DEMOGRAPHICS

Overview

Demographics is the study of the characteristics of human populations. It includes population indicators (e.g., growth, age, and educational levels) as well as economic indicators such as income and employment. Data of this nature is invaluable to governments in planning for service delivery associated with new residential and commercial development and to the business community, as leaders make decisions about market trends, customer demographics and possible future locations and/or expansions.

This section of the *Data Report* will focus on demographic characteristics of Cobb County and the broader Atlanta Region[1]. Within the *Report,* Cobb County data is provided at the jurisdictional[2] and census tract levels.

Population

Census 2000 data indicates that Cobb County has become an even bigger and more diverse than was established in the 1990 Census, with a 36 percent increase in population during the past 10 years. The 2000 count tallied 607,751 Cobb residents, 160,006 more than in 1990 when the number was 447,745. By comparison, Gwinnett County saw a much more dramatic population increase during the last decade accounting for a 66 percent growth, though its total population of 588,448 still trailed the 600,000 mark. With regard to growth among municipalities within Cobb County, Kennesaw experienced the largest population increase (142 percent) during the last decade, from 8,936 in 1990 to 21,675 in 2000.

Table 1
Population

Year	Cobb County	Georgia (millions)	United States (millions)
1950	61,830	3.4	151.3
1960	114,174	3.9	179.3
1970	196,793	4.6	203.2
1980	297,718	5.5	226.5
1990	447,745	6.5	249.5
1996	521,200	7.3	265.1
1997	535,000	7.5	267.7
1998	550,100	7.6	270.2
1999	567,800	7.7	272.6
2000	607,751	8.1	284.8

Source: Atlanta Journal Constitution/US Census Bureau

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[1] The Atlanta Region includes Clayton, Cherokee, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale Counties. The Atlanta Region is defined as those counties under the perview of the Atlanta Regional Commission (ARC). ARC is a regional planning agency.

[2] The jurisdictions are the unincorporated county and the six incorporated cities: Acworth, Austell, Kennesaw, Marietta, Powder Springs, and Smyrna.

To better indicate population growth within the specific geographic regions of the County, the numbers below are for the geographical area defined by the current ZIP code. The total numbers were calculated by aggregating the population of every small census block within that ZIP code area.

Table 2
Cobb County Population By Zip Code

Zip Code	1990 Count	2000 Count	% Difference
30008	21,288	32,890	54%
30060	30,264	34,740	14%
30062	50,805	60,200	18%
30064	29,470	40,439	37%
30066	41,881	50,546	20%
30067	37,876	47,291	24%
30068	29,896	31,975	6%
30069	1,022	1,389	35%
30075	34,559	47,180	36%
30080	35,762	43,839	22%
30082	18,588	23,612	27%
30101	14,606	38,063	160%
30102	22,634	31,018	37%
30106	11,998	16,290	35%
30126	19,642	25,748	31%
30127	26,336	48,032	82%
30132	27,147	46,289	70%
30141	8,375	13,563	61%
30144	22,891	40,252	75%
30152	14,370	26,315	83%
30168	15,765	19,916	26%
30188	26,786	37,306	39%
30339	14,406	15,580	8%

Source: Atlanta Journal Constitution/US Census Bureau

Population Growth by Race

Cobb's most notable fluctuation in the 2000 survey may be in its racial breakdown, thereby reflecting a strong move toward diversity. White persons, who comprised 94.6 percent of the population in 1980, now claim 72.4 percent, down from 87.5 percent in 1990. The black population saw an increase of 158 percent during the last decade, rising from 44,154 residents in 1990 to 114,233 in 2000. Black persons now embody nearly 19 percent of Cobb County's population.

Another boom was recorded in the Asian population, which rose 139 percent in the 1990s. In 1980, 1,666 Asians were counted in the Census while the 2000 Census number rose to 18,945, thereby accounting for more than 3 percent of the total population. Another obvious trend toward diversity is reflected in the population of Hispanic residents, with a 400 percent increase since the 1990 Census. During that count, the number of Hispanics was recorded as 9,403 and the Census 2000 recorded 46,964, presently accounting for more than 7 percent of the county's population. Below are the Counties located within the (Atlanta Regional Commission) ARC with totals for the 5 predominant races for years 1980, 1990 and 2000, and the percent change over the last decade.

