COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING CORPORATION

Lat/Lon: 33.9483/-84.6255

RFULL9

2500 Dallas Hwy Marietta, GA 30064	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2018)	4,638		41,456		150,386	
Projected Population (2023)	4,816		43,156		158,108	
Census Population (2010)	4,138		38,618		136,225	
Census Population (2000)	3,569		32,447		115,938	
Projected Annual Growth (2018-2023)	178	0.8%	1,700	0.8%	7,722	1.0%
Historical Annual Growth (2010-2018)	500	1.5%	2,838	0.9%	14,161	1.3%
Historical Annual Growth (2000-2010)	569	1.6%	6,171	1.9%	20,286	1.7%
Estimated Population Density (2018)	1,477 *psm*		1,467 *psm*		1,916 *psm*	
Trade Area Size	3.1 *sq mi*		28.3 *sq mi*		78.5 *sq mi*	
Households						
Estimated Households (2018)	1,639		15,012		53,746	
Projected Households (2023)	1,701		15,628		56,574	
Census Households (2010)	1,454		13,949		48,493	
Census Households (2000)	1,210		11,250		40,191	
Projected Annual Growth (2018-2023)	63	0.8%	617	0.8%	2,828	1.1%
Historical Annual Change (2000-2018)	429	2.0%	3,762	1.9%	13,555	1.9%
Average Household Income						
Estimated Average Household Income (2018)	$130,907		$138,381		$110,876	
Projected Average Household Income (2023)	$151,865		$162,763		$127,707	
Census Average Household Income (2010)	$102,115		$102,840		$82,003	
Census Average Household Income (2000)	$94,297		$91,048		$73,949	
Projected Annual Change (2018-2023)	$20,958	3.2%	$24,382	3.5%	$16,831	3.0%
Historical Annual Change (2000-2018)	$36,609	2.2%	$47,333	2.9%	$36,927	2.8%
Median Household Income						
Estimated Median Household Income (2018)	$94,699		$102,376		$84,248	
Projected Median Household Income (2023)	$110,704		$118,634		$96,844	
Census Median Household Income (2010)	$81,672		$80,306		$65,571	
Census Median Household Income (2000)	$81,106		$78,373		$61,543	
Projected Annual Change (2018-2023)	$16,005	3.4%	$16,258	3.2%	$12,597	3.0%
Historical Annual Change (2000-2018)	$13,593	0.9%	$24,003	1.7%	$22,705	2.0%
Per Capita Income						
Estimated Per Capita Income (2018)	$46,253		$50,123		$39,873	
Projected Per Capita Income (2023)	$53,649		$58,955		$45,931	
Census Per Capita Income (2010)	$35,870		$37,145		$29,191	
Census Per Capita Income (2000)	$31,879		$31,342		$25,550	
Projected Annual Change (2018-2023)	$7,396	3.2%	$8,832	3.5%	$6,058	3.0%
Historical Annual Change (2000-2018)	$14,374	2.5%	$18,781	3.3%	$14,323	3.1%
Estimated Average Household Net Worth (2018)	$886,376		$1,030,256		$765,491	

