Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

RPC
Retail Planning Corporation

Lat/Lon: 33.9776/-84.4181

1201 Johnson Ferry Rd **Marietta, GA 30068**	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Population						
Estimated Population (2023)	5,892		59,819		209,371	
Projected Population (2028)	6,130		62,001		218,184	
Census Population (2020)	5,823		59,595		207,253	
Census Population (2010)	5,429		56,046		190,126	
Projected Annual Growth (2023-2028)	237	0.8%	2,182	0.7%	8,813	0.8%
Historical Annual Growth (2020-2023)	69	-	224	0.1%	2,118	0.3%
Historical Annual Growth (2010-2020)	394	0.7%	3,549	0.6%	17,127	0.9%
Estimated Population Density (2023)	1,876	psm	2,116	psm	2,667	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2023)	2,142		22,603		86,759	
Projected Households (2028)	2,320		24,139		92,575	
Census Households (2020)	2,088		22,229		84,684	
Census Households (2010)	1,995		21,026		77,533	
Projected Annual Growth (2023-2028)	178	1.7%	1,536	1.4%	5,816	1.3%
Historical Annual Change (2010-2023)	147	0.6%	1,577	0.6%	9,226	0.9%
Average Household Income						
Estimated Average Household Income (2023)	$193,357		$215,489		$177,000	
Projected Average Household Income (2028)	$190,769		$218,522		$178,061	
Census Average Household Income (2010)	$129,198		$127,432		$105,848	
Census Average Household Income (2000)	$137,040		$123,638		$99,748	
Projected Annual Change (2023-2028)	-$2,587	-0.3%	$3,033	0.3%	$1,061	0.1%
Historical Annual Change (2000-2023)	$56,317	1.8%	$91,850	3.2%	$77,252	3.4%
Median Household Income						
Estimated Median Household Income (2023)	$180,325		$159,195		$132,956	
Projected Median Household Income (2028)	$183,536		$165,692		$135,264	
Census Median Household Income (2010)	$102,627		$97,803		$79,996	
Census Median Household Income (2000)	$106,019		$98,492		$79,672	
Projected Annual Change (2023-2028)	$3,212	0.4%	$6,497	0.8%	$2,308	0.3%
Historical Annual Change (2000-2023)	$74,305	3.0%	$60,702	2.7%	$53,284	2.9%
Per Capita Income						
Estimated Per Capita Income (2023)	$70,490		$81,466		$73,399	
Projected Per Capita Income (2028)	$72,382		$85,117		$75,603	
Census Per Capita Income (2010)	$47,500		$47,808		$43,165	
Census Per Capita Income (2000)	$48,083		$44,445		$40,108	
Projected Annual Change (2023-2028)	$1,892	0.5%	$3,650	0.9%	$2,204	0.6%
Historical Annual Change (2000-2023)	$22,408	2.0%	$37,021	3.6%	$33,291	3.6%
Estimated Average Household Net Worth (2023)	$1.42 M		$1.26 M		$1 M	

