

# Complete Profile

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



Lat/Lon: 33.9944/-84.5082

1860 Sandy Plains Rd Marietta, GA 30066	1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>						
Estimated Population (2023)	8,024		70,857		187,622	
Projected Population (2028)	8,360		73,376		194,862	
Census Population (2020)	7,593		70,366		185,096	
Census Population (2010)	7,032		63,895		168,326	
Projected Annual Growth (2023-2028)	336	0.8%	2,519	0.7%	7,240	0.8%
Historical Annual Growth (2020-2023)	431	-	491	0.2%	2,526	0.5%
Historical Annual Growth (2010-2020)	561	0.8%	6,472	1.0%	16,769	1.0%
Estimated Population Density (2023)	2,555 <i>psm</i>		2,506 <i>psm</i>		2,389 <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 (2023)	3,139		28,441		72,722	
Projected Households (2028)	3,392		30,526		78,340	
Census Households (2020)	2,933		27,909		70,920	
Census Households (2010)	2,700		25,197		64,868	
Projected Annual Growth (2023-2028)	253	1.6%	2,085	1.5%	5,617	1.5%
Historical Annual Change (2010-2023)	439	1.3%	3,244	1.0%	7,854	0.9%
<b>Average Household Income</b>						
Estimated Average Household Income (2023)	\$156,305		\$125,241		\$137,757	
Projected Average Household Income (2028)	\$153,619		\$123,979		\$135,814	
Census Average Household Income (2010)	\$81,778		\$77,031		\$83,246	
Census Average Household Income (2000)	\$76,552		\$72,929		\$76,597	
Projected Annual Change (2023-2028)	-\$2,685	-0.3%	-\$1,262	-0.2%	-\$1,942	-0.3%
Historical Annual Change (2000-2023)	\$79,753	4.5%	\$52,312	3.1%	\$61,159	3.5%
<b>Median Household Income</b>						
Estimated Median Household Income (2023)	\$129,000		\$106,597		\$114,681	
Projected Median Household Income (2028)	\$131,059		\$109,316		\$117,708	
Census Median Household Income (2010)	\$68,381		\$61,882		\$68,318	
Census Median Household Income (2000)	\$68,148		\$63,314		\$65,388	
Projected Annual Change (2023-2028)	\$2,059	0.3%	\$2,719	0.5%	\$3,027	0.5%
Historical Annual Change (2000-2023)	\$60,851	3.9%	\$43,283	3.0%	\$49,294	3.3%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2023)	\$61,146		\$50,296		\$53,533	
Projected Per Capita Income (2028)	\$62,326		\$51,603		\$54,734	
Census Per Capita Income (2010)	\$31,389		\$30,382		\$32,078	
Census Per Capita Income (2000)	\$28,523		\$28,096		\$28,945	
Projected Annual Change (2023-2028)	\$1,180	0.4%	\$1,307	0.5%	\$1,201	0.4%
Historical Annual Change (2000-2023)	\$32,623	5.0%	\$22,200	3.4%	\$24,588	3.7%
Estimated Average Household Net Worth (2023)	\$872,503		\$701,141		\$800,700	