RETAIL PLANNING CORPORATION

Lat/Lon: 33.9483/-84.6255

RFULL9

2500 Dallas Hwy Marietta, GA 30064	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2018)	4,638		41,456		150,386	
White (2018)	3,549	76.5%	30,227	72.9%	90,067	59.9%
Black or African American (2018)	714	15.4%	8,175	19.7%	40,597	27.0%
American Indian or Alaska Native (2018)	6	0.1%	82	0.2%	524	0.3%
Asian (2018)	224	4.8%	1,582	3.8%	6,442	4.3%
Hawaiian or Pacific Islander (2018)	2	0.1%	12	-	58	-
Other Race (2018)	42	0.9%	574	1.4%	8,860	5.9%
Two or More Races (2018)	100	2.1%	805	1.9%	3,838	2.6%
Population < 18 (2018)	1,134	24.5%	10,015	24.2%	36,717	24.4%
White Not Hispanic	768	67.7%	6,238	62.3%	15,579	42.4%
Black or African American	206	18.2%	2,329	23.3%	10,753	29.3%
Asian	52	4.6%	383	3.8%	1,516	4.1%
Other Race Not Hispanic	51	4.5%	413	4.1%	1,494	4.1%
Hispanic	56	5.0%	652	6.5%	7,375	20.1%
Not Hispanic or Latino Population (2018)	4,445	95.8%	39,401	95.0%	128,962	85.8%
Not Hispanic White	3,417	76.9%	28,977	73.5%	79,707	61.8%
Not Hispanic Black or African American	706	15.9%	8,019	20.4%	39,475	30.6%
Not Hispanic American Indian or Alaska Native	6	0.1%	66	0.2%	283	0.2%
Not Hispanic Asian	220	5.0%	1,566	4.0%	6,326	4.9%
Not Hispanic Hawaiian or Pacific Islander	2	0.1%	11	-	54	-
Not Hispanic Other Race	7	0.1%	81	0.2%	516	0.4%
Not Hispanic Two or More Races	87	2.0%	681	1.7%	2,601	2.0%
Hispanic or Latino Population (2018)	193	4.2%	2,055	5.0%	21,424	14.2%
Hispanic White	132	68.5%	1,249	60.8%	10,360	48.4%
Hispanic Black or African American	8	4.2%	155	7.6%	1,122	5.2%
Hispanic American Indian or Alaska Native	-	0.1%	16	0.8%	240	1.1%
Hispanic Asian	4	2.1%	16	0.8%	116	0.5%
Hispanic Hawaiian or Pacific Islander	-	-	1	-	4	-
Hispanic Other Race	36	18.5%	493	24.0%	8,344	38.9%
Hispanic Two or More Races	13	6.6%	124	6.0%	1,237	5.8%
Not Hispanic or Latino Population (2010)	3,980	96.2%	36,879	95.5%	117,070	85.9%
Hispanic or Latino Population (2010)	158	3.8%	1,739	4.5%	19,155	14.1%
Not Hispanic or Latino Population (2000)	3,423	95.9%	31,508	97.1%	105,404	90.9%
Hispanic or Latino Population (2000)	146	4.1%	939	2.9%	10,534	9.1%
Not Hispanic or Latino Population (2023)	4,590	95.3%	40,798	94.5%	133,714	84.6%
Hispanic or Latino Population (2023)	226	4.7%	2,358	5.5%	24,393	15.4%
Projected Annual Growth (2018-2023)	32	3.4%	303	2.9%	2,970	2.8%
Historical Annual Growth (2000-2010)	12	0.8%	799	8.5%	8,621	8.2%