Table 3
Racial Population For Counties Within The
Atlanta Regional Commission (ARC)

County	1980	1990	2000	2000* Single Race	2000** Multi Race	'90-'00
Cherokee County						
Asian	0.2%	0.3%	1.1%	0.8%	0.3%	285.4%
Black	2.2%	1.9%	2.7%	2.5%	0.2%	108.2%
Native American	0.1%	0.3%	0.9%	0.4%	0.5%	112.7%
White	97.3%	97.2%	93.6%	92.4%	1.2%	49.5%
Hispanic	0.7%	1.2%	5.4%	N/A	N/A	361.9%
Cobb County						
Asian	**0.6%**	**1.8%**	**3.6%**	**3.1%**	**0.5%**	**139.3%**
Black	**4.4%**	**9.9%**	**19.5%**	**18.8%**	**0.7%**	**158.7%**
Native American	**0.1%**	**0.2%**	**0.7%**	**0.3%**	**0.4%**	**65.0%**
White	**94.6%**	**87.5%**	**73.8%**	**72.4%**	**1.4%**	**12.3%**
Hispanic	**1.0%**	**2.1%**	**7.7%**	**N/A**	**N/A**	**268.0%**
DeKalb County						
Asian	1.0%	3.0%	4.6%	4.1%	0.5%	66.9%
Black	27.1%	42.2%	55.3%	54.2%	1.1%	56.7%
Native American	0.1%	0.2%	0.7%	0.2%	0.4%	55.1%
White	71.3%	53.6%	37.0%	35.8%	1.2%	-18.4%
Hispanic	1.5%	2.9%	7.9%	N/A	N/A	175.8%
Douglas County						
Asian	0.2%	0.5%	1.5%	1.2%	0.3%	186.0%
Black	5.2%	7.9%	19.2%	18.5%	0.6^	204.9%
Native American	0.2%	0.2%	0.8%	0.4%	0.5%	84.1%
White	94.3%	91.0%	78.5%	77.3%	1.2%	10.0%
Hispanic	0.7%	1.1%	2.9%	N/A	N/A	172.0%

Table 3 (Cont'd)

County	1980	1990	2000	2000* Single Race	2000** Multi Race	'90-'00
Fulton County						
Asian	0.5%	1.3%	3.5%	3.1%	0.4%	201.3%
Black	51.4%	49.9%	45.2%	44.6%	0.7%	12.2%
Native American	0.1%	0.2%	0.5%	0.2%	0.3%	54.3%
White	47.5%	47.8%	49.1%	48.1%	1.0%	26.7%
Hispanic	1.3%	2.1%	5.9%	N/A	N/A	185.7%
Gwinnett County						
Asian	0.6%	2.9%	7.9%	7.3%	0.7%	318.5%
Black	2.5%	5.2%	13.9%	13.3%	0.6%	330.4%
Native American	0.1%	0.2%	0.7%	0.3%	0.4%	129.1%
White	96.6%	91.0%	74.3%	72.7%	1.6%	33.3%
Hispanic	0.9%	2.4%	10.9%	N/A	N/A	354.1%
Henry County						
Asian	0.3%	0.6%	2.1%	1.8%	0.3%	552.6%
Black	17.5%	10.3%	15.1%	14.7%	0.4%	188.8%
Native American	0.2%	0.2%	0.6%	0.2%	0.4%	144.5%
White	81.6%	88.7%	82.3%	81.4%	0.9%	86.4%
Hispanic	0.8%	0.8%	2.3%	N/A	N/A	186.3%
Rockdale County						
Asian	0.3%	1.0%	2.2%	2.0%	0.2%	172.0%
Black	8.7%	8.1%	18.7%	18.2%	0.5%	193.2%
Native American	0.5%	0.2%	0.6%	0.3%	0.4%	58.8%
White	90.4%	90.4%	76.8%	75.7%	1.0%	8.6%
Hispanic	0.7%	1.1%	6.0^	N/A	N/A	443.3%

*All Counties within the ARC are not shown.

*People had an option to identify themselves as more than one race or as a single race. This is how many people selected single race.

** People had an option to identify themselves as more than one race or as a single race. This is how people selected multi-race.

Source: Atlanta Journal Constitution/US Census Bureau

Population Growth in Metropolitan Counties and Cobb Municipalities

As indicated earlier, nearby counties saw dramatic population increases during the 2000 Census count. The population of Paulding County almost doubled, swelling from 41,611 in 1990 to 81,678 in 2000. A more subtle effect was detected in Douglas County, where the numbers rose from 71,120 to 92,174 during those same years and accounting for a 29 percent increase. 2000 totals show Gwinnett County adding more people, 235,538, during the 1990s than any other Georgia county and accounting for a 67 percent overall growth. Fulton came in second with 167,055 new residents, followed by Cobb with 160,006 and DeKalb with 120,028. Listed below are numerous counties from around North Georgia and their population changes from 1950 to present.

