COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING
CORPORATION

Lat/Lon: 33.9773/-84.4195

1205 Johnson Ferry Rd
Marietta, GA 30068

	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2018)	7,371		60,073		200,617	
Projected Population (2023)	7,717		62,967		211,037	
Census Population (2010)	7,131		57,619		187,421	
Census Population (2000)	7,543		57,551		180,964	
Projected Annual Growth (2018-2023)	346	0.9%	2,894	1.0%	10,420	1.0%
Historical Annual Growth (2010-2018)	240	0.4%	2,454	0.5%	13,196	0.9%
Historical Annual Growth (2000-2010)	-412	-0.5%	68	-	6,457	0.4%
Estimated Population Density (2018)	2,347 *psm*		2,126 *psm*		2,555 *psm*	
Trade Area Size	3.1 *sq mi*		28.3 *sq mi*		78.5 *sq mi*	
Households						
Estimated Households (2018)	2,704		22,533		83,397	
Projected Households (2023)	2,830		23,595		87,618	
Census Households (2010)	2,610		21,401		76,400	
Census Households (2000)	2,582		20,645		73,036	
Projected Annual Growth (2018-2023)	126	0.9%	1,063	0.9%	4,221	1.0%
Historical Annual Change (2000-2018)	123	0.3%	1,888	0.5%	10,360	0.8%
Average Household Income						
Estimated Average Household Income (2018)	$176,168		$180,509		$139,754	
Projected Average Household Income (2023)	$209,169		$217,341		$164,388	
Census Average Household Income (2010)	$127,009		$130,055		$105,061	
Census Average Household Income (2000)	$130,735		$124,039		$99,156	
Projected Annual Change (2018-2023)	$33,001	3.7%	$36,832	4.1%	$24,634	3.5%
Historical Annual Change (2000-2018)	$45,433	1.9%	$56,470	2.5%	$40,598	2.3%
Median Household Income						
Estimated Median Household Income (2018)	$131,518		$129,969		$103,417	
Projected Median Household Income (2023)	$150,465		$150,559		$119,788	
Census Median Household Income (2010)	$103,279		$99,512		$79,626	
Census Median Household Income (2000)	$105,354		$99,091		$79,320	
Projected Annual Change (2018-2023)	$18,948	2.9%	$20,590	3.2%	$16,371	3.2%
Historical Annual Change (2000-2018)	$26,163	1.4%	$30,879	1.7%	$24,098	1.7%
Per Capita Income						
Estimated Per Capita Income (2018)	$64,634		$67,708		$58,111	
Projected Per Capita Income (2023)	$76,711		$81,445		$68,265	
Census Per Capita Income (2010)	$46,478		$48,305		$42,827	
Census Per Capita Income (2000)	$46,275		$44,321		$39,943	
Projected Annual Change (2018-2023)	$12,077	3.7%	$13,737	4.1%	$10,154	3.5%
Historical Annual Change (2000-2018)	$18,359	2.2%	$23,387	2.9%	$18,168	2.5%
Estimated Average Household Net Worth (2018)	$1,373,844		$1,324,832		$1,020,351	