COMPLETE PROFILE

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RETAIL PLANNING CORPORATION

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RFULL9

2500 Dallas Hwy Marietta, GA 30064	1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2018)						
Total Population	4,638		41,456		150,386	
Age Under 5 Years	259	5.6%	2,242	5.4%	9,136	6.1%
Age 5 to 9 Years	308	6.6%	2,726	6.6%	9,949	6.6%
Age 10 to 14 Years	341	7.4%	3,096	7.5%	10,944	7.3%
Age 15 to 19 Years	335	7.2%	2,896	7.0%	10,685	7.1%
Age 20 to 24 Years	216	4.7%	1,918	4.6%	9,287	6.2%
Age 25 to 29 Years	198	4.3%	1,890	4.6%	9,500	6.3%
Age 30 to 34 Years	231	5.0%	2,075	5.0%	9,120	6.1%
Age 35 to 39 Years	293	6.3%	2,588	6.2%	10,089	6.7%
Age 40 to 44 Years	339	7.3%	2,829	6.8%	10,378	6.9%
Age 45 to 49 Years	401	8.7%	3,308	8.0%	11,460	7.6%
Age 50 to 54 Years	428	9.2%	3,507	8.5%	11,132	7.4%
Age 55 to 59 Years	365	7.9%	3,350	8.1%	10,345	6.9%
Age 60 to 64 Years	297	6.4%	2,851	6.9%	8,489	5.6%
Age 65 to 69 Years	236	5.1%	2,346	5.7%	7,093	4.7%
Age 70 to 74 Years	173	3.7%	1,710	4.1%	5,123	3.4%
Age 75 to 79 Years	108	2.3%	1,011	2.4%	3,335	2.2%
Age 80 to 84 Years	59	1.3%	582	1.4%	2,044	1.4%
Age 85 Years or Over	49	1.1%	530	1.3%	2,277	1.5%
Median Age	41.2		41.5		37.9	
Age 19 Years or Less	1,244	26.8%	10,960	26.4%	40,714	27.1%
Age 20 to 64 Years	2,768	59.7%	24,317	58.7%	89,800	59.7%
Age 65 Years or Over	626	13.5%	6,179	14.9%	19,872	13.2%
Female Age Distribution (2018)						
Female Population	2,375	51.2%	21,516	51.9%	77,251	51.4%
Age Under 5 Years	120	5.0%	1,093	5.1%	4,527	5.9%
Age 5 to 9 Years	148	6.2%	1,366	6.3%	4,953	6.4%
Age 10 to 14 Years	163	6.8%	1,531	7.1%	5,375	7.0%
Age 15 to 19 Years	166	7.0%	1,406	6.5%	5,068	6.6%
Age 20 to 24 Years	108	4.6%	971	4.5%	4,454	5.8%
Age 25 to 29 Years	101	4.3%	982	4.6%	4,690	6.1%
Age 30 to 34 Years	120	5.0%	1,117	5.2%	4,737	6.1%
Age 35 to 39 Years	156	6.6%	1,389	6.5%	5,198	6.7%
Age 40 to 44 Years	177	7.5%	1,523	7.1%	5,314	6.9%
Age 45 to 49 Years	211	8.9%	1,749	8.1%	5,906	7.6%
Age 50 to 54 Years	221	9.3%	1,821	8.5%	5,690	7.4%
Age 55 to 59 Years	203	8.5%	1,764	8.2%	5,430	7.0%
Age 60 to 64 Years	147	6.2%	1,461	6.8%	4,463	5.8%
Age 65 to 69 Years	114	4.8%	1,200	5.6%	3,769	4.9%
Age 70 to 74 Years	94	4.0%	882	4.1%	2,811	3.6%
Age 75 to 79 Years	61	2.6%	572	2.7%	1,954	2.5%
Age 80 to 84 Years	33	1.4%	340	1.6%	1,300	1.7%
Age 85 Years or Over	31	1.3%	349	1.6%	1,613	2.1%
Female Median Age	42.2		42.2		39.2	
Age 19 Years or Less	597	25.1%	5,395	25.1%	19,923	25.8%
Age 20 to 64 Years	1,445	60.8%	12,777	59.4%	45,882	59.4%
Age 65 Years or Over	334	14.1%	3,344	15.5%	11,446	14.8%