# Complete Profile

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



Lat/Lon: 33.9944/-84.5082

<b>1860 Sandy Plains Rd Marietta, GA 30066</b>	<b>1 mi radius</b>		<b>3 mi radius</b>		<b>5 mi radius</b>	
<b>Race and Ethnicity</b>						
Total Population (2023)	8,024		70,857		187,622	
White (2023)	5,001	62.3%	41,488	58.6%	111,796	59.6%
Black or African American (2023)	1,499	18.7%	14,611	20.6%	35,103	18.7%
American Indian or Alaska Native (2023)	17	0.2%	338	0.5%	830	0.4%
Asian (2023)	636	7.9%	6,057	8.5%	19,254	10.3%
Hawaiian or Pacific Islander (2023)	5	-	33	-	75	-
Other Race (2023)	309	3.9%	3,351	4.7%	8,225	4.4%
Two or More Races (2023)	557	6.9%	4,979	7.0%	12,339	6.6%
Population < 18 (2023)	1,610 20.1%		14,733 20.8%		38,651 20.6%	
White Not Hispanic	798	49.6%	6,709	45.5%	19,261	49.8%
Black or African American	309	19.2%	3,128	21.2%	7,365	19.1%
Asian	135	8.4%	1,368	9.3%	3,481	9.0%
Other Race Not Hispanic	105	6.6%	882	6.0%	2,145	5.6%
Hispanic	262	16.3%	2,646	18.0%	6,398	16.6%
Not Hispanic or Latino Population (2023)	7,168 89.3%		62,012 87.5%		166,093 88.5%	
Not Hispanic White	4,802	67.0%	39,554	63.8%	107,371	64.6%
Not Hispanic Black or African American	1,472	20.5%	14,298	23.1%	34,368	20.7%
Not Hispanic American Indian or Alaska Native	7	-	59	-	140	-
Not Hispanic Asian	634	8.9%	6,029	9.7%	19,173	11.5%
Not Hispanic Hawaiian or Pacific Islander	2	-	19	-	45	-
Not Hispanic Other Race	44	0.6%	387	0.6%	943	0.6%
Not Hispanic Two or More Races	206	2.9%	1,666	2.7%	4,052	2.4%
Hispanic or Latino Population (2023)	856 10.7%		8,845 12.5%		21,529 11.5%	
Hispanic White	199	23.2%	1,934	21.9%	4,425	20.6%
Hispanic Black or African American	27	3.1%	313	3.5%	735	3.4%
Hispanic American Indian or Alaska Native	10	1.2%	278	3.1%	689	3.2%
Hispanic Asian	2	0.2%	28	0.3%	81	0.4%
Hispanic Hawaiian or Pacific Islander	3	0.3%	14	0.2%	30	0.1%
Hispanic Other Race	265	31.0%	2,965	33.5%	7,282	33.8%
Hispanic Two or More Races	350	40.9%	3,313	37.5%	8,287	38.5%
Not Hispanic or Latino Population (2020)	6,722 88.5%		60,740 86.3%		161,388 87.2%	
Hispanic or Latino Population (2020)	871 11.5%		9,626 13.7%		23,707 12.8%	
Not Hispanic or Latino Population (2010)	6,438 91.6%		56,822 88.9%		149,892 89.0%	
Hispanic or Latino Population (2010)	594 8.4%		7,072 11.1%		18,434 11.0%	
Not Hispanic or Latino Population (2028)	7,451 89.1%		64,216 87.5%		172,424 88.5%	
Hispanic or Latino Population (2028)	909 10.9%		9,159 12.5%		22,438 11.5%	
Projected Annual Growth (2023-2028)	53 1.2%		314 0.7%		909 0.8%	
Historical Annual Growth (2010-2020)	277 4.7%		2,554 3.6%		5,273 2.9%	

