



# 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
2020 Total Population	16,398	87,323	211,993
2020 Group Quarters	0	182	1,448
2025 Total Population	17,934	92,533	223,737
2020-2025 Annual Rate	1.81%	1.17%	1.08%
2020 Total Daytime Population	21,302	111,013	250,302
Workers	14,066	71,580	147,639
Residents	7,236	39,433	102,663
<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
2020 Households	7,673	40,573	91,472
2020 Average Household Size	2.14	2.15	2.30
2025 Households	8,337	43,013	96,580
2025 Average Household Size	2.15	2.15	2.30
2020-2025 Annual Rate	1.67%	1.17%	1.09%
2010 Families	3,256	17,133	45,000
2010 Average Family Size	2.87	2.93	3.03
2020 Families	3,554	19,458	49,325
2020 Average Family Size	2.94	2.98	3.07
2025 Families	3,846	20,411	51,642
2025 Average Family Size	2.97	2.99	3.08
2020-2025 Annual Rate	1.59%	0.96%	0.92%
<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%
2020 Housing Units	8,812	45,362	100,778
Owner Occupied Housing Units	22.6%	29.5%	41.2%
Renter Occupied Housing Units	64.5%	59.9%	49.5%
Vacant Housing Units	12.9%	10.6%	9.2%
2025 Housing Units	9,497	47,903	106,071
Owner Occupied Housing Units	22.1%	29.2%	40.9%
Renter Occupied Housing Units	65.7%	60.6%	50.1%
Vacant Housing Units	12.2%	10.2%	8.9%
<b>Median Household Income</b>			
2020	\$57,552	\$65,229	\$75,148
2025	\$60,053	\$70,096	\$80,579
<b>Median Home Value</b>			
2020	\$275,000	\$308,962	\$385,126
2025	\$299,698	\$337,943	\$417,689
<b>Per Capita Income</b>			
2020	\$39,203	\$45,346	\$50,503
2025	\$41,992	\$49,368	\$55,325
<b>Median Age</b>			
2010	30.9	32.2	33.9
2020	32.8	34.2	35.9
2025	32.0	33.8	36.2

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Households by Income</b>			
Household Income Base	7,673	40,573	91,472
<\$15,000	9.2%	7.2%	6.5%
\$15,000 - \$24,999	6.8%	6.6%	6.4%
\$25,000 - \$34,999	7.8%	7.7%	6.4%
\$35,000 - \$49,999	15.8%	14.0%	12.2%
\$50,000 - \$74,999	25.6%	20.7%	18.5%
\$75,000 - \$99,999	11.2%	13.1%	12.1%
\$100,000 - \$149,999	11.4%	14.5%	15.5%
\$150,000 - \$199,999	5.7%	6.7%	7.9%
\$200,000+	6.7%	9.5%	14.6%
Average Household Income	\$83,187	\$98,194	\$117,073
<b>2025 Households by Income</b>			
Household Income Base	8,337	43,013	96,580
<\$15,000	7.8%	6.1%	5.4%
\$15,000 - \$24,999	6.1%	5.9%	5.7%
\$25,000 - \$34,999	7.1%	6.8%	5.7%
\$35,000 - \$49,999	15.2%	13.2%	11.4%
\$50,000 - \$74,999	26.6%	20.9%	18.4%
\$75,000 - \$99,999	11.8%	13.8%	12.4%
\$100,000 - \$149,999	12.3%	15.8%	16.5%
\$150,000 - \$199,999	6.2%	7.3%	8.6%
\$200,000+	6.9%	10.1%	15.8%
Average Household Income	\$89,628	\$106,889	\$128,169
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	1,987	13,382	41,532
<\$50,000	1.1%	1.3%	1.3%
\$50,000 - \$99,999	8.7%	5.5%	3.9%
\$100,000 - \$149,999	15.3%	9.0%	6.2%
\$150,000 - \$199,999	9.8%	9.7%	7.6%
\$200,000 - \$249,999	9.4%	10.6%	7.8%
\$250,000 - \$299,999	11.5%	12.4%	9.1%
\$300,000 - \$399,999	17.4%	17.1%	16.6%
\$400,000 - \$499,999	9.6%	9.8%	13.8%
\$500,000 - \$749,999	4.5%	10.7%	17.3%
\$750,000 - \$999,999	4.5%	5.0%	6.4%
\$1,000,000 - \$1,499,999	7.8%	5.3%	4.9%
\$1,500,000 - \$1,999,999	0.5%	2.0%	2.5%
\$2,000,000 +	0.0%	1.6%	2.7%
Average Home Value	\$372,544	\$442,162	\$516,543
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	2,097	13,953	43,415
<\$50,000	0.7%	0.9%	1.0%
\$50,000 - \$99,999	7.0%	4.2%	2.9%
\$100,000 - \$149,999	13.5%	7.0%	4.7%
\$150,000 - \$199,999	8.0%	7.8%	5.9%
\$200,000 - \$249,999	9.0%	10.1%	7.0%
\$250,000 - \$299,999	11.8%	13.1%	8.9%
\$300,000 - \$399,999	18.4%	18.2%	16.9%
\$400,000 - \$499,999	11.3%	11.4%	15.2%
\$500,000 - \$749,999	4.8%	12.1%	19.6%
\$750,000 - \$999,999	5.7%	5.4%	7.0%
\$1,000,000 - \$1,499,999	9.2%	5.9%	5.3%
\$1,500,000 - \$1,999,999	0.6%	2.1%	2.6%
\$2,000,000 +	0.0%	1.8%	2.9%
Average Home Value	\$408,882	\$474,013	\$548,889