Table 4
Metro Atlanta Growth By Counties 1950-2000

County	1950	1960	1970	1980	1990	2000	'90-'00
Metro Area	984,551	1,297,989	1,746,767	2,211,970	2,930,229	4,066,054	39%
Barrow	13,115	14,485	16,859	21,354	29,721	46,144	55%
Bartow	27,370	28,267	32,663	40,760	55,911	76,019	35%
Carroll	34,112	36,451	45,404	56,346	71,422	87,268	22%
Cherokee	20,750	23,001	31,059	51,699	90,204	141,903	57%
Clayton	22,872	46,365	98,043	150,357	182,052	236,517	29%
Cobb	**61,830**	**114,174**	**196,793**	**297,718**	**447,745**	**607,751**	**35%**
Coweta	27,786	28,893	32,310	39,268	53,853	89,215	65%
DeKalb	136,395	256,782	415,387	483,024	545,837	665,865	21%
Douglas	12,173	16,741	28,659	54,573	71,120	92,174	29%
Fayette	7,978	8,199	11,364	29,043	62,415	91,263	46%
Forsyth	11,005	12,170	16,928	27,958	44,083	98,407	123%
Fulton	473,572	556,326	607,592	589,904	648,951	816,006	25%
Gwinnett	32,320	43,541	72,349	166,903	352,910	588,448	66%
Henry	15,857	17,619	23,724	36,309	58,741	119,341	103%
Newton	20,185	20,999	26,282	34,489	41,808	62,001	48%
Paulding	11,752	13,101	17,520	26,110	41,611	81,678	96%
Pickens	8,855	8,903	9,620	11,652	14,432	22,983	59%
Rockdale	8,464	10,572	18,152	36,747	54,091	70,111	29%
Spalding	31,045	35,404	39,514	47,899	54,457	58,417	7%
Walton	20,230	20,481	23,404	31,211	38,586	60,687	57%

Source: Atlanta Journal Constitution/US Census Bureau

Table 5
Cobb Municipal Yearly Populations 1950-2000

Year	City of Acworth	City of Austell	City of Kennesaw	City of Marietta	City of Powder Springs	City of Smyrna
1950	1,466	1,413	564	20,687	619	2,005
1960	2,359	1,867	1,507	25,565	746	10,157
1970	3,929	2,632	3,548	27,216	2,559	19,157
1980	3,648	3,939	5,095	30,805	3,381	20,312
1990	4,519	4,173	8,936	44,129	6,893	30,981
1994	6,912	4,608	10,747	48,838	9,444	35,820
1995	7,315	4,378	11,490	49,862	9,909	36,023
1996	7,618	4,775	12,670	50,518	10,197	35,905
1997	8,225	4,840	14,220	50,518	10,544	36,188
1998	9,400	4,933	15,603	50,780	10,941	36,856
1999	10,876	5,028	18,334	51,055	11,255	37,685
2000	**13,422**	**5,359**	**21,675**	**58,748**	**12,481**	**40,999**

Source: Cobb County Chamber of Commerce/US Census Bureau

Table 6
Changes In Population Totals Of Cobb
County Municipalities 1980-2000

City	1980	1990	2000	1990-2000
Acworth	3,648	4,519	13,422	197%
Austell	3,939	4,173	5,359	28%
Kennesaw	5,095	8,936	21,675	143%
Mableton	25,111	25,725	29,733	16%
Marietta	30,805	44,129	58,748	33%
Powder Springs	3,381	6,893	12,481	81%
Smyrna	20,312	30,981	40,999	32%

Source: Cobb County Chamber of Commerce/US Census Bureau

Table 7
Profile Of General Demographic Characteristics: 2000
Geographic Area: Cobb County, Georgia

Subject	Number	Percent
Total population	607,751	100.0
SEX AND AGE		
Male	301,508	49.6
Female	306,243	50.4
Under 5 years	43,938	7.2
5 to 9 years	44,858	7.4
10 to 14 years	44,295	7.3
15 to 19 years	39,535	6.5
20 to 24 years	40,708	6.7
25 to 34 years	110,283	18.1
35 to 44 years	111,675	18.4
45 to 54 years	86,185	14.2
55 to 59 years	26,597	4.4
60 to 64 years	17,641	2.9
65 to 74 years	24,079	4.0
75 to 84 years	13,801	2.3
85 years and over	4,156	0.7
Median age (years)	33.2	(X)
18 years and over	449,345	73.9
Male	219,929	36.2
Female	229,416	37.7
21 years and over	428,082	70.4
62 years and over	51,908	8.5
65 years and over	42,036	6.9
Male	17,126	2.8
Female	24,910	4.1
RACE		
One race	596,378	98.1
White	439,991	72.4
Black or African American	114,233	18.8
American Indian and Alaska Native	1,579	0.3
Asian	18,587	3.1
Asian Indian	5,599	0.9
Chinese	3,504	0.6
Filipino	1,195	0.2
Japanese	995	0.2
Korean	3,379	0.6
Vietnamese	1,715	0.3