# Complete Profile

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



Lat/Lon: 33.9944/-84.5082

1860 Sandy Plains Rd Marietta, GA 30066		1 mi radius		3 mi radius		5 mi radius	
<b>Total Age Distribution (2023)</b>							
Total Population		8,024		70,857		187,622	
Age Under 5 Years		471	5.9%	3,761	5.3%	9,324	5.0%
Age 5 to 9 Years		459	5.7%	4,075	5.8%	10,647	5.7%
Age 10 to 14 Years		438	5.5%	4,270	6.0%	11,546	6.2%
Age 15 to 19 Years		393	4.9%	4,088	5.8%	13,147	7.0%
Age 20 to 24 Years		341	4.2%	4,340	6.1%	13,396	7.1%
Age 25 to 29 Years		452	5.6%	4,995	7.0%	12,310	6.6%
Age 30 to 34 Years		564	7.0%	5,093	7.2%	12,303	6.6%
Age 35 to 39 Years		596	7.4%	5,017	7.1%	12,384	6.6%
Age 40 to 44 Years		551	6.9%	4,811	6.8%	12,137	6.5%
Age 45 to 49 Years		508	6.3%	4,686	6.6%	12,178	6.5%
Age 50 to 54 Years		529	6.6%	4,810	6.8%	12,801	6.8%
Age 55 to 59 Years		610	7.6%	5,003	7.1%	13,093	7.0%
Age 60 to 64 Years		590	7.4%	4,680	6.6%	12,478	6.7%
Age 65 to 69 Years		519	6.5%	3,901	5.5%	10,271	5.5%
Age 70 to 74 Years		440	5.5%	3,222	4.5%	8,367	4.5%
Age 75 to 79 Years		284	3.5%	2,035	2.9%	5,162	2.8%
Age 80 to 84 Years		166	2.1%	1,185	1.7%	3,197	1.7%
Age 85 Years or Over		114	1.4%	884	1.2%	2,881	1.5%
Median Age		41.9		39.4		39.5	
Age 19 Years or Less		1,760	21.9%	16,195	22.9%	44,664	23.8%
Age 20 to 64 Years		4,741	59.1%	43,435	61.3%	113,081	60.3%
Age 65 Years or Over		1,523	19.0%	11,227	15.8%	29,877	15.9%
<b>Female Age Distribution (2023)</b>							
Female Population		4,115	51.3%	36,172	51.0%	95,277	50.8%
Age Under 5 Years		217	5.3%	1,820	5.0%	4,592	4.8%
Age 5 to 9 Years		221	5.4%	2,011	5.6%	5,200	5.5%
Age 10 to 14 Years		224	5.4%	2,070	5.7%	5,617	5.9%
Age 15 to 19 Years		191	4.6%	2,071	5.7%	6,357	6.7%
Age 20 to 24 Years		170	4.1%	2,148	5.9%	6,412	6.7%
Age 25 to 29 Years		228	5.5%	2,459	6.8%	5,973	6.3%
Age 30 to 34 Years		284	6.9%	2,519	7.0%	6,122	6.4%
Age 35 to 39 Years		306	7.4%	2,533	7.0%	6,212	6.5%
Age 40 to 44 Years		280	6.8%	2,462	6.8%	6,228	6.5%
Age 45 to 49 Years		250	6.1%	2,373	6.6%	6,227	6.5%
Age 50 to 54 Years		272	6.6%	2,424	6.7%	6,421	6.7%
Age 55 to 59 Years		314	7.6%	2,612	7.2%	6,827	7.2%
Age 60 to 64 Years		309	7.5%	2,453	6.8%	6,417	6.7%
Age 65 to 69 Years		293	7.1%	2,083	5.8%	5,428	5.7%
Age 70 to 74 Years		241	5.9%	1,803	5.0%	4,641	4.9%
Age 75 to 79 Years		157	3.8%	1,100	3.0%	2,860	3.0%
Age 80 to 84 Years		94	2.3%	689	1.9%	1,895	2.0%
Age 85 Years or Over		65	1.6%	542	1.5%	1,848	1.9%
Female Median Age		43.2		40.4		40.7	
Age 19 Years or Less		853	20.7%	7,972	22.0%	21,767	22.8%
Age 20 to 64 Years		2,412	58.6%	21,984	60.8%	56,839	59.7%
Age 65 Years or Over		851	20.7%	6,217	17.2%	16,672	17.5%

