Community Profile

Sprayberry Square
2550 Sandy Plains Rd, Marietta, Georgia, 30066
Rings: 1, 3, 5 mile radii

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Population Summary	1 mile	3 miles	5 miles
2010 Total Population	8,296	61,047	171,649
2020 Total Population	8,966	66,737	190,999
2020 Group Quarters	33	74	3,720
2026 Total Population	9,018	67,121	194,797
2026 Group Quarters	36	82	3,994
2031 Total Population	9,076	67,565	198,783
2026-2031 Annual Rate	0.13%	0.13%	0.41%
2026 Total Daytime Population	8,007	59,647	210,736
Workers	4,002	27,458	118,555
Residents	4,005	32,189	92,181

Household Summary			
2010 Total Households	3,172	22,393	64,256
2010 Average Household Size	2.61	2.72	2.64
2020 Total Households	3,406	24,025	70,055
2020 Average Household Size	2.62	2.77	2.67
2026 Total Households	3,441	24,308	71,501
2026 Average Household Size	2.61	2.76	2.67
2031 Total Households	3,476	24,528	73,277
2031 Average Household Size	2.60	2.75	2.66
2026-2031 Annual Rate	0.20%	0.18%	0.49%
2026 Families	2,511	18,276	50,438
2026 Average Family Size	2.94	3.16	3.17
2031 Families	2,521	18,328	51,156
2031 Average Family Size	2.95	3.16	3.17
2026-2031 Growth Rate	0.08%	0.06%	0.28%

Median Household Income			
2026	$149,041	$148,946	$130,779
2031	$161,947	$166,098	$153,857

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$66,745	$66,153	$62,875
2031	$76,243	$74,840	$70,871

2026 Households by Income			
Household Income Base	3,442	24,310	71,499
<$10,000	1.2%	3.2%	3.4%
$10,000-14,999	1.5%	0.9%	1.4%
$15,000-19,999	0.5%	0.7%	1.0%
$20,000-24,999	1.3%	1.3%	1.7%
$25,000-29,999	0.6%	1.3%	1.3%
$30,000-34,999	0.9%	1.9%	1.9%
$35,000-39,999	0.8%	1.2%	2.0%
$40,000-44,999	1.6%	1.4%	2.0%
$45,000-49,999	1.0%	1.6%	2.1%
$50,000-59,999	2.9%	3.4%	4.5%
$60,000-74,999	5.4%	5.2%	6.1%
$75000-99999	9.6%	9.1%	10.5%
$100,000-124,999	11.2%	9.6%	9.9%
$125,000-149,999	11.9%	9.6%	8.1%
$150000-199999	24.5%	18.9%	16.1%
$200,000-249,999	8.4%	10.8%	10.1%
$250,000-299,999	4.8%	5.8%	5.3%
$300,000-399,999	5.6%	7.1%	6.4%
$400,000-499,999	1.2%	1.6%	1.6%
$500,000+	5.2%	5.3%	4.5%
Average Household Income	$176,053	$182,112	$171,043

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	142	126	108
Percent of Income for Mortgage	16.8%	18.9%	22.1%
Wealth Index	159	172	158

Median Home Value			
2026	$424,966	$478,677	$490,334
2031	$517,744	$562,118	$561,048

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	3,033	21,001	53,704
<$50,000	0.4%	0.2%	0.5%
$50,000 - $99,999	0.0%	0.1%	0.2%
$100,000 - $149,999	0.3%	0.1%	0.2%
$150,000 - $199,999	0.3%	0.3%	0.7%
$200,000 - $249,999	2.3%	1.2%	1.6%
$250,000 - $299,999	5.3%	3.4%	3.6%
$300,000 - $399,999	35.3%	24.0%	21.6%
$400,000 - $499,999	24.4%	26.3%	24.0%
$500,000 - $749,999	27.2%	30.0%	33.1%
$750,000 - $999,999	3.7%	11.3%	11.3%
$1,000,000 - $1,499,999	0.4%	2.2%	2.3%
$1,500,000 - $1,999,999	0.0%	0.3%	0.3%
$2,000,000 +	0.5%	0.7%	0.7%
Average Home Value	$471,314	$548,429	$553,708

