

# Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 33.97044 Longitude: -84.489469

Eastlake Plaza Marietta, GA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Population</b>	Current Year Estimated Population	9,388	75,846	198,721
	Population Est 23Q1	9,394	75,851	198,651
	Population Est 22Q4	9,365	75,759	198,342
	Population Est 22Q3	9,356	75,705	198,142
	Population Est 22Q2	9,345	75,664	197,924
	Population Est 22Q1	9,323	75,651	197,756
	Population Est 21Q4	9,348	75,760	197,810
	Population Est 21Q3	9,351	75,723	197,709
	Population Est 21Q2	9,380	75,723	197,553
	Population Fcst	9,070	73,794	198,826
	2010 Census Population	8,876	42,166	101,951
	2000 Census Population	8,654	43,246	106,225
	1990 Census Population	7,437	37,457	91,995
	Current Year Daytime Population	6,972	75,592	255,714
	Average Seasonal Population	17	424	1,106
	Historical Annual Growth, 1990 – 2000	1.53%	1.45%	1.45%
	Historical Annual Growth, 2000 – 2010	0.25%	-0.25%	-0.41%
	Estimated Annual Growth, 2010 – CY	0.42%	4.53%	5.17%
	Projected Annual Growth, CY to Y5	-0.69%	-0.55%	0.01%
	Group Qtrs Est	24	1,316	2,783
Transient Est Average Last 4 Qtrs	528	4,662	20,194	
<b>Households</b>	Current Year Estimated Households	4,061	28,816	77,526
	Households Est 23Q1	4,064	28,812	77,484
	Households Est 22Q4	4,049	28,771	77,348
	Households Est 22Q3	4,044	28,752	77,265
	Households Est 22Q2	4,038	28,732	77,175
	Households Est 22Q1	4,025	28,727	77,103
	Households Est 21Q4	4,040	28,774	77,117
	Households Est 21Q3	4,042	28,763	77,077
	Households Est 21Q2	4,057	28,763	76,988
	Households Fcst	3,928	28,018	77,784
	2010 Census Households	3,967	17,094	41,483
	2000 Census Households	3,830	17,623	42,896
	1990 Census Households	3,202	15,653	37,600
	Historical Annual Growth, 1990 – 2000	1.81%	1.19%	1.33%
	Historical Annual Growth, 2000 – 2010	0.35%	-0.30%	-0.33%
	Estimated Annual Growth, 2010 – CY	0.18%	4.02%	4.83%
	Projected Annual Growth, CY to Y5	-0.66%	-0.56%	0.07%
Population per Household	2.31	2.59	2.53	

