



# Community Profile

Marietta City, GA  
 Marietta City, GA (1349756)  
 Geography: Place

Prepared by Esri

	Marietta city...
<b>Population Summary</b>	
2000 Total Population	57,925
2010 Total Population	56,615
2017 Total Population	61,881
2017 Group Quarters	1,786
2022 Total Population	66,113
2017-2022 Annual Rate	1.33%
2017 Total Daytime Population	103,593
Workers	73,913
Residents	29,680
<b>Household Summary</b>	
2000 Households	23,453
2000 Average Household Size	2.40
2010 Households	23,080
2010 Average Household Size	2.38
2017 Households	25,352
2017 Average Household Size	2.37
2022 Households	27,096
2022 Average Household Size	2.37
2017-2022 Annual Rate	1.34%
2010 Families	12,998
2010 Average Family Size	3.07
2017 Families	14,185
2017 Average Family Size	3.08
2022 Families	15,046
2022 Average Family Size	3.10
2017-2022 Annual Rate	1.19%
<b>Housing Unit Summary</b>	
2000 Housing Units	24,657
Owner Occupied Housing Units	40.5%
Renter Occupied Housing Units	54.6%
Vacant Housing Units	4.9%
2010 Housing Units	26,936
Owner Occupied Housing Units	36.2%
Renter Occupied Housing Units	49.4%
Vacant Housing Units	14.3%
2017 Housing Units	28,968
Owner Occupied Housing Units	34.5%
Renter Occupied Housing Units	53.0%
Vacant Housing Units	12.5%
2022 Housing Units	30,882
Owner Occupied Housing Units	34.5%
Renter Occupied Housing Units	53.2%
Vacant Housing Units	12.3%
<b>Median Household Income</b>	
2017	\$48,393
2022	\$53,720
<b>Median Home Value</b>	
2017	\$225,934
2022	\$263,312
<b>Per Capita Income</b>	
2017	\$28,636
2022	\$32,500
<b>Median Age</b>	
2010	32.8
2017	34.0
2022	34.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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### 2017 Households by Income

Household Income Base	25,352
<\$15,000	13.3%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	4.4%
\$200,000+	4.5%
Average Household Income	\$69,222

### 2022 Households by Income

Household Income Base	27,096
<\$15,000	12.7%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	5.1%
\$200,000+	5.1%
Average Household Income	\$78,797

### 2017 Owner Occupied Housing Units by Value

Total	9,994
<\$50,000	4.7%
\$50,000 - \$99,999	9.1%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	14.3%
\$200,000 - \$249,999	14.2%
\$250,000 - \$299,999	14.1%
\$300,000 - \$399,999	14.5%
\$400,000 - \$499,999	5.8%
\$500,000 - \$749,999	5.9%
\$750,000 - \$999,999	1.5%
\$1,000,000 +	1.4%
Average Home Value	\$266,267

### 2022 Owner Occupied Housing Units by Value

Total	10,653
<\$50,000	2.9%
\$50,000 - \$99,999	6.7%
\$100,000 - \$149,999	11.8%
\$150,000 - \$199,999	11.9%
\$200,000 - \$249,999	12.9%
\$250,000 - \$299,999	14.0%
\$300,000 - \$399,999	17.4%
\$400,000 - \$499,999	8.3%
\$500,000 - \$749,999	9.8%
\$750,000 - \$999,999	2.8%
\$1,000,000 +	1.4%
Average Home Value	\$310,727

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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	<b>Marietta city...</b>
<b>2010 Population by Age</b>	
Total	56,615
0 - 4	8.2%
5 - 9	6.6%
10 - 14	5.4%
15 - 24	14.9%
25 - 34	18.9%
35 - 44	14.5%
45 - 54	12.2%
55 - 64	9.3%
65 - 74	4.9%
75 - 84	3.2%
85 +	1.9%
18 +	76.5%
<b>2017 Population by Age</b>	
Total	61,876
0 - 4	7.2%
5 - 9	6.7%
10 - 14	6.0%
15 - 24	14.7%
25 - 34	17.1%
35 - 44	14.0%
45 - 54	11.9%
55 - 64	10.0%
65 - 74	6.9%
75 - 84	3.5%
85 +	2.0%
18 +	76.9%
<b>2022 Population by Age</b>	
Total	66,113
0 - 4	7.1%
5 - 9	6.4%
10 - 14	6.1%
15 - 24	15.0%
25 - 34	16.6%
35 - 44	13.5%
45 - 54	11.5%
55 - 64	10.0%
65 - 74	7.7%
75 - 84	4.2%
85 +	2.0%
18 +	77.0%
<b>2010 Population by Sex</b>	
Males	27,720
Females	28,895
<b>2017 Population by Sex</b>	
Males	30,585
Females	31,291
<b>2022 Population by Sex</b>	
Males	32,711
Females	33,402