COMPLETE PROFILE

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RETAIL PLANNING
CORPORATION

Lat/Lon: 33.9483/-84.6255

2500 Dallas Hwy Marietta, GA 30064	1 mi radius		3 mi radius		5 mi radius	
Male Age Distribution (2018)						
Male Population	2,263	*48.8%*	19,940	*48.1%*	73,135	*48.6%*
Age Under 5 Years	139	*6.2%*	1,149	*5.8%*	4,608	*6.3%*
Age 5 to 9 Years	161	*7.1%*	1,360	*6.8%*	4,997	*6.8%*
Age 10 to 14 Years	179	*7.9%*	1,566	*7.9%*	5,569	*7.6%*
Age 15 to 19 Years	169	*7.5%*	1,490	*7.5%*	5,617	*7.7%*
Age 20 to 24 Years	108	*4.8%*	948	*4.8%*	4,833	*6.6%*
Age 25 to 29 Years	97	*4.3%*	908	*4.6%*	4,809	*6.6%*
Age 30 to 34 Years	111	*4.9%*	958	*4.8%*	4,383	*6.0%*
Age 35 to 39 Years	137	*6.0%*	1,199	*6.0%*	4,891	*6.7%*
Age 40 to 44 Years	162	*7.1%*	1,306	*6.6%*	5,064	*6.9%*
Age 45 to 49 Years	190	*8.4%*	1,559	*7.8%*	5,553	*7.6%*
Age 50 to 54 Years	208	*9.2%*	1,686	*8.5%*	5,442	*7.4%*
Age 55 to 59 Years	162	*7.2%*	1,586	*8.0%*	4,915	*6.7%*
Age 60 to 64 Years	150	*6.6%*	1,390	*7.0%*	4,027	*5.5%*
Age 65 to 69 Years	121	*5.4%*	1,145	*5.7%*	3,325	*4.5%*
Age 70 to 74 Years	79	*3.5%*	828	*4.2%*	2,312	*3.2%*
Age 75 to 79 Years	47	*2.1%*	439	*2.2%*	1,381	*1.9%*
Age 80 to 84 Years	26	*1.2%*	242	*1.2%*	745	*1.0%*
Age 85 Years or Over	17	*0.8%*	181	*0.9%*	664	*0.9%*
Male Median Age	40.0		40.7		36.5	
Age 19 Years or Less	648	*28.6%*	5,565	*27.9%*	20,791	*28.4%*
Age 20 to 64 Years	1,324	*58.5%*	11,540	*57.9%*	43,918	*60.1%*
Age 65 Years or Over	291	*12.9%*	2,835	*14.2%*	8,426	*11.5%*
Males per 100 Females (2018)						
Overall Comparison	95		93		95	
Age Under 5 Years	116	*53.8%*	105	*51.3%*	102	*50.4%*
Age 5 to 9 Years	109	*52.1%*	100	*49.9%*	101	*50.2%*
Age 10 to 14 Years	110	*52.3%*	102	*50.6%*	104	*50.9%*
Age 15 to 19 Years	101	*50.4%*	106	*51.5%*	111	*52.6%*
Age 20 to 24 Years	100	*49.9%*	98	*49.4%*	109	*52.0%*
Age 25 to 29 Years	96	*48.9%*	92	*48.0%*	103	*50.6%*
Age 30 to 34 Years	92	*48.0%*	86	*46.2%*	93	*48.1%*
Age 35 to 39 Years	88	*46.7%*	86	*46.3%*	94	*48.5%*
Age 40 to 44 Years	91	*47.7%*	86	*46.2%*	95	*48.8%*
Age 45 to 49 Years	90	*47.3%*	89	*47.1%*	94	*48.5%*
Age 50 to 54 Years	94	*48.5%*	93	*48.1%*	96	*48.9%*
Age 55 to 59 Years	80	*44.4%*	90	*47.3%*	91	*47.5%*
Age 60 to 64 Years	102	*50.6%*	95	*48.8%*	90	*47.4%*
Age 65 to 69 Years	106	*51.5%*	95	*48.8%*	88	*46.9%*
Age 70 to 74 Years	85	*45.8%*	94	*48.4%*	82	*45.1%*
Age 75 to 79 Years	77	*43.5%*	77	*43.5%*	71	*41.4%*
Age 80 to 84 Years	79	*44.2%*	71	*41.6%*	57	*36.4%*
Age 85 Years or Over	55	*35.7%*	52	*34.1%*	41	*29.2%*
Age 19 Years or Less	109	*52.1%*	103	*50.8%*	104	*51.1%*
Age 20 to 39 Years	93	*48.2%*	90	*47.4%*	99	*49.8%*
Age 40 to 64 Years	91	*47.6%*	90	*47.5%*	93	*48.3%*
Age 65 Years or Over	87	*46.6%*	85	*45.9%*	74	*42.4%*