# Complete Profile

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



Lat/Lon: 33.9944/-84.5082

<b>1860 Sandy Plains Rd</b>		<b>1 mi radius</b>		<b>3 mi radius</b>		<b>5 mi radius</b>	
<b>Marietta, GA 30066</b>							
<b>Male Age Distribution (2023)</b>							
Male Population		3,909	48.7%	34,685	49.0%	92,344	49.2%
Age Under 5 Years		254	6.5%	1,941	5.6%	4,732	5.1%
Age 5 to 9 Years		238	6.1%	2,064	6.0%	5,446	5.9%
Age 10 to 14 Years		214	5.5%	2,200	6.3%	5,929	6.4%
Age 15 to 19 Years		202	5.2%	2,017	5.8%	6,790	7.4%
Age 20 to 24 Years		170	4.4%	2,193	6.3%	6,985	7.6%
Age 25 to 29 Years		224	5.7%	2,536	7.3%	6,337	6.9%
Age 30 to 34 Years		280	7.2%	2,575	7.4%	6,181	6.7%
Age 35 to 39 Years		290	7.4%	2,484	7.2%	6,172	6.7%
Age 40 to 44 Years		271	6.9%	2,348	6.8%	5,909	6.4%
Age 45 to 49 Years		258	6.6%	2,313	6.7%	5,951	6.4%
Age 50 to 54 Years		258	6.6%	2,385	6.9%	6,380	6.9%
Age 55 to 59 Years		297	7.6%	2,391	6.9%	6,266	6.8%
Age 60 to 64 Years		281	7.2%	2,227	6.4%	6,061	6.6%
Age 65 to 69 Years		226	5.8%	1,818	5.2%	4,842	5.2%
Age 70 to 74 Years		198	5.1%	1,420	4.1%	3,726	4.0%
Age 75 to 79 Years		127	3.2%	935	2.7%	2,302	2.5%
Age 80 to 84 Years		73	1.9%	496	1.4%	1,302	1.4%
Age 85 Years or Over		48	1.2%	342	1.0%	1,033	1.1%
Male Median Age		40.7		38.5		38.4	
Age 19 Years or Less		908	23.2%	8,223	23.7%	22,897	24.8%
Age 20 to 64 Years		2,329	59.6%	21,451	61.8%	56,242	60.9%
Age 65 Years or Over		672	17.2%	5,011	14.4%	13,205	14.3%
<b>Males per 100 Females (2023)</b>							
Overall Comparison		95		96		97	
Age Under 5 Years		117	53.9%	107	51.6%	103	50.7%
Age 5 to 9 Years		108	51.8%	103	50.7%	105	51.2%
Age 10 to 14 Years		96	48.9%	106	51.5%	106	51.3%
Age 15 to 19 Years		106	51.4%	97	49.3%	107	51.6%
Age 20 to 24 Years		100	50.0%	102	50.5%	109	52.1%
Age 25 to 29 Years		99	49.6%	103	50.8%	106	51.5%
Age 30 to 34 Years		99	49.7%	102	50.5%	101	50.2%
Age 35 to 39 Years		95	48.7%	98	49.5%	99	49.8%
Age 40 to 44 Years		97	49.2%	95	48.8%	95	48.7%
Age 45 to 49 Years		103	50.8%	97	49.4%	96	48.9%
Age 50 to 54 Years		95	48.7%	98	49.6%	99	49.8%
Age 55 to 59 Years		95	48.6%	92	47.8%	92	47.9%
Age 60 to 64 Years		91	47.6%	91	47.6%	94	48.6%
Age 65 to 69 Years		77	43.6%	87	46.6%	89	47.1%
Age 70 to 74 Years		82	45.1%	79	44.1%	80	44.5%
Age 75 to 79 Years		81	44.7%	85	46.0%	81	44.6%
Age 80 to 84 Years		78	43.7%	72	41.8%	69	40.7%
Age 85 Years or Over		74	42.5%	63	38.7%	56	35.8%
Age 19 Years or Less		106	51.6%	103	50.8%	105	51.3%
Age 20 to 39 Years		98	49.4%	101	50.3%	104	50.9%
Age 40 to 64 Years		96	48.9%	95	48.6%	95	48.8%
Age 65 Years or Over		79	44.1%	81	44.6%	79	44.2%

# Complete Profile

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



Lat/Lon: 33.9944/-84.5082

1860 Sandy Plains Rd Marietta, GA 30066		1 mi radius		3 mi radius		5 mi radius	
<b>Household Type (2023)</b>							
Total Households		3,139		28,441		72,722	
Households with Children		968	30.8%	8,849	31.1%	22,778	31.3%
Average Household Size		2.6		2.5		2.5	
Household Density per Square Mile		1,000		1,006		926	
Population Family		6,862	85.5%	58,346	82.3%	151,393	80.7%
Population Non-Family		1,160	14.5%	12,341	17.4%	30,783	16.4%
Population Group Quarters		3	-	169	0.2%	5,446	2.9%
Family Households		2,215	70.6%	18,754	65.9%	48,804	67.1%
Married Couple Households		1,791	80.9%	14,294	76.2%	37,627	77.1%
Other Family Households with Children		423	19.1%	4,460	23.8%	11,178	22.9%
Family Households with Children		967	43.7%	8,832	47.1%	22,738	46.6%
Married Couple with Children		738	76.3%	6,356	72.0%	16,593	73.0%
Other Family Households with Children		229	23.7%	2,476	28.0%	6,145	27.0%
Family Households No Children		1,248	56.3%	9,921	52.9%	26,067	53.4%
Married Couple No Children		1,053	84.4%	7,938	80.0%	21,034	80.7%
Other Family Households No Children		195	15.6%	1,984	20.0%	5,033	19.3%
Non-Family Households		924	29.4%	9,687	34.1%	23,918	32.9%
Non-Family Households with Children		1	0.1%	16	0.2%	41	0.2%
Non-Family Households No Children		923	99.9%	9,671	99.8%	23,877	99.8%
Average Family Household Size		3.1		3.1		3.1	
Average Family Income		\$194,411		\$150,973		\$165,107	
Median Family Income		\$163,062		\$132,832		\$143,893	
Average Non-Family Household Size		1.3		1.3		1.3	
<b>Marital Status (2023)</b>							
Population Age 15 Years or Over		6,656		58,751		156,105	
Never Married		1,876	28.2%	18,796	32.0%	51,653	33.1%
Currently Married		3,582	53.8%	28,839	49.1%	76,534	49.0%
Previously Married		1,199	18.0%	11,116	18.9%	27,918	17.9%
Separated		108	9.0%	1,392	12.5%	3,295	11.8%
Widowed		286	23.8%	2,448	22.0%	7,148	25.6%
Divorced		806	67.2%	7,276	65.5%	17,475	62.6%
<b>Educational Attainment (2023)</b>							
Adult Population Age 25 Years or Over		5,923		50,322		129,562	
Elementary (Grade Level 0 to 8)		72	1.2%	1,110	2.2%	4,019	3.1%
Some High School (Grade Level 9 to 11)		140	2.4%	1,239	2.5%	3,004	2.3%
High School Graduate		1,076	18.2%	8,654	17.2%	19,963	15.4%
Some College		1,031	17.4%	9,864	19.6%	22,353	17.3%
Associate Degree Only		402	6.8%	3,477	6.9%	7,959	6.1%
Bachelor Degree Only		2,169	36.6%	16,469	32.7%	45,924	35.4%
Graduate Degree		1,033	17.4%	9,510	18.9%	26,340	20.3%
Any College (Some College or Higher)		4,635	78.2%	39,320	78.1%	102,576	79.2%
College Degree + (Bachelor Degree or Higher)		3,201	54.1%	25,979	51.6%	72,265	55.8%