Lat/Lon: 33.9776/-84.4181

1201 Johnson Ferry Rd Marietta, GA 30068	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2023)	5,892		59,819		209,371	
White (2023)	4,394	74.6%	42,747	71.5%	135,663	64.8%
Black or African American (2023)	358	6.1%	6,121	10.2%	34,300	16.4%
American Indian or Alaska Native (2023)	9	0.2%	64	0.1%	409	0.2%
Asian (2023)	707	12.0%	6,784	11.3%	21,311	10.2%
Hawaiian or Pacific Islander (2023)	1	-	10	-	74	-
Other Race (2023)	90	1.5%	752	1.3%	4,937	2.4%
Two or More Races (2023)	333	5.6%	3,340	5.6%	12,677	6.1%
Population < 18 (2023)	1,421	24.1%	13,949	23.3%	44,736	21.4%
White Not Hispanic	968	68.1%	9,151	65.6%	25,531	57.1%
Black or African American	81	5.7%	1,197	8.6%	7,223	16.1%
Asian	196	13.8%	1,881	13.5%	5,138	11.5%
Other Race Not Hispanic	82	5.8%	723	5.2%	2,338	5.2%
Hispanic	94	6.6%	996	7.1%	4,506	10.1%
Not Hispanic or Latino Population (2023)	5,503	93.4%	56,220	94.0%	192,880	92.1%
Not Hispanic White	4,295	78.0%	41,992	74.7%	132,475	68.7%
Not Hispanic Black or African American	342	6.2%	5,986	10.6%	33,549	17.4%
Not Hispanic American Indian or Alaska Native	-	-	22	-	129	-
Not Hispanic Asian	703	12.8%	6,766	12.0%	21,256	11.0%
Not Hispanic Hawaiian or Pacific Islander	1	-	8	-	52	-
Not Hispanic Other Race	16	0.3%	163	0.3%	856	0.4%
Not Hispanic Two or More Races	146	2.7%	1,284	2.3%	4,562	2.4%
Hispanic or Latino Population (2023)	389	6.6%	3,599	6.0%	16,491	7.9%
Hispanic White	100	25.7%	755	21.0%	3,188	19.3%
Hispanic Black or African American	16	4.2%	135	3.7%	752	4.6%
Hispanic American Indian or Alaska Native	9	2.3%	43	1.2%	279	1.7%
Hispanic Asian	4	0.9%	18	0.5%	55	0.3%
Hispanic Hawaiian or Pacific Islander	-	-	2	-	23	0.1%
Hispanic Other Race	74	18.9%	590	16.4%	4,081	24.7%
Hispanic Two or More Races	187	48.0%	2,057	57.1%	8,114	49.2%
Not Hispanic or Latino Population (2020)	5,497	94.4%	56,109	94.2%	190,033	91.7%
Hispanic or Latino Population (2020)	326	5.6%	3,486	5.8%	17,220	8.3%
Not Hispanic or Latino Population (2010)	5,247	96.6%	53,660	95.7%	177,049	93.1%
Hispanic or Latino Population (2010)	182	3.4%	2,386	4.3%	13,077	6.9%
Not Hispanic or Latino Population (2028)	5,736	93.6%	58,274	94.0%	200,971	92.1%
Hispanic or Latino Population (2028)	394	6.4%	3,727	6.0%	17,213	7.9%
Projected Annual Growth (2023-2028)	5	0.3%	128	0.7%	721	0.9%
Historical Annual Growth (2010-2020)	144	7.9%	1,100	4.6%	4,143	3.2%

