

# COMPLETE PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.9484/-84.6256

RFULL9

| West Cobb Marketplace<br>2500 Dallas Hwy, Marietta, GA 30064 | 1 mi radius      | 3 mi radius       | 5 mi radius       |
|--|------------------|-------------------|-------------------|
| <b>Population</b>  |                  |                   |                   |
| Estimated Population (2017)                                  | 4,636            | 40,850            | 147,774           |
| Projected Population (2022)                                  | 4,900            | 43,292            | 158,039           |
| Census Population (2010)                                     | 4,138            | 38,436            | 136,326           |
| Census Population (2000)                                     | 3,569            | 32,270            | 116,035           |
| Projected Annual Growth (2017-2022)                          | 264 1.1%         | 2,442 1.2%        | 10,264 1.4%       |
| Historical Annual Growth (2010-2017)                         | 498 1.7%         | 2,414 0.9%        | 11,448 1.2%       |
| Historical Annual Growth (2000-2010)                         | 569 1.6%         | 6,166 1.9%        | 20,291 1.7%       |
| Estimated Population Density (2017)                          | 1,476 <i>psm</i> | 1,445 <i>psm</i>  | 1,882 <i>psm</i>  |
| Trade Area Size  | 3.1 <i>sq mi</i> | 28.3 <i>sq mi</i> | 78.5 <i>sq mi</i> |
| <b>Households</b>  |                  |                   |                   |
| Estimated Households (2017)                                  | 1,647            | 14,848            | 53,417            |
| Projected Households (2022)                                  | 1,725            | 15,591            | 56,660            |
| Census Households (2010)                                     | 1,454            | 13,879            | 48,506            |
| Census Households (2000)                                     | 1,210            | 11,182            | 40,203            |
| Projected Annual Growth (2017-2022)                          | 78 0.9%          | 744 1.0%          | 3,243 1.2%        |
| Historical Annual Change (2000-2017)                         | 438 2.1%         | 3,666 1.9%        | 13,215 1.9%       |
| <b>Average Household Income</b>                              |                  |                   |                   |
| Estimated Average Household Income (2017)                    | \$108,381        | \$119,043         | \$93,753          |
| Projected Average Household Income (2022)                    | \$132,595        | \$153,044         | \$118,268         |
| Census Average Household Income (2010)                       | \$102,115        | \$102,994         | \$82,064          |
| Census Average Household Income (2000)                       | \$94,297         | \$91,135          | \$74,060          |
| Projected Annual Change (2017-2022)                          | \$24,214 4.5%    | \$34,000 5.7%     | \$24,514 5.2%     |
| Historical Annual Change (2000-2017)                         | \$14,084 0.9%    | \$27,908 1.8%     | \$19,693 1.6%     |
| <b>Median Household Income</b>                               |                  |                   |                   |
| Estimated Median Household Income (2017)                     | \$93,931         | \$100,565         | \$80,167          |
| Projected Median Household Income (2022)                     | \$112,024        | \$118,116         | \$93,708          |
| Census Median Household Income (2010)                        | \$81,672         | \$80,404          | \$65,612          |
| Census Median Household Income (2000)                        | \$81,106         | \$78,496          | \$61,652          |
| Projected Annual Change (2017-2022)                          | \$18,093 3.9%    | \$17,551 3.5%     | \$13,541 3.4%     |
| Historical Annual Change (2000-2017)                         | \$12,825 0.9%    | \$22,069 1.7%     | \$18,515 1.8%     |
| <b>Per Capita Income</b>                                     |                  |                   |                   |
| Estimated Per Capita Income (2017)                           | \$38,510         | \$43,281          | \$34,028          |
| Projected Per Capita Income (2022)                           | \$46,677         | \$55,130          | \$42,531          |
| Census Per Capita Income (2010)                              | \$35,870         | \$37,191          | \$29,199          |
| Census Per Capita Income (2000)                              | \$31,879         | \$31,351          | \$25,577          |
| Projected Annual Change (2017-2022)                          | \$8,167 4.2%     | \$11,848 5.5%     | \$8,503 5.0%      |
| Historical Annual Change (2000-2017)                         | \$6,631 1.2%     | \$11,930 2.2%     | \$8,451 1.9%      |
| Estimated Average Household Net Worth (2017)                 | \$901,475        | \$981,399         | \$711,876         |

