



Market Profile

37 Gramling Cir, Marietta, GA, 30064
Rings: 1, 3, 5 mile radii

Latitude: 33.93898
Longitude: -84.55408

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	10,089	66,419	176,149
2010 Total Population	8,377	63,664	184,459
2012 Total Population	8,277	64,071	187,424
2012 Group Quarters	16	4,409	4,663
2017 Total Population	8,329	66,132	195,275
2012-2017 Annual Rate	0.12%	0.64%	0.82%
Household Summary			
2000 Households	3,856	24,155	68,426
2000 Average Household Size	2.57	2.58	2.50
2010 Households	3,344	22,810	71,948
2010 Average Household Size	2.50	2.60	2.50
2012 Households	3,305	22,928	72,960
2012 Average Household Size	2.50	2.60	2.50
2017 Households	3,338	23,773	76,122
2017 Average Household Size	2.49	2.60	2.50
2012-2017 Annual Rate	0.20%	0.73%	0.85%
2010 Families	1,793	13,658	42,556
2010 Average Family Size	3.29	3.28	3.20
2012 Families	1,747	13,582	42,671
2012 Average Family Size	3.28	3.28	3.20
2017 Families	1,762	14,089	44,528
2017 Average Family Size	3.31	3.31	3.22
2012-2017 Annual Rate	0.17%	0.74%	0.86%
Housing Unit Summary			
2000 Housing Units	4,135	25,417	72,103
Owner Occupied Housing Units	36.4%	42.1%	47.6%
Renter Occupied Housing Units	56.9%	52.9%	47.3%
Vacant Housing Units	6.7%	5.0%	5.1%
2010 Housing Units	4,130	26,765	82,284
Owner Occupied Housing Units	35.3%	39.1%	43.3%
Renter Occupied Housing Units	45.7%	46.1%	44.2%
Vacant Housing Units	19.0%	14.8%	12.6%
2012 Housing Units	4,101	26,642	82,665
Owner Occupied Housing Units	34.1%	38.3%	42.4%
Renter Occupied Housing Units	46.5%	47.7%	45.8%
Vacant Housing Units	19.4%	13.9%	11.7%
2017 Housing Units	4,140	27,257	85,082
Owner Occupied Housing Units	35.1%	39.4%	43.7%
Renter Occupied Housing Units	45.6%	47.9%	45.8%
Vacant Housing Units	19.4%	12.8%	10.5%
Median Household Income			
2012	\$31,938	\$38,190	\$45,602
2017	\$37,629	\$46,143	\$54,920
Median Home Value			
2012	\$130,511	\$142,499	\$159,469
2017	\$158,748	\$162,553	\$174,505
Per Capita Income			
2012	\$18,884	\$22,437	\$25,750
2017	\$23,037	\$26,176	\$29,801
Median Age			
2010	31.6	32.1	32.7
2012	31.9	32.2	32.8
2017	32.5	32.7	33.1