Lat/Lon: 33.9776/-84.4181

1201 Johnson Ferry Rd **Marietta, GA 30068**	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Total Age Distribution (2023)						
Total Population	5,892		59,819		209,371	
Age Under 5 Years	221	3.8%	2,501	4.2%	9,997	4.8%
Age 5 to 9 Years	366	6.2%	3,834	6.4%	12,421	5.9%
Age 10 to 14 Years	520	8.8%	4,622	7.7%	13,864	6.6%
Age 15 to 19 Years	433	7.4%	4,164	7.0%	12,532	6.0%
Age 20 to 24 Years	176	3.0%	2,187	3.7%	9,904	4.7%
Age 25 to 29 Years	128	2.2%	2,333	3.9%	13,057	6.2%
Age 30 to 34 Years	178	3.0%	2,554	4.3%	14,044	6.7%
Age 35 to 39 Years	336	5.7%	3,568	6.0%	14,277	6.8%
Age 40 to 44 Years	404	6.8%	4,108	6.9%	14,200	6.8%
Age 45 to 49 Years	428	7.3%	4,565	7.6%	14,628	7.0%
Age 50 to 54 Years	536	9.1%	4,850	8.1%	15,792	7.5%
Age 55 to 59 Years	515	8.7%	5,038	8.4%	15,933	7.6%
Age 60 to 64 Years	537	9.1%	5,168	8.6%	15,265	7.3%
Age 65 to 69 Years	396	6.7%	4,032	6.7%	12,307	5.9%
Age 70 to 74 Years	269	4.6%	2,992	5.0%	9,421	4.5%
Age 75 to 79 Years	174	3.0%	1,672	2.8%	5,496	2.6%
Age 80 to 84 Years	119	2.0%	891	1.5%	3,290	1.6%
Age 85 Years or Over	155	2.6%	742	1.2%	2,941	1.4%
Median Age	46.2		44.3		41.4	
Age 19 Years or Less	1,540	26.1%	15,120	25.3%	48,814	23.3%
Age 20 to 64 Years	3,239	55.0%	34,370	57.5%	127,101	60.7%
Age 65 Years or Over	1,113	18.9%	10,329	17.3%	33,456	16.0%
Female Age Distribution (2023)						
Female Population	3,046	51.7%	30,455	50.9%	107,495	51.3%
Age Under 5 Years	109	3.6%	1,263	4.1%	4,881	4.5%
Age 5 to 9 Years	193	6.3%	1,870	6.1%	6,107	5.7%
Age 10 to 14 Years	247	8.1%	2,250	7.4%	6,787	6.3%
Age 15 to 19 Years	218	7.1%	2,016	6.6%	6,234	5.8%
Age 20 to 24 Years	79	2.6%	1,096	3.6%	5,092	4.7%
Age 25 to 29 Years	60	2.0%	1,176	3.9%	6,685	6.2%
Age 30 to 34 Years	97	3.2%	1,327	4.4%	7,184	6.7%
Age 35 to 39 Years	184	6.0%	1,874	6.2%	7,281	6.8%
Age 40 to 44 Years	214	7.0%	2,233	7.3%	7,482	7.0%
Age 45 to 49 Years	229	7.5%	2,431	8.0%	7,772	7.2%
Age 50 to 54 Years	268	8.8%	2,435	8.0%	8,020	7.5%
Age 55 to 59 Years	274	9.0%	2,589	8.5%	8,232	7.7%
Age 60 to 64 Years	268	8.8%	2,599	8.5%	7,889	7.3%
Age 65 to 69 Years	197	6.5%	1,999	6.6%	6,291	5.9%
Age 70 to 74 Years	138	4.5%	1,510	5.0%	4,950	4.6%
Age 75 to 79 Years	86	2.8%	838	2.8%	2,882	2.7%
Age 80 to 84 Years	72	2.4%	479	1.6%	1,870	1.7%
Age 85 Years or Over	112	3.7%	470	1.5%	1,855	1.7%
Female Median Age	46.7		44.4		41.9	
Age 19 Years or Less	766	25.2%	7,399	24.3%	24,009	22.3%
Age 20 to 64 Years	1,674	55.0%	17,761	58.3%	65,638	61.1%
Age 65 Years or Over	605	19.9%	5,296	17.4%	17,848	16.6%

