



## Executive Summary

Dalton Shopping Center  
 1307 W Walnut Ave, Dalton, Georgia, 30720  
 Rings: 3, 5, 10 mile radii

Latitude: 34.75868  
 Longitude: -84.99325

|                        | 3 miles | 5 miles | 10 miles |
|------------------------|---------|---------|----------|
| <b>Population</b>      |         |         |          |
| 2000 Population        | 29,693  | 50,451  | 88,147   |
| 2010 Population        | 33,422  | 60,812  | 106,442  |
| 2014 Population        | 34,248  | 62,126  | 108,299  |
| 2019 Population        | 35,069  | 63,428  | 110,178  |
| 2000-2010 Annual Rate  | 1.19%   | 1.89%   | 1.90%    |
| 2010-2014 Annual Rate  | 0.58%   | 0.50%   | 0.41%    |
| 2014-2019 Annual Rate  | 0.47%   | 0.42%   | 0.34%    |
| 2014 Male Population   | 50.1%   | 49.9%   | 50.0%    |
| 2014 Female Population | 49.9%   | 50.1%   | 50.0%    |
| 2014 Median Age        | 32.7    | 33.1    | 34.4     |

In the identified area, the current year population is 108,299. In 2010, the Census count in the area was 106,442. The rate of change since 2010 was 0.41% annually. The five-year projection for the population in the area is 110,178 representing a change of 0.34% annually from 2014 to 2019. Currently, the population is 50.0% male and 50.0% female.

### Median Age

The median age in this area is 32.7, compared to U.S. median age of 37.7.

### Race and Ethnicity

|  |       |       |       |
|--|-------|-------|-------|
| 2014 White Alone                         | 65.5% | 69.1% | 75.0% |
| 2014 Black Alone                         | 5.4%  | 4.8%  | 3.8%  |
| 2014 American Indian/Alaska Native Alone | 0.8%  | 0.7%  | 0.7%  |
| 2014 Asian Alone                         | 2.0%  | 1.9%  | 1.4%  |
| 2014 Pacific Islander Alone              | 0.1%  | 0.1%  | 0.1%  |
| 2014 Other Race                          | 23.0% | 20.4% | 16.3% |
| 2014 Two or More Races                   | 3.3%  | 3.1%  | 2.8%  |
| 2014 Hispanic Origin (Any Race)          | 47.9% | 43.3% | 34.0% |

Persons of Hispanic origin represent 34.0% 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 68.9 in the identified area, compared to 62.6 for the U.S. as a whole.

### Households

|                             |        |        |        |
|-----------------------------|--------|--------|--------|
| 2000 Households             | 10,251 | 17,572 | 31,068 |
| 2010 Households             | 11,195 | 20,600 | 36,508 |
| 2014 Total Households       | 11,424 | 20,938 | 36,948 |
| 2019 Total Households       | 11,672 | 21,316 | 37,457 |
| 2000-2010 Annual Rate       | 0.88%  | 1.60%  | 1.63%  |
| 2010-2014 Annual Rate       | 0.48%  | 0.38%  | 0.28%  |
| 2014-2019 Annual Rate       | 0.43%  | 0.36%  | 0.27%  |
| 2014 Average Household Size | 2.92   | 2.92   | 2.90   |

The household count in this area has changed from 36,508 in 2010 to 36,948 in the current year, a change of 0.28% annually. The five-year projection of households is 37,457, a change of 0.27% annually from the current year total. Average household size is currently 2.90, compared to 2.89 in the year 2010. The number of families in the current year is 27,188 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.



# Executive Summary

Dalton Shopping Center  
 1307 W Walnut Ave, Dalton, Georgia, 30720  
 Rings: 3, 5, 10 mile radii

Latitude: 34.75868  
 Longitude: -84.99325

|                                 | 3 miles  | 5 miles  | 10 miles |
|---------------------------------|----------|----------|----------|
| <b>Median Household Income</b>  |          |          |          |
| 2014 Median Household Income    | \$32,729 | \$35,511 | \$37,545 |
| 2019 Median Household Income    | \$38,764 | \$41,100 | \$43,636 |
| 2014-2019 Annual Rate           | 3.44%    | 2.97%    | 3.05%    |
| <b>Average Household Income</b> |          |          |          |
| 2014 Average Household Income   | \$51,601 | \$51,971 | \$52,118 |
| 2019 Average Household Income   | \$60,539 | \$60,507 | \$60,706 |
| 2014-2019 Annual Rate           | 3.25%    | 3.09%    | 3.10%    |
| <b>Per Capita Income</b>        |          |          |          |
| 2014 Per Capita Income          | \$17,456 | \$17,712 | \$17,857 |
| 2019 Per Capita Income          | \$20,304 | \$20,491 | \$20,682 |
| 2014-2019 Annual Rate           | 3.07%    | 2.96%    | 2.98%    |

Current median household income is \$37,545 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$43,636 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$52,118 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$60,706 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$17,857 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$20,682 in five years, compared to \$32,168 for all U.S. households

| <b>Housing</b>                     |        |        |        |
|------------------------------------|--------|--------|--------|
| 2000 Total Housing Units           | 10,801 | 18,462 | 32,597 |
| 2000 Owner Occupied Housing Units  | 5,332  | 10,456 | 20,961 |
| 2000 Renter Occupied Housing Units | 4,918  | 7,116  | 10,107 |
| 2000 Vacant Housing Units          | 551    | 890    | 1,529  |
| 2010 Total Housing Units           | 13,079 | 23,794 | 41,525 |
| 2010 Owner Occupied Housing Units  | 5,858  | 12,106 | 23,900 |
| 2010 Renter Occupied Housing Units | 5,337  | 8,494  | 12,608 |
| 2010 Vacant Housing Units          | 1,884  | 3,194  | 5,017  |
| 2014 Total Housing Units           | 13,263 | 24,023 | 41,888 |
| 2014 Owner Occupied Housing Units  | 5,706  | 11,770 | 23,259 |
| 2014 Renter Occupied Housing Units | 5,718  | 9,169  | 13,689 |
| 2014 Vacant Housing Units          | 1,839  | 3,085  | 4,940  |
| 2019 Total Housing Units           | 13,762 | 24,822 | 43,114 |
| 2019 Owner Occupied Housing Units  | 5,817  | 11,914 | 23,482 |
| 2019 Renter Occupied Housing Units | 5,856  | 9,402  | 13,975 |
| 2019 Vacant Housing Units          | 2,090  | 3,506  | 5,657  |

Currently, 55.5% of the 41,888 housing units in the area are owner occupied; 32.7%, renter occupied; and 11.8% 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 41,525 housing units in the area - 57.6% owner occupied, 30.4% renter occupied, and 12.1% vacant. The annual rate of change in housing units since 2010 is 0.39%. Median home value in the area is \$104,240, compared to a median home value of \$190,791 for the U.S. In five years, median value is projected to change by 4.59% annually to \$130,470.

**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.