Perform Properties

WEST COBB MARKETPLACE
2500 Dallas Highway, Marietta, GA 30064
Generated on November 1, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	4,895	46,668	157,167	333,564	553,874
Total Daytime Population	2,587	36,323	195,293	356,436	574,300
TOTAL HOUSEHOLD INCOME					
Total Households	1,751	16,490	57,216	120,521	206,204
Median Household Income	$141,609	$153,210	$122,657	$116,196	$112,453
Average Household Income	$178,724	$186,367	$149,322	$141,188	$135,009
Under $15,000	3.5%	3.0%	4.7%	5.0%	5.2%
$15,000 - $34,999	2.3%	4.4%	7.9%	8.2%	8.1%
$35,000 - $49,999	3.7%	4.6%	6.4%	7.5%	7.4%
$50,000 - $74,999	10.5%	7.5%	12.3%	13.2%	14.4%
$75,000 - $99,999	9.5%	10.6%	12.5%	12.5%	12.8%
$100,000 - $124,999	9.6%	10.0%	10.1%	11.1%	11.3%
$125,000 - $149,999	12.2%	8.1%	9.1%	9.0%	9.2%
$150,000+	48.7%	51.8%	37.1%	33.6%	31.7%
BUSINESSES					
Total Businesses	97	1,008	5,877	10,714	17,210
RACE/ETHNICITY					
White/Caucasian	68.9%	63.7%	48.8%	45.8%	47.0%
Black/African American	17.1%	20.0%	25.6%	27.6%	27.0%
Asian/Pacific Islander	4.2%	4.0%	4.0%	3.8%	4.1%
Hispanic/Latino	5.4%	7.4%	16.2%	17.4%	16.0%
Other	4.3%	4.9%	5.5%	5.4%	6.0%

Source: Advan, 2025.