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Eastlake Plaza Marietta, GA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	2.4%	2.6%	2.4%
	HH Income \$250,000 to \$499,999	2.9%	3.1%	2.9%
	HH Income \$200,000 to \$249,999	6.9%	7.3%	6.8%
	HH Income \$175,000 to \$199,999	1.7%	4.5%	6.1%
	HH Income \$150,000 to \$174,999	3.1%	6.2%	6.6%
	HH Income \$100,000 to 149,999	19.0%	18.7%	17.2%
	HH Income \$75,000 to 99,999	9.8%	12.7%	12.3%
	HH Income \$50,000 to 74,999	19.6%	16.1%	15.8%
	HH Income \$35,000 to 49,999	9.8%	9.6%	10.1%
	HH Income \$25,000 to 34,999	9.0%	7.4%	7.4%
	HH Income \$15,000 to 24,999	3.9%	4.9%	5.3%
	HH Income \$0 to 14,999	11.8%	6.9%	6.9%
	Average Household Income	\$95,735	\$109,798	\$114,790
	Median Household Income	\$69,419	\$83,710	\$82,993
	Per Capita Income	\$41,511	\$41,924	\$45,109
	2000 Average HH Income	\$64,856	\$64,403	\$68,869
	2000 Median HH Income	\$49,474	\$50,009	\$52,215
	Average Disposable Income	77,758	87,360	87,077
	Median Disposable Income	59,514	71,417	70,790
	Discretionary HH Income Over \$150,000	7.0%	7.3%	6.8%
	Discretionary HH Income \$125,000 to \$149,999	4.6%	5.7%	5.9%
	Discretionary HH Income \$100,000 to \$124,999	3.6%	7.9%	9.2%
	Discretionary HH Income \$75,000 to \$99,999	7.9%	12.4%	11.8%
	Discretionary HH Income \$50,000 to \$74,999	16.0%	17.1%	16.9%
	Discretionary HH Income \$25,000 to \$49,999	30.0%	25.7%	24.8%
	Discretionary HH Income Under \$25,000	30.9%	24.0%	24.6%
	Average Discretionary HH Income	53,029	62,432	62,577
	Median Discretionary HH Income	39,547	50,400	50,758
	Householder White – Count	2,610	18,725	48,071
	Median HH Income	\$72,835	\$93,370	\$98,137
	Average HH Income	\$90,772	\$101,185	\$104,971
	Householder Black or African-American – Count	751	5,059	15,410
	Median HH Income	\$53,251	\$60,896	\$56,638
	Average HH Income	\$61,596	\$73,624	\$69,515
Householder Hispanic – Count	164	1,859	5,678	
Median HH Income	\$91,090	\$71,658	\$64,967	
Average HH Income	\$87,864	\$82,223	\$77,694	
Householder Asian or Pacific Islander – Count	284	1,570	4,391	
Median HH Income	\$69,646	\$97,719	\$106,086	
Average HH Income	\$81,304	\$108,679	\$110,149	
Householder Other or Pacific Islander – Count	251	1,603	3,976	
Median HH Income	\$100,414	\$90,292	\$71,836	
Average HH Income	\$79,176	\$93,183	\$82,558	
Gender	Male Population	4,474	37,195	97,099
	Female Population	4,914	38,651	101,621

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Eastlake Plaza Marietta, GA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Total Population by Age	Count of Pop 0 to 4 years	561	4,114	10,763
	Count of Pop 0 to 7 years	756	5,989	15,312
	Count of Pop 5 - 13	927	8,377	21,587
	Count of Pop 14 - 18	443	4,174	10,822
	Count of Pop 19 - 22	464	4,263	10,962
	Count of Pop 22 - 25	368	3,234	8,199
	Count of Pop 25 - 29	771	4,698	12,671
	Count of Pop 30 - 34	826	5,170	13,632
	Count of Pop 35 - 39	728	5,426	13,964
	Count of Pop 40 - 44	658	5,372	13,768
	Count of Pop 45 - 59	1,756	14,795	39,084
	Count of Pop 60 - 74	1,289	11,148	29,887
	Count of Pop 75 - 84	402	3,943	10,299
	Count of Pop 85+	195	1,131	3,084
	% of Pop 0 to 4 years	6.0%	5.4%	5.4%
	% of Pop 0 to 7 years	8.1%	7.9%	7.7%
	% of Pop 5 - 13	9.9%	11.0%	10.9%
	% of Pop 14 - 18	4.7%	5.5%	5.4%
	% of Pop 19 - 22	4.9%	5.6%	5.5%
	% of Pop 22 - 25	3.9%	4.3%	4.1%
	% of Pop 25 - 29	8.2%	6.2%	6.4%
	% of Pop 30 - 34	8.8%	6.8%	6.9%
	% of Pop 35 - 39	7.8%	7.2%	7.0%
	% of Pop 40 - 44	7.0%	7.1%	6.9%
	% of Pop 45 - 59	18.7%	19.5%	19.7%
	% of Pop 60 - 74	13.7%	14.7%	15.0%
	% of Pop 75 - 84	4.3%	5.2%	5.2%
% of Pop 85+	2.1%	1.5%	1.6%	
Median Age	37.3	38.6	38.8	
Average Age	38.9	39.3	39.5	
Male Population by Age	% of Pop 0 to 4 years	6.4%	5.6%	5.6%
	% of Pop 5 - 13	10.2%	11.5%	11.2%
	% of Pop 14 - 18	4.8%	5.8%	5.7%
	% of Pop 19 - 22	5.0%	6.0%	5.9%
	% of Pop 22 - 25	3.9%	4.6%	4.4%
	% of Pop 25 - 29	8.6%	6.5%	6.7%
	% of Pop 30 - 34	9.1%	6.9%	7.0%
	% of Pop 35 - 39	7.8%	7.1%	7.0%
	% of Pop 40 - 44	6.8%	7.0%	6.8%
	% of Pop 45 - 59	18.9%	19.4%	19.6%
	% of Pop 75 - 84	4.0%	4.6%	4.6%
	% of Pop 60 - 74	13.3%	13.9%	14.3%
	% of Pop 85+	1.3%	1.1%	1.1%
Median Age	36.3	37.2	37.5	
Average Age	38.0	38.2	38.4	