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Lat/Lon: 33.9776/-84.4181

1201 Johnson Ferry Rd **Marietta, GA 30068**	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Male Age Distribution (2023)						
Male Population	2,846	48.3%	29,364	49.1%	101,876	48.7%
Age Under 5 Years	113	4.0%	1,238	4.2%	5,116	5.0%
Age 5 to 9 Years	173	6.1%	1,963	6.7%	6,314	6.2%
Age 10 to 14 Years	272	9.6%	2,372	8.1%	7,077	6.9%
Age 15 to 19 Years	216	7.6%	2,148	7.3%	6,298	6.2%
Age 20 to 24 Years	97	3.4%	1,091	3.7%	4,812	4.7%
Age 25 to 29 Years	68	2.4%	1,156	3.9%	6,372	6.3%
Age 30 to 34 Years	81	2.8%	1,227	4.2%	6,861	6.7%
Age 35 to 39 Years	152	5.3%	1,694	5.8%	6,996	6.9%
Age 40 to 44 Years	189	6.7%	1,875	6.4%	6,718	6.6%
Age 45 to 49 Years	200	7.0%	2,135	7.3%	6,857	6.7%
Age 50 to 54 Years	268	9.4%	2,415	8.2%	7,771	7.6%
Age 55 to 59 Years	242	8.5%	2,448	8.3%	7,701	7.6%
Age 60 to 64 Years	269	9.4%	2,569	8.7%	7,376	7.2%
Age 65 to 69 Years	199	7.0%	2,033	6.9%	6,015	5.9%
Age 70 to 74 Years	130	4.6%	1,482	5.0%	4,471	4.4%
Age 75 to 79 Years	89	3.1%	834	2.8%	2,614	2.6%
Age 80 to 84 Years	47	1.6%	412	1.4%	1,421	1.4%
Age 85 Years or Over	43	1.5%	272	0.9%	1,086	1.1%
Male Median Age	45.6		44.2		41.0	
Age 19 Years or Less	774	27.2%	7,721	26.3%	24,805	24.3%
Age 20 to 64 Years	1,565	55.0%	16,609	56.6%	61,463	60.3%
Age 65 Years or Over	508	17.8%	5,033	17.1%	15,608	15.3%
Males per 100 Females (2023)						
Overall Comparison	93		96		95	
Age Under 5 Years	104	50.9%	98	49.5%	105	51.2%
Age 5 to 9 Years	90	47.3%	105	51.2%	103	50.8%
Age 10 to 14 Years	110	52.4%	105	51.3%	104	51.0%
Age 15 to 19 Years	99	49.8%	107	51.6%	101	50.3%
Age 20 to 24 Years	123	55.1%	99	49.9%	94	48.6%
Age 25 to 29 Years	113	53.1%	98	49.6%	95	48.8%
Age 30 to 34 Years	83	45.3%	92	48.0%	95	48.8%
Age 35 to 39 Years	83	45.3%	90	47.5%	96	49.0%
Age 40 to 44 Years	88	46.9%	84	45.6%	90	47.3%
Age 45 to 49 Years	87	46.6%	88	46.8%	88	46.9%
Age 50 to 54 Years	100	49.9%	99	49.8%	97	49.2%
Age 55 to 59 Years	88	46.9%	95	48.6%	94	48.3%
Age 60 to 64 Years	100	50.0%	99	49.7%	93	48.3%
Age 65 to 69 Years	101	50.2%	102	50.4%	96	48.9%
Age 70 to 74 Years	94	48.5%	98	49.5%	90	47.5%
Age 75 to 79 Years	104	50.9%	99	49.9%	91	47.6%
Age 80 to 84 Years	65	39.4%	86	46.3%	76	43.2%
Age 85 Years or Over	38	27.7%	58	36.6%	59	36.9%
Age 19 Years or Less	101	50.2%	104	51.1%	103	50.8%
Age 20 to 39 Years	95	48.6%	94	48.6%	95	48.8%
Age 40 to 64 Years	93	48.2%	93	48.2%	92	48.0%
Age 65 Years or Over	84	45.6%	95	48.7%	87	46.7%

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Lat/Lon: 33.9776/-84.4181

1201 Johnson Ferry Rd **Marietta, GA 30068**	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Household Type (2023)						
Total Households	2,142		22,603		86,759	
Households with Children	821	38.3%	8,058	35.7%	26,488	30.5%
Average Household Size	2.7		2.6		2.4	
Household Density per Square Mile	682		800		1,105	
Population Family	5,314	90.2%	53,432	89.3%	172,779	82.5%
Population Non-Family	457	7.7%	6,143	10.3%	35,513	17.0%
Population Group Quarters	121	2.1%	245	0.4%	1,079	0.5%
Family Households	1,728	80.7%	17,464	77.3%	57,596	66.4%
Married Couple Households	1,526	88.3%	15,258	87.4%	47,085	81.8%
Other Family Households with Children	202	11.7%	2,205	12.6%	10,511	18.2%
Family Households with Children	821	47.5%	8,057	46.1%	26,462	45.9%
Married Couple with Children	705	85.9%	6,806	84.5%	20,602	77.9%
Other Family Households with Children	116	14.1%	1,251	15.5%	5,860	22.1%
Family Households No Children	907	52.5%	9,407	53.9%	31,134	54.1%
Married Couple No Children	822	90.6%	8,452	89.9%	26,483	85.1%
Other Family Households No Children	86	9.4%	954	10.1%	4,651	14.9%
Non-Family Households	414	19.3%	5,139	22.7%	29,163	33.6%
Non-Family Households with Children	-	-	1	-	26	-
Non-Family Households No Children	414	100.0%	5,138	100.0%	29,137	99.9%
Average Family Household Size	3.1		3.1		3.0	
Average Family Income	$209,366		$250,564		$216,493	
Median Family Income	$202,472		$188,185		$168,218	
Average Non-Family Household Size	1.1		1.2		1.2	
Marital Status (2023)						
Population Age 15 Years or Over	4,785		48,863		173,088	
Never Married	796	16.6%	10,374	21.2%	49,486	28.6%
Currently Married	3,205	67.0%	31,856	65.2%	95,244	55.0%
Previously Married	785	16.4%	6,633	13.6%	28,358	16.4%
Separated	50	6.4%	750	11.3%	4,296	15.1%
Widowed	325	41.4%	1,794	27.0%	6,931	24.4%
Divorced	410	52.2%	4,089	61.6%	17,131	60.4%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	4,176		42,512		150,652	
Elementary (Grade Level 0 to 8)	14	0.3%	628	1.5%	2,188	1.5%
Some High School (Grade Level 9 to 11)	65	1.5%	409	1.0%	1,964	1.3%
High School Graduate	225	5.4%	3,170	7.5%	16,286	10.8%
Some College	516	12.4%	4,650	10.9%	19,763	13.1%
Associate Degree Only	159	3.8%	1,641	3.9%	7,325	4.9%
Bachelor Degree Only	1,772	42.4%	18,670	43.9%	61,721	41.0%
Graduate Degree	1,425	34.1%	13,343	31.4%	41,405	27.5%
Any College (Some College or Higher)	3,873	92.7%	38,305	90.1%	130,215	86.4%
College Degree + (Bachelor Degree or Higher)	3,197	76.6%	32,013	75.3%	103,127	68.5%