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RETAIL PLANNING CORPORATION

Lat/Lon: 33.9773/-84.4195

RFULL9

1205 Johnson Ferry Rd	1 mi radius		3 mi radius		5 mi radius	
Marietta, GA 30068						
Race and Ethnicity						
Total Population (2018)	7,371		60,073		200,617	
White (2018)	6,057	*82.2%*	47,642	*79.3%*	142,094	*70.8%*
Black or African American (2018)	396	*5.4%*	5,058	*8.4%*	31,805	*15.9%*
American Indian or Alaska Native (2018)	4	*-*	70	*0.1%*	355	*0.2%*
Asian (2018)	750	*10.2%*	5,481	*9.1%*	16,556	*8.3%*
Hawaiian or Pacific Islander (2018)	5	*0.1%*	26	*-*	74	*-*
Other Race (2018)	37	*0.5%*	605	*1.0%*	5,217	*2.6%*
Two or More Races (2018)	122	*1.7%*	1,193	*2.0%*	4,516	*2.3%*
Population < 18 (2018)	1,825	*24.8%*	14,228	*23.7%*	43,901	*21.9%*
White Not Hispanic	1,369	*75.0%*	10,322	*72.5%*	26,542	*60.5%*
Black or African American	113	*6.2%*	1,147	*8.1%*	7,371	*16.8%*
Asian	198	*10.9%*	1,435	*10.1%*	3,826	*8.7%*
Other Race Not Hispanic	60	*3.3%*	576	*4.1%*	2,200	*5.0%*
Hispanic	85	*4.7%*	748	*5.3%*	3,961	*9.0%*
Not Hispanic or Latino Population (2018)	7,074	*96.0%*	57,481	*95.7%*	187,057	*93.2%*
Not Hispanic White	5,853	*82.7%*	45,876	*79.8%*	134,339	*71.8%*
Not Hispanic Black or African American	357	*5.1%*	4,872	*8.5%*	30,863	*16.5%*
Not Hispanic American Indian or Alaska Native	4	*0.1%*	55	*0.1%*	274	*0.1%*
Not Hispanic Asian	748	*10.6%*	5,451	*9.5%*	16,408	*8.8%*
Not Hispanic Hawaiian or Pacific Islander	3	*-*	24	*-*	65	*-*
Not Hispanic Other Race	12	*0.2%*	210	*0.4%*	1,469	*0.8%*
Not Hispanic Two or More Races	97	*1.4%*	994	*1.7%*	3,639	*1.9%*
Hispanic or Latino Population (2018)	297	*4.0%*	2,592	*4.3%*	13,560	*6.8%*
Hispanic White	205	*69.0%*	1,766	*68.1%*	7,755	*57.2%*
Hispanic Black or African American	38	*12.9%*	185	*7.2%*	942	*6.9%*
Hispanic American Indian or Alaska Native	-	*-*	15	*0.6%*	81	*0.6%*
Hispanic Asian	2	*0.8%*	30	*1.1%*	148	*1.1%*
Hispanic Hawaiian or Pacific Islander	2	*0.7%*	2	*0.1%*	9	*0.1%*
Hispanic Other Race	25	*8.4%*	395	*15.2%*	3,748	*27.6%*
Hispanic Two or More Races	24	*8.2%*	199	*7.7%*	878	*6.5%*
Not Hispanic or Latino Population (2010)	6,881	*96.5%*	55,297	*96.0%*	174,540	*93.1%*
Hispanic or Latino Population (2010)	251	*3.5%*	2,322	*4.0%*	12,881	*6.9%*
Not Hispanic or Latino Population (2000)	7,393	*98.0%*	56,134	*97.5%*	172,915	*95.6%*
Hispanic or Latino Population (2000)	150	*2.0%*	1,417	*2.5%*	8,049	*4.4%*
Not Hispanic or Latino Population (2023)	7,373	*95.5%*	59,928	*95.2%*	195,162	*92.5%*
Hispanic or Latino Population (2023)	344	*4.5%*	3,039	*4.8%*	15,875	*7.5%*
Projected Annual Growth (2018-2023)	47	*3.2%*	447	*3.5%*	2,315	*3.4%*
Historical Annual Growth (2000-2010)	101	*6.7%*	904	*6.4%*	4,832	*6.0%*