Housing Unit Summary			
2010 Total Housing Units	3,297	23,579	68,532
Owner Occupied Housing Units	88.0%	85.9%	75.5%
Renter Occupied Housing Units	12.0%	14.1%	24.5%
Vacant Housing Units	3.8%	5.0%	6.2%
2020 Housing Units	3,501	24,875	73,097
Owner Occupied Housing Units	86.5%	84.9%	73.2%
Renter Occupied Housing Units	13.5%	15.1%	26.8%
Vacant Housing Units	3.1%	3.5%	4.3%
2026 Housing Units	3,542	25,212	74,801
Owner Occupied Housing Units	88.2%	86.4%	75.1%
Renter Occupied Housing Units	11.8%	13.6%	24.9%
Vacant Housing Units	2.9%	3.6%	4.4%
2031 Total Housing Units	3,591	25,541	76,849
Owner Occupied Housing Units	88.9%	87.0%	75.4%
Renter Occupied Housing Units	11.2%	13.0%	24.6%
Vacant Housing Units	3.2%	4.0%	4.7%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	4,484	33,207	95,888
Females	4,534	33,914	98,909

Median Age			
2010	40.6	40.6	38.7
2020	42.3	41.4	39.2
2026	42.7	42.2	40.3
2031	43.7	43.0	41.0

2026 Population by Age			
Total	9,018	67,120	194,795
0 - 4	4.8%	4.9%	4.8%
5 - 9	5.9%	5.9%	5.7%
10 - 14	7.2%	6.9%	6.5%
15 - 24	9.5%	11.5%	13.9%
25 - 34	10.9%	11.2%	12.5%
35 - 44	15.3%	13.6%	13.2%
45 - 54	13.4%	13.9%	13.4%
55 - 64	11.8%	13.1%	12.1%
65 - 74	10.9%	10.2%	9.6%
75 - 84	7.7%	6.8%	6.3%
85 +	1.9%	1.6%	1.6%
18 +	78.8%	78.4%	79.1%

2026 Population 15+ by Marital Status			
Total	7,402	55,233	161,650
Never Married	26.4%	26.1%	28.8%
Married	59.6%	61.5%	58.5%
Widowed	3.1%	4.0%	4.0%
Divorced	10.8%	8.5%	8.6%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	6,544	47,520	134,537
Less than 9th Grade	1.5%	1.4%	1.6%
9th - 12th Grade, No Diploma	2.8%	2.0%	2.0%
High School Graduate	15.3%	13.1%	12.4%
GED/Alternative Credential	4.3%	2.8%	2.5%
Some College, No Degree	20.8%	14.1%	14.5%
Associate Degree	6.6%	7.0%	7.4%
Bachelor's Degree	33.3%	36.9%	36.6%
Graduate/Professional Degree	15.4%	22.8%	23.0%

2020 Population by Race/Ethnicity			
Total	8,966	66,737	190,999
White Alone	63.6%	65.9%	63.7%
Black Alone	11.3%	10.5%	13.3%
American Indian Alone	0.5%	0.4%	0.5%
Asian Alone	8.9%	10.0%	8.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.0%	3.8%	4.7%
Two or More Races	5.0%	3.8%	4.7%
Hispanic Origin	10.2%	9.1%	10.8%
Diversity Index	64.1	61.1	64.3

2026 Population by Race/Ethnicity			
Total	9,018	67,121	194,798
White Alone	61.2%	63.5%	61.4%
Black Alone	11.6%	10.9%	13.6%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	9.7%	10.8%	8.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.4%	4.1%	5.1%
Two or More Races	11.6%	10.2%	10.4%
Hispanic Origin	11.3%	10.2%	11.9%
Diversity Index	66.9	64.2	67.1

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	5,308	36,730	107,648
White Collar	71.4%	76.2%	75.9%
Management/Business/Financial	24.2%	27.0%	27.4%
Professional	26.3%	30.3%	29.7%
Sales	13.6%	10.7%	10.4%
Administrative Support	7.3%	8.2%	8.4%
Services	13.1%	11.4%	11.1%