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Lat/Lon: 33.9776/-84.4181

1201 Johnson Ferry Rd Marietta, GA 30068	1 mi radius		3 mi radius		5 mi radius	
Housing						
Total Housing Units (2023)	2,158		23,000		90,962	
Total Housing Units (2020)	2,100		22,526		88,133	
Historical Annual Growth (2020-2023)	57	-	474	-	2,829	-
Housing Units Occupied (2023)	2,142	99.3%	22,603	98.3%	86,759	95.4%
Housing Units Owner-Occupied	1,888	88.2%	20,349	90.0%	65,969	76.0%
Housing Units Renter-Occupied	254	11.8%	2,255	10.0%	20,790	24.0%
Housing Units Vacant (2023)	15	0.7%	396	1.7%	4,203	4.6%
Household Size (2023)						
Total Households	2,142		22,603		86,759	
1 Person Households	374	17.5%	4,375	19.4%	24,111	27.8%
2 Person Households	711	33.2%	8,208	36.3%	31,007	35.7%
3 Person Households	391	18.3%	3,930	17.4%	13,474	15.5%
4 Person Households	469	21.9%	4,173	18.5%	12,101	13.9%
5 Person Households	151	7.1%	1,463	6.5%	4,360	5.0%
6 Person Households	37	1.7%	348	1.5%	1,224	1.4%
7 or More Person Households	8	0.4%	104	0.5%	481	0.6%
Household Income Distribution (2023)						
HH Income $200,000 or More	913	42.6%	8,193	36.2%	23,858	27.5%
HH Income $150,000 to $199,999	274	12.8%	3,346	14.8%	11,153	12.9%
HH Income $125,000 to $149,999	144	6.7%	1,906	8.4%	7,279	8.4%
HH Income $100,000 to $124,999	90	4.2%	1,453	6.4%	7,014	8.1%
HH Income $75,000 to $99,999	253	11.8%	2,314	10.2%	10,094	11.6%
HH Income $50,000 to $74,999	209	9.8%	2,439	10.8%	10,733	12.4%
HH Income $35,000 to $49,999	92	4.3%	1,046	4.6%	5,455	6.3%
HH Income $25,000 to $34,999	81	3.8%	579	2.6%	3,814	4.4%
HH Income $15,000 to $24,999	36	1.7%	508	2.2%	2,654	3.1%
HH Income $10,000 to $14,999	25	1.2%	252	1.1%	1,460	1.7%
HH Income Under $10,000	25	1.2%	568	2.5%	3,245	3.7%
Household Vehicles (2023)						
Households 0 Vehicles Available	70	3.3%	375	1.7%	3,156	3.6%
Households 1 Vehicle Available	422	19.7%	4,177	18.5%	27,030	31.2%
Households 2 Vehicles Available	1,143	53.3%	12,039	53.3%	38,371	44.2%
Households 3 or More Vehicles Available	507	23.7%	6,012	26.6%	18,201	21.0%
Total Vehicles Available	4,366		48,210		164,562	
Average Vehicles per Household	2.0		2.1		1.9	
Owner-Occupied Household Vehicles	4,016	92.0%	44,731	92.8%	136,465	82.9%
Average Vehicles per Owner-Occupied Household	2.1		2.2		2.1	
Renter-Occupied Household Vehicles	350	8.0%	3,479	7.2%	28,097	17.1%
Average Vehicles per Renter-Occupied Household	1.4		1.5		1.4	
Travel Time (2023)						
Worker Base Age 16 years or Over	2,603		30,808		114,577	
Travel to Work in 14 Minutes or Less	185	7.1%	2,935	9.5%	11,782	10.3%
Travel to Work in 15 to 29 Minutes	510	19.6%	5,857	19.0%	23,536	20.5%
Travel to Work in 30 to 59 Minutes	615	23.6%	6,247	20.3%	24,522	21.4%
Travel to Work in 60 Minutes or More	86	3.3%	678	2.2%	3,019	2.6%
Work at Home	1,207	46.4%	15,091	49.0%	51,718	45.1%
Average Minutes Travel to Work	28.9		26.1		25.9	