COMPLETE PROFILE

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RETAIL PLANNING CORPORATION

Lat/Lon: 33.9773/-84.4195

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1205 Johnson Ferry Rd Marietta, GA 30068	1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2018)						
Total Population	7,371		60,073		200,617	
Age Under 5 Years	333	4.5%	2,827	4.7%	10,976	5.5%
Age 5 to 9 Years	471	6.4%	3,932	6.5%	12,293	6.1%
Age 10 to 14 Years	642	8.7%	4,602	7.7%	13,183	6.6%
Age 15 to 19 Years	536	7.3%	4,131	6.9%	11,766	5.9%
Age 20 to 24 Years	223	3.0%	2,193	3.6%	9,782	4.9%
Age 25 to 29 Years	176	2.4%	2,328	3.9%	12,778	6.4%
Age 30 to 34 Years	212	2.9%	2,431	4.0%	12,944	6.5%
Age 35 to 39 Years	385	5.2%	3,429	5.7%	13,627	6.8%
Age 40 to 44 Years	491	6.7%	3,961	6.6%	13,325	6.6%
Age 45 to 49 Years	596	8.1%	4,855	8.1%	15,016	7.5%
Age 50 to 54 Years	656	8.9%	4,905	8.2%	14,946	7.4%
Age 55 to 59 Years	696	9.4%	5,400	9.0%	15,667	7.8%
Age 60 to 64 Years	683	9.3%	5,237	8.7%	14,325	7.1%
Age 65 to 69 Years	498	6.8%	4,124	6.9%	11,534	5.7%
Age 70 to 74 Years	301	4.1%	2,689	4.5%	7,813	3.9%
Age 75 to 79 Years	192	2.6%	1,443	2.4%	4,542	2.3%
Age 80 to 84 Years	119	1.6%	816	1.4%	2,919	1.5%
Age 85 Years or Over	162	2.2%	770	1.3%	3,180	1.6%
Median Age	45.9		44.3		40.9	
Age 19 Years or Less	1,981	26.9%	15,491	25.8%	48,218	24.0%
Age 20 to 64 Years	4,119	55.9%	34,739	57.8%	122,411	61.0%
Age 65 Years or Over	1,272	17.3%	9,843	16.4%	29,989	14.9%
Female Age Distribution (2018)						
Female Population	3,821	51.8%	30,843	51.3%	103,852	51.8%
Age Under 5 Years	171	4.5%	1,416	4.6%	5,372	5.2%
Age 5 to 9 Years	243	6.4%	1,916	6.2%	5,977	5.8%
Age 10 to 14 Years	318	8.3%	2,263	7.3%	6,436	6.2%
Age 15 to 19 Years	257	6.7%	1,940	6.3%	5,722	5.5%
Age 20 to 24 Years	105	2.7%	1,076	3.5%	4,944	4.8%
Age 25 to 29 Years	81	2.1%	1,182	3.8%	6,589	6.3%
Age 30 to 34 Years	120	3.1%	1,276	4.1%	6,713	6.5%
Age 35 to 39 Years	214	5.6%	1,826	5.9%	6,973	6.7%
Age 40 to 44 Years	266	7.0%	2,147	7.0%	6,924	6.7%
Age 45 to 49 Years	320	8.4%	2,609	8.5%	7,996	7.7%
Age 50 to 54 Years	338	8.8%	2,543	8.2%	7,837	7.5%
Age 55 to 59 Years	375	9.8%	2,859	9.3%	8,409	8.1%
Age 60 to 64 Years	345	9.0%	2,720	8.8%	7,630	7.3%
Age 65 to 69 Years	242	6.3%	2,007	6.5%	5,839	5.6%
Age 70 to 74 Years	141	3.7%	1,337	4.3%	4,102	3.9%
Age 75 to 79 Years	99	2.6%	747	2.4%	2,456	2.4%
Age 80 to 84 Years	70	1.8%	456	1.5%	1,733	1.7%
Age 85 Years or Over	116	3.0%	522	1.7%	2,199	2.1%
Female Median Age	46.2		44.7		41.8	
Age 19 Years or Less	989	25.9%	7,535	24.4%	23,507	22.6%
Age 20 to 64 Years	2,163	56.6%	18,238	59.1%	64,016	61.6%
Age 65 Years or Over	669	17.5%	5,070	16.4%	16,329	15.7%