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	% of Pop 0 to 4 years	5.6%	5.2%	5.2%
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	% of Pop 45 - 59	18.5%	19.6%	19.7%
	% of Pop 60 - 74	14.1%	15.5%	15.8%
	% of Pop 75 - 84	4.5%	5.8%	5.7%
	% of Pop 85+	2.8%	1.9%	2.0%
	Median Age	38.2	39.9	40.1
Average Age	39.8	40.4	40.6	
Race	Count of White	4,976	42,186	111,656
	Count of Black or African-American	1,885	12,041	34,245
	Count of Asian or Pacific Islander	1,166	6,888	17,070
	Count of Other races	1,361	14,731	35,750
	White	53.0%	55.6%	56.2%
	Black or African American	20.1%	15.9%	17.2%
	Asian	12.4%	9.1%	8.6%
	Other Races	14.5%	19.4%	18.0%
Language Spoken	Speak English at Home	75.3%	77.5%	77.5%
	Speak Spanish at Home	8.4%	10.4%	9.9%
	Speak French or French Creole at Home	2.2%	1.1%	1.0%
	Speak German at Home	0.2%	0.4%	0.4%
	Speak Other Indo-European Languages at Home	5.5%	4.4%	5.0%
	Speak Russian and Other Slavic Languages at H	0.1%	0.4%	0.7%
	Speak Chinese at Home	1.8%	1.2%	1.2%
	Speak Korean at Home	4.9%	1.7%	1.2%
	Speak Vietnamese at Home	0.2%	0.2%	0.2%
	Speak Other Asian Languages at Home	1.0%	1.1%	1.1%
	Speak Tagalog and Other Pacific Languages at H	0.0%	0.1%	0.1%
	Speak Other Language at Home	0.5%	1.4%	1.5%
Hispanic	Hispanic Population	931	11,901	27,628
	Hispanic Population Percent	9.9%	15.7%	13.9%
	Mexican	54.2%	45.4%	44.4%
	Puerto Rican	19.5%	12.6%	11.8%
	Cuban	4.9%	5.0%	4.5%
	Dominican	0.1%	0.7%	1.7%
	Central American	3.8%	17.9%	17.3%
	South American	10.8%	10.4%	12.6%
	Other Hispanic	6.7%	8.0%	7.8%
	2000 Hispanic Population Percent	7%	13%	10%
	1990 Hispanic Population Percent	4%	3%	3%

