



# Executive Summary

Main Street Shopping Center  
30121, Cartersville, Georgia  
Rings: 3, 5, 10 mile radii

Latitude: 34.173  
Longitude: -84.78407

	3 mile	5 mile	10 mile
<b>Population</b>			
2000 Population	17,904	31,478	76,071
2010 Population	23,112	41,766	104,737
2014 Population	23,601	42,527	106,754
2019 Population	23,922	45,538	116,779
2000-2010 Annual Rate	2.59%	2.87%	3.25%
2010-2014 Annual Rate	0.49%	0.43%	0.45%
2014-2019 Annual Rate	0.27%	1.38%	1.81%
2014 Male Population	48.3%	48.6%	49.4%
2014 Female Population	51.7%	51.4%	50.6%
2014 Median Age	35.5	35.9	37.0

In the identified area, the current year population is 106,754. In 2010, the Census count in the area was 104,737. The rate of change since 2010 was 0.45% annually. The five-year projection for the population in the area is 116,779 representing a change of 1.81% annually from 2014 to 2019. Currently, the population is 49.4% male and 50.6% female.

### Median Age

The median age in this area is 35.5, compared to U.S. median age of 37.7.

### Race and Ethnicity

2014 White Alone	69.7%	73.2%	80.5%
2014 Black Alone	18.1%	15.8%	11.0%
2014 American Indian/Alaska Native Alone	0.4%	0.4%	0.3%
2014 Asian Alone	1.3%	1.2%	1.2%
2014 Pacific Islander Alone	0.2%	0.1%	0.1%
2014 Other Race	7.2%	6.5%	4.4%
2014 Two or More Races	3.1%	2.8%	2.5%
2014 Hispanic Origin (Any Race)	14.0%	12.4%	9.4%

Persons of Hispanic origin represent 9.4% of the population in the identified area compared to 17.5% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 45.2 in the identified area, compared to 62.6 for the U.S. as a whole.

### Households

2000 Households	6,619	11,534	27,159
2010 Households	8,561	15,471	37,196
2014 Total Households	8,735	15,748	37,876
2019 Total Households	8,854	16,810	41,317
2000-2010 Annual Rate	2.61%	2.98%	3.19%
2010-2014 Annual Rate	0.47%	0.42%	0.43%
2014-2019 Annual Rate	0.27%	1.31%	1.75%
2014 Average Household Size	2.61	2.64	2.79

The household count in this area has changed from 37,196 in 2010 to 37,876 in the current year, a change of 0.43% annually. The five-year projection of households is 41,317, a change of 1.75% annually from the current year total. Average household size is currently 2.79, compared to 2.79 in the year 2010. The number of families in the current year is 28,150 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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<b>Median Household Income</b>			
2014 Median Household Income	\$39,746	\$42,414	\$52,233
2019 Median Household Income	\$48,468	\$51,271	\$60,940
2014-2019 Annual Rate	4.05%	3.87%	3.13%
<b>Average Household Income</b>			
2014 Average Household Income	\$55,884	\$56,813	\$66,250
2019 Average Household Income	\$64,072	\$65,335	\$76,010
2014-2019 Annual Rate	2.77%	2.83%	2.79%
<b>Per Capita Income</b>			
2014 Per Capita Income	\$21,189	\$21,223	\$23,546
2019 Per Capita Income	\$24,130	\$24,242	\$26,886
2014-2019 Annual Rate	2.63%	2.70%	2.69%

Current median household income is \$52,233 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$60,940 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$66,250 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$76,010 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$23,546 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$26,886 in five years, compared to \$32,168 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	6,940	12,150	28,512
2000 Owner Occupied Housing Units	4,122	7,718	20,627
2000 Renter Occupied Housing Units	2,497	3,817	6,532
2000 Vacant Housing Units	321	615	1,353
2010 Total Housing Units	9,634	17,408	41,077
2010 Owner Occupied Housing Units	4,460	8,912	26,628
2010 Renter Occupied Housing Units	4,101	6,559	10,568
2010 Vacant Housing Units	1,073	1,937	3,881
2014 Total Housing Units	9,784	17,648	41,630
2014 Owner Occupied Housing Units	4,294	8,629	26,178
2014 Renter Occupied Housing Units	4,441	7,118	11,698
2014 Vacant Housing Units	1,049	1,900	3,754
2019 Total Housing Units	10,119	19,255	46,223
2019 Owner Occupied Housing Units	4,283	9,339	28,834
2019 Renter Occupied Housing Units	4,572	7,471	12,483
2019 Vacant Housing Units	1,265	2,445	4,906

Currently, 62.9% of the 41,630 housing units in the area are owner occupied; 28.1%, renter occupied; and 9.0% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.6% are vacant. In 2010, there were 41,077 housing units in the area - 64.8% owner occupied, 25.7% renter occupied, and 9.4% vacant. The annual rate of change in housing units since 2010 is 0.60%. Median home value in the area is \$136,204, compared to a median home value of \$190,791 for the U.S. In five years, median value is projected to change by 5.00% annually to \$173,847.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.