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Lat/Lon: 33.9773/-84.4195

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1205 Johnson Ferry Rd Marietta, GA 30068	1 mi radius		3 mi radius		5 mi radius	
Male Age Distribution (2018)						
Male Population	3,550	*48.2%*	29,230	*48.7%*	96,765	*48.2%*
Age Under 5 Years	162	*4.6%*	1,411	*4.8%*	5,604	*5.8%*
Age 5 to 9 Years	228	*6.4%*	2,015	*6.9%*	6,316	*6.5%*
Age 10 to 14 Years	323	*9.1%*	2,339	*8.0%*	6,747	*7.0%*
Age 15 to 19 Years	278	*7.8%*	2,191	*7.5%*	6,045	*6.2%*
Age 20 to 24 Years	118	*3.3%*	1,117	*3.8%*	4,838	*5.0%*
Age 25 to 29 Years	95	*2.7%*	1,146	*3.9%*	6,189	*6.4%*
Age 30 to 34 Years	93	*2.6%*	1,155	*4.0%*	6,231	*6.4%*
Age 35 to 39 Years	171	*4.8%*	1,603	*5.5%*	6,655	*6.9%*
Age 40 to 44 Years	225	*6.4%*	1,813	*6.2%*	6,401	*6.6%*
Age 45 to 49 Years	277	*7.8%*	2,245	*7.7%*	7,020	*7.3%*
Age 50 to 54 Years	319	*9.0%*	2,362	*8.1%*	7,108	*7.3%*
Age 55 to 59 Years	320	*9.0%*	2,541	*8.7%*	7,259	*7.5%*
Age 60 to 64 Years	337	*9.5%*	2,517	*8.6%*	6,694	*6.9%*
Age 65 to 69 Years	256	*7.2%*	2,117	*7.2%*	5,695	*5.9%*
Age 70 to 74 Years	160	*4.5%*	1,352	*4.6%*	3,711	*3.8%*
Age 75 to 79 Years	93	*2.6%*	696	*2.4%*	2,086	*2.2%*
Age 80 to 84 Years	48	*1.4%*	359	*1.2%*	1,186	*1.2%*
Age 85 Years or Over	46	*1.3%*	248	*0.8%*	981	*1.0%*
Male Median Age	45.5		43.8		40.1	
Age 19 Years or Less	992	*27.9%*	7,956	*27.2%*	24,711	*25.5%*
Age 20 to 64 Years	1,955	*55.1%*	16,501	*56.5%*	58,395	*60.3%*
Age 65 Years or Over	603	*17.0%*	4,773	*16.3%*	13,660	*14.1%*
Males per 100 Females (2018)						
Overall Comparison	93		95		93	
Age Under 5 Years	95	*48.7%*	100	*49.9%*	104	*51.1%*
Age 5 to 9 Years	94	*48.4%*	105	*51.3%*	106	*51.4%*
Age 10 to 14 Years	102	*50.4%*	103	*50.8%*	105	*51.2%*
Age 15 to 19 Years	108	*52.0%*	113	*53.0%*	106	*51.4%*
Age 20 to 24 Years	113	*53.0%*	104	*50.9%*	98	*49.5%*
Age 25 to 29 Years	117	*54.0%*	97	*49.2%*	94	*48.4%*
Age 30 to 34 Years	77	*43.6%*	91	*47.5%*	93	*48.1%*
Age 35 to 39 Years	80	*44.4%*	88	*46.8%*	95	*48.8%*
Age 40 to 44 Years	85	*45.9%*	84	*45.8%*	92	*48.0%*
Age 45 to 49 Years	86	*46.4%*	86	*46.2%*	88	*46.7%*
Age 50 to 54 Years	94	*48.6%*	93	*48.2%*	91	*47.6%*
Age 55 to 59 Years	85	*46.1%*	89	*47.1%*	86	*46.3%*
Age 60 to 64 Years	98	*49.4%*	93	*48.1%*	88	*46.7%*
Age 65 to 69 Years	106	*51.4%*	105	*51.3%*	98	*49.4%*
Age 70 to 74 Years	114	*53.2%*	101	*50.3%*	90	*47.5%*
Age 75 to 79 Years	93	*48.3%*	93	*48.2%*	85	*45.9%*
Age 80 to 84 Years	69	*40.7%*	79	*44.1%*	68	*40.6%*
Age 85 Years or Over	40	*28.4%*	47	*32.2%*	45	*30.8%*
Age 19 Years or Less	100	*50.1%*	106	*51.4%*	105	*51.2%*
Age 20 to 39 Years	92	*47.9%*	94	*48.4%*	95	*48.7%*
Age 40 to 64 Years	90	*47.4%*	89	*47.1%*	89	*47.1%*
Age 65 Years or Over	90	*47.4%*	94	*48.5%*	84	*45.5%*