Table 7 (Cont'd)

Subject	Number	Percent
Other Asian [1]	2,200	0.4
Native Hawaiian and Other Pacific Islander	257	0.0
Native Hawaiian	53	0.0
Guamanian or Chamorro	84	0.0
Samoan	43	0.0
Other Pacific Islander [2]	77	0.0
Some other race	21,731	3.6
Two or more races	11,373	1.9
Race alone or in combination with one or more other races [3]		
White	448,636	73.8
Black or African American	118,229	19.5
American Indian and Alaska Native	4,036	0.7
Asian	21,306	3.5
Native Hawaiian and Other Pacific Islander	699	0.1
Some other race	27,015	4.4
HISPANIC OR LATINO AND RACE		
Total population	607,751	100.0
Hispanic or Latino (of any race)	46,964	7.7
Mexican	29,833	4.9
Puerto Rican	3,684	0.6
Cuban	1,436	0.2
Other Hispanic or Latino	12,011	2.0
Not Hispanic or Latino	560,787	92.3
White alone	417,947	68.8
RELATIONSHIP		
Total population	607,751	100.0
In households	600,457	98.8
Householder	227,487	37.4
Spouse	123,587	20.3
Child	179,828	29.6
Own child under 18 years	145,498	23.9
Other relatives	31,905	5.2
Under 18 years	9,845	1.6
Nonrelatives	37,650	6.2
Unmarried partner	10,551	1.7
In group quarters	7,294	1.2
Institutionalized population	4,098	0.7
Noninstitutionalized population	3,196	0.5

Housing

The number of housing units in Cobb County has increased from 113,271 in 1980 to 189,872 in 1990 and 238,725 units in 1999. Declining average household size, a long-term trend that has continued in the 1980s and 1990s, caused the more rapid rate of growth for housing. The majority of housing units in Cobb County in 1999 were single-family units (68.0 percent). Multifamily units account for 30.0 percent of the housing mix. Though metro Atlanta's average rent only increased slightly in the 1990s, it was still well above the national average as indicated in Table 8 below:

Table 8

Cost of Rental Housing

Median gross rent, 1990-2000	1990	2000	Change	Growth
United States	603	612	9	2%
Georgia	584	632	48	8%
Metro Atlanta	713	758	45	6%
Cobb County	**775**	**825**	**50**	**6%**
DeKalb County	744	757	13	2%
Fulton County	646	734	88	14%
Gwinnett County	778	821	43	6%
Atlanta (city limits)	569	634	65	11%

Source: U.S. Census Bureau

Table 9 indicates the increased cost of homeownership in Cobb County and the Atlanta area from 1990 to 2000. As interest rates remained somewhat steady on average throughout the 1990's, metro Atlanta homeowner costs, including mortgage payments, increased only slightly and stayed well below the national average. Some markets, however, especially in the city of Atlanta, saw ownership costs rise significantly.

Table 9

Cost of Home Ownership

Monthly ownership costs, primarily mortgage	1990	2000	Change	Growth
United States	$994	$1,085	$91	9.17%
Georgia	$994	$1,038	$44	4%
Metro Atlanta	$1,158	$1,170	$12	1%
Cobb County	**$1,247**	**$1,280**	**$33**	**3%**
DeKalb County	$1,110	$1,123	$13	1%
Fulton County	$1,284	$1,596	$312	24%