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<b>Ancestry</b>	American (percent of total population)	3.7%	4.8%	4.6%
	American	3.5%	4.6%	4.4%
	Native American (ie. Indian/Eskimo)	0.1%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
	Asian (percent of total population)	12.4%	9.1%	8.6%
	Chinese	1.6%	2.0%	1.6%
	Japanese	1.0%	0.2%	0.2%
	Korean	3.9%	1.6%	1.4%
	South Central Asian (ie. Indian)	4.5%	3.9%	4.2%
	South East Asian (ie. Vietnamese)	1.0%	1.0%	0.9%
	Other Asian	0.4%	0.3%	0.2%
	European (percent of total population)	30.3%	30.1%	30.8%
	British	10.2%	9.3%	8.8%
	Dutch	0.4%	0.3%	0.3%
	French	0.9%	0.9%	1.0%
	German	6.2%	5.3%	5.4%
	Italian	2.1%	2.1%	2.2%
	Polish	0.9%	0.9%	1.2%
	Scandinavian	0.9%	1.1%	1.1%
	Scotch/Irish	6.2%	6.8%	7.0%
Other European (ie. Greek/Russian)	2.4%	3.4%	3.8%	
Middle Eastern	1.6%	1.1%	1.2%	
Other Ancestry	27.2%	25.9%	26.7%	
Unclassified Ancestry	14.9%	13.3%	14.3%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	6,625	51,683	136,388
	Elementary (0 to 8)	3.1%	3.9%	3.9%
	Some High School (9 to 11)	1.1%	2.8%	2.8%
	High School Graduate (12)	14.2%	15.5%	14.9%
	Some College (13 to 16)	16.1%	16.9%	17.5%
	Associates Degree Only	7.5%	6.8%	5.9%
	Bachelors Degree Only	44.0%	36.9%	34.9%
	Graduate Degree	14.0%	17.2%	20.2%
	% College (4+)	58.0%	54.2%	55.1%
<b>Household Type</b>	Total Households – count	4,061	28,816	77,526
	One Person HHs – count	1,399	7,272	20,846
	Family HHs – count	2,269	19,158	50,139
	Married Couple – count	1,722	14,889	39,081
	w/own children – count	829	6,183	16,948
	w/out own children – count	893	8,706	22,133
	Male Householder – count	238	1,318	3,282
	Female Householder – count	309	2,951	7,775
	Non-Family Households – count	393	2,386	6,541
	1 Person Household	34.4%	25.2%	26.9%
	2 Person Household	31.3%	33.2%	32.5%
	3 Person Household	13.4%	16.7%	16.1%
	4 Person Household	12.7%	15.3%	15.2%
	5 Person Household	5.4%	6.3%	6.1%
	6 Person Household	1.9%	2.3%	2.1%
7+ Person Household	0.8%	1.1%	1.1%	
% Households With Children	25.8%	28.3%	29.1%	

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Eastlake Plaza Marietta, GA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Housing</b>	Total Housing Units	4,313	30,459	82,200
	Owner Occupied Percent	41.8%	60.8%	58.3%
	Renter Occupied Percent	52.3%	33.8%	36.0%
	Vacant Housing Percent	5.9%	5.4%	5.7%
	Total Housing Units (Census 2000)	3,991	18,406	44,851
	For Rent (Census 2000)	73%	71%	62%
	For Sale (Census 2000)	8%	9%	14%
	Rented or Sold, (Census 2000)	4%	5%	6%
	Seasonal (Census 2014)	0%	0%	3%
	Other (Census 2000)	10%	9%	12%
<b>Homes Built By Year</b>	Homes Built 1990 to 2000	22%	17%	15%
	Homes Built 1980 to 1989	35%	31%	34%
	Homes Built 1970 to 1979	25%	28%	28%
	Homes Built 1960 to 1969	10%	12%	11%
	Homes Built 1950 to 1959	6%	9%	7%
	Homes Built 1940 to 1949	1%	3%	3%
	Homes Built Before 1939	0%	1%	3%
<b>Units in Structure</b>	1 Unit	44%	55%	56%
	2 - 9 Units	20%	18%	19%
	Greater than 10 Units	34%	26%	24%
	Mobilie Trailer	2%	1%	1%
	Other Units	0%	0%	0%
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	5.7%	5.9%	8.9%
	Property Value \$750,000 to \$999,999	14.1%	8.1%	11.9%
	Property Value \$500,000 to \$749,999	28.1%	31.0%	27.7%
	Property Value \$400,000 to \$499,999	20.6%	19.9%	17.1%
	Property Value \$300,000, to \$399,999	18.0%	17.6%	14.9%
	Property Value \$200,000 to \$299,999	11.5%	10.7%	11.0%
	Property Value \$150,000 to \$199,999	0.7%	3.4%	3.1%
	Property Value \$100,000 to \$149,999	0.6%	1.4%	1.3%
	Property Value \$60,000 to \$99,999	0.1%	0.3%	0.3%
	Property Value \$40,000 to \$59,999	0.3%	0.2%	0.2%
	Property Value \$0 to \$39,999	0.1%	0.8%	0.7%
	Median Home Value	\$490,657	\$476,214	\$499,166
Median Rent	\$843	\$813	\$806	
<b>Wealth per Household</b>	\$0 and under - percent	18.7%	17.0%	17.2%
	\$1 to \$4999 - percent	9.2%	8.0%	8.1%
	\$5k to \$9999 - percent	5.0%	4.4%	4.5%
	\$10k to \$24999 - percent	6.7%	6.3%	6.3%
	\$25k to \$49999 - percent	6.8%	6.8%	6.8%
	\$50k to \$99999 - percent	9.8%	10.1%	10.0%
	\$100k to \$249999 - percent	17.0%	18.1%	17.9%
	\$250k to \$499999 - percent	12.5%	13.6%	13.5%
	\$500k+ - percent	14.3%	15.8%	15.7%
	Median HH Wealth	\$68,527	\$87,308	\$85,595
	Avg HH Wealth	\$231,029	\$251,988	\$250,839