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| West Cobb Marketplace<br>2500 Dallas Hwy, Marietta, GA 30064 | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       |
|--|-------------|-------|-------------|-------|-------------|-------|
| <b>Race and Ethnicity</b>                                    |             |       |             |       |             |       |
| Total Population (2017)                                      | 4,636       |       | 40,850      |       | 147,774     |       |
| White (2017)   | 3,556       | 76.7% | 30,008      | 73.5% | 89,512      | 60.6% |
| Black or African American (2017)                             | 712         | 15.4% | 7,936       | 19.4% | 39,336      | 26.6% |
| American Indian or Alaska Native (2017)                      | 6           | 0.1%  | 79          | 0.2%  | 508         | 0.3%  |
| Asian (2017)   | 220         | 4.7%  | 1,522       | 3.7%  | 6,082       | 4.1%  |
| Hawaiian or Pacific Islander (2017)                          | 2           | 0.1%  | 11          | -     | 56          | -     |
| Other Race (2017)  | 41          | 0.9%  | 540         | 1.3%  | 8,573       | 5.8%  |
| Two or More Races (2017)                                     | 98          | 2.1%  | 753         | 1.8%  | 3,708       | 2.5%  |
| Population < 18 (2017)                                       | 1,137       | 24.5% | 9,970       | 24.4% | 36,707      | 24.8% |
| White Not Hispanic   | 766         | 67.4% | 6,242       | 62.6% | 15,774      | 43.0% |
| Black or African American                                    | 210         | 18.5% | 2,325       | 23.3% | 10,813      | 29.5% |
| Asian  | 52          | 4.5%  | 389         | 3.9%  | 1,525       | 4.2%  |
| Other Race Not Hispanic                                      | 45          | 4.0%  | 373         | 3.7%  | 1,369       | 3.7%  |
| Hispanic   | 63          | 5.5%  | 641         | 6.4%  | 7,227       | 19.7% |
| Not Hispanic or Latino Population (2017)                     | 4,436       | 95.7% | 38,862      | 95.1% | 126,945     | 85.9% |
| Not Hispanic White   | 3,418       | 77.1% | 28,783      | 74.1% | 79,484      | 62.6% |
| Not Hispanic Black or African American                       | 703         | 15.9% | 7,785       | 20.0% | 38,186      | 30.1% |
| Not Hispanic American Indian or Alaska Native                | 6           | 0.1%  | 62          | 0.2%  | 270         | 0.2%  |
| Not Hispanic Asian   | 215         | 4.8%  | 1,506       | 3.9%  | 5,972       | 4.7%  |
| Not Hispanic Hawaiian or Pacific Islander                    | 2           | 0.1%  | 11          | -     | 52          | -     |
| Not Hispanic Other Race                                      | 6           | 0.1%  | 77          | 0.2%  | 486         | 0.4%  |
| Not Hispanic Two or More Races                               | 86          | 1.9%  | 637         | 1.6%  | 2,495       | 2.0%  |
| Hispanic or Latino Population (2017)                         | 200         | 4.3%  | 1,988       | 4.9%  | 20,829      | 14.1% |
| Hispanic White   | 138         | 68.8% | 1,225       | 61.6% | 10,027      | 48.1% |
| Hispanic Black or African American                           | 9           | 4.5%  | 151         | 7.6%  | 1,150       | 5.5%  |
| Hispanic American Indian or Alaska Native                    | -           | 0.1%  | 17          | 0.9%  | 238         | 1.1%  |
| Hispanic Asian   | 5           | 2.5%  | 16          | 0.8%  | 110         | 0.5%  |
| Hispanic Hawaiian or Pacific Islander                        | -           | -     | 1           | -     | 3           | -     |
| Hispanic Other Race  | 36          | 17.8% | 463         | 23.3% | 8,087       | 38.8% |
| Hispanic Two or More Races                                   | 12          | 6.2%  | 116         | 5.8%  | 1,213       | 5.8%  |
| Not Hispanic or Latino Population (2010)                     | 3,980       | 96.2% | 36,717      | 95.5% | 117,212     | 86.0% |
| Hispanic or Latino Population (2010)                         | 158         | 3.8%  | 1,719       | 4.5%  | 19,114      | 14.0% |
| Not Hispanic or Latino Population (2000)                     | 3,423       | 95.9% | 31,335      | 97.1% | 105,524     | 90.9% |
| Hispanic or Latino Population (2000)                         | 146         | 4.1%  | 935         | 2.9%  | 10,511      | 9.1%  |
| Not Hispanic or Latino Population (2022)                     | 4,653       | 95.0% | 40,861      | 94.4% | 133,578     | 84.5% |
| Hispanic or Latino Population (2022)                         | 246         | 5.0%  | 2,431       | 5.6%  | 24,460      | 15.5% |
| Projected Annual Growth (2017-2022)                          | 46          | 4.6%  | 443         | 4.5%  | 3,631       | 3.5%  |
| Historical Annual Growth (2000-2010)                         | 12          | 0.8%  | 784         | 8.4%  | 8,603       | 8.2%  |

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## West Cobb Marketplace

2500 Dallas Hwy, Marietta, GA 30064

1 mi radius

3 mi radius

5 mi radius

### Total Age Distribution (2017)

|                      | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       |
|----------------------|-------------|-------|-------------|-------|-------------|-------|
| Total Population     | 4,636       |       | 40,850      |       | 147,774     |       |
| Age Under 5 Years    | 254         | 5.5%  | 2,209       | 5.4%  | 9,069       | 6.1%  |
| Age 5 to 9 Years     | 312         | 6.7%  | 2,735       | 6.7%  | 10,024      | 6.8%  |
| Age 10 to 14 Years   | 339         | 7.3%  | 3,068       | 7.5%  | 10,907      | 7.4%  |
| Age 15 to 19 Years   | 344         | 7.4%  | 2,895       | 7.1%  | 10,609      | 7.2%  |
| Age 20 to 24 Years   | 218         | 4.7%  | 1,861       | 4.6%  | 8,939       | 6.0%  |
| Age 25 to 29 Years   | 189         | 4.1%  | 1,734       | 4.2%  | 8,784       | 5.9%  |
| Age 30 to 34 Years   | 230         | 5.0%  | 2,053       | 5.0%  | 9,024       | 6.1%  |
| Age 35 to 39 Years   | 288         | 6.2%  | 2,495       | 6.1%  | 9,734       | 6.6%  |
| Age 40 to 44 Years   | 357         | 7.7%  | 2,937       | 7.2%  | 10,693      | 7.2%  |
| Age 45 to 49 Years   | 397         | 8.6%  | 3,233       | 7.9%  | 11,163      | 7.6%  |
| Age 50 to 54 Years   | 441         | 9.5%  | 3,581       | 8.8%  | 11,283      | 7.6%  |
| Age 55 to 59 Years   | 361         | 7.8%  | 3,277       | 8.0%  | 10,102      | 6.8%  |
| Age 60 to 64 Years   | 292         | 6.3%  | 2,774       | 6.8%  | 8,211       | 5.6%  |
| Age 65 to 69 Years   | 235         | 5.1%  | 2,297       | 5.6%  | 6,949       | 4.7%  |
| Age 70 to 74 Years   | 163         | 3.5%  | 1,593       | 3.9%  | 4,787       | 3.2%  |
| Age 75 to 79 Years   | 103         | 2.2%  | 971         | 2.4%  | 3,187       | 2.2%  |
| Age 80 to 84 Years   | 61          | 1.3%  | 584         | 1.4%  | 2,003       | 1.4%  |
| Age 85 Years or Over | 53          | 1.1%  | 553         | 1.4%  | 2,306       | 1.6%  |
| Median Age           | 41.1        |       | 41.6        |       | 38.0        |       |
| Age 19 Years or Less | 1,249       | 26.9% | 10,907      | 26.7% | 40,609      | 27.5% |
| Age 20 to 64 Years   | 2,772       | 59.8% | 23,945      | 58.6% | 87,934      | 59.5% |
| Age 65 Years or Over | 615         | 13.3% | 5,998       | 14.7% | 19,232      | 13.0% |