Lat/Lon: 33.9776/-84.4181

1201 Johnson Ferry Rd Marietta, GA 30068	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2023)						
Worker Base Age 16 years or Over	2,603		30,808		114,577	
Drive to Work Alone	1,247	*47.9%*	14,058	*45.6%*	54,310	*47.4%*
Drive to Work in Carpool	104	*4.0%*	973	*3.2%*	4,534	*4.0%*
Travel to Work by Public Transportation	2	*-*	104	*0.3%*	945	*0.8%*
Drive to Work on Motorcycle	1	*-*	8	*-*	23	*-*
Bicycle to Work	-	*-*	8	*-*	76	*-*
Walk to Work	15	*0.6%*	231	*0.8%*	1,218	*1.1%*
Other Means	27	*1.0%*	336	*1.1%*	1,753	*1.5%*
Work at Home	1,207	*46.4%*	15,091	*49.0%*	51,718	*45.1%*
Daytime Demographics (2023)						
Total Businesses	883		4,612		17,497	
Total Employees	5,799		21,954		111,731	
Company Headquarter Businesses	32	*3.6%*	104	*2.3%*	492	*2.8%*
Company Headquarter Employees	409	*7.0%*	1,181	*5.4%*	24,409	*21.8%*
Employee Population per Business	6.6	to 1	4.8	to 1	6.4	to 1
Residential Population per Business	6.7	to 1	13.0	to 1	12.0	to 1
Adj. Daytime Demographics Age 16 Years or Over	7,885		39,036		167,132	
Labor Force						
Labor Population Age 16 Years or Over (2023)	4,689		47,904		170,248	
Labor Force Total Males (2023)	2,240	*47.8%*	23,296	*48.6%*	81,966	*48.1%*
Male Civilian Employed	1,495	*66.7%*	16,592	*71.2%*	60,172	*73.4%*
Male Civilian Unemployed	49	*2.2%*	462	*2.0%*	1,387	*1.7%*
Males in Armed Forces	-	*-*	14	*-*	167	*0.2%*
Males Not in Labor Force	696	*31.1%*	6,229	*26.7%*	20,241	*24.7%*
Labor Force Total Females (2023)	2,449	*52.2%*	24,608	*51.4%*	88,282	*51.9%*
Female Civilian Employed	1,108	*45.2%*	14,216	*57.8%*	54,405	*61.6%*
Female Civilian Unemployed	31	*1.3%*	245	*1.0%*	1,316	*1.5%*
Females in Armed Forces	-	*-*	-	*-*	104	*0.1%*
Females Not in Labor Force	1,309	*53.5%*	10,146	*41.2%*	32,457	*36.8%*
Unemployment Rate	81	*1.7%*	707	*1.5%*	2,702	*1.6%*
Occupation (2023)						
Occupation Population Age 16 Years or Over	2,603		30,808		114,577	
Occupation Total Males	1,495	*57.4%*	16,592	*53.9%*	60,172	*52.5%*
Occupation Total Females	1,108	*42.6%*	14,216	*46.1%*	54,405	*47.5%*
Management, Business, Financial Operations	892	*-*	9,602	*31.2%*	34,464	*30.1%*
Professional, Related	747	*28.7%*	10,169	*33.0%*	37,272	*32.5%*
Service	288	*11.1%*	2,684	*8.7%*	11,266	*9.8%*
Sales, Office	418	*16.1%*	6,133	*19.9%*	21,430	*18.7%*
Farming, Fishing, Forestry	-	*-*	11	*-*	26	*-*
Construction, Extraction, Maintenance	93	*3.6%*	841	*2.7%*	3,786	*3.3%*
Production, Transport, Material Moving	165	*6.3%*	1,370	*4.4%*	6,334	*5.5%*
White Collar Workers	2,057	*79.0%*	25,903	*84.1%*	93,165	*81.3%*
Blue Collar Workers	546	*21.0%*	4,905	*15.9%*	21,412	*18.7%*