# Complete Profile

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



Lat/Lon: 33.9944/-84.5082

1860 Sandy Plains Rd Marietta, GA 30066	1 mi radius		3 mi radius		5 mi radius	
<b>Housing</b>						
Total Housing Units (2023)	3,291		29,387		76,181	
Total Housing Units (2020)	3,048		28,708		73,913	
Historical Annual Growth (2020-2023)	243	-	679	-	2,268	-
Housing Units Occupied (2023)	3,139	95.4%	28,441	96.8%	72,722	95.5%
Housing Units Owner-Occupied	2,744	87.4%	19,036	66.9%	50,272	69.1%
Housing Units Renter-Occupied	394	12.6%	9,404	33.1%	22,450	30.9%
Housing Units Vacant (2023)	152	4.6%	946	3.2%	3,459	4.5%
<b>Household Size (2023)</b>						
Total Households	3,139		28,441		72,722	
1 Person Households	753	24.0%	7,678	27.0%	18,918	26.0%
2 Person Households	1,175	37.4%	9,878	34.7%	25,455	35.0%
3 Person Households	507	16.2%	4,801	16.9%	12,285	16.9%
4 Person Households	441	14.0%	3,794	13.3%	10,046	13.8%
5 Person Households	166	5.3%	1,507	5.3%	3,983	5.5%
6 Person Households	56	1.8%	527	1.9%	1,369	1.9%
7 or More Person Households	40	1.3%	257	0.9%	666	0.9%
<b>Household Income Distribution (2023)</b>						
HH Income \$200,000 or More	693	22.1%	4,738	16.7%	14,791	20.3%
HH Income \$150,000 to \$199,999	514	16.4%	3,853	13.5%	9,482	13.0%
HH Income \$125,000 to \$149,999	299	9.5%	2,459	8.6%	5,474	7.5%
HH Income \$100,000 to \$124,999	370	11.8%	2,994	10.5%	7,335	10.1%
HH Income \$75,000 to \$99,999	356	11.3%	3,371	11.9%	8,576	11.8%
HH Income \$50,000 to \$74,999	350	11.2%	3,886	13.7%	9,459	13.0%
HH Income \$35,000 to \$49,999	181	5.8%	2,263	8.0%	5,637	7.8%
HH Income \$25,000 to \$34,999	159	5.1%	1,824	6.4%	4,235	5.8%
HH Income \$15,000 to \$24,999	109	3.5%	1,209	4.3%	3,287	4.5%
HH Income \$10,000 to \$14,999	60	1.9%	672	2.4%	1,466	2.0%
HH Income Under \$10,000	48	1.5%	1,172	4.1%	2,979	4.1%
<b>Household Vehicles (2023)</b>						
Households 0 Vehicles Available	32	1.0%	773	2.7%	2,312	3.2%
Households 1 Vehicle Available	831	26.5%	9,048	31.8%	21,995	30.2%
Households 2 Vehicles Available	1,376	43.8%	12,294	43.2%	32,020	44.0%
Households 3 or More Vehicles Available	900	28.7%	6,326	22.2%	16,395	22.5%
Total Vehicles Available	6,560		54,432		140,758	
Average Vehicles per Household	2.1		1.9		1.9	
Owner-Occupied Household Vehicles	5,835	88.9%	40,870	75.1%	108,423	77.0%
Average Vehicles per Owner-Occupied Household	2.1		2.1		2.2	
Renter-Occupied Household Vehicles	725	11.1%	13,562	24.9%	32,334	23.0%
Average Vehicles per Renter-Occupied Household	1.8		1.4		1.4	
<b>Travel Time (2023)</b>						
Worker Base Age 16 years or Over	4,248		39,370		102,384	
Travel to Work in 14 Minutes or Less	587	13.8%	5,285	13.4%	15,908	15.5%
Travel to Work in 15 to 29 Minutes	1,052	24.8%	9,166	23.3%	22,282	21.8%
Travel to Work in 30 to 59 Minutes	1,142	26.9%	10,428	26.5%	24,993	24.4%
Travel to Work in 60 Minutes or More	168	4.0%	1,630	4.1%	4,346	4.2%
Work at Home	1,298	30.6%	12,860	32.7%	34,855	34.0%
Average Minutes Travel to Work	26.0		25.6		25.0	

