,730
White Alone	69.3%	67.7%	55.1%
Black Alone	19.5%	22.8%	29.7%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	6.2%	4.7%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.7%	6.3%
Two or More Races	3.6%	2.9%	3.5%
Hispanic Origin	5.0%	5.8%	14.7%
Diversity Index	52.8	54.4	70.5
2010 Population by Relationship and Household Type			
Total	4,233	38,291	132,998
In Households	100.0%	99.7%	97.3%
In Family Households	92.8%	90.8%	84.9%
Householder	29.0%	28.6%	25.6%
Spouse	24.9%	23.9%	19.6%
Child	34.8%	34.1%	33.1%
Other relative	2.7%	2.9%	4.5%
Nonrelative	1.3%	1.4%	2.0%
In Nonfamily Households	7.2%	8.9%	12.4%
In Group Quarters	0.0%	0.3%	2.7%
Institutionalized Population	0.0%	0.3%	2.5%
Noninstitutionalized Population	0.0%	0.0%	0.2%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	3,248	29,091	99,774
Less than 9th Grade	0.0%	0.9%	4.4%
9th - 12th Grade, No Diploma	0.9%	2.4%	5.0%
High School Graduate	14.8%	15.7%	17.7%
GED/Alternative Credential	1.7%	2.1%	2.7%
Some College, No Degree	23.0%	18.5%	18.5%
Associate Degree	16.6%	8.5%	8.2%
Bachelor's Degree	26.8%	33.5%	28.0%
Graduate/Professional Degree	16.2%	18.4%	15.5%
2018 Population 15+ by Marital Status			
Total	3,784	34,051	119,127
Never Married	15.6%	22.7%	31.5%
Married	72.0%	63.6%	53.6%
Widowed	3.8%	4.4%	4.5%
Divorced	8.7%	9.3%	10.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	98.9%	96.7%	95.7%
Civilian Unemployed (Unemployment Rate)	1.1%	3.3%	4.3%
2018 Employed Population 16+ by Industry			
Total	2,750	22,480	77,524
Agriculture/Mining	0.0%	0.3%	0.2%
Construction	0.9%	6.6%	9.1%
Manufacturing	14.8%	8.7%	7.6%
Wholesale Trade	5.9%	3.9%	3.4%
Retail Trade	11.5%	10.9%	10.2%
Transportation/Utilities	7.6%	6.2%	5.5%
Information	4.0%	2.5%	2.5%
Finance/Insurance/Real Estate	11.7%	8.8%	7.7%
Services	39.6%	48.3%	50.2%
Public Administration	4.0%	3.9%	3.4%
2018 Employed Population 16+ by Occupation			
Total	2,750	22,481	77,524
White Collar	77.9%	77.2%	68.1%
Management/Business/Financial	29.6%	26.2%	19.8%
Professional	18.7%	27.5%	23.3%
Sales	15.3%	12.2%	11.7%
Administrative Support	14.4%	11.2%	13.2%
Services	12.9%	12.0%	16.0%
Blue Collar	9.2%	10.8%	15.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.0%	2.4%	6.3%
Installation/Maintenance/Repair	3.7%	2.3%	2.5%
Production	1.4%	1.8%	2.6%
Transportation/Material Moving	4.0%	4.3%	4.5%
2010 Population By Urban/ Rural Status			
Total Population	4,233	38,291	132,998
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

April 20, 2019



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2010 Households by Type			
Total	1,511	13,491	47,427
Households with 1 Person	13.7%	16.9%	22.5%
Households with 2+ People	86.3%	83.1%	77.5%
Family Households	83.2%	79.7%	72.1%
Husband-wife Families	71.1%	66.7%	55.1%
With Related Children	36.4%	31.8%	27.7%
Other Family (No Spouse Present)	12.0%	13.0%	17.0%
Other Family with Male Householder	3.2%	3.1%	4.2%
With Related Children	1.5%	1.8%	2.4%
Other Family with Female Householder	8.8%	9.9%	12.8%
With Related Children	5.3%	6.3%	8.6%
Nonfamily Households	3.1%	3.4%	5.4%
All Households with Children	43.6%	40.1%	39.1%
Multigenerational Households	3.1%	3.7%	4.5%
Unmarried Partner Households	2.7%	3.3%	4.6%
Male-female	2.1%	2.7%	3.9%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	1,510	13,491	47,427
1 Person Household	13.7%	16.9%	22.5%
2 Person Household	32.8%	34.6%	31.3%
3 Person Household	22.7%	19.3%	17.7%
4 Person Household	19.7%	17.9%	15.9%
5 Person Household	7.7%	7.6%	7.6%
6 Person Household	2.1%	2.5%	3.0%
7 + Person Household	1.1%	1.2%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	1,511	13,491	47,426
Owner Occupied	92.2%	85.9%	71.6%
Owned with a Mortgage/Loan	78.6%	70.6%	58.9%
Owned Free and Clear	13.6%	15.3%	12.7%
Renter Occupied	7.8%	14.1%	28.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,609	14,310	52,050
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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Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
3.	Home Improvement (4B)	In Style (5B)	In Style (5B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$5,600,810	\$47,229,318	\$140,089,329
Average Spent	\$3,333.82	\$3,210.48	\$2,662.49
Spending Potential Index	153	148	122
Education: Total \$	\$4,055,424	\$35,066,420	\$94,754,624
Average Spent	\$2,413.94	\$2,383.69	\$1,800.87
Spending Potential Index	167	165	124
Entertainment/Recreation: Total \$	\$8,339,191	\$70,661,493	\$202,872,754
Average Spent	\$4,963.80	\$4,803.31	\$3,855.72
Spending Potential Index	154	149	120
Food at Home: Total \$	\$12,325,761	\$104,255,469	\$313,840,990
Average Spent	\$7,336.76	\$7,086.91	\$5,964.74
Spending Potential Index	146	141	119
Food Away from Home: Total \$	\$8,986,358	\$75,711,464	\$225,717,085
Average Spent	\$5,349.02	\$5,146.59	\$4,289.89
Spending Potential Index	152	147	122
Health Care: Total \$	\$14,700,331	\$124,577,073	\$353,876,552
Average Spent	\$8,750.20	\$8,468.29	\$6,725.65
Spending Potential Index	153	148	117
HH Furnishings & Equipment: Total \$	\$5,510,432	\$46,460,710	\$134,249,412
Average Spent	\$3,280.02	\$3,158.23	\$2,551.49
Spending Potential Index	157	151	122
Personal Care Products & Services: Total \$	\$2,176,495	\$18,380,961	\$53,433,917
Average Spent	\$1,295.53	\$1,249.47	\$1,015.55
Spending Potential Index	157	151	123
Shelter: Total \$	\$42,547,149	\$362,256,394	\$1,067,319,851
Average Spent	\$25,325.68	\$24,624.87	\$20,285.08
Spending Potential Index	151	147	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,542,870	\$56,230,505	\$155,137,693
Average Spent	\$3,894.57	\$3,822.34	\$2,948.49
Spending Potential Index	157	154	119
Travel: Total \$	\$6,004,401	\$51,055,722	\$140,033,154
Average Spent	\$3,574.05	\$3,470.58	\$2,661.42
Spending Potential Index	166	161	124
Vehicle Maintenance & Repairs: Total \$	\$2,728,892	\$23,016,133	\$67,922,168
Average Spent	\$1,624.34	\$1,564.55	\$1,290.90
Spending Potential Index	151	145	120

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.