COMPLETE PROFILE

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RETAIL PLANNING CORPORATION

Lat/Lon: 33.9483/-84.6255

2500 Dallas Hwy Marietta, GA 30064	1 mi radius		3 mi radius		5 mi radius	
Household Type (2018)						
Total Households	1,639		15,012		53,746	
Households with Children	631	*38.5%*	5,531	*36.8%*	19,589	*36.4%*
Average Household Size	2.8		2.8		2.7	
Household Density per Square Mile	522		531		685	
Population Family	4,285	*92.4%*	37,577	*90.6%*	127,314	*84.7%*
Population Non-Family	352	*7.6%*	3,768	*9.1%*	19,498	*13.0%*
Population Group Quarters	-	-	111	*0.3%*	3,574	*2.4%*
Family Households	1,348	*82.3%*	11,883	*79.2%*	38,375	*71.4%*
Married Couple Households	1,153	*85.5%*	9,888	*83.2%*	29,048	*75.7%*
Other Family Households	196	*14.5%*	1,995	*16.8%*	9,328	*24.3%*
Family Households with Children	628	*46.6%*	5,503	*46.3%*	19,453	*50.7%*
Married Couple with Children	516	*82.2%*	4,279	*77.8%*	13,530	*69.6%*
Other Family Households with Children	112	*17.8%*	1,224	*22.2%*	5,923	*30.4%*
Family Households No Children	720	*53.4%*	6,380	*53.7%*	18,922	*49.3%*
Married Couple No Children	637	*88.4%*	5,609	*87.9%*	15,517	*82.0%*
Other Family Households No Children	84	*11.6%*	771	*12.1%*	3,404	*18.0%*
Non-Family Households	290	*17.7%*	3,129	*20.8%*	15,371	*28.6%*
Non-Family Households with Children	3	*0.9%*	28	*0.9%*	135	*0.9%*
Non-Family Households No Children	288	*99.1%*	3,100	*99.1%*	15,235	*99.1%*
Average Family Household Size	3.2		3.2		3.3	
Average Family Income	$140,878		$154,063		$127,544	
Median Family Income	$101,346		$116,939		$99,169	
Average Non-Family Household Size	1.2		1.2		1.3	
Marital Status (2018)						
Population Age 15 Years or Over	3,729		33,392		120,357	
Never Married	606	*16.2%*	7,676	*23.0%*	39,060	*32.5%*
Currently Married	2,552	*68.4%*	20,052	*60.0%*	57,984	*48.2%*
Previously Married	571	*15.3%*	5,664	*17.0%*	23,312	*19.4%*
Separated	109	*19.1%*	1,034	*18.3%*	5,442	*23.3%*
Widowed	139	*24.4%*	1,471	*26.0%*	5,235	*22.5%*
Divorced	323	*56.5%*	3,158	*55.8%*	12,636	*54.2%*
Educational Attainment (2018)						
Adult Population Age 25 Years or Over	3,178		28,578		100,385	
Elementary (Grade Level 0 to 8)	7	*0.2%*	282	*1.0%*	5,068	*5.0%*
Some High School (Grade Level 9 to 11)	32	*1.0%*	695	*2.4%*	5,283	*5.3%*
High School Graduate	543	*17.1%*	5,141	*18.0%*	20,922	*20.8%*
Some College	741	*23.3%*	5,518	*19.3%*	19,012	*18.9%*
Associate Degree Only	469	*14.8%*	2,398	*8.4%*	7,768	*7.7%*
Bachelor Degree Only	883	*27.8%*	9,453	*33.1%*	27,547	*27.4%*
Graduate Degree	502	*15.8%*	5,090	*17.8%*	14,786	*14.7%*
Any College (Some College or Higher)	2,596	*81.7%*	22,459	*78.6%*	69,112	*68.8%*
College Degree + (Bachelor Degree or Higher)	1,385	*43.6%*	14,543	*50.9%*	42,332	*42.2%*

RETAIL PLANNING CORPORATION

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RFULL9

2500 Dallas Hwy Marietta, GA 30064	1 mi radius		3 mi radius		5 mi radius	
Housing						
Total Housing Units (2018)	1,683		15,423		55,671	
Total Housing Units (2010)	1,551		14,883		53,362	
Historical Annual Growth (2010-2018)	131	1.1%	539	0.5%	2,309	0.5%
Housing Units Occupied (2018)	1,639	97.4%	15,012	97.3%	53,746	96.5%
Housing Units Owner-Occupied	1,497	91.3%	12,786	85.2%	37,556	69.9%
Housing Units Renter-Occupied	142	8.7%	2,225	14.8%	16,190	30.1%
Housing Units Vacant (2018)	44	2.7%	411	2.7%	1,925	3.6%
Household Size (2018)						
Total Households	1,639		15,012		53,746	
1 Person Households	241	14.7%	2,591	17.3%	12,317	22.9%
2 Person Households	538	32.8%	5,204	34.7%	16,591	30.9%
3 Person Households	364	22.2%	2,885	19.2%	9,482	17.6%
4 Person Households	319	19.5%	2,672	17.8%	8,459	15.7%
5 Person Households	124	7.6%	1,115	7.4%	4,105	7.6%
6 Person Households	35	2.1%	370	2.5%	1,617	3.0%
7 or More Person Households	17	1.1%	175	1.2%	1,175	2.2%
Household Income Distribution (2018)						
HH Income $200,000 or More	256	15.6%	2,688	17.9%	5,972	11.1%
HH Income $150,000 to $199,999	128	7.8%	1,724	11.5%	4,809	8.9%
HH Income $125,000 to $149,999	106	6.5%	1,308	8.7%	4,066	7.6%
HH Income $100,000 to $124,999	261	15.9%	1,850	12.3%	5,726	10.7%
HH Income $75,000 to $99,999	336	20.5%	2,289	15.3%	7,523	14.0%
HH Income $50,000 to $74,999	266	16.2%	2,211	14.7%	8,728	16.2%
HH Income $35,000 to $49,999	77	4.7%	1,188	7.9%	6,026	11.2%
HH Income $25,000 to $34,999	58	3.5%	728	4.8%	3,700	6.9%
HH Income $15,000 to $24,999	60	3.6%	575	3.8%	3,534	6.6%
HH Income $10,000 to $14,999	39	2.4%	158	1.1%	1,388	2.6%
HH Income Under $10,000	51	3.1%	294	2.0%	2,273	4.2%
Household Vehicles (2018)						
Households 0 Vehicles Available	16	1.0%	266	1.8%	2,334	4.3%
Households 1 Vehicle Available	382	23.3%	3,127	20.8%	14,652	27.3%
Households 2 Vehicles Available	849	51.8%	7,030	46.8%	23,172	43.1%
Households 3 or More Vehicles Available	392	23.9%	4,588	30.6%	13,588	25.3%
Total Vehicles Available	3,334		32,619		106,703	
Average Vehicles per Household	2.0		2.2		2.0	
Owner-Occupied Household Vehicles	3,118	93.5%	28,794	88.3%	82,483	77.3%
Average Vehicles per Owner-Occupied Household	2.1		2.3		2.2	
Renter-Occupied Household Vehicles	217	6.5%	3,826	11.7%	24,219	22.7%
Average Vehicles per Renter-Occupied Household	1.5		1.7		1.5	
Travel Time (2015)						
Worker Base Age 16 years or Over	2,420		22,610		80,192	
Travel to Work in 14 Minutes or Less	105	4.3%	2,592	11.5%	9,905	12.4%
Travel to Work in 15 to 29 Minutes	695	28.7%	5,246	23.2%	19,967	24.9%
Travel to Work in 30 to 59 Minutes	911	37.7%	7,488	33.1%	28,242	35.2%
Travel to Work in 60 Minutes or More	615	25.4%	3,952	17.5%	11,939	14.9%
Work at Home	146	6.0%	2,471	10.9%	6,867	8.6%
Average Minutes Travel to Work	39.2		32.6		31.4	