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<b>Economic Viability</b>	Economic Viability Local	257	238	239
	Economic Viability Indexed	257	238	239
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	5,117	40,248	106,996
	Managerial/Executive	28.5%	25.6%	24.9%
	Professional Specialty	25.4%	27.0%	26.8%
	Healthcare Support	2.5%	1.6%	1.5%
	Sales	13.8%	11.8%	12.2%
	Office & Administrative Support	6.7%	8.9%	9.7%
	Protective Service	1.0%	1.0%	1.0%
	Food Preparation	4.0%	4.9%	4.7%
	Building Maintenance & Cleaning	2.1%	3.2%	3.3%
	Personal Care	3.1%	3.0%	2.6%
	Farming, Fishing, & Forestry	0.0%	0.2%	0.2%
	Construction	7.4%	6.8%	6.6%
	Production & Transportation	5.5%	6.0%	6.6%
	Percent White Collar Workers	76.9%	74.9%	75.1%
Percent Blue Collar Workers	23.1%	25.1%	24.9%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	6.4%	7.6%	7.5%
	Manufacturing	7.1%	6.2%	6.4%
	Transportation	2.7%	4.1%	4.0%
	Information	4.9%	3.8%	2.9%
	Wholesale/Retail	14.8%	12.3%	14.2%
	Finance, Insurance, Real Estate	8.7%	9.5%	9.9%
	Professional Services	19.2%	14.6%	14.4%
	Management Services	0.5%	0.5%	0.3%
	Administrative/Waste Services	8.3%	5.7%	5.7%
	Educational Services	13.9%	18.9%	18.3%
	Entertainment Services	7.2%	8.6%	8.5%
Other Professional Services	3.9%	6.0%	5.6%	
Public Administration	2.4%	2.2%	2.3%	
<b>Transportation To Work</b>	Drive to Work Alone	79.9%	77.1%	77.8%
	Drive to Work Carpool	12.7%	14.3%	13.6%
	Travel to Work by Public Transportation	2.2%	2.2%	2.3%
	Drive to Work on Motorcycle	0.0%	0.0%	0.1%
	Drive to Work on Bicycle	0.1%	0.1%	0.1%
	Walked to Work	1.2%	1.4%	1.6%
	Other Means	0.5%	1.3%	1.0%
	Work at Home	3.5%	3.6%	3.6%

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	Travel to Work in Less than 5 Minutes	1.6%	1.4%	1.6%
	Travel to Work in 5 to 9 Minutes	6.3%	7.0%	8.3%
	Travel to Work in 10 to 14 Minutes	11.8%	12.0%	11.7%
	Travel to Work in 15 to 19 Minutes	15.4%	15.7%	14.3%
	Travel to Work in 20 to 29 Minutes	18.7%	19.4%	19.0%
	Travel to Work in 30 to 44 Minutes	25.8%	26.5%	26.5%
	Travel to Work in 45 to 59 Minutes	11.3%	10.6%	10.8%
	Travel to Work in 60 Minutes or more	8.8%	7.4%	7.8%
Average Travel Time to Work		28	27	27
Vehicles per HH	No Vehicles	4.6%	3.8%	4.7%
	1 Vehicle	42.3%	33.0%	33.8%
	2 Vehicles	38.7%	43.8%	42.0%
	3 or more vehicles	14.5%	19.4%	19.4%
	Average Number of Vehicles	1.66	1.84	1.82
Change	Births (last 12 months)	126	835	2,236
	Deaths (last 12 months)	95	772	2,038
	Migration (last 12 months)	15	134	639
Work place	Workplace Establishments	246	2,483	9,536
	Workplace Employees (FTE)	2,069	27,198	121,563