Lat/Lon: 33.9776/-84.4181

1201 Johnson Ferry Rd Marietta, GA 30068	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2023)						
Total Units	2,142		22,603		86,759	
1 Detached Unit	1,821	85.0%	18,502	81.9%	58,208	67.1%
1 Attached Unit	165	7.7%	1,914	8.5%	7,832	9.0%
2 Units	3	0.1%	71	0.3%	775	0.9%
3 to 4 Units	16	0.8%	165	0.7%	1,440	1.7%
5 to 9 Units	20	0.9%	455	2.0%	4,064	4.7%
10 to 19 Units	34	1.6%	489	2.2%	5,332	6.1%
20 to 49 Units	26	1.2%	299	1.3%	2,546	2.9%
50 or More Units	46	2.1%	581	2.6%	6,025	6.9%
Mobile Home or Trailer	11	0.5%	121	0.5%	523	0.6%
Other Structure	-	-	7	-	13	-
Homes Built By Year (2023)						
Homes Built 2020 or later	12	0.6%	148	0.6%	752	0.8%
Homes Built 2010 to 2019	74	3.4%	1,639	7.1%	8,127	8.9%
Homes Built 2000 to 2009	140	6.5%	2,927	12.7%	11,275	12.4%
Homes Built 1990 to 1999	335	15.5%	3,677	16.0%	12,769	14.0%
Homes Built 1980 to 1989	873	40.5%	6,414	27.9%	24,152	26.6%
Homes Built 1970 to 1979	565	26.2%	5,703	24.8%	17,869	19.6%
Homes Built 1960 to 1969	112	5.2%	1,568	6.8%	7,775	8.5%
Homes Built 1950 to 1959	28	1.3%	373	1.6%	2,528	2.8%
Homes Built 1940 to 1949	-	-	60	0.3%	486	0.5%
Homes Built Before 1939	3	0.1%	93	0.4%	1,024	1.1%
Median Age of Homes	40.0	yrs	38.1	yrs	38.3	yrs
Home Values (2023)						
Owner Specified Housing Units	1,888		20,349		65,969	
Home Values $1,000,000 or More	17	0.9%	1,257	6.2%	3,153	4.8%
Home Values $750,000 to $999,999	151	8.0%	1,841	9.0%	5,462	8.3%
Home Values $500,000 to $749,999	776	41.1%	6,471	31.8%	17,169	26.0%
Home Values $400,000 to $499,999	459	24.3%	4,455	21.9%	11,940	18.1%
Home Values $300,000 to $399,999	377	20.0%	3,745	18.4%	13,872	21.0%
Home Values $250,000 to $299,999	67	3.5%	1,014	5.0%	4,751	7.2%
Home Values $200,000 to $249,999	19	1.0%	679	3.3%	3,805	5.8%
Home Values $175,000 to $199,999	4	0.2%	279	1.4%	1,559	2.4%
Home Values $150,000 to $174,999	5	0.2%	247	1.2%	1,611	2.4%
Home Values $125,000 to $149,999	1	-	108	0.5%	672	1.0%
Home Values $100,000 to $124,999	2	-	81	0.4%	471	0.7%
Home Values $90,000 to $99,999	-	-	28	0.1%	233	0.4%
Home Values $80,000 to $89,999	5	0.3%	15	-	125	0.2%
Home Values $70,000 to $79,999	-	-	8	-	86	0.1%
Home Values $60,000 to $69,999	-	-	12	-	54	-
Home Values $50,000 to $59,999	1	-	12	-	73	0.1%
Home Values $35,000 to $49,999	4	0.2%	44	0.2%	207	0.3%
Home Values $25,000 to $34,999	-	-	5	-	47	-
Home Values $10,000 to $24,999	-	-	26	0.1%	246	0.4%
Home Values Under $10,000	-	-	22	0.1%	437	0.7%
Owner-Occupied Median Home Value	$499,873		$498,456		$452,446	
Renter-Occupied Median Rent	$1,430		$1,382		$1,353	

