



# Executive Summary

Riverbend Center 2  
 1402 Turner McCall Blvd SW, Rome, Georgia, 30161  
 Rings: 3, 5, 10 mile radii

Latitude: 34.24939  
 Longitude: -85.16396

|                        | 3 mile | 5 mile | 10 mile |
|------------------------|--------|--------|---------|
| <b>Population</b>      |        |        |         |
| 2000 Population        | 29,867 | 51,805 | 82,329  |
| 2010 Population        | 28,953 | 54,280 | 88,101  |
| 2014 Population        | 29,245 | 54,728 | 88,453  |
| 2019 Population        | 29,436 | 55,004 | 88,679  |
| 2000-2010 Annual Rate  | -0.31% | 0.47%  | 0.68%   |
| 2010-2014 Annual Rate  | 0.24%  | 0.19%  | 0.09%   |
| 2014-2019 Annual Rate  | 0.13%  | 0.10%  | 0.05%   |
| 2014 Male Population   | 47.7%  | 48.1%  | 48.5%   |
| 2014 Female Population | 52.3%  | 51.9%  | 51.5%   |
| 2014 Median Age        | 36.8   | 35.8   | 37.4    |

In the identified area, the current year population is 88,453. In 2010, the Census count in the area was 88,101. The rate of change since 2010 was 0.09% annually. The five-year projection for the population in the area is 88,679 representing a change of 0.05% annually from 2014 to 2019. Currently, the population is 48.5% male and 51.5% female.

### Median Age

The median age in this area is 36.8, compared to U.S. median age of 37.7.

### Race and Ethnicity

|  |       |       |       |
|--|-------|-------|-------|
| 2014 White Alone                         | 57.7% | 64.3% | 73.6% |
| 2014 Black Alone                         | 30.5% | 22.4% | 15.8% |
| 2014 American Indian/Alaska Native Alone | 0.5%  | 0.5%  | 0.4%  |
| 2014 Asian Alone                         | 0.8%  | 1.2%  | 1.4%  |
| 2014 Pacific Islander Alone              | 0.2%  | 0.2%  | 0.1%  |
| 2014 Other Race                          | 7.9%  | 8.9%  | 6.5%  |
| 2014 Two or More Races                   | 2.3%  | 2.5%  | 2.2%  |
| 2014 Hispanic Origin (Any Race)          | 13.1% | 15.0% | 11.4% |

Persons of Hispanic origin represent 11.4% 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 54.8 in the identified area, compared to 62.6 for the U.S. as a whole.

### Households

|                             |        |        |        |
|-----------------------------|--------|--------|--------|
| 2000 Households             | 11,413 | 19,313 | 30,901 |
| 2010 Households             | 11,244 | 20,027 | 32,765 |
| 2014 Total Households       | 11,310 | 20,104 | 32,799 |
| 2019 Total Households       | 11,363 | 20,167 | 32,833 |
| 2000-2010 Annual Rate       | -0.15% | 0.36%  | 0.59%  |
| 2010-2014 Annual Rate       | 0.14%  | 0.09%  | 0.02%  |
| 2014-2019 Annual Rate       | 0.09%  | 0.06%  | 0.02%  |
| 2014 Average Household Size | 2.40   | 2.55   | 2.59   |

The household count in this area has changed from 32,765 in 2010 to 32,799 in the current year, a change of 0.02% annually. The five-year projection of households is 32,833, a change of 0.02% annually from the current year total. Average household size is currently 2.59, compared to 2.58 in the year 2010. The number of families in the current year is 22,411 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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|                                 | 3 mile   | 5 mile   | 10 mile  |
|---------------------------------|----------|----------|----------|
| <b>Median Household Income</b>  |          |          |          |
| 2014 Median Household Income    | \$30,110 | \$34,445 | \$37,896 |
| 2019 Median Household Income    | \$36,301 | \$39,878 | \$44,421 |
| 2014-2019 Annual Rate           | 3.81%    | 2.97%    | 3.23%    |
| <b>Average Household Income</b> |          |          |          |
| 2014 Average Household Income   | \$47,421 | \$50,066 | \$52,871 |
| 2019 Average Household Income   | \$55,304 | \$58,354 | \$61,243 |
| 2014-2019 Annual Rate           | 3.12%    | 3.11%    | 2.98%    |
| <b>Per Capita Income</b>        |          |          |          |
| 2014 Per Capita Income          | \$19,131 | \$19,194 | \$20,102 |
| 2019 Per Capita Income          | \$22,085 | \$22,185 | \$23,158 |
| 2014-2019 Annual Rate           | 2.91%    | 2.94%    | 2.87%    |

Current median household income is \$37,896 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$44,421 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$52,871 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$61,243 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$20,102 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$23,158 in five years, compared to \$32,168 for all U.S. households

| <b>Housing</b>                     |        |        |        |
|------------------------------------|--------|--------|--------|
| 2000 Total Housing Units           | 12,461 | 20,895 | 33,235 |
| 2000 Owner Occupied Housing Units  | 6,128  | 11,532 | 20,130 |
| 2000 Renter Occupied Housing Units | 5,284  | 7,781  | 10,771 |
| 2000 Vacant Housing Units          | 1,049  | 1,582  | 2,334  |
| 2010 Total Housing Units           | 13,062 | 22,819 | 36,981 |
| 2010 Owner Occupied Housing Units  | 5,396  | 10,911 | 20,243 |
| 2010 Renter Occupied Housing Units | 5,848  | 9,116  | 12,522 |
| 2010 Vacant Housing Units          | 1,818  | 2,792  | 4,216  |
| 2014 Total Housing Units           | 13,183 | 23,017 | 37,257 |
| 2014 Owner Occupied Housing Units  | 5,189  | 10,458 | 19,448 |
| 2014 Renter Occupied Housing Units | 6,122  | 9,647  | 13,352 |
| 2014 Vacant Housing Units          | 1,873  | 2,913  | 4,458  |
| 2019 Total Housing Units           | 13,279 | 23,175 | 37,504 |
| 2019 Owner Occupied Housing Units  | 5,218  | 10,469 | 19,438 |
| 2019 Renter Occupied Housing Units | 6,145  | 9,698  | 13,395 |
| 2019 Vacant Housing Units          | 1,916  | 3,008  | 4,671  |

Currently, 52.2% of the 37,257 housing units in the area are owner occupied; 35.8%, renter occupied; and 12.0% 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 36,981 housing units in the area - 54.7% owner occupied, 33.9% renter occupied, and 11.4% vacant. The annual rate of change in housing units since 2010 is 0.33%. Median home value in the area is \$169,699, compared to a median home value of \$190,791 for the U.S. In five years, median value is projected to change by 5.48% annually to \$221,551.

**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.