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RETAIL PLANNING CORPORATION

Lat/Lon: 33.9483/-84.6255

RFULL9

2500 Dallas Hwy	1 mi radius		3 mi radius		5 mi radius	
Marietta, GA 30064						
Transportation To Work (2015)						
Worker Base Age 16 years or Over	2,420		22,610		80,192	
Drive to Work Alone	2,049	84.7%	18,071	79.9%	62,538	78.0%
Drive to Work in Carpool	184	7.6%	1,540	6.8%	8,070	10.1%
Travel to Work by Public Transportation	2	0.1%	70	0.3%	1,008	1.3%
Drive to Work on Motorcycle	-	-	20	0.1%	34	-
Bicycle to Work	13	0.5%	16	0.1%	24	-
Walk to Work	10	0.4%	188	0.8%	672	0.8%
Other Means	17	0.7%	234	1.0%	978	1.2%
Work at Home	146	6.0%	2,471	10.9%	6,867	8.6%
Daytime Demographics (2018)						
Total Businesses	210		1,166		6,438	
Total Employees	2,104		9,652		67,128	
Company Headquarter Businesses	-	-	1	0.1%	25	0.4%
Company Headquarter Employees	-	-	31	0.3%	6,123	9.1%
Employee Population per Business	10.0 to 1		8.3 to 1		10.4 to 1	
Residential Population per Business	22.1 to 1		35.5 to 1		23.4 to 1	
Adj. Daytime Demographics Age 16 Years or Over	3,254		21,018		108,452	
Labor Force						
Labor Population Age 16 Years or Over (2018)	3,653		32,747		118,164	
Labor Force Total Males (2018)	1,746	47.8%	15,533	47.4%	56,823	48.1%
Male Civilian Employed	1,288	73.8%	11,109	71.5%	40,161	70.7%
Male Civilian Unemployed	17	1.0%	281	1.8%	1,476	2.6%
Males in Armed Forces	-	-	21	0.1%	116	0.2%
Males Not in Labor Force	441	25.2%	4,122	26.5%	15,070	26.5%
Labor Force Total Females (2018)	1,907	52.2%	17,214	52.6%	61,341	51.9%
Female Civilian Employed	1,215	63.7%	10,251	59.6%	36,548	59.6%
Female Civilian Unemployed	17	0.9%	331	1.9%	1,663	2.7%
Females in Armed Forces	-	-	-	-	14	-
Females Not in Labor Force	675	35.4%	6,632	38.5%	23,116	37.7%
Unemployment Rate		0.9%		1.9%		2.7%
Labor Force Growth (2010-2018)	24	1.0%	-353	-1.6%	149	0.2%
Male Labor Force Growth (2010-2018)	12	0.9%	-192	-1.7%	86	0.2%
Female Labor Force Growth (2010-2018)	12	1.0%	-161	-1.5%	63	0.2%
Occupation (2015)						
Occupation Population Age 16 Years or Over	2,479		21,714		76,561	
Occupation Total Males	1,276	51.5%	11,301	52.0%	40,076	52.3%
Occupation Total Females	1,202	48.5%	10,412	48.0%	36,485	47.7%
Management, Business, Financial Operations	744	30.0%	5,543	25.5%	15,863	20.7%
Professional, Related	627	25.3%	6,051	27.9%	18,002	23.5%
Service	355	14.3%	2,914	13.4%	12,409	16.2%
Sales, Office	584	23.6%	4,969	22.9%	18,338	24.0%
Farming, Fishing, Forestry	1	0.1%	19	0.1%	365	0.5%
Construction, Extraction, Maintenance	25	1.0%	871	4.0%	6,255	8.2%
Production, Transport, Material Moving	143	5.8%	1,346	6.2%	5,330	7.0%
White Collar Workers	1,954	78.8%	16,563	76.3%	52,202	68.2%
Blue Collar Workers	524	21.2%	5,151	23.7%	24,359	31.8%

