

Marietta City, OH  
 Marietta City, OH (3947628)  
 Geography: Place

	Marietta city...
<b>Population Summary</b>	
2000 Total Population	14,445
2010 Total Population	14,085
2019 Total Population	13,508
2019 Group Quarters	1,536
2024 Total Population	13,307
2019-2024 Annual Rate	-0.30%
2019 Total Daytime Population	20,442
Workers	12,743
Residents	7,699
<b>Household Summary</b>	
2000 Households	5,948
2000 Average Household Size	2.19
2010 Households	5,828
2010 Average Household Size	2.14
2019 Households	5,627
2019 Average Household Size	2.13
2024 Households	5,546
2024 Average Household Size	2.12
2019-2024 Annual Rate	-0.29%
2010 Families	3,215
2010 Average Family Size	2.80
2019 Families	3,059
2019 Average Family Size	2.78
2024 Families	2,986
2024 Average Family Size	2.79
2019-2024 Annual Rate	-0.48%
<b>Housing Unit Summary</b>	
2000 Housing Units	6,705
Owner Occupied Housing Units	52.8%
Renter Occupied Housing Units	35.9%
Vacant Housing Units	11.3%
2010 Housing Units	6,519
Owner Occupied Housing Units	48.9%
Renter Occupied Housing Units	40.5%
Vacant Housing Units	10.6%
2019 Housing Units	6,536
Owner Occupied Housing Units	47.6%
Renter Occupied Housing Units	38.5%
Vacant Housing Units	13.9%
2024 Housing Units	6,574
Owner Occupied Housing Units	47.7%
Renter Occupied Housing Units	36.7%
Vacant Housing Units	15.6%
<b>Median Household Income</b>	
2019	\$35,602
2024	\$38,605
<b>Median Home Value</b>	
2019	\$115,348
2024	\$137,545
<b>Per Capita Income</b>	
2019	\$23,712
2024	\$26,301
<b>Median Age</b>	
2010	39.0
2019	40.6
2024	41.8

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>		
Household Income Base		5,627
<\$15,000		21.4%
\$15,000 - \$24,999		15.6%
\$25,000 - \$34,999		12.2%
\$35,000 - \$49,999		14.5%
\$50,000 - \$74,999		12.8%
\$75,000 - \$99,999		10.3%
\$100,000 - \$149,999		7.7%
\$150,000 - \$199,999		1.9%
\$200,000+		3.6%
Average Household Income		\$56,494
<b>2024 Households by Income</b>		
Household Income Base		5,546
<\$15,000		19.7%
\$15,000 - \$24,999		13.3%
\$25,000 - \$34,999		12.6%
\$35,000 - \$49,999		14.5%
\$50,000 - \$74,999		13.7%
\$75,000 - \$99,999		11.1%
\$100,000 - \$149,999		8.9%
\$150,000 - \$199,999		2.3%
\$200,000+		3.9%
Average Household Income		\$62,700
<b>2019 Owner Occupied Housing Units by Value</b>		
Total		3,109
<\$50,000		9.5%
\$50,000 - \$99,999		34.8%
\$100,000 - \$149,999		18.5%
\$150,000 - \$199,999		13.1%
\$200,000 - \$249,999		7.2%
\$250,000 - \$299,999		3.3%
\$300,000 - \$399,999		5.9%
\$400,000 - \$499,999		5.3%
\$500,000 - \$749,999		1.9%
\$750,000 - \$999,999		0.2%
\$1,000,000 - \$1,499,999		0.3%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$161,234
<b>2024 Owner Occupied Housing Units by Value</b>		
Total		3,136
<\$50,000		7.3%
\$50,000 - \$99,999		29.5%
\$100,000 - \$149,999		17.5%
\$150,000 - \$199,999		14.3%
\$200,000 - \$249,999		9.2%
\$250,000 - \$299,999		4.3%
\$300,000 - \$399,999		6.8%
\$400,000 - \$499,999		7.5%
\$500,000 - \$749,999		3.1%
\$750,000 - \$999,999		0.2%
\$1,000,000 - \$1,499,999		0.2%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$184,869

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>		
Total		14,085
0 - 4		5.7%
5 - 9		5.3%
10 - 14		4.8%
15 - 24		19.1%
25 - 34		11.2%
35 - 44		9.9%
45 - 54		13.1%
55 - 64		12.6%
65 - 74		8.2%
75 - 84		6.8%
85 +		3.4%
18 +		81.1%
<b>2019 Population by Age</b>		
Total		13,506
0 - 4		5.0%
5 - 9		4.9%
10 - 14		4.9%
15 - 24		17.1%
25 - 34		12.2%
35 - 44		10.0%
45 - 54		10.0%
55 - 64		13.4%
65 - 74		11.7%
75 - 84		6.9%
85 +		3.9%
18 +		82.4%
<b>2024 Population by Age</b>		
Total		13,306
0 - 4		4.9%
5 - 9		4.8%
10 - 14		4.8%
15 - 24		17.4%
25 - 34		10.6%
35 - 44		10.9%
45 - 54		9.4%
55 - 64		11.7%
65 - 74		13.3%
75 - 84		8.2%
85 +		4.1%
18 +		82.6%
<b>2010 Population by Sex</b>		
Males		6,608
Females		7,477
<b>2019 Population by Sex</b>		
Males		6,417
Females		7,089
<b>2024 Population by Sex</b>		
Males		6,329
Females		6,977

