

Expanded Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.9523/-84.6571

The Avenue West Cobb							
Marietta, GA 30064		3 mi radius		5 mi radius		10 mi radius	
Population							
Estimated Population (2025)		39,997		131,920		596,537	
Projected Population (2030)		40,506		131,455		607,334	
Census Population (2020)		38,825		129,888		564,547	
Census Population (2010)		33,717		115,447		496,495	
Projected Annual Growth (2025 to 2030)		509	0.3%	-465	-	10,797	0.4%
Historical Annual Growth (2020 to 2025)		1,172	0.6%	2,032	0.3%	31,990	1.1%
Historical Annual Growth (2010 to 2020)		5,108	3.0%	14,441	2.5%	68,052	2.7%
Estimated Population Density (2025)		1,415	psm	1,681	psm	1,900	psm
Trade Area Size		28.3	sq mi	78.5	sq mi	314.0	sq mi
Households							
Estimated Households (2025)		13,793		46,721		219,665	
Projected Households (2030)		14,235		47,419		227,911	
Census Households (2020)		13,150		44,763		203,420	
Census Households (2010)		11,549		39,842		178,319	
Estimated Households with Children (2025)		5,030	36.5%	16,673	35.7%	77,418	35.2%
Estimated Average Household Size (2025)		2.89		2.81		2.67	
Average Household Income							
Estimated Average Household Income (2025)		\$196,965		\$170,922		\$130,534	
Projected Average Household Income (2030)		\$194,500		\$169,050		\$128,983	
Estimated Average Family Income (2025)		\$213,493		\$189,835		\$149,316	
Median Household Income							
Estimated Median Household Income (2025)		\$153,130		\$136,089		\$105,687	
Projected Median Household Income (2030)		\$152,462		\$135,460		\$105,019	
Estimated Median Family Income (2025)		\$169,021		\$152,808		\$122,822	
Per Capita Income							
Estimated Per Capita Income (2025)		\$67,953		\$60,569		\$48,165	
Projected Per Capita Income (2030)		\$68,382		\$61,014		\$48,499	
Estimated Per Capita Income 5 Year Growth		\$429	0.6%	\$445	0.7%	\$334	0.7%
Estimated Average Household Net Worth (2025)		\$2,407,134		\$2,018,540		\$1,279,076	
Daytime Demos (2025)							
Total Businesses		2,233		7,112		36,492	
Total Employees		10,088		33,816		241,894	
Company Headquarter Businesses		33	1.5%	119	1.7%	846	2.3%
Company Headquarter Employees		428	4.2%	2,201	6.5%	38,950	16.1%
Employee Population per Business		4.5		4.8		6.6	
Residential Population per Business		17.9		18.5		16.3	

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Race & Ethnicity

White (2025)	27,604	69.0%	81,550	61.8%	311,078	52.1%
Black or African American (2025)	7,543	18.9%	32,018	24.3%	178,307	29.9%
American Indian or Alaska Native (2025)	53	0.1%	330	0.2%	2,816	0.5%
Asian (2025)	1,727	4.3%	5,547	4.2%	23,603	4.0%
Hawaiian or Pacific Islander (2025)	9	-	36	-	310	-
Other Race (2025)	925	2.3%	4,435	3.4%	34,441	5.8%
Two or More Races (2025)	2,137	5.3%	8,004	6.1%	45,983	7.7%
Not Hispanic or Latino Population (2025)	36,890	92.2%	118,519	89.8%	506,682	84.9%
Hispanic or Latino Population (2025)	3,107	7.8%	13,401	10.2%	89,855	15.1%
Not Hispanic or Latino Population (2030)	36,764	90.8%	116,669	88.8%	513,263	84.5%
Hispanic or Latino Population (2030)	3,742	9.2%	14,786	11.2%	94,071	15.5%
Not Hispanic or Latino Population (2020)	36,671	94.5%	118,177	91.0%	476,937	84.5%
Hispanic or Latino Population (2020)	2,155	5.5%	11,711	9.0%	87,610	15.5%
Not Hispanic or Latino Population (2010)	32,439	96.2%	107,192	92.8%	431,397	86.9%
Hispanic or Latino Population (2010)	1,278	3.8%	8,255	7.2%	65,098	13.1%
Projected Hispanic Annual Growth (2025 to 2030)	634	4.1%	1,385	2.1%	4,215	0.9%
Historic Hispanic Annual Growth (2010 to 2025)	1,830	9.5%	5,145	4.2%	24,757	2.5%

Age Distribution (2025)