### Female Age Distribution (2017)

|                      |       |       |        |       |        |       |
|----------------------|-------|-------|--------|-------|--------|-------|
| Female Population    | 2,373 | 51.2% | 21,215 | 51.9% | 76,047 | 51.5% |
| Age Under 5 Years    | 121   | 5.1%  | 1,077  | 5.1%  | 4,485  | 5.9%  |
| Age 5 to 9 Years     | 148   | 6.2%  | 1,371  | 6.5%  | 4,977  | 6.5%  |
| Age 10 to 14 Years   | 162   | 6.8%  | 1,523  | 7.2%  | 5,341  | 7.0%  |
| Age 15 to 19 Years   | 171   | 7.2%  | 1,409  | 6.6%  | 5,053  | 6.6%  |
| Age 20 to 24 Years   | 109   | 4.6%  | 936    | 4.4%  | 4,324  | 5.7%  |
| Age 25 to 29 Years   | 96    | 4.0%  | 895    | 4.2%  | 4,357  | 5.7%  |
| Age 30 to 34 Years   | 120   | 5.0%  | 1,099  | 5.2%  | 4,697  | 6.2%  |
| Age 35 to 39 Years   | 151   | 6.4%  | 1,338  | 6.3%  | 5,050  | 6.6%  |
| Age 40 to 44 Years   | 189   | 8.0%  | 1,577  | 7.4%  | 5,488  | 7.2%  |
| Age 45 to 49 Years   | 210   | 8.9%  | 1,718  | 8.1%  | 5,794  | 7.6%  |
| Age 50 to 54 Years   | 220   | 9.3%  | 1,857  | 8.8%  | 5,795  | 7.6%  |
| Age 55 to 59 Years   | 200   | 8.4%  | 1,734  | 8.2%  | 5,305  | 7.0%  |
| Age 60 to 64 Years   | 146   | 6.2%  | 1,420  | 6.7%  | 4,318  | 5.7%  |
| Age 65 to 69 Years   | 116   | 4.9%  | 1,176  | 5.5%  | 3,691  | 4.9%  |
| Age 70 to 74 Years   | 87    | 3.7%  | 829    | 3.9%  | 2,624  | 3.5%  |
| Age 75 to 79 Years   | 58    | 2.4%  | 554    | 2.6%  | 1,863  | 2.4%  |
| Age 80 to 84 Years   | 36    | 1.5%  | 341    | 1.6%  | 1,277  | 1.7%  |
| Age 85 Years or Over | 33    | 1.4%  | 361    | 1.7%  | 1,609  | 2.1%  |
| Female Median Age    | 42.2  |       | 42.3   |       | 39.2   |       |
| Age 19 Years or Less | 602   | 25.4% | 5,380  | 25.4% | 19,856 | 26.1% |
| Age 20 to 64 Years   | 1,441 | 60.7% | 12,574 | 59.3% | 45,128 | 59.3% |
| Age 65 Years or Over | 330   | 13.9% | 3,261  | 15.4% | 11,063 | 14.5% |

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## West Cobb Marketplace

2500 Dallas Hwy, Marietta, GA 30064

1 mi radius      3 mi radius      5 mi radius

### Male Age Distribution (2017)

|                      | 1 mi radius | 3 mi radius  | 5 mi radius  |
|----------------------|-------------|--------------|--------------|
| Male Population      | 2,263 48.8% | 19,635 48.1% | 71,727 48.5% |
| Age Under 5 Years    | 134 5.9%    | 1,131 5.8%   | 4,584 6.4%   |
| Age 5 to 9 Years     | 164 7.2%    | 1,364 6.9%   | 5,047 7.0%   |
| Age 10 to 14 Years   | 177 7.8%    | 1,546 7.9%   | 5,566 7.8%   |
| Age 15 to 19 Years   | 173 7.6%    | 1,486 7.6%   | 5,555 7.7%   |
| Age 20 to 24 Years   | 109 4.8%    | 925 4.7%     | 4,615 6.4%   |
| Age 25 to 29 Years   | 93 4.1%     | 840 4.3%     | 4,428 6.2%   |
| Age 30 to 34 Years   | 110 4.9%    | 953 4.9%     | 4,327 6.0%   |
| Age 35 to 39 Years   | 137 6.0%    | 1,157 5.9%   | 4,684 6.5%   |
| Age 40 to 44 Years   | 168 7.4%    | 1,360 6.9%   | 5,205 7.3%   |
| Age 45 to 49 Years   | 186 8.2%    | 1,515 7.7%   | 5,369 7.5%   |
| Age 50 to 54 Years   | 221 9.8%    | 1,724 8.8%   | 5,488 7.7%   |
| Age 55 to 59 Years   | 161 7.1%    | 1,543 7.9%   | 4,797 6.7%   |
| Age 60 to 64 Years   | 146 6.4%    | 1,354 6.9%   | 3,893 5.4%   |
| Age 65 to 69 Years   | 119 5.2%    | 1,121 5.7%   | 3,258 4.5%   |
| Age 70 to 74 Years   | 76 3.4%     | 765 3.9%     | 2,163 3.0%   |
| Age 75 to 79 Years   | 45 2.0%     | 417 2.1%     | 1,324 1.8%   |
| Age 80 to 84 Years   | 25 1.1%     | 243 1.2%     | 726 1.0%     |
| Age 85 Years or Over | 20 0.9%     | 191 1.0%     | 697 1.0%     |
| Male Median Age      | 40.0        | 40.7         | 36.6         |
| Age 19 Years or Less | 647 28.6%   | 5,527 28.2%  | 20,752 28.9% |
| Age 20 to 64 Years   | 1,332 58.8% | 11,371 57.9% | 42,806 59.7% |
| Age 65 Years or Over | 284 12.6%   | 2,737 13.9%  | 8,169 11.4%  |