RPC
Retail Planning Corporation

Lat/Lon: 33.9776/-84.4181

1201 Johnson Ferry Rd Marietta, GA 30068	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2023)						
Total Household Expenditure	$248.67 M		$2.88 B		$9.37 B	
Total Non-Retail Expenditure	$133.12 M		$1.54 B		$5 B	
Total Retail Expenditure	$115.56 M		$1.34 B		$4.37 B	
Apparel	$9.12 M		$105.16 M		$340.57 M	
Contributions	$9.5 M		$108.79 M		$344.99 M	
Education	$9.67 M		$110.31 M		$345.38 M	
Entertainment	$14.82 M		$171.34 M		$552.61 M	
Food and Beverages	$35.17 M		$407.87 M		$1.34 B	
Furnishings and Equipment	$9.09 M		$105.26 M		$340.47 M	
Gifts	$7.46 M		$84.82 M		$268.11 M	
Health Care	$19.59 M		$227.62 M		$749.25 M	
Household Operations	$10.3 M		$118.76 M		$383.29 M	
Miscellaneous Expenses	$4.78 M		$55.3 M		$179.81 M	
Personal Care	$3.31 M		$38.37 M		$125.36 M	
Personal Insurance	$2.02 M		$23.28 M		$73.69 M	
Reading	$558.31 K		$6.45 M		$20.92 M	
Shelter	$51.91 M		$600.59 M		$1.96 B	
Tobacco	$1.09 M		$12.79 M		$44.51 M	
Transportation	$44.03 M		$511.65 M		$1.67 B	
Utilities	$16.25 M		$189.12 M		$629.24 M	
Monthly Household Consumer Expenditure (2023)						
Total Household Expenditure	$9,673		$10,609		$9,004	
Total Non-Retail Expenditure	$5,178	*53.5%*	$5,669	*53.4%*	$4,803	*53.3%*
Total Retail Expenditures	$4,495	*46.5%*	$4,940	*46.6%*	$4,201	*46.7%*
Apparel	$355	*3.7%*	$388	*3.7%*	$327	*3.6%*
Contributions	$369	*3.8%*	$401	*3.8%*	$331	*3.7%*
Education	$376	*3.9%*	$407	*3.8%*	$332	*3.7%*
Entertainment	$576	*6.0%*	$632	*6.0%*	$531	*5.9%*
Food and Beverages	$1,368	*14.1%*	$1,504	*14.2%*	$1,286	*14.3%*
Furnishings and Equipment	$354	*3.7%*	$388	*3.7%*	$327	*3.6%*
Gifts	$290	*3.0%*	$313	*2.9%*	$258	*2.9%*
Health Care	$762	*7.9%*	$839	*7.9%*	$720	*8.0%*
Household Operations	$401	*4.1%*	$438	*4.1%*	$368	*4.1%*
Miscellaneous Expenses	$186	*1.9%*	$204	*1.9%*	$173	*1.9%*
Personal Care	$129	*1.3%*	$141	*1.3%*	$120	*1.3%*
Personal Insurance	$79	*0.8%*	$86	*0.8%*	$71	*0.8%*
Reading	$22	*0.2%*	$24	*0.2%*	$20	*0.2%*
Shelter	$2,019	*20.9%*	$2,214	*20.9%*	$1,886	*20.9%*
Tobacco	$42	*0.4%*	$47	*0.4%*	$43	*0.5%*
Transportation	$1,713	*17.7%*	$1,886	*17.8%*	$1,607	*17.8%*
Utilities	$632	*6.5%*	$697	*6.6%*	$604	*6.7%*

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