

Executive Summary

Rings: 1, 3, 5 mile radii

68 North Marietta Pkwy NW, Marietta, GA

Latitude: 33.9542 Longitude: -84.5514

	1 mile	3 mile	5 mile
Population			
2010 Population	7,526	53,443	175,104
2020 Population	8,762	60,255	191,647
2024 Population	9,106	62,303	195,697
2029 Population	9,256	63,279	197,763
2010-2020 Annual Rate	1.53%	1.21%	0.91%
2020-2024 Annual Rate	0.91%	0.79%	0.49%
2024-2029 Annual Rate	0.33%	0.31%	0.21%
2020 Male Population	47.5%	48.5%	48.7%
2020 Female Population	52.5%	51.5%	51.3%
2020 Median Age	42.6	34.9	34.5
2024 Male Population	48.3%	49.2%	49.4%
2024 Female Population	51.7%	50.8%	50.6%
2024 Median Age	43.1	35.8	35.4

In the identified area, the current year population is 195,697. In 2020, the Census count in the area was 191,647. The rate of change since 2020 was 0.49% annually. The five-year projection for the population in the area is 197,763 representing a change of 0.21% annually from 2024 to 2029. Currently, the population is 49.4% male and 50.6% female.

Median Age

The median age in this area is 35.4, compared to U.S. median age of 39.3.

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Race and Ethnicity			
2024 White Alone	61.5%	43.2%	43.3%
2024 Black Alone	16.0%	26.4%	27.0%
2024 American Indian/Alaska Native Alone	1.3%	1.2%	0.9%
2024 Asian Alone	1.6%	3.1%	5.1%
2024 Pacific Islander Alone	0.0%	0.1%	0.1%
2024 Other Race	11.0%	14.7%	11.9%
2024 Two or More Races	8.6%	11.3%	11.7%
2024 Hispanic Origin (Any Race)	19.0%	26.7%	22.9%

Persons of Hispanic origin represent 22.9% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 81.2 in the identified area, compared to 72.5 for the U.S. as a whole.

Households			
2024 Wealth Index	139	97	101
2010 Households	3,340	20,838	66,735
2020 Households	3,877	23,344	74,072
2024 Households	4,026	24,163	75,766
2029 Households	4,115	24,659	77,037
2010-2020 Annual Rate	1.50%	1.14%	1.05%
2020-2024 Annual Rate	0.89%	0.81%	0.53%
2024-2029 Annual Rate	0.44%	0.41%	0.33%
2024 Average Household Size	2.19	2.45	2.49

The household count in this area has changed from 74,072 in 2020 to 75,766 in the current year, a change of 0.53% annually. The five-year projection of households is 77,037, a change of 0.33% annually from the current year total. Average household size is currently 2.49, compared to 2.50 in the year 2020. The number of families in the current year is 45,153 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality. **Source:** U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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Mortgage Income			
2024 Percent of Income for Mortgage	39.9%	34.3%	31.9%
Median Household Income			
2024 Median Household Income	\$87,853	\$76,060	\$82,103
2029 Median Household Income	\$106,571	\$90,157	\$98,286
2024-2029 Annual Rate	3.94%	3.46%	3.66%
Average Household Income			
2024 Average Household Income	\$136,459	\$113,177	\$118,216
2029 Average Household Income	\$158,285	\$131,956	\$136,982
2024-2029 Annual Rate	3.01%	3.12%	2.99%
Per Capita Income			
2024 Per Capita Income	\$59,321	\$44,090	\$46,076
2029 Per Capita Income	\$69,169	\$51,611	\$53,641
2024-2029 Annual Rate	3.12%	3.20%	3.09%
GINI Index			
2024 Gini Index	41.8	41.1	39.3
Households by Income			

Current median household income is \$82,103 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$98,286 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$118,216 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$136,982 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$46,076 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$53,641 in five years, compared to \$51,203 for all U.S. households.

Housing			
2024 Housing Affordability Index	63	73	7
2010 Total Housing Units	4,032	24,084	75,81
2010 Owner Occupied Housing Units	1,724	10,039	34,16
2010 Renter Occupied Housing Units	1,616	10,799	32,56
2010 Vacant Housing Units	692	3,246	9,07
2020 Total Housing Units	4,210	24,998	79,16
2020 Owner Occupied Housing Units	2,288	11,314	37,35
2020 Renter Occupied Housing Units	1,589	12,030	36,72
2020 Vacant Housing Units	315	1,660	5,1
2024 Total Housing Units	4,332	25,715	80,82
2024 Owner Occupied Housing Units	2,532	12,695	40,5
2024 Renter Occupied Housing Units	1,494	11,468	35,23
2024 Vacant Housing Units	306	1,552	5,0
2029 Total Housing Units	4,398	26,185	82,18
2029 Owner Occupied Housing Units	2,695	13,672	42,84
2029 Renter Occupied Housing Units	1,420	10,987	34,18
2029 Vacant Housing Units	283	1,526	5,14
Socioeconomic Status Index			
2024 Socioeconomic Status Index	50.2	46.4	48

Currently, 50.2% of the 80,821 housing units in the area are owner occupied; 43.6%, renter occupied; and 6.3% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 79,166 housing units in the area and 6.5% vacant housing units. The annual rate of change in housing units since 2020 is 0.49%. Median home value in the area is \$418,182, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 2.36% annually to \$470,001.

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