### Males per 100 Females (2017)

|                      | 1 mi radius | 3 mi radius | 5 mi radius |
|----------------------|-------------|-------------|-------------|
| Overall Comparison   | 95          | 93          | 94          |
| Age Under 5 Years    | 111 52.5%   | 105 51.2%   | 102 50.5%   |
| Age 5 to 9 Years     | 111 52.5%   | 100 49.9%   | 101 50.4%   |
| Age 10 to 14 Years   | 109 52.2%   | 102 50.4%   | 104 51.0%   |
| Age 15 to 19 Years   | 101 50.3%   | 105 51.3%   | 110 52.4%   |
| Age 20 to 24 Years   | 100 50.1%   | 99 49.7%    | 107 51.6%   |
| Age 25 to 29 Years   | 98 49.4%    | 94 48.4%    | 102 50.4%   |
| Age 30 to 34 Years   | 92 47.9%    | 87 46.4%    | 92 48.0%    |
| Age 35 to 39 Years   | 90 47.4%    | 87 46.4%    | 93 48.1%    |
| Age 40 to 44 Years   | 89 47.1%    | 86 46.3%    | 95 48.7%    |
| Age 45 to 49 Years   | 88 46.9%    | 88 46.9%    | 93 48.1%    |
| Age 50 to 54 Years   | 100 50.1%   | 93 48.1%    | 95 48.6%    |
| Age 55 to 59 Years   | 81 44.7%    | 89 47.1%    | 90 47.5%    |
| Age 60 to 64 Years   | 100 50.0%   | 95 48.8%    | 90 47.4%    |
| Age 65 to 69 Years   | 103 50.6%   | 95 48.8%    | 88 46.9%    |
| Age 70 to 74 Years   | 88 46.7%    | 92 48.0%    | 82 45.2%    |
| Age 75 to 79 Years   | 77 43.6%    | 75 42.9%    | 71 41.6%    |
| Age 80 to 84 Years   | 68 40.5%    | 71 41.6%    | 57 36.3%    |
| Age 85 Years or Over | 59 37.3%    | 53 34.6%    | 43 30.2%    |
| Age 19 Years or Less | 108 51.8%   | 103 50.7%   | 105 51.1%   |
| Age 20 to 39 Years   | 94 48.6%    | 91 47.6%    | 98 49.5%    |
| Age 40 to 64 Years   | 91 47.8%    | 90 47.4%    | 93 48.1%    |
| Age 65 Years or Over | 86 46.3%    | 84 45.6%    | 74 42.5%    |

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|--|-------------|--------------|---------------|
| <b>Household Type (2017)</b>                 |             |              |               |
| Total Households                             | 1,647       | 14,848       | 53,417        |
| Households with Children                     | 641 38.9%   | 5,499 37.0%  | 19,622 36.7%  |
| Average Household Size                       | 2.8         | 2.7          | 2.7           |
| Household Density per Square Mile            | 525         | 525          | 680           |
| Population Family                            | 4,279 92.3% | 37,000 90.6% | 126,059 85.3% |
| Population Non-Family                        | 358 7.7%    | 3,738 9.2%   | 19,315 13.1%  |
| Population Group Quarters                    | - -         | 111 0.3%     | 2,401 1.6%    |
| Family Households                            | 1,352 82.1% | 11,725 79.0% | 38,128 71.4%  |
| Married Couple Households                    | 1,155 85.5% | 9,786 83.5%  | 28,924 75.9%  |
| Other Family Households                      | 196 14.5%   | 1,938 16.5%  | 9,204 24.1%   |
| Family Households with Children              | 639 47.2%   | 5,474 46.7%  | 19,490 51.1%  |
| Married Couple with Children                 | 525 82.2%   | 4,281 78.2%  | 13,628 69.9%  |
| Other Family Households with Children        | 114 17.8%   | 1,193 21.8%  | 5,862 30.1%   |
| Family Households No Children                | 713 52.8%   | 6,251 53.3%  | 18,638 48.9%  |
| Married Couple No Children                   | 631 88.4%   | 5,505 88.1%  | 15,296 82.1%  |
| Other Family Households No Children          | 82 11.6%    | 746 11.9%    | 3,342 17.9%   |
| Non-Family Households                        | 296 17.9%   | 3,123 21.0%  | 15,289 28.6%  |
| Non-Family Households with Children          | 3 0.9%      | 26 0.8%      | 132 0.9%      |
| Non-Family Households No Children            | 293 99.1%   | 3,097 99.2%  | 15,157 99.1%  |
| Average Family Household Size                | 3.2         | 3.2          | 3.3           |
| Average Family Income                        | \$118,887   | \$134,457    | \$109,023     |
| Median Family Income                         | \$101,705   | \$115,155    | \$94,956      |
| Average Non-Family Household Size            | 1.2         | 1.2          | 1.3           |
| <b>Marital Status (2017)</b>                 |             |              |               |
| Population Age 15 Years or Over              | 3,731       | 32,838       | 117,774       |
| Never Married                                | 561 15.0%   | 6,980 21.3%  | 36,879 31.3%  |
| Currently Married                            | 2,662 71.3% | 20,663 62.9% | 58,628 49.8%  |
| Previously Married                           | 508 13.6%   | 5,194 15.8%  | 22,267 18.9%  |
| Separated                                    | 57 11.1%    | 611 11.8%    | 4,270 19.2%   |
| Widowed                                      | 134 26.4%   | 1,437 27.7%  | 5,334 24.0%   |
| Divorced                                     | 318 62.5%   | 3,146 60.6%  | 12,663 56.9%  |
| <b>Educational Attainment (2017)</b>         |             |              |               |
| Adult Population Age 25 Years or Over        | 3,169       | 28,082       | 98,227        |
| Elementary (Grade Level 0 to 8)              | 7 0.2%      | 287 1.0%     | 4,734 4.8%    |
| Some High School (Grade Level 9 to 11)       | 30 0.9%     | 743 2.6%     | 5,249 5.3%    |
| High School Graduate                         | 648 20.4%   | 5,237 18.6%  | 20,837 21.2%  |
| Some College                                 | 766 24.2%   | 5,458 19.4%  | 19,153 19.5%  |
| Associate Degree Only                        | 461 14.6%   | 2,153 7.7%   | 7,359 7.5%    |
| Bachelor Degree Only                         | 808 25.5%   | 9,379 33.4%  | 26,923 27.4%  |
| Graduate Degree                              | 449 14.2%   | 4,824 17.2%  | 13,972 14.2%  |
| Any College (Some College or Higher)         | 2,484 78.4% | 21,814 77.7% | 67,407 68.6%  |
| College Degree + (Bachelor Degree or Higher) | 1,257 39.7% | 14,203 50.6% | 40,895 41.6%  |