Gwinnett County	$1,265	$1,197	-$68	-5%
Atlanta (city)	$1,005	$1,318	$313	31%

Table 10
General Housing Characteristics: 2000
Cobb County, Georgia

Subject	Number	Percent
OCCUPANCY STATUS		
Total housing units	237,522	100.0
Occupied housing units	227,487	95.8
Vacant housing units	10,035	4.2
TENURE		
Occupied housing units	227,487	100.0
Owner-occupied housing units	155,055	68.2
Renter-occupied housing units	72,432	31.8
VACANCY STATUS		
Vacant housing units	10,035	100.0
For rent	4,425	44.1
For sale only	2,216	22.1
Rented or sold, not occupied	744	7.4
For seasonal, recreational, or occasional use	585	5.8
For migratory workers	11	0.1
Other vacant	2,054	20.5
RACE OF HOUSEHOLDER		
Occupied housing units	227,487	100.0
One race	224,231	98.6
White	171,318	75.3
Black or African American	41,727	18.3
American Indian and Alaska Native	529	0.2
Asian	5,791	2.5
Native Hawaiian and Other Pacific Islander	75	0.0
Some other race	4,791	2.1
Two or more races	3,256	1.4
HISPANIC OR LATINO HOUSEHOLDER AND RACE OF HOUSEHOLDER		
Occupied housing units	227,487	100.0
Hispanic or Latino (of any race)	11,039	4.9
Not Hispanic or Latino	216,448	95.1
White alone	165,853	72.9

Table 10 (Cont'd)

Subject	Number	Percent
AGE OF HOUSEHOLDER		
Occupied housing units	227,487	100.0
15 to 24 years	12,131	5.3
25 to 34 years	53,906	23.7
35 to 44 years	61,003	26.8
45 to 54 years	49,354	21.7
55 to 64 years	26,334	11.6
65 years and over	24,759	10.9
65 to 74 years	14,676	6.5
75 to 84 years	8,283	3.6
85 years and over	1,800	0.8

Source: U.S. Census Bureau, Census 2000

Table 11
General Household Characteristics: 2000
Geographic Area: Cobb County, Georgia

TOTAL:	227,487
1-person household:	52,791
Male householder	23,125
Female householder	29,666
2 or more person household:	174,696
Family households:	156,579
Married-couple family:	123,587
With own children under 18 years	62,713
No own children under 18 years	60,874
Other family:	32,992
Male householder, no wife present:	8,545
With own children under 18 years	3,918
No own children under 18 years	4,627
Female householder, no husband present:	24,447
With own children under 18 years	14,888
No own children under 18 years	9,559
Nonfamily households:	18,117
Male householder	10,547
Female householder	7,570

Source: U.S. Census Bureau

To closer study the general housing characteristics of the 2000 census, the table below provides information specific to census tracts:

Table 12
General Housing Characteristics: 2000
Geographic Area: Cobb County, Georgia

Geographic Area	Total housing units	Occupied housing units	Vacant housing units				Vacancy rate	
			Total	Percent			Home-owner	Rental
				For sale only	For rent	Seasonal, Recreational, or Occupied Use		
Cobb County	**237,522**	**227,487**	**10,035**	**22.1**	**44.1**	**5.8**	**1.4**	**5.8**
CENSUS TRACT								
Tract 301.01	2,126	2,039	87	23.0	34.5	14.9	1.1	13.2
Tract 301.02	4,877	4,624	253	39.9	34.8	4.0	2.8	6.9
Tract 301.03	2,234	2,161	73	35.6	21.9	4.1	1.4	5.7
Tract 302.05	4,609	4,318	291	6.5	64.6	13.1	1.1	6.6
Tract 302.08	2,739	2,620	119	60.5	6.7	1.7	2.8	7.8
Tract 302.09	1,945	1,897	48	52.1	16.7	6.3	1.4	4.5
Tract 302.10	3,003	2,942	61	63.9	9.8	6.6	1.4	5.2
Tract 302.11	6,679	6,267	412	36.7	34.5	3.6	2.8	11.3
Tract 302.12	4,317	4,228	89	25.8	30.3	6.7	0.6	6.0
Tract 302.13	2,794	2,712	82	59.8	3.7	2.4	1.8	3.1
Tract 302.14	2,295	2,261	34	52.9	17.6	5.9	0.8	4.3
Tract 302.15	2,687	2,616	71	43.7	23.9	2.8	1.3	5.9
Tract 302.16	4,623	4,484	139	74.1	3.6	2.9	2.3	2.8
Tract 302.17	4,221	4,020	201	14.9	51.7	4.0	0.8	17.5
Tract 303.10	2,620	2,556	64	48.4	21.9	7.8	1.4	3.4
Tract 303.11	2,176	2,134	42	59.5	9.5	7.1	1.2	2.7
Tract 303.12	2,393	2,337	56	48.2	12.5	8.9	1.3	2.6
Tract 303.13	2,614	2,565	49	30.6	24.5	6.1	0.6	4.3
Tract 303.14	2,294	2,239	55	54.5	9.1	7.3	1.4	2.6
Tract 303.18	2,667	2,609	58	27.6	5.2	13.8	0.6	3.7
Tract 303.19	1,659	1,633	26	53.8	11.5	11.5	0.9	2.3
Tract 303.20	2,791	2,625	166	14.5	54.2	9.6	1.7	6.7
Tract 303.22	1,150	1,138	12	33.3	25.0	0.0	0.4	4.3
Tract 303.23	2,987	2,935	52	38.5	17.3	5.8	0.7	10.7
Tract 303.24	1,237	1,218	19	52.6	5.3	5.3	0.9	1.4