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COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING CORPORATION

Lat/Lon: 33.9483/-84.6255

RFULL9

2500 Dallas Hwy Marietta, GA 30064	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2015)						
Total Units	1,454		13,949		48,493	
1 Detached Unit	1,491	102.6	12,742	91.3%	38,661	79.7%
1 Attached Unit	80	5.5%	1,103	7.9%	4,540	9.4%
2 Units	-	-	66	0.5%	393	0.8%
3 to 4 Units	3	0.2%	91	0.7%	852	1.8%
5 to 9 Units	4	0.3%	161	1.2%	1,221	2.5%
10 to 19 Units	12	0.8%	378	2.7%	3,116	6.4%
20 to 49 Units	7	0.4%	455	3.3%	2,611	5.4%
50 or More Units	3	0.2%	110	0.8%	1,291	2.7%
Mobile Home or Trailer	24	1.7%	142	1.0%	969	2.0%
Other Structure	-	-	-	-	-	-
Homes Built By Year (2015)						
Homes Built 2014 or later	16	1.1%	274	2.0%	846	1.7%
Homes Built 2010 to 2013	51	3.5%	561	4.0%	1,746	3.6%
Homes Built 2000 to 2009	325	22.4%	3,119	22.4%	11,398	23.5%
Homes Built 1990 to 1999	464	31.9%	3,898	27.9%	12,992	26.8%
Homes Built 1980 to 1989	500	34.4%	4,685	33.6%	12,375	25.5%
Homes Built 1970 to 1979	149	10.2%	1,865	13.4%	6,929	14.3%
Homes Built 1960 to 1969	69	4.8%	456	3.3%	3,209	6.6%
Homes Built 1950 to 1959	21	1.5%	186	1.3%	2,138	4.4%
Homes Built 1940 to 1949	17	1.2%	76	0.5%	978	2.0%
Homes Built Before 1939	11	0.8%	124	0.9%	1,071	2.2%
Median Age of Homes	25.7 *yrs*		25.5 *yrs*		28.3 *yrs*	
Home Values (2015)						
Owner Specified Housing Units	1,329		11,844		34,260	
Home Values $1,000,000 or More	11	0.8%	151	1.3%	446	1.3%
Home Values $750,000 to $999,999	48	3.6%	378	3.2%	1,014	3.0%
Home Values $500,000 to $749,999	163	12.3%	1,175	9.9%	2,729	8.0%
Home Values $400,000 to $499,999	106	8.0%	927	7.8%	2,599	7.6%
Home Values $300,000 to $399,999	297	22.3%	2,473	20.9%	6,114	17.8%
Home Values $250,000 to $299,999	107	8.0%	1,635	13.8%	4,738	13.8%
Home Values $200,000 to $249,999	166	12.5%	2,074	17.5%	5,129	15.0%
Home Values $175,000 to $199,999	150	11.3%	1,211	10.2%	3,309	9.7%
Home Values $150,000 to $174,999	245	18.4%	1,372	11.6%	4,130	12.1%
Home Values $125,000 to $149,999	126	9.5%	728	6.1%	2,476	7.2%
Home Values $100,000 to $124,999	31	2.3%	391	3.3%	1,893	5.5%
Home Values $90,000 to $99,999	3	0.2%	146	1.2%	571	1.7%
Home Values $80,000 to $89,999	4	0.3%	67	0.6%	424	1.2%
Home Values $70,000 to $79,999	13	1.0%	46	0.4%	306	0.9%
Home Values $60,000 to $69,999	-	-	23	0.2%	321	0.9%
Home Values $50,000 to $59,999	-	-	10	0.1%	137	0.4%
Home Values $35,000 to $49,999	3	0.2%	48	0.4%	311	0.9%
Home Values $25,000 to $34,999	-	-	18	0.1%	181	0.5%
Home Values $10,000 to $24,999	3	0.2%	48	0.4%	353	1.0%
Home Values Under $10,000	6	0.5%	60	0.5%	364	1.1%
Owner-Occupied Median Home Value	$242,980		$263,527		$240,724	
Renter-Occupied Median Rent	$1,189		$1,053		$953	