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# COMPLETE PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.9484/-84.6256

RFULL9

## West Cobb Marketplace

2500 Dallas Hwy, Marietta, GA 30064

|  | 1 mi radius | 3 mi radius  | 5 mi radius  |
|--|-------------|--------------|--------------|
| <b>Housing</b>                                 |             |              |              |
| Total Housing Units (2017)                     | 1,692       | 15,255       | 55,415       |
| Total Housing Units (2010)                     | 1,551       | 14,808       | 53,365       |
| Historical Annual Growth (2010-2017)           | 141 1.3%    | 447 0.4%     | 2,050 0.5%   |
| Housing Units Occupied (2017)                  | 1,647 97.3% | 14,848 97.3% | 53,417 96.4% |
| Housing Units Owner-Occupied                   | 1,505 91.3% | 12,702 85.5% | 37,461 70.1% |
| Housing Units Renter-Occupied                  | 143 8.7%    | 2,146 14.5%  | 15,956 29.9% |
| Housing Units Vacant (2017)                    | 45 2.7%     | 408 2.7%     | 1,997 3.7%   |
| <b>Household Size (2017)</b>                   |             |              |              |
| Total Households                               | 1,647       | 14,848       | 53,417       |
| 1 Person Households                            | 247 15.0%   | 2,612 17.6%  | 12,312 23.0% |
| 2 Person Households                            | 547 33.2%   | 5,164 34.8%  | 16,586 31.1% |
| 3 Person Households                            | 365 22.2%   | 2,830 19.1%  | 9,350 17.5%  |
| 4 Person Households                            | 314 19.0%   | 2,608 17.6%  | 8,375 15.7%  |
| 5 Person Households                            | 124 7.5%    | 1,103 7.4%   | 4,064 7.6%   |
| 6 Person Households                            | 34 2.1%     | 363 2.4%     | 1,601 3.0%   |
| 7 or More Person Households                    | 18 1.1%     | 168 1.1%     | 1,130 2.1%   |
| <b>Household Income Distribution (2017)</b>    |             |              |              |
| HH Income \$200,000 or More                    | 253 15.3%   | 2,274 15.3%  | 5,076 9.5%   |
| HH Income \$150,000 to \$199,999               | 144 8.7%    | 1,807 12.2%  | 4,573 8.6%   |
| HH Income \$125,000 to \$149,999               | 131 7.9%    | 1,364 9.2%   | 4,093 7.7%   |
| HH Income \$100,000 to \$124,999               | 234 14.2%   | 1,844 12.4%  | 5,789 10.8%  |
| HH Income \$75,000 to \$99,999                 | 303 18.4%   | 2,182 14.7%  | 7,217 13.5%  |
| HH Income \$50,000 to \$74,999                 | 301 18.3%   | 2,297 15.5%  | 8,775 16.4%  |
| HH Income \$35,000 to \$49,999                 | 145 8.8%    | 1,285 8.7%   | 6,175 11.6%  |
| HH Income \$25,000 to \$34,999                 | 53 3.2%     | 695 4.7%     | 4,067 7.6%   |
| HH Income \$15,000 to \$24,999                 | 34 2.1%     | 450 3.0%     | 3,715 7.0%   |
| HH Income \$10,000 to \$14,999                 | 26 1.6%     | 304 2.0%     | 1,751 3.3%   |
| HH Income Under \$10,000                       | 25 1.5%     | 347 2.3%     | 2,185 4.1%   |
| <b>Household Vehicles (2017)</b>               |             |              |              |
| Households 0 Vehicles Available                | 16 1.0%     | 251 1.7%     | 2,305 4.3%   |
| Households 1 Vehicle Available                 | 333 20.2%   | 3,085 20.8%  | 15,147 28.4% |
| Households 2 Vehicles Available                | 923 56.1%   | 7,240 48.8%  | 23,262 43.5% |
| Households 3 or More Vehicles Available        | 375 22.8%   | 4,272 28.8%  | 12,703 23.8% |
| Total Vehicles Available                       | 3,371       | 31,869       | 104,195      |
| Average Vehicles per Household                 | 2.0         | 2.1          | 2.0          |
| Owner-Occupied Household Vehicles              | 3,160 93.8% | 28,226 88.6% | 81,270 78.0% |
| Average Vehicles per Owner-Occupied Household  | 2.1         | 2.2          | 2.2          |
| Renter-Occupied Household Vehicles             | 210 6.2%    | 3,643 11.4%  | 22,925 22.0% |
| Average Vehicles per Renter-Occupied Household | 1.5         | 1.7          | 1.4          |
| <b>Travel Time (2015)</b>                      |             |              |              |
| Worker Base Age 16 years or Over               | 2,390       | 22,221       | 78,663       |
| Travel to Work in 14 Minutes or Less           | 150 6.3%    | 3,033 13.7%  | 11,164 14.2% |
| Travel to Work in 15 to 29 Minutes             | 827 34.6%   | 5,470 24.6%  | 20,381 25.9% |
| Travel to Work in 30 to 59 Minutes             | 853 35.7%   | 7,310 32.9%  | 27,310 34.7% |
| Travel to Work in 60 Minutes or More           | 657 27.5%   | 3,832 17.2%  | 11,742 14.9% |
| Work at Home                                   | 88 3.7%     | 2,136 9.6%   | 5,603 7.1%   |
| Average Minutes Travel to Work                 | 38.7        | 31.6         | 30.3         |