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

September 23, 2020



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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>2020 Population by Age</b>			
Total	16,399	87,322	211,992
0 - 4	6.7%	6.4%	6.3%
5 - 9	6.2%	5.9%	6.1%
10 - 14	5.2%	5.5%	6.1%
15 - 24	15.3%	14.4%	13.5%
25 - 34	21.1%	19.2%	16.5%
35 - 44	17.8%	16.5%	15.0%
45 - 54	12.6%	12.4%	12.7%
55 - 64	7.9%	9.4%	11.1%
65 - 74	5.0%	6.4%	7.9%
75 - 84	1.8%	3.0%	3.6%
85 +	0.5%	0.9%	1.2%
18 +	79.1%	79.1%	78.1%
<b>2025 Population by Age</b>			
Total	17,934	92,533	223,739
0 - 4	6.7%	6.5%	6.3%
5 - 9	5.8%	5.5%	5.9%
10 - 14	4.9%	5.0%	5.6%
15 - 24	15.8%	14.8%	13.6%
25 - 34	22.3%	20.2%	16.9%
35 - 44	15.1%	14.8%	14.2%
45 - 54	12.7%	12.2%	12.3%
55 - 64	8.6%	9.6%	10.9%
65 - 74	5.1%	6.6%	8.3%
75 - 84	2.4%	3.7%	4.6%
85 +	0.6%	1.1%	1.3%
18 +	79.7%	79.9%	78.9%
<b>2010 Population by Sex</b>			
Males	7,178	36,490	93,222
Females	7,408	37,839	95,114
<b>2020 Population by Sex</b>			
Males	8,111	43,149	105,495
Females	8,287	44,174	106,498
<b>2025 Population by Sex</b>			
Males	8,841	45,476	111,033
Females	9,093	47,057	112,705