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RETAIL PLANNING CORPORATION

Lat/Lon: 33.9483/-84.6255

RFULL9

2500 Dallas Hwy Marietta, GA 30064	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2018)						
Total Household Expenditure	$140 M		$1.33 B		$4.04 B	
Total Non-Retail Expenditure	$73.5 M		$706 M		$2.12 B	
Total Retail Expenditure	$66.6 M		$628 M		$1.92 B	
Apparel	$4.93 M		$47.2 M		$142 M	
Contributions	$6.84 M		$68.9 M		$195 M	
Education	$5.80 M		$57.3 M		$165 M	
Entertainment	$8.01 M		$76.3 M		$229 M	
Food and Beverages	$19.9 M		$187 M		$579 M	
Furnishings and Equipment	$5.08 M		$48.3 M		$143 M	
Gifts	$3.79 M		$37.3 M		$108 M	
Health Care	$10.5 M		$98.7 M		$308 M	
Household Operations	$4.36 M		$42.5 M		$124 M	
Miscellaneous Expenses	$2.00 M		$18.7 M		$57.9 M	
Personal Care	$1.80 M		$17.1 M		$52.1 M	
Personal Insurance	$1.14 M		$11.2 M		$32.4 M	
Reading	$311 K		$2.98 M		$9.00 M	
Shelter	$28.9 M		$276 M		$836 M	
Tobacco	$732 K		$6.68 M		$22.0 M	
Transportation	$26.1 M		$244 M		$751 M	
Utilities	$9.86 M		$92.3 M		$290 M	
Monthly Household Consumer Expenditure (2018)						
Total Household Expenditure	$7,126		$7,403		$6,269	
Total Non-Retail Expenditure	$3,739	52.5%	$3,918	52.9%	$3,293	52.5%
Total Retail Expenditures	$3,387	47.5%	$3,485	47.1%	$2,976	47.5%
Apparel	$250	3.5%	$262	3.5%	$221	3.5%
Contributions	$348	4.9%	$382	5.2%	$302	4.8%
Education	$295	4.1%	$318	4.3%	$255	4.1%
Entertainment	$408	5.7%	$423	5.7%	$356	5.7%
Food and Beverages	$1,013	14.2%	$1,041	14.1%	$898	14.3%
Furnishings and Equipment	$259	3.6%	$268	3.6%	$222	3.5%
Gifts	$193	2.7%	$207	2.8%	$167	2.7%
Health Care	$536	7.5%	$548	7.4%	$477	7.6%
Household Operations	$221	3.1%	$236	3.2%	$192	3.1%
Miscellaneous Expenses	$102	1.4%	$104	1.4%	$90	1.4%
Personal Care	$92	1.3%	$95	1.3%	$81	1.3%
Personal Insurance	$58	0.8%	$62	0.8%	$50	0.8%
Reading	$16	0.2%	$17	0.2%	$14	0.2%
Shelter	$1,469	20.6%	$1,535	20.7%	$1,296	20.7%
Tobacco	$37	0.5%	$37	0.5%	$34	0.5%
Transportation	$1,329	18.6%	$1,356	18.3%	$1,164	18.6%
Utilities	$502	7.0%	$512	6.9%	$449	7.2%

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