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2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.9484/-84.6256

RFULL9

| West Cobb Marketplace                          | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       |
|--|-------------|-------|-------------|-------|-------------|-------|
| 2500 Dallas Hwy, Marietta, GA 30064            |             |       |             |       |             |       |
| <b>Transportation To Work (2015)</b>           |             |       |             |       |             |       |
| Worker Base Age 16 years or Over               | 2,390       |       | 22,221      |       | 78,663      |       |
| Drive to Work Alone                            | 2,037       | 85.2% | 17,840      | 80.3% | 61,751      | 78.5% |
| Drive to Work in Carpool                       | 250         | 10.4% | 1,732       | 7.8%  | 7,892       | 10.0% |
| Travel to Work by Public Transportation        | 3           | 0.1%  | 100         | 0.4%  | 1,490       | 1.9%  |
| Drive to Work on Motorcycle                    | -           | -     | 8           | -     | 43          | 0.1%  |
| Bicycle to Work                                | 6           | 0.2%  | 6           | -     | 26          | -     |
| Walk to Work                                   | 2           | 0.1%  | 230         | 1.0%  | 772         | 1.0%  |
| Other Means                                    | 5           | 0.2%  | 170         | 0.8%  | 1,084       | 1.4%  |
| Work at Home                                   | 88          | 3.7%  | 2,136       | 9.6%  | 5,603       | 7.1%  |
| <b>Daytime Demographics (2017)</b>             |             |       |             |       |             |       |
| Total Businesses                               | 234         |       | 1,202       |       | 6,246       |       |
| Total Employees                                | 2,271       |       | 9,754       |       | 63,916      |       |
| Company Headquarter Businesses                 | -           | -     | 1           | 0.1%  | 26          | 0.4%  |
| Company Headquarter Employees                  | -           | -     | 37          | 0.4%  | 6,122       | 9.6%  |
| Employee Population per Business               | 9.7 to 1    |       | 8.1 to 1    |       | 10.2 to 1   |       |
| Residential Population per Business            | 19.8 to 1   |       | 34.0 to 1   |       | 23.7 to 1   |       |
| Adj. Daytime Demographics Age 16 Years or Over | 3,316       |       | 20,533      |       | 103,250     |       |
| <b>Labor Force</b>                             |             |       |             |       |             |       |
| Labor Population Age 16 Years or Over (2017)   | 3,657       |       | 32,183      |       | 115,561     |       |
| Labor Force Total Males (2017)                 | 1,752       | 47.9% | 15,253      | 47.4% | 55,371      | 47.9% |
| Male Civilian Employed                         | 1,337       | 76.3% | 11,128      | 73.0% | 39,612      | 71.5% |
| Male Civilian Unemployed                       | 16          | 0.9%  | 437         | 2.9%  | 1,696       | 3.1%  |
| Males in Armed Forces                          | -           | -     | 7           | -     | 101         | 0.2%  |
| Males Not in Labor Force                       | 399         | 22.8% | 3,681       | 24.1% | 13,961      | 25.2% |
| Labor Force Total Females (2017)               | 1,905       | 52.1% | 16,931      | 52.6% | 60,190      | 52.1% |
| Female Civilian Employed                       | 1,276       | 67.0% | 10,270      | 60.7% | 36,510      | 60.7% |
| Female Civilian Unemployed                     | 9           | 0.5%  | 331         | 2.0%  | 1,727       | 2.9%  |
| Females in Armed Forces                        | -           | -     | -           | -     | 4           | -     |
| Females Not in Labor Force                     | 620         | 32.5% | 6,330       | 37.4% | 21,950      | 36.5% |
| Unemployment Rate                              |             | 0.7%  |             | 2.4%  |             | 3.0%  |
| Labor Force Growth (2010-2017)                 | 28          | 1.1%  | -388        | -1.8% | 136         | 0.2%  |
| Male Labor Force Growth (2010-2017)            | 13          | 1.0%  | -209        | -1.8% | 78          | 0.2%  |
| Female Labor Force Growth (2010-2017)          | 14          | 1.1%  | -179        | -1.7% | 58          | 0.2%  |
| <b>Occupation (2015)</b>                       |             |       |             |       |             |       |
| Occupation Population Age 16 Years or Over     | 2,584       |       | 21,786      |       | 75,986      |       |
| Occupation Total Males                         | 1,323       | 51.2% | 11,337      | 52.0% | 39,534      | 52.0% |
| Occupation Total Females                       | 1,261       | 48.8% | 10,449      | 48.0% | 36,452      | 48.0% |
| Management, Business, Financial Operations     | 716         | 27.7% | 5,513       | 25.3% | 15,340      | 20.2% |
| Professional, Related                          | 593         | 22.9% | 6,256       | 28.7% | 18,501      | 24.3% |
| Service  | 296         | 11.5% | 2,460       | 11.3% | 10,656      | 14.0% |
| Sales, Office                                  | 706         | 27.3% | 5,010       | 23.0% | 18,314      | 24.1% |
| Farming, Fishing, Forestry                     | -           | -     | 12          | 0.1%  | 41          | 0.1%  |
| Construction, Extraction, Maintenance          | 84          | 3.2%  | 1,118       | 5.1%  | 7,332       | 9.6%  |
| Production, Transport, Material Moving         | 190         | 7.4%  | 1,417       | 6.5%  | 5,802       | 7.6%  |
| White Collar Workers                           | 2,015       | 78.0% | 16,779      | 77.0% | 52,155      | 68.6% |
| Blue Collar Workers                            | 570         | 22.0% | 5,007       | 23.0% | 23,831      | 31.4% |