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RFULL9

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	1 mi radius		3 mi radius		5 mi radius	
Household Type (2018)						
Total Households	2,704		22,533		83,397	
Households with Children	1,046	38.7%	8,039	35.7%	24,919	29.9%
Average Household Size	2.7		2.7		2.4	
Household Density per Square Mile	861		797		1,062	
Population Family	6,777	91.9%	53,965	89.8%	164,056	81.8%
Population Non-Family	593	8.1%	6,091	10.1%	36,100	18.0%
Population Group Quarters	-	-	17	-	460	0.2%
Family Households	2,183	80.7%	17,440	77.4%	53,923	64.7%
Married Couple Households	1,941	88.9%	15,165	87.0%	43,613	80.9%
Other Family Households	242	11.1%	2,275	13.0%	10,310	19.1%
Family Households with Children	1,044	47.8%	8,018	46.0%	24,749	45.9%
Married Couple with Children	899	86.1%	6,694	83.5%	18,695	75.5%
Other Family Households with Children	145	13.9%	1,323	16.5%	6,054	24.5%
Family Households No Children	1,139	52.2%	9,422	54.0%	29,173	54.1%
Married Couple No Children	1,042	91.5%	8,470	89.9%	24,917	85.4%
Other Family Households No Children	97	8.5%	951	10.1%	4,256	14.6%
Non-Family Households	522	19.3%	5,093	22.6%	29,474	35.3%
Non-Family Households with Children	2	0.4%	22	0.4%	170	0.6%
Non-Family Households No Children	520	99.6%	5,072	99.6%	29,304	99.4%
Average Family Household Size	3.1		3.1		3.0	
Average Family Income	$190,670		$208,164		$177,103	
Median Family Income	$150,158		$154,746		$135,634	
Average Non-Family Household Size	1.1		1.2		1.2	
Marital Status (2018)						
Population Age 15 Years or Over	5,926		48,712		164,166	
Never Married	1,009	17.0%	10,414	21.4%	47,637	29.0%
Currently Married	3,825	64.5%	30,916	63.5%	87,014	53.0%
Previously Married	1,093	18.4%	7,382	15.2%	29,514	18.0%
Separated	131	12.0%	1,395	18.9%	5,981	20.3%
Widowed	412	37.7%	2,039	27.6%	6,641	22.5%
Divorced	550	50.3%	3,948	53.5%	16,892	57.2%
Educational Attainment (2018)						
Adult Population Age 25 Years or Over	5,167		42,389		142,617	
Elementary (Grade Level 0 to 8)	21	0.4%	251	0.6%	2,148	1.5%
Some High School (Grade Level 9 to 11)	37	0.7%	308	0.7%	2,965	2.1%
High School Graduate	353	6.8%	3,986	9.4%	17,382	12.2%
Some College	412	8.0%	5,492	13.0%	21,918	15.4%
Associate Degree Only	350	6.8%	2,095	4.9%	8,942	6.3%
Bachelor Degree Only	2,392	46.3%	18,159	42.8%	54,811	38.4%
Graduate Degree	1,601	31.0%	12,097	28.5%	34,451	24.2%
Any College (Some College or Higher)	4,756	92.0%	37,844	89.3%	120,122	84.2%
College Degree + (Bachelor Degree or Higher)	3,994	77.3%	30,256	71.4%	89,262	62.6%

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Housing						
Total Housing Units (2018)	2,754		22,978		85,534	
Total Housing Units (2010)	2,699		22,315		81,846	
Historical Annual Growth (2010-2018)	56	0.3%	663	0.4%	3,687	0.6%
Housing Units Occupied (2018)	2,704	98.2%	22,533	98.1%	83,397	97.5%
Housing Units Owner-Occupied	2,448	90.5%	19,184	85.1%	55,816	66.9%
Housing Units Renter-Occupied	256	9.5%	3,349	14.9%	27,581	33.1%
Housing Units Vacant (2018)	50	1.9%	445	2.0%	2,137	2.6%
Household Size (2018)						
Total Households	2,704		22,533		83,397	
1 Person Households	467	17.3%	4,255	18.9%	24,027	28.8%
2 Person Households	936	34.6%	8,033	35.6%	28,470	34.1%
3 Person Households	489	18.1%	3,965	17.6%	13,062	15.7%
4 Person Households	573	21.2%	4,261	18.9%	11,756	14.1%
5 Person Households	184	6.8%	1,513	6.7%	4,248	5.1%
6 Person Households	44	1.6%	379	1.7%	1,250	1.5%
7 or More Person Households	11	0.4%	128	0.6%	584	0.7%
Household Income Distribution (2018)						
HH Income $200,000 or More	757	28.0%	6,181	27.4%	15,659	18.8%
HH Income $150,000 to $199,999	392	14.5%	3,075	13.6%	9,208	11.0%
HH Income $125,000 to $149,999	225	8.3%	2,040	9.1%	6,636	8.0%
HH Income $100,000 to $124,999	349	12.9%	2,261	10.0%	8,156	9.8%
HH Income $75,000 to $99,999	355	13.1%	2,692	11.9%	9,937	11.9%
HH Income $50,000 to $74,999	286	10.6%	2,595	11.5%	12,596	15.1%
HH Income $35,000 to $49,999	96	3.6%	1,500	6.7%	7,831	9.4%
HH Income $25,000 to $34,999	65	2.4%	830	3.7%	4,750	5.7%
HH Income $15,000 to $24,999	106	3.9%	644	2.9%	4,049	4.9%
HH Income $10,000 to $14,999	17	0.6%	162	0.7%	1,656	2.0%
HH Income Under $10,000	56	2.1%	553	2.5%	2,918	3.5%
Household Vehicles (2018)						
Households 0 Vehicles Available	78	2.9%	486	2.2%	3,612	4.3%
Households 1 Vehicle Available	484	17.9%	4,824	21.4%	25,978	31.1%
Households 2 Vehicles Available	1,393	51.5%	11,249	49.9%	37,123	44.5%
Households 3 or More Vehicles Available	749	27.7%	5,973	26.5%	16,684	20.0%
Total Vehicles Available	5,764		47,166		155,657	
Average Vehicles per Household	2.1		2.1		1.9	
Owner-Occupied Household Vehicles	5,393	93.6%	42,361	89.8%	118,733	76.3%
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.1	
Renter-Occupied Household Vehicles	371	6.4%	4,805	10.2%	36,924	23.7%
Average Vehicles per Renter-Occupied Household	1.4		1.4		1.3	
Travel Time (2015)						
Worker Base Age 16 years or Over	3,983		32,663		107,581	
Travel to Work in 14 Minutes or Less	499	12.5%	3,727	11.4%	16,054	14.9%
Travel to Work in 15 to 29 Minutes	893	22.4%	7,932	24.3%	33,288	30.9%
Travel to Work in 30 to 59 Minutes	1,632	41.0%	12,416	38.0%	40,290	37.5%
Travel to Work in 60 Minutes or More	259	6.5%	2,236	6.8%	8,340	7.8%
Work at Home	536	13.5%	5,152	15.8%	12,990	12.1%
Average Minutes Travel to Work	30.9		30.3		28.1	