# Complete Profile

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



Lat/Lon: 33.9944/-84.5082

1860 Sandy Plains Rd Marietta, GA 30066	1 mi radius		3 mi radius		5 mi radius	
<b>Transportation To Work (2023)</b>						
Worker Base Age 16 years or Over	4,248		39,370		102,384	
Drive to Work Alone	2,459	57.9%	22,847	58.0%	57,790	56.4%
Drive to Work in Carpool	232	5.5%	1,941	4.9%	5,019	4.9%
Travel to Work by Public Transportation	10	0.2%	72	0.2%	345	0.3%
Drive to Work on Motorcycle	-	-	5	-	87	-
Bicycle to Work	-	-	73	0.2%	86	-
Walk to Work	158	3.7%	787	2.0%	1,929	1.9%
Other Means	89	2.1%	783	2.0%	2,273	2.2%
Work at Home	1,298	30.6%	12,860	32.7%	34,855	34.0%
<b>Daytime Demographics (2023)</b>						
Total Businesses	398		5,172		15,593	
Total Employees	3,565		40,773		123,182	
Company Headquarter Businesses	14	3.5%	172	3.3%	479	3.1%
Company Headquarter Employees	997	28.0%	9,150	22.4%	23,821	19.3%
Employee Population per Business	9.0 to 1		7.9 to 1		7.9 to 1	
Residential Population per Business	20.2 to 1		13.7 to 1		12.0 to 1	
Adj. Daytime Demographics Age 16 Years or Over	5,852		59,114		173,899	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2023)	6,579		57,849		153,702	
Labor Force Total Males (2023)	3,161	48.0%	28,037	48.5%	75,065	48.8%
Male Civilian Employed	2,154	68.1%	20,322	72.5%	54,014	72.0%
Male Civilian Unemployed	98	3.1%	731	2.6%	1,633	2.2%
Males in Armed Forces	45	1.4%	139	0.5%	522	0.7%
Males Not in Labor Force	865	27.4%	6,846	24.4%	18,897	25.2%
Labor Force Total Females (2023)	3,418	52.0%	29,812	51.5%	78,637	51.2%
Female Civilian Employed	2,094	61.3%	19,048	63.9%	48,370	61.5%
Female Civilian Unemployed	34	1.0%	464	1.6%	1,552	2.0%
Females in Armed Forces	-	-	-	-	79	-
Females Not in Labor Force	1,290	37.7%	10,300	34.6%	28,636	36.4%
Unemployment Rate	132	2.0%	1,194	2.1%	3,185	2.1%
<b>Occupation (2023)</b>						
Occupation Population Age 16 Years or Over	4,248		39,370		102,384	
Occupation Total Males	2,154	50.7%	20,322	51.6%	54,014	52.8%
Occupation Total Females	2,094	49.3%	19,048	48.4%	48,370	47.2%
Management, Business, Financial Operations	1,328	31.3%	8,979	22.8%	24,968	24.4%
Professional, Related	1,248	29.4%	12,116	30.8%	30,238	29.5%
Service	415	9.8%	5,285	13.4%	12,934	12.6%
Sales, Office	682	16.0%	7,525	19.1%	20,470	20.0%
Farming, Fishing, Forestry	39	0.9%	71	0.2%	88	-
Construction, Extraction, Maintenance	161	3.8%	2,441	6.2%	6,276	6.1%
Production, Transport, Material Moving	376	8.9%	2,954	7.5%	7,410	7.2%
White Collar Workers	3,257	76.7%	28,619	72.7%	75,676	73.9%
Blue Collar Workers	991	23.3%	10,750	27.3%	26,708	26.1%