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Lat/Lon: 33.9484/-84.6256

RFULL9

| West Cobb Marketplace               | 1 mi radius |        | 3 mi radius |       | 5 mi radius |       |
|-------------------------------------|-------------|--------|-------------|-------|-------------|-------|
| 2500 Dallas Hwy, Marietta, GA 30064 |             |        |             |       |             |       |
| <b>Units In Structure (2015)</b>    |             |        |             |       |             |       |
| Total Units                         | 1,454       |        | 13,879      |       | 48,506      |       |
| 1 Detached Unit                     | 1,525       | 104.9% | 12,801      | 92.2% | 38,676      | 79.7% |
| 1 Attached Unit                     | 48          | 3.3%   | 999         | 7.2%  | 4,499       | 9.3%  |
| 2 Units                             | 3           | 0.2%   | 162         | 1.2%  | 586         | 1.2%  |
| 3 to 4 Units                        | 2           | 0.1%   | 79          | 0.6%  | 759         | 1.6%  |
| 5 to 9 Units                        | 6           | 0.4%   | 252         | 1.8%  | 2,033       | 4.2%  |
| 10 to 19 Units                      | 7           | 0.5%   | 225         | 1.6%  | 2,425       | 5.0%  |
| 20 to 49 Units                      | 4           | 0.3%   | 284         | 2.0%  | 1,431       | 3.0%  |
| 50 or More Units                    | 5           | 0.3%   | 144         | 1.0%  | 1,454       | 3.0%  |
| Mobile Home or Trailer              | 30          | 2.1%   | 168         | 1.2%  | 1,461       | 3.0%  |
| Other Structure                     | 1           | 0.1%   | 5           | -     | 11          | -     |
| <b>Homes Built By Year (2015)</b>   |             |        |             |       |             |       |
| Homes Built 2014 or later           | 5           | 0.3%   | 68          | 0.5%  | 240         | 0.5%  |
| Homes Built 2010 to 2013            | 101         | 0.3%   | 662         | 0.5%  | 1,937       | 0.5%  |
| Homes Built 2000 to 2009            | 295         | 20.3%  | 3,423       | 24.7% | 12,255      | 25.3% |
| Homes Built 1990 to 1999            | 469         | 32.2%  | 3,992       | 28.8% | 13,076      | 27.0% |
| Homes Built 1980 to 1989            | 500         | 34.4%  | 4,324       | 31.2% | 12,050      | 24.8% |
| Homes Built 1970 to 1979            | 128         | 8.8%   | 1,656       | 11.9% | 6,801       | 14.0% |
| Homes Built 1960 to 1969            | 79          | 5.4%   | 615         | 4.4%  | 3,509       | 7.2%  |
| Homes Built 1950 to 1959            | 27          | 1.9%   | 180         | 1.3%  | 1,646       | 3.4%  |
| Homes Built 1940 to 1949            | 21          | 1.5%   | 85          | 0.6%  | 717         | 1.5%  |
| Homes Built Before 1939             | 6           | 0.4%   | 111         | 0.8%  | 1,120       | 2.3%  |
| Median Age of Homes                 | 26.2 yrs    |        | 25.4 yrs    |       | 27.9 yrs    |       |
| <b>Home Values (2015)</b>           |             |        |             |       |             |       |
| Owner Specified Housing Units       | 1,329       |        | 11,805      |       | 34,325      |       |
| Home Values \$1,000,000 or More     | 8           | 0.6%   | 114         | 1.0%  | 341         | 1.0%  |
| Home Values \$750,000 to \$999,999  | 17          | 1.3%   | 206         | 1.7%  | 614         | 1.8%  |
| Home Values \$500,000 to \$749,999  | 147         | 11.0%  | 1,317       | 11.2% | 3,063       | 8.9%  |
| Home Values \$400,000 to \$499,999  | 108         | 8.1%   | 879         | 7.4%  | 2,386       | 7.0%  |
| Home Values \$300,000 to \$399,999  | 304         | 22.9%  | 2,109       | 17.9% | 5,079       | 14.8% |
| Home Values \$250,000 to \$299,999  | 76          | 5.7%   | 1,635       | 13.9% | 4,595       | 13.4% |
| Home Values \$200,000 to \$249,999  | 152         | 11.4%  | 2,021       | 17.1% | 5,264       | 15.3% |
| Home Values \$175,000 to \$199,999  | 161         | 12.1%  | 1,211       | 10.3% | 3,232       | 9.4%  |
| Home Values \$150,000 to \$174,999  | 255         | 19.2%  | 1,305       | 11.1% | 3,835       | 11.2% |
| Home Values \$125,000 to \$149,999  | 148         | 11.1%  | 806         | 6.8%  | 2,565       | 7.5%  |
| Home Values \$100,000 to \$124,999  | 44          | 3.3%   | 607         | 5.1%  | 2,741       | 8.0%  |
| Home Values \$90,000 to \$99,999    | 5           | 0.4%   | 160         | 1.4%  | 585         | 1.7%  |
| Home Values \$80,000 to \$89,999    | 15          | 1.1%   | 110         | 0.9%  | 535         | 1.6%  |
| Home Values \$70,000 to \$79,999    | 16          | 1.2%   | 63          | 0.5%  | 381         | 1.1%  |
| Home Values \$60,000 to \$69,999    | 9           | 0.7%   | 100         | 0.8%  | 752         | 2.2%  |
| Home Values \$50,000 to \$59,999    | 5           | 0.4%   | 59          | 0.5%  | 338         | 1.0%  |
| Home Values \$35,000 to \$49,999    | 3           | 0.2%   | 57          | 0.5%  | 254         | 0.7%  |
| Home Values \$25,000 to \$34,999    | -           | -      | 2           | -     | 82          | 0.2%  |
| Home Values \$10,000 to \$24,999    | 5           | 0.4%   | 65          | 0.5%  | 367         | 1.1%  |
| Home Values Under \$10,000          | 12          | 0.9%   | 90          | 0.8%  | 445         | 1.3%  |
| Owner-Occupied Median Home Value    | \$224,671   |        | \$249,875   |       | \$227,290   |       |
| Renter-Occupied Median Rent         | \$1,178     |        | \$993       |       | \$870       |       |