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



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2012 Households by Income			
Household Income Base	3,305	22,928	72,960
<\$15,000	22.5%	16.5%	12.6%
\$15,000 - \$24,999	16.8%	14.5%	11.9%
\$25,000 - \$34,999	14.2%	14.4%	12.8%
\$35,000 - \$49,999	17.0%	16.6%	16.5%
\$50,000 - \$74,999	12.6%	16.4%	18.5%
\$75,000 - \$99,999	7.8%	7.6%	9.8%
\$100,000 - \$149,999	5.0%	7.4%	10.2%
\$150,000 - \$199,999	0.8%	2.8%	3.7%
\$200,000+	3.2%	3.8%	4.1%
Average Household Income	\$47,126	\$56,266	\$63,770
2017 Households by Income			
Household Income Base	3,338	23,773	76,122
<\$15,000	22.1%	16.2%	12.0%
\$15,000 - \$24,999	13.5%	11.5%	9.1%
\$25,000 - \$34,999	11.0%	10.7%	9.5%
\$35,000 - \$49,999	14.9%	14.5%	14.3%
\$50,000 - \$74,999	14.0%	18.0%	19.2%
\$75,000 - \$99,999	12.3%	11.3%	14.1%
\$100,000 - \$149,999	6.8%	9.7%	12.8%
\$150,000 - \$199,999	1.3%	3.7%	4.7%
\$200,000+	4.1%	4.4%	4.4%
Average Household Income	\$57,256	\$66,410	\$74,082
2012 Owner Occupied Housing Units by Value			
Total	1,398	10,207	35,072
<\$50,000	4.6%	3.2%	1.6%
\$50,000 - \$99,999	33.3%	24.5%	15.2%
\$100,000 - \$149,999	20.0%	26.3%	28.9%
\$150,000 - \$199,999	17.8%	16.2%	22.5%
\$200,000 - \$249,999	10.5%	11.5%	12.8%
\$250,000 - \$299,999	6.4%	8.5%	7.6%
\$300,000 - \$399,999	4.9%	6.2%	6.4%
\$400,000 - \$499,999	1.1%	1.7%	2.6%
\$500,000 - \$749,999	1.1%	1.5%	1.8%
\$750,000 - \$999,999	0.3%	0.5%	0.4%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$155,331	\$172,540	\$186,860
2017 Owner Occupied Housing Units by Value			
Total	1,452	10,726	37,128
<\$50,000	3.3%	2.1%	1.1%
\$50,000 - \$99,999	25.5%	19.1%	11.4%
\$100,000 - \$149,999	17.0%	23.4%	23.9%
\$150,000 - \$199,999	23.8%	21.6%	27.9%
\$200,000 - \$249,999	14.2%	14.7%	16.1%
\$250,000 - \$299,999	7.6%	9.3%	8.3%
\$300,000 - \$399,999	5.6%	6.3%	6.6%
\$400,000 - \$499,999	1.0%	1.3%	2.2%
\$500,000 - \$749,999	1.4%	1.6%	2.2%
\$750,000 - \$999,999	0.4%	0.6%	0.5%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$172,687	\$183,747	\$197,518

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	8,376	63,660	184,457
0 - 4	9.8%	8.5%	8.2%
5 - 9	6.9%	7.1%	7.0%
10 - 14	5.3%	5.9%	6.0%
15 - 24	14.0%	15.4%	14.2%
25 - 34	20.1%	18.0%	18.7%
35 - 44	14.2%	14.1%	15.2%
45 - 54	12.0%	12.2%	12.9%
55 - 64	8.5%	8.8%	9.1%
65 - 74	4.5%	4.7%	4.7%
75 - 84	3.1%	3.3%	2.8%
85 +	1.5%	1.8%	1.2%
18 +	74.9%	74.8%	75.2%
2012 Population by Age			
Total	8,275	64,072	187,423
0 - 4	9.7%	8.4%	8.1%
5 - 9	6.8%	7.1%	6.9%
10 - 14	5.3%	5.9%	5.9%
15 - 24	13.8%	15.2%	14.1%
25 - 34	20.4%	18.2%	19.0%
35 - 44	13.9%	13.8%	14.8%
45 - 54	11.7%	11.9%	12.5%
55 - 64	9.0%	9.3%	9.5%
65 - 74	4.8%	5.1%	5.0%
75 - 84	3.1%	3.3%	2.8%
85 +	1.6%	1.9%	1.2%
18 +	75.4%	75.2%	75.5%
2017 Population by Age			
Total	8,329	66,131	195,273
0 - 4	9.6%	8.4%	8.2%
5 - 9	6.8%	7.1%	6.9%
10 - 14	5.3%	5.9%	6.0%
15 - 24	12.6%	14.3%	13.3%
25 - 34	20.4%	18.3%	19.1%
35 - 44	13.8%	13.6%	14.6%
45 - 54	10.9%	11.1%	11.6%
55 - 64	9.6%	9.8%	10.0%
65 - 74	5.9%	6.1%	6.0%
75 - 84	3.4%	3.5%	3.0%
85 +	1.8%	2.0%	1.3%
18 +	75.7%	75.2%	75.6%
2010 Population by Sex			
Males	4,376	32,628	91,160
Females	4,001	31,036	93,299
2012 Population by Sex			
Males	4,321	32,845	92,814
Females	3,957	31,227	94,610
2017 Population by Sex			
Males	4,322	33,766	96,661
Females	4,007	32,366	98,614