Table 12 (Cont'd)

Geographic Area	Total housing units	Occupied housing units	Vacant housing units				Vacancy rate	
			Total	Percent			Home-owner	Rental
				For sale only	For rent	Seasonal, Recreational, or Occupied use		
CENSUS TRACT								
Tract 303.25	2,685	2,647	38	36.8	18.4	2.6	0.6	5.1
Tract 303.26	1,395	1,373	22	59.1	0.0	4.5	1.0	0.0
Tract 303.27	1,530	1,511	19	42.1	21.1	0.0	0.6	3.3
Tract 303.28	2,279	2,235	44	29.5	11.4	20.5	0.6	4.5
Tract 303.29	1,636	1,611	25	56.0	8.0	4.0	0.9	1.8
Tract 303.30	1,901	1,870	31	19.4	22.6	9.7	0.3	6.5
Tract 303.31	1,943	1,921	22	40.9	22.7	9.1	0.5	5.6
Tract 303.32	1,068	1,052	16	56.3	25.0	6.3	0.9	8.5
Tract 303.33	2,200	2,168	32	50.0	9.4	15.6	0.8	2.8
Tract 303.34	1,309	1,290	19	47.4	15.8	0.0	0.7	5.0
Tract 303.35	1,737	1,720	17	47.1	11.8	29.4	0.5	4.3
Tract 303.36	2,418	2,397	21	47.6	4.8	14.3	0.4	1.6
Tract 303.37	1,656	1,637	19	36.8	21.1	5.3	0.4	6.6
Tract 303.38	4,753	4,141	612	1.5	56.7	4.1	2.1	8.5
Tract 303.39	2,589	2,433	156	2.6	55.8	17.9	2.1	3.7
Tract 304.01	3,335	3,194	141	12.8	59.6	5.7	0.9	6.8
Tract 304.02	3,628	3,493	135	17.0	48.1	10.4	0.9	6.1
Tract 304.04	3,993	3,747	246	2.0	85.8	3.3	1.0	6.1
Tract 304.05	2,997	2,872	125	16.8	50.4	5.6	1.7	3.6
Tract 304.06	4,241	3,961	280	3.9	79.6	4.6	2.9	5.8
Tract 305.01	3,299	3,195	104	26.9	30.8	3.8	1.1	5.1
Tract 305.02	2,305	2,231	74	23.0	50.0	2.7	0.9	8.8
Tract 305.04	2,286	2,236	50	34.0	38.0	6.0	1.0	3.2
Tract 305.05	2,655	2,523	132	5.3	72.0	3.8	1.4	4.5
Tract 306	4,866	4,546	320	7.8	63.4	5.9	1.1	8.0
Tract 307	2,171	2,026	145	13.8	45.5	2.1	2.7	4.8
Tract 308	1,887	1,775	112	5.4	52.7	1.8	1.7	4.0
Tract 309.01	3,187	3,100	87	21.8	44.8	11.5	0.9	4.1
Tract 309.02	2,987	2,787	200	9.5	56.0	5.0	1.7	6.2
Tract 309.04	2,386	2,304	82	15.9	57.3	7.3	1.1	3.8
Tract 309.05	1,846	1,773	73	42.5	16.4	2.7	1.9	7.0

Table 12 (Cont'd)