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RFULL9

## West Cobb Marketplace

2500 Dallas Hwy, Marietta, GA 30064

### Total Annual Consumer Expenditure (2017)

|                              | 1 mi radius | 3 mi radius | 5 mi radius |
|------------------------------|-------------|-------------|-------------|
| Total Household Expenditure  | \$124 M     | \$1.19 B    | \$3.58 B    |
| Total Non-Retail Expenditure | \$68.3 M    | \$653 M     | \$1.95 B    |
| Total Retail Expenditure     | \$56.1 M    | \$536 M     | \$1.62 B    |
| Apparel                      | \$4.38 M    | \$42.0 M    | \$126 M     |
| Contributions                | \$6.10 M    | \$60.5 M    | \$169 M     |
| Education                    | \$5.12 M    | \$50.5 M    | \$143 M     |
| Entertainment                | \$7.11 M    | \$67.9 M    | \$203 M     |
| Food and Beverages           | \$17.7 M    | \$168 M     | \$514 M     |
| Furnishings and Equipment    | \$4.50 M    | \$42.9 M    | \$126 M     |
| Gifts                        | \$3.37 M    | \$32.9 M    | \$94.1 M    |
| Health Care                  | \$9.34 M    | \$88.5 M    | \$275 M     |
| Household Operations         | \$3.87 M    | \$37.6 M    | \$108 M     |
| Miscellaneous Expenses       | \$1.78 M    | \$16.8 M    | \$51.4 M    |
| Personal Care                | \$1.60 M    | \$15.3 M    | \$46.2 M    |
| Personal Insurance           | \$1.02 M    | \$9.92 M    | \$28.3 M    |
| Reading                      | \$277 K     | \$2.65 M    | \$7.95 M    |
| Shelter                      | \$25.7 M    | \$247 M     | \$739 M     |
| Tobacco                      | \$650 K     | \$6.05 M    | \$19.9 M    |
| Transportation               | \$23.2 M    | \$219 M     | \$667 M     |
| Utilities                    | \$8.74 M    | \$82.7 M    | \$258 M     |

### Monthly Household Consumer Expenditure (2017)

|                              | 1 mi radius   | 3 mi radius   | 5 mi radius   |
|------------------------------|---------------|---------------|---------------|
| Total Household Expenditure  | \$6,294       | \$6,673       | \$5,580       |
| Total Non-Retail Expenditure | \$3,456 54.9% | \$3,663 54.9% | \$3,049 54.6% |
| Total Retail Expenditures    | \$2,838 45.1% | \$3,010 45.1% | \$2,531 45.4% |
| Apparel                      | \$221 3.5%    | \$236 3.5%    | \$196 3.5%    |
| Contributions                | \$309 4.9%    | \$340 5.1%    | \$264 4.7%    |
| Education                    | \$259 4.1%    | \$284 4.3%    | \$223 4.0%    |
| Entertainment                | \$360 5.7%    | \$381 5.7%    | \$316 5.7%    |
| Food and Beverages           | \$894 14.2%   | \$941 14.1%   | \$803 14.4%   |
| Furnishings and Equipment    | \$228 3.6%    | \$241 3.6%    | \$197 3.5%    |
| Gifts                        | \$170 2.7%    | \$185 2.8%    | \$147 2.6%    |
| Health Care                  | \$472 7.5%    | \$497 7.4%    | \$428 7.7%    |
| Household Operations         | \$196 3.1%    | \$211 3.2%    | \$169 3.0%    |
| Miscellaneous Expenses       | \$90 1.4%     | \$94 1.4%     | \$80 1.4%     |
| Personal Care                | \$81 1.3%     | \$86 1.3%     | \$72 1.3%     |
| Personal Insurance           | \$51 0.8%     | \$56 0.8%     | \$44 0.8%     |
| Reading                      | \$14 0.2%     | \$15 0.2%     | \$12 0.2%     |
| Shelter                      | \$1,299 20.6% | \$1,384 20.7% | \$1,153 20.7% |
| Tobacco                      | \$33 0.5%     | \$34 0.5%     | \$31 0.6%     |
| Transportation               | \$1,175 18.7% | \$1,226 18.4% | \$1,041 18.7% |
| Utilities                    | \$442 7.0%    | \$464 7.0%    | \$403 7.2%    |

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