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	<b>Marietta city...</b>
<b>2010 Population by Race/Ethnicity</b>	
Total	56,615
White Alone	52.6%
Black Alone	31.5%
American Indian Alone	0.5%
Asian Alone	3.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.1%
Two or More Races	3.3%
Hispanic Origin	20.5%
Diversity Index	74.6
<b>2017 Population by Race/Ethnicity</b>	
Total	61,882
White Alone	50.0%
Black Alone	33.1%
American Indian Alone	0.4%
Asian Alone	3.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.4%
Two or More Races	3.7%
Hispanic Origin	21.5%
Diversity Index	76.1
<b>2022 Population by Race/Ethnicity</b>	
Total	66,114
White Alone	47.0%
Black Alone	35.0%
American Indian Alone	0.4%
Asian Alone	3.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.7%
Two or More Races	4.0%
Hispanic Origin	22.4%
Diversity Index	77.5
<b>2010 Population by Relationship and Household Type</b>	
Total	56,615
In Households	96.9%
In Family Households	73.8%
Householder	23.0%
Spouse	14.4%
Child	27.7%
Other relative	5.5%
Nonrelative	3.3%
In Nonfamily Households	23.1%
In Group Quarters	3.1%
Institutionalized Population	1.3%
Noninstitutionalized Population	1.8%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	<b>Marietta city...</b>
<b>2017 Population 25+ by Educational Attainment</b>	
Total	40,492
Less than 9th Grade	6.8%
9th - 12th Grade, No Diploma	6.3%
High School Graduate	17.0%
GED/Alternative Credential	3.1%
Some College, No Degree	22.0%
Associate Degree	8.2%
Bachelor's Degree	24.3%
Graduate/Professional Degree	12.3%
<b>2017 Population 15+ by Marital Status</b>	
Total	49,611
Never Married	41.2%
Married	41.2%
Widowed	5.0%
Divorced	12.6%
<b>2017 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	94.1%
Civilian Unemployed (Unemployment Rate)	5.9%
<b>2017 Employed Population 16+ by Industry</b>	
Total	32,800
Agriculture/Mining	0.4%
Construction	10.0%
Manufacturing	8.1%
Wholesale Trade	2.2%
Retail Trade	11.7%
Transportation/Utilities	4.4%
Information	2.5%
Finance/Insurance/Real Estate	6.6%
Services	51.8%
Public Administration	2.5%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	32,801
White Collar	58.5%
Management/Business/Financial	14.0%
Professional	19.0%
Sales	11.8%
Administrative Support	13.7%
Services	20.2%
Blue Collar	21.3%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	9.3%
Installation/Maintenance/Repair	1.9%
Production	3.8%
Transportation/Material Moving	6.1%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	56,615
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	<b>Marietta city...</b>
<b>2010 Households by Type</b>	
Total	23,080
Households with 1 Person	34.1%
Households with 2+ People	65.9%
Family Households	56.3%
Husband-wife Families	35.4%
With Related Children	17.0%
Other Family (No Spouse Present)	20.9%
Other Family with Male Householder	5.3%
With Related Children	2.8%
Other Family with Female Householder	15.6%
With Related Children	10.8%
Nonfamily Households	9.5%
All Households with Children	31.2%
Multigenerational Households	3.2%
Unmarried Partner Households	7.0%
Male-female	6.2%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	23,080
1 Person Household	34.1%
2 Person Household	31.2%
3 Person Household	14.5%
4 Person Household	10.7%
5 Person Household	5.2%
6 Person Household	2.5%
7 + Person Household	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	23,080
Owner Occupied	42.3%
Owned with a Mortgage/Loan	33.2%
Owned Free and Clear	9.1%
Renter Occupied	57.7%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	26,936
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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### Top 3 Tapestry Segments

1. Young and Restless (11B)
2. In Style (5B)
3. Metro Fusion (11C)

### 2017 Consumer Spending

Apparel & Services: Total \$	\$49,004,973
Average Spent	\$1,932.98
Spending Potential Index	89
Education: Total \$	\$33,032,602
Average Spent	\$1,302.96
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$67,472,614
Average Spent	\$2,661.43
Spending Potential Index	85
Food at Home: Total \$	\$114,593,084
Average Spent	\$4,520.08
Spending Potential Index	90
Food Away from Home: Total \$	\$76,787,229
Average Spent	\$3,028.84
Spending Potential Index	91
Health Care: Total \$	\$115,284,706
Average Spent	\$4,547.36
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$42,559,263
Average Spent	\$1,678.73
Spending Potential Index	86
Personal Care Products & Services: Total \$	\$17,686,066
Average Spent	\$697.62
Spending Potential Index	88
Shelter: Total \$	\$372,268,882
Average Spent	\$14,684.00
Spending Potential Index	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$49,061,876
Average Spent	\$1,935.23
Spending Potential Index	83
Travel: Total \$	\$43,135,537
Average Spent	\$1,701.46
Spending Potential Index	82
Vehicle Maintenance & Repairs: Total \$	\$23,545,201
Average Spent	\$928.73
Spending Potential Index	87

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 19, 2018