Geographic Area	Total housing units	Occupied housing units	Vacant housing units				Vacancy rate	
			Total	Percent			Home-owner	Rental
				For sale only	For rent	Seasonal, Recreational, or Occupied use		
CENSUS TRACT								
Tract 303.25	2,685	2,647	38	36.8	18.4	2.6	0.6	5.1
Tract 303.26	1,395	1,373	22	59.1	0.0	4.5	1.0	0.0
Tract 303.27	1,530	1,511	19	42.1	21.1	0.0	0.6	3.3
Tract 303.28	2,279	2,235	44	29.5	11.4	20.5	0.6	4.5
Tract 303.29	1,636	1,611	25	56.0	8.0	4.0	0.9	1.8
Tract 303.30	1,901	1,870	31	19.4	22.6	9.7	0.3	6.5
Tract 303.31	1,943	1,921	22	40.9	22.7	9.1	0.5	5.6
Tract 303.32	1,068	1,052	16	56.3	25.0	6.3	0.9	8.5
Tract 303.33	2,200	2,168	32	50.0	9.4	15.6	0.8	2.8
Tract 303.34	1,309	1,290	19	47.4	15.8	0.0	0.7	5.0
Tract 303.35	1,737	1,720	17	47.1	11.8	29.4	0.5	4.3
Tract 303.36	2,418	2,397	21	47.6	4.8	14.3	0.4	1.6
Tract 303.37	1,656	1,637	19	36.8	21.1	5.3	0.4	6.6
Tract 303.38	4,753	4,141	612	1.5	56.7	4.1	2.1	8.5
Tract 303.39	2,589	2,433	156	2.6	55.8	17.9	2.1	3.7
Tract 304.01	3,335	3,194	141	12.8	59.6	5.7	0.9	6.8
Tract 304.02	3,628	3,493	135	17.0	48.1	10.4	0.9	6.1
Tract 304.04	3,993	3,747	246	2.0	85.8	3.3	1.0	6.1
Tract 304.05	2,997	2,872	125	16.8	50.4	5.6	1.7	3.6
Tract 304.06	4,241	3,961	280	3.9	79.6	4.6	2.9	5.8
Tract 305.01	3,299	3,195	104	26.9	30.8	3.8	1.1	5.1
Tract 305.02	2,305	2,231	74	23.0	50.0	2.7	0.9	8.8
Tract 305.04	2,286	2,236	50	34.0	38.0	6.0	1.0	3.2
Tract 305.05	2,655	2,523	132	5.3	72.0	3.8	1.4	4.5
Tract 306	4,866	4,546	320	7.8	63.4	5.9	1.1	8.0
Tract 307	2,171	2,026	145	13.8	45.5	2.1	2.7	4.8
Tract 308	1,887	1,775	112	5.4	52.7	1.8	1.7	4.0
Tract 309.01	3,187	3,100	87	21.8	44.8	11.5	0.9	4.1
Tract 309.02	2,987	2,787	200	9.5	56.0	5.0	1.7	6.2
Tract 309.04	2,386	2,304	82	15.9	57.3	7.3	1.1	3.8
Tract 309.05	1,846	1,773	73	42.5	16.4	2.7	1.9	7.0

Local Economy

Cobb County is home to many affluent households and has emerged as a major employment center. This employment growth is consistent with a national trend, whereby employment follows the movement of population away from central cities and into suburbs. Provided below are economic indicators relating to employment and business profiles.

Table 13
Cobb County Business Profile 2000

Total Number of Businesses Licensed in Cobb County	34,294
Service Sector Businesses	6,666
Retail Businesses	3,201
Manufacturing	1,375
International Companies	155
Fortune 500 Companies	177

Source: Cobb County Chamber of Commerce

Table 14

Cobb County's Top 25 Employers

Company	Number of Employees
Cobb County Public Schools	11,400
Wellstar Health System, Inc.	7,800
Lockheed Martin Aeronautical Systems	7,000
The Home Depot, Inc.	4,651
Cobb County Government	4,613
Publix Super Markets, Inc.	3,416
Sprint PCS	2,296
IBM Corporation	2,600
Six Flags Over Georgia	2,600
Naval Air Station - Atlanta	1,713
WORLDSPAN	1,600
The Kroger Co.	1,600
GE Power Systems	1,600
Heidelberg USA Inc.	1,250
AT&T	1,100
Georgia-Pacific Corp.	1,050
Kennesaw State University	1,023
Life University	1,000
Marietta City Schools	970
Dobbins Air Reserve Base	910
BellSouth Telecommunications	900
Matria Healthcare	900
Yellow Freight	860
Omni Financial (The Hartford)	750
AllState Insurance	700