RETAIL PLANNING CORPORATION

Lat/Lon: 33.9773/-84.4195

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1205 Johnson Ferry Rd Marietta, GA 30068	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2015)						
Worker Base Age 16 years or Over	3,983		32,663		107,581	
Drive to Work Alone	3,180	*79.8%*	24,924	*76.3%*	82,233	*76.4%*
Drive to Work in Carpool	181	*4.5%*	1,451	*4.4%*	5,911	*5.5%*
Travel to Work by Public Transportation	49	*1.2%*	719	*2.2%*	4,026	*3.7%*
Drive to Work on Motorcycle	-	*-*	1	*-*	34	*-*
Bicycle to Work	1	*-*	9	*-*	156	*0.1%*
Walk to Work	26	*0.6%*	207	*0.6%*	1,034	*1.0%*
Other Means	11	*0.3%*	200	*0.6%*	1,197	*1.1%*
Work at Home	536	*13.5%*	5,152	*15.8%*	12,990	*12.1%*
Daytime Demographics (2018)						
Total Businesses	989		2,701		9,920	
Total Employees	8,772		18,913		89,390	
Company Headquarter Businesses	3	*0.3%*	8	*0.3%*	108	*1.1%*
Company Headquarter Employees	10	*0.1%*	196	*1.0%*	11,672	*13.1%*
Employee Population per Business	8.9 to 1		7.0 to 1		9.0 to 1	
Residential Population per Business	7.5 to 1		22.2 to 1		20.2 to 1	
Adj. Daytime Demographics Age 16 Years or Over	10,743		35,297		139,902	
Labor Force						
Labor Population Age 16 Years or Over (2018)	5,810		47,817		161,721	
Labor Force Total Males (2018)	2,775	*47.8%*	22,987	*48.1%*	76,857	*47.5%*
Male Civilian Employed	2,074	*74.7%*	16,868	*73.4%*	58,253	*75.8%*
Male Civilian Unemployed	74	*2.7%*	498	*2.2%*	1,481	*1.9%*
Males in Armed Forces	8	*0.3%*	32	*0.1%*	142	*0.2%*
Males Not in Labor Force	619	*22.3%*	5,589	*24.3%*	16,981	*22.1%*
Labor Force Total Females (2018)	3,035	*52.2%*	24,830	*51.9%*	84,864	*52.5%*
Female Civilian Employed	1,758	*57.9%*	14,533	*58.5%*	52,811	*62.2%*
Female Civilian Unemployed	62	*2.0%*	368	*1.5%*	1,436	*1.7%*
Females in Armed Forces	-	*-*	-	*-*	3	*-*
Females Not in Labor Force	1,215	*40.0%*	9,929	*40.0%*	30,614	*36.1%*
Unemployment Rate		*2.3%*		*1.8%*		*1.8%*
Labor Force Growth (2010-2018)	9	*0.2%*	18	*0.1%*	-308	*-0.3%*
Male Labor Force Growth (2010-2018)	5	*0.2%*	8	*-*	-172	*-0.3%*
Female Labor Force Growth (2010-2018)	4	*0.2%*	10	*0.1%*	-136	*-0.3%*
Occupation (2015)						
Occupation Population Age 16 Years or Over	3,823		31,383		111,371	
Occupation Total Males	2,070	*54.1%*	16,860	*53.7%*	58,424	*52.5%*
Occupation Total Females	1,754	*45.9%*	14,523	*46.3%*	52,947	*47.5%*
Management, Business, Financial Operations	1,228	*32.1%*	9,629	*30.7%*	29,157	*26.2%*
Professional, Related	1,225	*32.0%*	9,312	*29.7%*	32,638	*29.3%*
Service	231	*6.0%*	3,098	*9.9%*	14,487	*13.0%*
Sales, Office	958	*25.1%*	7,219	*23.0%*	25,600	*23.0%*
Farming, Fishing, Forestry	-	*-*	43	*0.1%*	123	*0.1%*
Construction, Extraction, Maintenance	83	*2.2%*	849	*2.7%*	3,695	*3.3%*
Production, Transport, Material Moving	98	*2.6%*	1,232	*3.9%*	5,671	*5.1%*
White Collar Workers	3,411	*89.2%*	26,161	*83.4%*	87,395	*78.5%*
Blue Collar Workers	412	*10.8%*	5,222	*16.6%*	23,976	*21.5%*