Age Under 5	1,978	4.9%	6,424	4.9%	33,454	5.6%
Age 5 to 9 Years	2,463	6.2%	8,069	6.1%	36,693	6.2%
Age 10 to 14 Years	3,015	7.5%	9,600	7.3%	39,900	6.7%
Age 15 to 19 Years	3,185	8.0%	10,575	8.0%	43,956	7.4%
Age 20 to 24 Years	1,823	4.6%	6,964	5.3%	41,933	7.0%
Age 25 to 29 Years	1,307	3.3%	5,783	4.4%	39,296	6.6%
Age 30 to 34 Years	1,612	4.0%	6,609	5.0%	43,116	7.2%
Age 35 to 39 Years	2,204	5.5%	7,671	5.8%	41,603	7.0%
Age 40 to 44 Years	2,728	6.8%	8,952	6.8%	41,995	7.0%
Age 45 to 49 Years	2,749	6.9%	8,951	6.8%	38,806	6.5%
Age 50 to 54 Years	3,162	7.9%	10,245	7.8%	41,306	6.9%
Age 55 to 59 Years	3,087	7.7%	10,083	7.6%	38,514	6.5%
Age 60 to 64 Years	3,022	7.6%	9,555	7.2%	35,184	5.9%
Age 65 to 74 Years	4,521	11.3%	13,464	10.2%	48,458	8.1%
Age 75 to 84 Years	2,476	6.2%	7,031	5.3%	24,587	4.1%
Age 85 Years or Over	665	1.7%	1,946	1.5%	7,735	1.3%
Median Age	43.7		41.7		37.2	

Gender Age Distribution (2025)

Female Population	20,348	50.9%	67,917	51.5%	303,554	50.9%
Age 0 to 19 Years	5,252	25.8%	16,961	25.0%	74,653	24.6%
Age 20 to 64 Years	11,056	54.3%	38,763	57.1%	183,714	60.5%
Age 65 Years or Over	4,041	19.9%	12,194	18.0%	45,187	14.9%
Female Median Age	44.2		42.6		38.5	
Male Population	19,649	49.1%	64,003	48.5%	292,983	49.1%
Age 0 to 19 Years	5,389	27.4%	17,708	27.7%	79,350	27.1%
Age 20 to 64 Years	10,638	54.1%	36,048	56.3%	178,040	60.8%
Age 65 Years or Over	3,622	18.4%	10,247	16.0%	35,593	12.1%
Male Median Age	43.1		40.6		36.0	

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Household Income Distribution (2025)

HH Income \$200,000 or More	4,749	34.4%	13,074	28.0%	35,230	16.0%
HH Income \$150,000 to \$199,999	1,787	13.0%	6,388	13.7%	26,447	12.0%
HH Income \$100,000 to \$149,999	3,127	22.7%	10,190	21.8%	47,916	21.8%
HH Income \$75,000 to \$99,999	1,410	10.2%	4,972	10.6%	27,923	12.7%
HH Income \$50,000 to \$74,999	1,090	7.9%	4,983	10.7%	33,153	15.1%
HH Income \$35,000 to \$49,999	611	4.4%	2,459	5.3%	17,092	7.8%
HH Income \$25,000 to \$34,999	387	2.8%	1,356	2.9%	10,354	4.7%
HH Income \$15,000 to \$24,999	270	2.0%	1,450	3.1%	8,286	3.8%
HH Income Under \$15,000	362	2.6%	1,850	4.0%	13,263	6.0%
HH Income \$35,000 or More	12,774	92.6%	42,066	90.0%	187,761	85.5%
HH Income \$75,000 or More	11,073	80.3%	34,624	74.1%	137,516	62.6%

Housing (2025)

Total Housing Units	14,282		48,368		227,897	
Housing Units Occupied	13,793	96.6%	46,721	96.6%	219,665	96.4%
Housing Units Owner-Occupied	12,592	91.3%	38,864	83.2%	146,776	66.8%
Housing Units, Renter-Occupied	1,201	8.7%	7,857	16.8%	72,889	33.2%
Housing Units, Vacant	489	3.5%	1,647	3.5%	8,232	3.7%

Marital Status (2025)

Never Married	7,338	22.6%	28,824	26.7%	163,324	33.6%
Currently Married	20,595	63.3%	62,283	57.8%	233,071	47.9%
Separated	478	1.5%	2,224	2.1%	14,374	3.0%
Widowed	1,490	4.6%	4,558	4.2%	22,149	4.6%
Divorced	2,640	8.1%	9,938	9.2%	53,572	11.0%

Household Type (2025)

Population Family	37,157	92.9%	117,412	89.0%	494,092	82.8%
Population Non-Family	2,687	6.7%	13,875	10.5%	91,886	15.4%
Population Group Quarters	153	0.4%	632	0.5%	10,560	1.8%
Family Households	11,625	84.3%	36,498	78.1%	155,271	70.7%
Non-Family Households	2,168	15.7%	10,224	21.9%	64,394	29.3%
Married Couple with Children	4,215	20.5%	13,147	21.1%	53,192	22.8%
Average Family Household Size	3.2		3.2		3.2	