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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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>2020 Population by Race/Ethnicity</b>			
Total	16,398	87,322	211,993
White Alone	36.6%	45.1%	55.4%
Black Alone	42.8%	34.6%	25.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.2%	9.0%	8.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	6.3%	7.3%	7.5%
Two or More Races	4.7%	3.7%	3.5%
Hispanic Origin	11.9%	14.8%	17.1%
Diversity Index	74.2	75.2	73.0
<b>2025 Population by Race/Ethnicity</b>			
Total	17,935	92,533	223,738
White Alone	33.0%	41.7%	52.2%
Black Alone	45.0%	36.3%	26.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	10.1%	10.2%	9.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.5%	7.4%	7.7%
Two or More Races	5.1%	4.0%	3.8%
Hispanic Origin	12.5%	15.4%	17.8%
Diversity Index	74.8	76.6	75.1
<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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	10,942	59,168	144,167
Less than 9th Grade	1.7%	2.9%	4.8%
9th - 12th Grade, No Diploma	3.3%	3.3%	3.4%
High School Graduate	15.0%	12.2%	11.6%
GED/Alternative Credential	0.8%	1.5%	1.4%
Some College, No Degree	19.9%	16.1%	14.5%
Associate Degree	5.5%	6.6%	6.0%
Bachelor's Degree	37.0%	36.1%	35.6%
Graduate/Professional Degree	16.8%	21.3%	22.8%
<b>2020 Population 15+ by Marital Status</b>			
Total	13,445	71,780	172,737
Never Married	41.5%	42.7%	37.6%
Married	42.9%	42.7%	47.7%
Widowed	2.3%	2.9%	3.5%
Divorced	13.3%	11.7%	11.2%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	10,587	55,310	125,269
Population 16+ Employed	86.8%	87.1%	87.8%
Population 16+ Unemployment rate	13.2%	12.9%	12.2%
Population 16-24 Employed	15.3%	14.0%	12.1%
Population 16-24 Unemployment rate	18.6%	19.9%	19.8%
Population 25-54 Employed	71.1%	68.5%	66.3%
Population 25-54 Unemployment rate	12.0%	11.8%	11.3%
Population 55-64 Employed	9.2%	11.6%	14.3%
Population 55-64 Unemployment rate	10.1%	10.4%	9.8%
Population 65+ Employed	4.4%	5.9%	7.4%
Population 65+ Unemployment rate	16.9%	13.1%	11.5%
<b>2020 Employed Population 16+ by Industry</b>			
Total	9,194	48,153	109,979
Agriculture/Mining	0.0%	0.2%	0.5%
Construction	9.5%	7.0%	8.9%
Manufacturing	4.9%	5.7%	6.1%
Wholesale Trade	3.7%	2.5%	2.7%
Retail Trade	11.2%	9.7%	8.8%
Transportation/Utilities	5.1%	4.6%	4.3%
Information	3.4%	3.6%	3.8%
Finance/Insurance/Real Estate	10.9%	10.2%	10.4%
Services	49.7%	53.9%	52.0%
Public Administration	1.6%	2.6%	2.5%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	9,196	48,154	109,980
White Collar	67.4%	72.1%	72.4%
Management/Business/Financial	20.6%	22.4%	23.7%
Professional	21.8%	27.3%	27.2%
Sales	12.4%	10.4%	10.9%
Administrative Support	12.6%	12.1%	10.6%
Services	16.8%	14.9%	12.7%
Blue Collar	15.8%	13.1%	14.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.4%
Construction/Extraction	6.7%	5.1%	6.6%
Installation/Maintenance/Repair	1.7%	1.4%	1.5%
Production	2.3%	2.6%	2.7%
Transportation/Material Moving	5.1%	4.0%	3.7%

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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>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	122	121	111
Percent of Income for Mortgage	20.0%	19.8%	21.4%
Wealth Index	66	99	138
<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%
<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%

**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>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$16,818,788	\$102,390,315	\$268,445,547
Average Spent	\$2,191.94	\$2,523.61	\$2,934.73
Spending Potential Index	102	118	137
Education: Total \$	\$12,730,280	\$82,067,812	\$222,096,850
Average Spent	\$1,659.10	\$2,022.72	\$2,428.03
Spending Potential Index	93	113	136
Entertainment/Recreation: Total \$	\$22,412,395	\$138,990,929	\$373,325,752
Average Spent	\$2,920.94	\$3,425.70	\$4,081.31
Spending Potential Index	90	105	126
Food at Home: Total \$	\$39,716,779	\$241,549,546	\$636,639,003
Average Spent	\$5,176.17	\$5,953.46	\$6,959.93
Spending Potential Index	97	111	130
Food Away from Home: Total \$	\$29,327,723	\$178,522,120	\$468,440,349
Average Spent	\$3,822.20	\$4,400.02	\$5,121.13
Spending Potential Index	101	117	136
Health Care: Total \$	\$38,236,970	\$235,094,286	\$634,540,783
Average Spent	\$4,983.31	\$5,794.35	\$6,936.99
Spending Potential Index	87	101	121
HH Furnishings & Equipment: Total \$	\$15,528,616	\$95,376,243	\$256,423,988
Average Spent	\$2,023.80	\$2,350.73	\$2,803.31
Spending Potential Index	93	108	128
Personal Care Products & Services: Total \$	\$6,924,953	\$42,263,063	\$111,770,677
Average Spent	\$902.51	\$1,041.65	\$1,221.91
Spending Potential Index	98	113	133
Shelter: Total \$	\$145,904,224	\$906,107,838	\$2,405,257,042
Average Spent	\$19,015.28	\$22,332.78	\$26,295.01
Spending Potential Index	98	115	136
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,285,209	\$93,694,273	\$257,754,344
Average Spent	\$1,992.08	\$2,309.28	\$2,817.85
Spending Potential Index	85	99	120
Travel: Total \$	\$15,607,778	\$100,456,483	\$277,919,967
Average Spent	\$2,034.12	\$2,475.94	\$3,038.31
Spending Potential Index	84	103	126
Vehicle Maintenance & Repairs: Total \$	\$8,878,591	\$52,797,914	\$137,944,745
Average Spent	\$1,157.12	\$1,301.31	\$1,508.05
Spending Potential Index	100	112	130

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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