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections
Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING CORPORATION

Lat/Lon: 33.9773/-84.4195

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1205 Johnson Ferry Rd	1 mi radius		3 mi radius		5 mi radius	
Marietta, GA 30068						
Units In Structure (2015)						
Total Units	2,610		21,401		76,400	
1 Detached Unit	2,398	91.9%	18,592	86.9%	52,836	69.2%
1 Attached Unit	178	6.8%	1,359	6.3%	6,102	8.0%
2 Units	-	-	34	0.2%	561	0.7%
3 to 4 Units	15	0.6%	258	1.2%	1,998	2.6%
5 to 9 Units	11	0.4%	531	2.5%	5,933	7.8%
10 to 19 Units	14	0.5%	862	4.0%	8,149	10.7%
20 to 49 Units	13	0.5%	318	1.5%	2,838	3.7%
50 or More Units	54	2.1%	411	1.9%	4,519	5.9%
Mobile Home or Trailer	15	0.6%	153	0.7%	764	1.0%
Other Structure	-	-	-	-	3	-
Homes Built By Year (2015)						
Homes Built 2014 or later	43	1.6%	453	2.1%	1,601	2.1%
Homes Built 2010 to 2013	59	2.3%	381	1.8%	1,668	2.2%
Homes Built 2000 to 2009	121	4.6%	1,707	8.0%	7,591	9.9%
Homes Built 1990 to 1999	396	15.2%	3,574	16.7%	14,007	18.3%
Homes Built 1980 to 1989	1,144	43.9%	7,555	35.3%	25,607	33.5%
Homes Built 1970 to 1979	733	28.1%	7,063	33.0%	21,741	28.5%
Homes Built 1960 to 1969	170	6.5%	1,137	5.3%	7,044	9.2%
Homes Built 1950 to 1959	28	1.1%	401	1.9%	3,025	4.0%
Homes Built 1940 to 1949	1	-	72	0.3%	567	0.7%
Homes Built Before 1939	3	0.1%	178	0.8%	832	1.1%
Median Age of Homes	31.6 *yrs*		31.6 *yrs*		32.2 *yrs*	
Home Values (2015)						
Owner Specified Housing Units	2,361		18,347		52,022	
Home Values $1,000,000 or More	36	1.5%	740	4.0%	1,788	3.4%
Home Values $750,000 to $999,999	104	4.4%	1,030	5.6%	2,759	5.3%
Home Values $500,000 to $749,999	477	20.2%	3,148	17.2%	8,387	16.1%
Home Values $400,000 to $499,999	384	16.3%	2,856	15.6%	6,622	12.7%
Home Values $300,000 to $399,999	599	25.4%	4,689	25.6%	11,502	22.1%
Home Values $250,000 to $299,999	246	10.4%	1,847	10.1%	5,916	11.4%
Home Values $200,000 to $249,999	206	8.7%	1,728	9.4%	5,956	11.4%
Home Values $175,000 to $199,999	107	4.5%	769	4.2%	2,932	5.6%
Home Values $150,000 to $174,999	155	6.5%	951	5.2%	3,297	6.3%
Home Values $125,000 to $149,999	50	2.1%	523	2.8%	2,337	4.5%
Home Values $100,000 to $124,999	23	1.0%	332	1.8%	1,635	3.1%
Home Values $90,000 to $99,999	8	0.3%	129	0.7%	542	1.0%
Home Values $80,000 to $89,999	15	0.6%	92	0.5%	592	1.1%
Home Values $70,000 to $79,999	3	0.1%	57	0.3%	419	0.8%
Home Values $60,000 to $69,999	-	-	21	0.1%	191	0.4%
Home Values $50,000 to $59,999	-	-	27	0.1%	189	0.4%
Home Values $35,000 to $49,999	4	0.2%	65	0.4%	246	0.5%
Home Values $25,000 to $34,999	1	-	18	0.1%	137	0.3%
Home Values $10,000 to $24,999	5	0.2%	48	0.3%	223	0.4%
Home Values Under $10,000	20	0.8%	114	0.6%	242	0.5%
Owner-Occupied Median Home Value	$364,457		$373,991		$342,753	
Renter-Occupied Median Rent	$1,384		$1,115		$1,021	