# Complete Profile

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



Lat/Lon: 33.9944/-84.5082

1860 Sandy Plains Rd Marietta, GA 30066		1 mi radius		3 mi radius		5 mi radius	
<b>Units In Structure (2023)</b>							
Total Units		3,139		28,441		72,722	
1 Detached Unit		2,718	86.6%	19,804	69.6%	51,068	70.2%
1 Attached Unit		170	5.4%	1,988	7.0%	5,589	7.7%
2 Units		6	0.2%	203	0.7%	463	0.6%
3 to 4 Units		24	0.8%	379	1.3%	910	1.3%
5 to 9 Units		43	1.4%	986	3.5%	2,350	3.2%
10 to 19 Units		58	1.8%	2,093	7.4%	4,771	6.6%
20 to 49 Units		46	1.5%	1,585	5.6%	3,804	5.2%
50 or More Units		44	1.4%	1,217	4.3%	3,300	4.5%
Mobile Home or Trailer		29	0.9%	186	0.7%	461	0.6%
Other Structure		-	-	1	-	5	-
<b>Homes Built By Year (2023)</b>							
Homes Built 2020 or later		17	0.5%	180	0.6%	492	0.6%
Homes Built 2010 to 2019		159	4.8%	2,301	7.8%	6,871	9.0%
Homes Built 2000 to 2009		515	15.7%	3,935	13.4%	10,134	13.3%
Homes Built 1990 to 1999		801	24.4%	5,302	18.0%	12,466	16.4%
Homes Built 1980 to 1989		594	18.0%	6,638	22.6%	17,399	22.8%
Homes Built 1970 to 1979		421	12.8%	4,976	16.9%	13,739	18.0%
Homes Built 1960 to 1969		475	14.4%	3,791	12.9%	7,477	9.8%
Homes Built 1950 to 1959		142	4.3%	1,076	3.7%	2,882	3.8%
Homes Built 1940 to 1949		8	0.2%	111	0.4%	576	0.8%
Homes Built Before 1939		6	0.2%	131	0.4%	687	0.9%
Median Age of Homes		38.3 yrs		38.6 yrs		38.3 yrs	
<b>Home Values (2023)</b>							
Owner Specified Housing Units		2,744		19,036		50,272	
Home Values \$1,000,000 or More		18	0.7%	255	1.3%	1,019	2.0%
Home Values \$750,000 to \$999,999		50	1.8%	629	3.3%	2,004	4.0%
Home Values \$500,000 to \$749,999		252	9.2%	2,384	12.5%	7,959	15.8%
Home Values \$400,000 to \$499,999		376	13.7%	2,485	13.1%	8,447	16.8%
Home Values \$300,000 to \$399,999		940	34.3%	6,205	32.6%	14,858	29.6%
Home Values \$250,000 to \$299,999		435	15.9%	2,912	15.3%	6,059	12.1%
Home Values \$200,000 to \$249,999		447	16.3%	2,288	12.0%	5,147	10.2%
Home Values \$175,000 to \$199,999		70	2.6%	672	3.5%	1,777	3.5%
Home Values \$150,000 to \$174,999		73	2.7%	467	2.5%	1,083	2.2%
Home Values \$125,000 to \$149,999		27	1.0%	183	1.0%	488	1.0%
Home Values \$100,000 to \$124,999		13	0.5%	119	0.6%	375	0.7%
Home Values \$90,000 to \$99,999		2	-	28	0.1%	103	0.2%
Home Values \$80,000 to \$89,999		9	0.3%	60	0.3%	118	0.2%
Home Values \$70,000 to \$79,999		1	-	6	-	55	0.1%
Home Values \$60,000 to \$69,999		-	-	26	0.1%	95	0.2%
Home Values \$50,000 to \$59,999		-	-	4	-	28	-
Home Values \$35,000 to \$49,999		3	-	81	0.4%	162	0.3%
Home Values \$25,000 to \$34,999		2	-	36	0.2%	91	0.2%
Home Values \$10,000 to \$24,999		16	0.6%	161	0.8%	309	0.6%
Home Values Under \$10,000		7	0.3%	37	0.2%	95	0.2%
Owner-Occupied Median Home Value		\$323,476		\$345,535		\$371,376	
Renter-Occupied Median Rent		\$1,316		\$1,264		\$1,277	