Source: Cobb County Chamber of Commerce

Table 15
Cobb County Fortune 500 Companies

Alcoa	Farmland Industries	Northwest Airlines
Allied Signal	Federal Home Loan Mortgage	Norwest Corporation
American Express	First Data	Occidental Petroleum
American International Group	Foster Wheels	Olsten
American Standard	General Electric	Owens & Minor
Amoco	Genuine Parts	Paccar
AON	Georgia Pacific	Pepsico
Aramark	Goodyear Tire & Rubber	Pitney-Bowes
AT&T	Graybar Electric	PNC Bank Corporation
Automatic Data Processing	Hershey Foods	PPG Industries
Avery Dennison	Hewlett Packard	Principle Financial Group
Banc One Corporation	Home Depot	Prudential Insur. of America
Bank of America	Ikon Office Solutions	Publix Super Markets
BellSouth	Inland Steel Industries	Quantum
Black & Decker	IBM	Ralston Purina
Boise Cascade	International Paper	Reebok International
Borden	J.C. Penny	Reynolds Metals
Caterpillar	Johnson Controls	RJR Nabisco Holding
Champion International	Kelly Services	Rockwell International
Chase Manhattan Corp.	Liberty Mutual Insur. Group	R.R. Donnelley & Sons
Chevron	Lincoln National	Ryder System
Chrysler	Lockheed Martin	Safeco
CIGNA	Lutheran Brotherhood	Seagate Technology
Circuit City Group	Manpower	ServiceMaster
Coca Cola	Marriott International	Sonoco Products
Coca Cola Enterprises	Massachusetts Mutual Life	Sprint
Colgate Palmolive	Maytag	Stone Container
Columbia/HCA Healthcare	Mead	SunTrust Bank
Comp USA	Mercantile Stores	Tandy
Computer Associates Int'l	Merrill Lynch	Tenneco
ConAgra	Metropolitan Life Insurance	Thermo Electron
Cummins Engine	Minnesota Mining & Mfg.	Transamerica
Dana	Monsanto	United Healthcare
Dole Food	Motorola	United Services Automobile
Dover	Mutual of Omaha Insurance	Wachovia Corporation
DuPont	Navistar International	Wells Fargo & Company
Eaton	New York Life Insurance	Willamette Industries
Echlin	Northrop Grumman	WorldCom
		Yellow Freight Systems, Inc.

Source: Cobb County Chamber of Commerce

Income

The citizens of Cobb County have some of the highest income levels in both the Atlanta Region and the State. Income,[1] as opposed to wages, can be either earned (salaries and wages) or unearned (e.g., dividends, interest).

Table 16
Per Capita Income

	Cobb County	Georgia	United States
1970	$ 3,844	$ 3,373	$ 4,047
1980	11,187	8,353	9,940
1985	17,625	12,864	14,155
1990	21,937	17,123	18,666
1992	23,194	18,496	20,146
1993	23,881	19,244	20,809
1994	24,859	20,198	21,699
1996	28,735	22,977	24,426
1997	30,263	23,882	25,288
1998	34,407	26,145	27,321
1999	35,974	27,324	28,546

Source: Cobb County Chamber of Commerce

Table 17
2000 Household Income

Location	Percent making less than $30,000	Percent making between $30,000 - $60,000	Percent making between $60,000- $100,000	Percent making above $100,000
United States	36%	32%	20%	12%
Georgia	37%	32%	20%	11%
Metro Atlanta	28%	31%	24%	16%
Cobb County	**22%**	**31%**	**29%**	**18%**
DeKalb County	26%	35%	25%	14%
Fulton County	39%	25%	17%	20%
Gwinnett County	18%	34%	27%	20%
Atlanta (city limits)	50%	24%	14%	13%
Non-Atlanta Fulton County	28%	26%	20%	26%

Source: Georgia 2000

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[1] The income charts in the Data Report measure income two different ways, the median household income and the per capital income. Household income is the total income of a housing unit. (An occupied housing unit with one or more persons. The persons occupying the household need not be related.) The median is the middle observation in a geographic unit (e.g., Cobb County). Per capita income is derived from the total of incomes of all persons in a geographic unit and dividing by the number of persons in the unit.

Table 18

Cost Of Living Comparisons

Location	Average Monthly Rent Of Apartment	Average Home Price (2,400 square foot)
Birmingham, AL	$ 627.00	$173,000.
San Diego, CA	1,295.00	327,200.
Denver, CO	898.00	253,865
Tampa, FL	867.00	186,850
Atlanta, GA	701.00	237,932
COBB COUNTY, GA	674.00	204,770
Chicago, IL	942.00	196,200
Lansing, MI	621.00	205,500
St. Louis, MO	671.00	201,780
New York, NY	4,200.00	916,000.
Cleveland, OH	830.00	214,967.
Nashville, TN	697.00	180,250.
Dallas, TX	861.00	189,00.

Source: ACCRA Cost of Living Index October 2001

Table 19

2000 Median Household Income

Location	2000	1990	Change	Growth
United States	$41,349	$40,530	$819	2.02%
Georgia	$40,666	$39,134	1,532	3.91%
Metro Atlanta	$49,963	$48,614	1,349	2.78%*
Cobb County	**$56,857**	**$55,688**	**$1,169**	**2.10%**
DeKalb County	$49,007	$48,169	$838	1.74%
Fulton County	$41,266	$40,425	$841	2.08%
Gwinnett County	$57,551	$58,683	-$1,132	-1.93%

*1990 figures are adjusted for inflation
Source: US Census Bureau