RETAIL PLANNING CORPORATION

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1205 Johnson Ferry Rd Marietta, GA 30068	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2018)						
Total Household Expenditure	$287 M		$2.45 B		$7.45 B	
Total Non-Retail Expenditure	$154 M		$1.32 B		$3.97 B	
Total Retail Expenditure	$133 M		$1.14 B		$3.48 B	
Apparel	$10.2 M		$87.4 M		$264 M	
Contributions	$16.2 M		$139 M		$397 M	
Education	$13.4 M		$114 M		$329 M	
Entertainment	$16.5 M		$141 M		$425 M	
Food and Beverages	$39.5 M		$337 M		$1.04 B	
Furnishings and Equipment	$10.6 M		$90.0 M		$269 M	
Gifts	$8.52 M		$72.8 M		$212 M	
Health Care	$20.6 M		$176 M		$550 M	
Household Operations	$9.62 M		$82.0 M		$240 M	
Miscellaneous Expenses	$3.95 M		$33.7 M		$105 M	
Personal Care	$3.66 M		$31.2 M		$95.4 M	
Personal Insurance	$2.57 M		$22.0 M		$63.7 M	
Reading	$643 K		$5.50 M		$16.7 M	
Shelter	$59.9 M		$512 M		$1.55 B	
Tobacco	$1.30 M		$11.2 M		$36.8 M	
Transportation	$51.1 M		$435 M		$1.34 B	
Utilities	$19.1 M		$164 M		$514 M	
Monthly Household Consumer Expenditure (2018)						
Total Household Expenditure	$8,855		$9,074		$7,444	
Total Non-Retail Expenditure	$4,751	53.7%	$4,874	53.7%	$3,967	53.3%
Total Retail Expenditures	$4,104	46.3%	$4,200	46.3%	$3,477	46.7%
Apparel	$315	3.6%	$323	3.6%	$264	3.5%
Contributions	$499	5.6%	$515	5.7%	$397	5.3%
Education	$412	4.6%	$421	4.6%	$329	4.4%
Entertainment	$509	5.8%	$521	5.7%	$425	5.7%
Food and Beverages	$1,217	13.7%	$1,247	13.7%	$1,041	14.0%
Furnishings and Equipment	$326	3.7%	$333	3.7%	$269	3.6%
Gifts	$263	3.0%	$269	3.0%	$212	2.9%
Health Care	$634	7.2%	$651	7.2%	$550	7.4%
Household Operations	$296	3.3%	$303	3.3%	$239	3.2%
Miscellaneous Expenses	$122	1.4%	$125	1.4%	$104	1.4%
Personal Care	$113	1.3%	$116	1.3%	$95	1.3%
Personal Insurance	$79	0.9%	$81	0.9%	$64	0.9%
Reading	$20	0.2%	$20	0.2%	$17	0.2%
Shelter	$1,846	20.9%	$1,893	20.9%	$1,547	20.8%
Tobacco	$40	0.5%	$41	0.5%	$37	0.5%
Transportation	$1,574	17.8%	$1,609	17.7%	$1,342	18.0%
Utilities	$589	6.7%	$605	6.7%	$514	6.9%

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