Household Size (2025)

1 Person Households	1,826	13.2%	8,188	17.5%	49,221	22.4%
2 Person Households	5,093	36.9%	16,068	34.4%	75,773	34.5%
3 Person Households	2,489	18.0%	8,365	17.9%	37,404	17.0%
4 Person Households	2,642	19.2%	8,308	17.8%	31,614	14.4%
5 Person Households	1,174	8.5%	3,731	8.0%	15,519	7.1%
6 or More Person Households	569	4.1%	2,062	4.4%	10,134	4.6%

Household Vehicles (2025)

Households with 0 Vehicles Available	235	1.7%	1,217	2.6%	9,636	4.4%
Households with 1 Vehicles Available	2,165	15.7%	9,837	21.1%	64,211	29.2%
Households with 2 or More Vehicles Available	11,393	82.6%	35,668	76.3%	145,818	66.4%
Total Vehicles Available	32,408		102,556		434,752	
Average Vehicles Per Household	2.3		2.2		2.0	

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Labor Force (2025)

Estimated Labor Population Age 16 Years or Over	31,833		105,560		477,851	
Estimated Civilian Employed	19,846	62.3%	64,683	61.3%	304,733	63.8%
Estimated Civilian Unemployed	493	1.5%	1,648	1.6%	10,283	2.2%
Estimated in Armed Forces	6	-	154	0.1%	885	0.2%
Estimated Not in Labor Force	11,487	36.1%	39,075	37.0%	161,951	33.9%
Unemployment Rate	1.5%		1.6%		2.2%	

Occupation (2025)

Occupation: Population Age 16 Years or Over	19,846		64,666		304,704	
Management, Business, Financial Operations	5,898	29.7%	17,154	26.5%	68,042	22.3%
Professional, Related Service	5,587	28.2%	18,240	28.2%	71,984	23.6%
Sales, Office	2,396	12.1%	7,796	12.1%	41,958	13.8%
Farming, Fishing, Forestry	3,892	19.6%	12,671	19.6%	61,097	20.1%
Construct, Extraction, Maintenance	5	-	19	-	235	-
Production, Transport Material Moving	948	4.8%	3,811	5.9%	28,292	9.3%
White Collar Workers	1,120	5.6%	4,975	7.7%	33,094	10.9%
Blue Collar Workers	15,377	77.5%	48,065	74.3%	201,124	66.0%
	4,469	22.5%	16,600	25.7%	103,580	34.0%

Consumer Expenditure (2025)

Total Household Expenditure	\$2.08 B		\$6.53 B		\$25.93 B	
Total Non-Retail Expenditure	\$1.09 B	52.5%	\$3.4 B	52.0%	\$13.22 B	51.0%
Total Retail Expenditure	\$988.04 M	47.5%	\$3.13 B	48.0%	\$12.71 B	49.0%
Alcoholic Beverages	\$12.68 M	0.6%	\$39.88 M	0.6%	\$158.67 M	0.6%
Apparel	\$37.22 M	1.8%	\$117.85 M	1.8%	\$475.97 M	1.8%
Contributions	\$70.04 M	3.4%	\$217.46 M	3.3%	\$838.55 M	3.2%
Education	\$48.78 M	2.3%	\$152.24 M	2.3%	\$594.33 M	2.3%
Entertainment	\$114.49 M	5.5%	\$363.09 M	5.6%	\$1.47 B	5.7%
Food Away From Home	\$89.16 M	4.3%	\$281.85 M	4.3%	\$1.13 B	4.4%
Grocery	\$114.2 M	5.5%	\$374.71 M	5.7%	\$1.63 B	6.3%
Health Care	\$99.07 M	4.8%	\$325.48 M	5.0%	\$1.44 B	5.6%
Household Furnishings and Equipment	\$54.41 M	2.6%	\$171.63 M	2.6%	\$687.04 M	2.6%
Household Operations	\$37.31 M	1.8%	\$118.36 M	1.8%	\$480.14 M	1.9%
Miscellaneous Expenses	\$34.49 M	1.7%	\$109.15 M	1.7%	\$440.23 M	1.7%
Personal Care	\$23.34 M	1.1%	\$75.82 M	1.2%	\$323.65 M	1.2%
Shelter	\$288.57 M	13.9%	\$938.88 M	14.4%	\$4.05 B	15.6%
Tax and Retirement	\$645.45 M	31.0%	\$1.94 B	29.7%	\$6.88 B	26.5%
Tobacco and Related	\$6.33 M	0.3%	\$22.68 M	0.3%	\$115.74 M	0.4%
Transportation	\$324.25 M	15.6%	\$1.01 B	15.5%	\$4.05 B	15.6%
Utilities	\$80.21 M	3.9%	\$264.22 M	4.0%	\$1.16 B	4.5%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	27,533		90,287		400,600	
Elementary (Grade Level 0 to 8)	646	2.3%	1,981	2.2%	18,539	4.6%
Some High School (Grade Level 9 to 11)	546	2.0%	2,423	2.7%	16,222	4.0%
High School Graduate	3,636	13.2%	14,978	16.6%	83,073	20.7%
Some College	3,930	14.3%	14,692	16.3%	78,067	19.5%
Associate Degree Only	2,273	8.3%	6,782	7.5%	31,873	8.0%
Bachelor Degree Only	9,934	36.1%	31,627	35.0%	111,247	27.8%
Graduate Degree	6,569	23.9%	17,804	19.7%	61,579	15.4%