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

January 30, 2013

Made with Esri Business Analyst



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2010 Population by Race/Ethnicity			
Total	8,375	63,664	184,458
White Alone	57.7%	52.1%	53.2%
Black Alone	21.5%	29.4%	29.1%
American Indian Alone	1.0%	0.6%	0.4%
Asian Alone	1.0%	1.9%	4.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	15.9%	12.7%	9.8%
Two or More Races	2.9%	3.3%	3.4%
Hispanic Origin	40.8%	29.5%	21.5%
Diversity Index	80.4	79.1	75.5
2012 Population by Race/Ethnicity			
Total	8,277	64,070	187,425
White Alone	58.0%	51.5%	52.5%
Black Alone	21.2%	29.8%	29.5%
American Indian Alone	0.9%	0.5%	0.4%
Asian Alone	1.0%	1.9%	4.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	15.9%	12.8%	9.9%
Two or More Races	3.0%	3.4%	3.5%
Hispanic Origin	41.1%	29.9%	22.0%
Diversity Index	80.3	79.4	76.1
2017 Population by Race/Ethnicity			
Total	8,329	66,132	195,274
White Alone	57.3%	49.4%	50.1%
Black Alone	21.0%	30.9%	30.6%
American Indian Alone	1.0%	0.6%	0.4%
Asian Alone	1.1%	2.0%	4.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	16.4%	13.3%	10.5%
Two or More Races	3.2%	3.7%	3.8%
Hispanic Origin	43.0%	31.5%	23.7%
Diversity Index	81.0	80.7	77.8
2010 Population by Relationship and Household Type			
Total	8,377	63,664	184,459
In Households	99.8%	93.1%	97.5%
In Family Households	74.6%	74.1%	76.9%
Householder	21.4%	21.5%	23.2%
Spouse	13.4%	13.3%	15.2%
Child	28.3%	29.5%	29.6%
Other relative	7.3%	6.2%	5.8%
Nonrelative	4.2%	3.6%	3.1%
In Nonfamily Households	25.2%	19.0%	20.6%
In Group Quarters	0.2%	6.9%	2.5%
Institutionalized Population	0.0%	4.9%	1.8%
Noninstitutionalized Population	0.2%	2.0%	0.7%

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,343	22,811	71,948
Households with 1 Person	36.0%	31.2%	31.9%
Households with 2+ People	64.0%	68.8%	68.1%
Family Households	53.6%	59.9%	59.1%
Husband-wife Families	33.6%	37.2%	38.9%
With Related Children	18.3%	18.9%	19.4%
Other Family (No Spouse Present)	20.0%	22.7%	20.3%
Other Family with Male Householder	6.8%	6.0%	5.2%
With Related Children	3.4%	3.3%	2.9%
Other Family with Female Householder	13.3%	16.7%	15.1%
With Related Children	8.8%	11.8%	10.4%
Nonfamily Households	10.3%	8.9%	9.0%
All Households with Children	31.2%	34.6%	33.2%
Multigenerational Households	3.3%	4.0%	3.8%
Unmarried Partner Households	6.4%	7.2%	7.0%
Male-female	5.6%	6.4%	6.2%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	3,343	22,810	71,947
1 Person Household	36.0%	31.2%	31.9%
2 Person Household	27.7%	29.3%	30.3%
3 Person Household	12.6%	14.4%	15.3%
4 Person Household	10.1%	11.6%	11.7%
5 Person Household	6.3%	6.9%	5.8%
6 Person Household	4.0%	3.5%	2.7%
7 + Person Household	3.3%	3.1%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	3,344	22,810	71,948
Owner Occupied	43.6%	45.9%	49.5%
Owned with a Mortgage/Loan	30.4%	33.7%	39.0%
Owned Free and Clear	13.2%	12.2%	10.6%
Renter Occupied	56.4%	54.1%	50.5%

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.