# Complete Profile

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



Lat/Lon: 33.9944/-84.5082

1860 Sandy Plains Rd Marietta, GA 30066		1 mi radius	3 mi radius	5 mi radius
<b>Total Annual Consumer Expenditure (2023)</b>				
Total Household Expenditure		\$307.28 M	\$2.32 B	\$6.43 B
Total Non-Retail Expenditure		\$163.25 M	\$1.23 B	\$3.42 B
Total Retail Expenditure		\$144.03 M	\$1.09 B	\$3.01 B
Apparel		\$11.11 M	\$83.73 M	\$232.33 M
Contributions		\$11.09 M	\$81.27 M	\$229.15 M
Education		\$10.92 M	\$79.64 M	\$226.52 M
Entertainment		\$18.12 M	\$135.32 M	\$375.69 M
Food and Beverages		\$44.09 M	\$336.35 M	\$925.86 M
Furnishings and Equipment		\$11.18 M	\$83.66 M	\$231.78 M
Gifts		\$8.4 M	\$61.9 M	\$175.78 M
Health Care		\$24.89 M	\$189.38 M	\$519.84 M
Household Operations		\$12.51 M	\$93.47 M	\$260.01 M
Miscellaneous Expenses		\$5.9 M	\$44.37 M	\$122.81 M
Personal Care		\$4.12 M	\$31.2 M	\$86.08 M
Personal Insurance		\$2.41 M	\$17.61 M	\$49.31 M
Reading		\$685.11 K	\$5.13 M	\$14.24 M
Shelter		\$64.13 M	\$488.52 M	\$1.35 B
Tobacco		\$1.48 M	\$12.08 M	\$32.47 M
Transportation		\$55.36 M	\$419.85 M	\$1.16 B
Utilities		\$20.86 M	\$161.26 M	\$440.93 M
<b>Monthly Household Consumer Expenditure (2023)</b>				
Total Household Expenditure		\$8,158	\$6,812	\$7,366
Total Non-Retail Expenditure		\$4,334 53.1%	\$3,615 53.1%	\$3,918 53.2%
Total Retail Expenditures		\$3,824 46.9%	\$3,196 46.9%	\$3,448 46.8%
Apparel		\$295 3.6%	\$245 3.6%	\$266 3.6%
Contributions		\$294 3.6%	\$238 3.5%	\$263 3.6%
Education		\$290 3.6%	\$233 3.4%	\$260 3.5%
Entertainment		\$481 5.9%	\$396 5.8%	\$431 5.8%
Food and Beverages		\$1,171 14.3%	\$986 14.5%	\$1,061 14.4%
Furnishings and Equipment		\$297 3.6%	\$245 3.6%	\$266 3.6%
Gifts		\$223 2.7%	\$181 2.7%	\$201 2.7%
Health Care		\$661 8.1%	\$555 8.1%	\$596 8.1%
Household Operations		\$332 4.1%	\$274 4.0%	\$298 4.0%
Miscellaneous Expenses		\$157 1.9%	\$130 1.9%	\$141 1.9%
Personal Care		\$109 1.3%	\$91 1.3%	\$99 1.3%
Personal Insurance		\$64 0.8%	\$52 0.8%	\$57 0.8%
Reading		\$18 0.2%	\$15 0.2%	\$16 0.2%
Shelter		\$1,703 20.9%	\$1,431 21.0%	\$1,547 21.0%
Tobacco		\$39 0.5%	\$35 0.5%	\$37 0.5%
Transportation		\$1,470 18.0%	\$1,230 18.1%	\$1,324 18.0%
Utilities		\$554 6.8%	\$472 6.9%	\$505 6.9%