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Units In Structure (2025)

1 Detached Unit	12,664	109.7%	38,806	97.4%	157,441	88.3%
1 Attached Unit	606	5.2%	3,210	8.1%	16,283	9.1%
2 to 4 Units	54	0.5%	444	1.1%	4,744	2.7%
5 to 9 Units	65	0.6%	508	1.3%	6,988	3.9%
10 to 19 Units	119	1.0%	1,251	3.1%	12,550	7.0%
20 to 49 Units	73	0.6%	643	1.6%	7,983	4.5%
50 or More Units	98	0.9%	1,226	3.1%	10,592	5.9%
Mobile Home or Trailer	99	0.9%	592	1.5%	2,863	1.6%
Other Structure	14	0.1%	42	0.1%	218	0.1%

Homes Built By Year (2025)

Homes Built 2010 or later	1,953	16.9%	6,684	16.8%	38,243	21.4%
Homes Built 2000 to 2009	3,409	29.5%	10,922	27.4%	46,868	26.3%
Homes Built 1990 to 1999	3,272	28.3%	11,756	29.5%	43,152	24.2%
Homes Built 1980 to 1989	3,224	27.9%	10,671	26.8%	41,729	23.4%
Homes Built 1970 to 1979	1,387	12.0%	4,277	10.7%	23,159	13.0%
Homes Built 1960 to 1969	198	1.7%	1,169	2.9%	13,651	7.7%
Homes Built 1950 to 1959	90	0.8%	579	1.5%	8,699	4.9%
Homes Built Before 1949	259	2.2%	665	1.7%	4,163	2.3%

Home Values (2025)

Home Values \$1,000,000 or More	593	4.7%	1,411	3.6%	3,609	2.5%
Home Values \$500,000 to \$999,999	5,368	42.6%	13,481	34.7%	35,343	24.1%
Home Values \$400,000 to \$499,999	2,724	21.6%	9,090	23.4%	30,618	20.9%
Home Values \$300,000 to \$399,999	2,776	22.0%	8,957	23.0%	40,684	27.7%
Home Values \$200,000 to \$299,999	728	5.8%	3,597	9.3%	23,101	15.7%
Home Values \$150,000 to \$199,999	96	0.8%	588	1.5%	5,207	3.5%
Home Values \$100,000 to \$149,999	47	0.4%	278	0.7%	2,316	1.6%
Home Values \$70,000 to \$99,999	39	0.3%	113	0.3%	924	0.6%
Home Values \$50,000 to \$69,999	65	0.5%	530	1.4%	1,386	0.9%
Home Values \$25,000 to \$49,999	64	0.5%	333	0.9%	1,302	0.9%
Home Values Under \$25,000	91	0.7%	487	1.3%	2,286	1.6%
Owner-Occupied Median Home Value	\$499,823		\$460,559		\$403,787	
Renter-Occupied Median Rent	\$1,709		\$1,628		\$1,552	

Transportation To Work (2025)

Drive to Work Alone	13,244	66.7%	42,754	66.1%	207,005	67.9%
Drive to Work in Carpool	1,064	5.4%	4,603	7.1%	27,675	9.1%
Travel to Work by Public Transportation	177	0.9%	793	1.2%	5,793	1.9%
Drive to Work on Motorcycle	1	-	8	-	224	-
Walk or Bicycle to Work	135	0.7%	387	0.6%	3,211	1.1%
Other Means	160	0.8%	655	1.0%	4,059	1.3%
Work at Home	5,064	25.5%	15,464	23.9%	56,736	18.6%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	2,314	11.7%	7,399	11.4%	40,698	13.4%
Travel to Work in 15 to 29 Minutes	4,477	22.6%	13,970	21.6%	72,909	23.9%
Travel to Work in 30 to 59 Minutes	5,728	28.9%	20,441	31.6%	101,737	33.4%
Travel to Work in 60 Minutes or More	2,263	11.4%	7,391	11.4%	32,624	10.7%
Average Minutes Travel to Work	30.6		31.6		30.0	