2026 Employed Pop 16+ by Occupation			
Total	5,308	36,730	107,648
Blue Collar	15.5%	12.3%	12.9%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	4.0%	3.0%	3.6%
Installation/Maintenance/Repair	3.7%	2.1%	1.9%
Production	3.4%	2.4%	2.5%
Transportation/Material Moving	4.5%	4.6%	4.8%
White Collar	71.4%	76.2%	75.9%
Management/Business/Financial	24.2%	27.0%	27.4%
Professional	26.3%	30.3%	29.7%
Sales	13.6%	10.7%	10.4%
Administrative Support	7.3%	8.2%	8.4%
Services	13.1%	11.4%	11.1%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,308	36,730	107,648
Population 16+ Employed	95.8%	96.3%	96.6%
Population 16+ Unemployment rate	4.2%	3.7%	3.4%
Population 16-24 Employed	9.0%	10.9%	13.7%
Population 16-24 Unemployment rate	8.3%	7.4%	7.1%
Population 25-54 Employed	60.1%	59.3%	59.6%
Population 25-54 Unemployment rate	3.8%	3.4%	2.8%
Population 55-64 Employed	15%	17%	15%
Population 55-64 Unemployment rate	3.2%	3.3%	2.8%
Population 65+ Employed	11%	9%	8%
Population 65+ Unemployment rate	4.6%	2.0%	2.0%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	**1 mile**	**3 miles**	**5 miles**
Total	5,085	35,368	103,996
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	6.5%	6.0%	6.4%
Manufacturing	6.8%	8.2%	7.6%
Wholesale Trade	1.1%	1.6%	1.6%
Retail Trade	12.3%	10.5%	11.2%
Transportation/Utilities	2.7%	4.4%	4.7%
Information	2%	3%	3%
Finance/Insurance/Real Estate	6.2%	8.4%	8.3%
Services	59.0%	55.1%	54.6%
Public Administration	3.2%	2.3%	2.2%

2026 Consumer Spending			
Apparel & Services: Total $	$12,118,325	$88,638,220	$249,957,802
Average Spent	$3,521.75	$3,646.46	$3,495.86
Spending Potential Index	138	143	137
Education: Total $	$10,937,818	$80,130,251	$216,239,340
Average Spent	$3,178.67	$3,296.46	$3,024.28
Spending Potential Index	159	164	151
Entertainment/Recreation: Total $	$21,592,841	$155,686,936	$425,907,484
Average Spent	$6,275.16	$6,404.76	$5,956.66
Spending Potential Index	146	149	138
Food at Home: Total $	$36,729,581	$267,907,444	$754,292,532
Average Spent	$10,674.10	$11,021.37	$10,549.40
Spending Potential Index	135	140	134
Food Away from Home: Total $	$21,277,314	$155,457,982	$438,892,991
Average Spent	$6,183.47	$6,395.34	$6,138.28
Spending Potential Index	139	143	138
Health Care: Total $	$39,351,571	$279,407,813	$767,453,856
Average Spent	$11,436.09	$11,494.48	$10,733.47
Spending Potential Index	143	143	134
HH Furnishings & Equipment: Total $	$14,112,187	$101,962,325	$281,373,417
Average Spent	$4,101.19	$4,194.60	$3,935.24
Spending Potential Index	144	148	138
Personal Care Products & Services: Total $	$5,568,714	$40,684,227	$113,952,471
Average Spent	$1,618.34	$1,673.70	$1,593.72
Spending Potential Index	142	147	140

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$128,844,777	$967,542,012	$2,722,955,180
Average Spent	$37,443.99	$39,803.44	$38,082.76
Spending Potential Index	136	144	138
Support Payments/Gifts in Kind: Total $	$15,923,189	$112,455,082	$305,345,616
Average Spent	$4,627.49	$4,626.26	$4,270.51
Spending Potential Index	152	152	140
Travel: Total $	$19,051,309	$139,381,559	$373,366,080
Average Spent	$5,536.56	$5,733.98	$5,221.83
Spending Potential Index	151	157	143
Vehicle Maintenance & Repairs: Total $	$5,870,210	$42,719,182	$119,798,564
Average Spent	$1,705.96	$1,757.41	$1,675.48
Spending Potential Index	138	142	135

Top Tapestry Segment

1 mile	3 miles	5 miles
Savvy Suburbanites (L1):	**Savvy Suburbanites (L1)**:	**Savvy Suburbanites (L1)**:
This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.	This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.	This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.