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>		
Total		14,085
White Alone		94.9%
Black Alone		1.3%
American Indian Alone		0.3%
Asian Alone		1.4%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.5%
Two or More Races		1.5%
Hispanic Origin		1.1%
Diversity Index		11.8
<b>2019 Population by Race/Ethnicity</b>		
Total		13,509
White Alone		93.7%
Black Alone		1.5%
American Indian Alone		0.3%
Asian Alone		1.8%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.7%
Two or More Races		2.0%
Hispanic Origin		1.7%
Diversity Index		15.2
<b>2024 Population by Race/Ethnicity</b>		
Total		13,307
White Alone		92.8%
Black Alone		1.6%
American Indian Alone		0.3%
Asian Alone		2.1%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.8%
Two or More Races		2.4%
Hispanic Origin		2.1%
Diversity Index		17.4
<b>2010 Population by Relationship and Household Type</b>		
Total		14,085
In Households		88.7%
In Family Households		66.3%
Householder		22.8%
Spouse		15.7%
Child		23.5%
Other relative		1.8%
Nonrelative		2.4%
In Nonfamily Households		22.4%
In Group Quarters		11.3%
Institutionalized Population		3.4%
Noninstitutionalized Population		7.8%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Population 25+ by Educational Attainment</b>	
Total	9,202
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	7.6%
High School Graduate	31.7%
GED/Alternative Credential	5.0%
Some College, No Degree	18.0%
Associate Degree	9.6%
Bachelor's Degree	15.9%
Graduate/Professional Degree	9.9%
<b>2019 Population 15+ by Marital Status</b>	
Total	11,511
Never Married	39.2%
Married	39.1%
Widowed	8.9%
Divorced	12.8%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.0%
Civilian Unemployed (Unemployment Rate)	4.0%
<b>2019 Employed Population 16+ by Industry</b>	
Total	5,846
Agriculture/Mining	0.9%
Construction	7.7%
Manufacturing	8.5%
Wholesale Trade	2.3%
Retail Trade	10.9%
Transportation/Utilities	3.8%
Information	2.7%
Finance/Insurance/Real Estate	5.3%
Services	52.2%
Public Administration	5.6%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	5,845
White Collar	53.7%
Management/Business/Financial	10.7%
Professional	21.9%
Sales	9.3%
Administrative Support	11.8%
Services	23.9%
Blue Collar	22.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	2.8%
Production	6.8%
Transportation/Material Moving	7.9%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	14,085
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	97.4%
Rural Population	2.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>	
Total	5,828
Households with 1 Person	37.4%
Households with 2+ People	62.6%
Family Households	55.2%
Husband-wife Families	37.9%
With Related Children	13.3%
Other Family (No Spouse Present)	17.2%
Other Family with Male Householder	4.3%
With Related Children	2.7%
Other Family with Female Householder	13.0%
With Related Children	8.8%
Nonfamily Households	7.5%
All Households with Children	25.3%
Multigenerational Households	2.1%
Unmarried Partner Households	8.3%
Male-female	7.5%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	5,828
1 Person Household	37.4%
2 Person Household	34.0%
3 Person Household	13.6%
4 Person Household	9.0%
5 Person Household	4.2%
6 Person Household	1.2%
7 + Person Household	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	5,828
Owner Occupied	54.7%
Owned with a Mortgage/Loan	31.9%
Owned Free and Clear	22.8%
Renter Occupied	45.3%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	6,519
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	97.5%
Rural Housing Units	2.5%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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### Top 3 Tapestry Segments

1. Small Town Simplicity
2. Old and Newcomers (8F)
3. Retirement Communities

### 2019 Consumer Spending

Apparel & Services: Total \$	\$7,847,469
Average Spent	\$1,394.61
Spending Potential Index	65
Education: Total \$	\$5,364,582
Average Spent	\$953.36
Spending Potential Index	60
Entertainment/Recreation: Total \$	\$12,246,666
Average Spent	\$2,176.41
Spending Potential Index	67
Food at Home: Total \$	\$19,892,512
Average Spent	\$3,535.19
Spending Potential Index	68
Food Away from Home: Total \$	\$13,520,714
Average Spent	\$2,402.83
Spending Potential Index	65
Health Care: Total \$	\$23,320,271
Average Spent	\$4,144.35
Spending Potential Index	70
HH Furnishings & Equipment: Total \$	\$7,800,449
Average Spent	\$1,386.25
Spending Potential Index	65
Personal Care Products & Services: Total \$	\$3,269,227
Average Spent	\$580.99
Spending Potential Index	66
Shelter: Total \$	\$67,345,454
Average Spent	\$11,968.27
Spending Potential Index	65
Support Payments/Cash Contributions/Gifts in Kind: Total	\$9,660,821
Average Spent	\$1,716.87
Spending Potential Index	69
Travel: Total \$	\$7,785,094
Average Spent	\$1,383.52
Spending Potential Index	62
Vehicle Maintenance & Repairs: Total \$	\$4,622,209
Average Spent	\$821.43
Spending Potential Index	72

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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