



# Executive Summary

Main Street Marketplace  
 E Main St, Cartersville, Georgia, 30121  
 Rings: 3, 5, 10 mile radii

Latitude: 34.17243  
 Longitude: -84.77622

	3 mile	5 mile	10 mile
<b>Population</b>			
2000 Population	16,514	28,455	78,976
2010 Population	21,120	37,472	107,675
2014 Population	21,564	38,212	110,014
2019 Population	21,858	41,113	120,158
2000-2010 Annual Rate	2.49%	2.79%	3.15%
2010-2014 Annual Rate	0.49%	0.46%	0.51%
2014-2019 Annual Rate	0.27%	1.47%	1.78%
2014 Male Population	48.4%	48.6%	49.4%
2014 Female Population	51.6%	51.4%	50.6%
2014 Median Age	35.3	36.2	37.0

In the identified area, the current year population is 110,014. In 2010, the Census count in the area was 107,675. The rate of change since 2010 was 0.51% annually. The five-year projection for the population in the area is 120,158 representing a change of 1.78% 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 35.3, compared to U.S. median age of 37.7.

### Race and Ethnicity

2014 White Alone	69.1%	73.1%	80.2%
2014 Black Alone	18.5%	15.9%	11.2%
2014 American Indian/Alaska Native Alone	0.4%	0.3%	0.3%
2014 Asian Alone	1.4%	1.3%	1.2%
2014 Pacific Islander Alone	0.2%	0.2%	0.1%
2014 Other Race	7.3%	6.4%	4.5%
2014 Two or More Races	3.1%	2.8%	2.5%
2014 Hispanic Origin (Any Race)	14.4%	12.3%	9.5%

Persons of Hispanic origin represent 9.5% 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 45.7 in the identified area, compared to 62.6 for the U.S. as a whole.

### Households

2000 Households	6,094	10,529	28,459
2010 Households	7,803	14,032	38,613
2014 Total Households	7,958	14,304	39,423
2019 Total Households	8,066	15,339	42,935
2000-2010 Annual Rate	2.50%	2.91%	3.10%
2010-2014 Annual Rate	0.46%	0.45%	0.49%
2014-2019 Annual Rate	0.27%	1.41%	1.72%
2014 Average Household Size	2.61	2.60	2.76

The household count in this area has changed from 38,613 in 2010 to 39,423 in the current year, a change of 0.49% annually. The five-year projection of households is 42,935, a change of 1.72% annually from the current year total. Average household size is currently 2.76, compared to 2.76 in the year 2010. The number of families in the current year is 29,074 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	\$38,849	\$41,938	\$52,470
2019 Median Household Income	\$47,328	\$51,015	\$61,225
2014-2019 Annual Rate	4.03%	4.00%	3.13%
<b>Average Household Income</b>			
2014 Average Household Income	\$55,044	\$56,671	\$66,638
2019 Average Household Income	\$63,258	\$65,188	\$76,365
2014-2019 Annual Rate	2.82%	2.84%	2.76%
<b>Per Capita Income</b>			
2014 Per Capita Income	\$20,862	\$21,398	\$23,840
2019 Per Capita Income	\$23,793	\$24,419	\$27,195
2014-2019 Annual Rate	2.66%	2.68%	2.67%

Current median household income is \$52,470 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$61,225 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$66,638 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$76,365 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$23,840 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$27,195 in five years, compared to \$32,168 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	6,402	11,105	29,929
2000 Owner Occupied Housing Units	3,748	6,929	21,703
2000 Renter Occupied Housing Units	2,346	3,600	6,756
2000 Vacant Housing Units	308	576	1,470
2010 Total Housing Units	8,819	15,812	42,710
2010 Owner Occupied Housing Units	4,000	7,874	27,508
2010 Renter Occupied Housing Units	3,803	6,158	11,105
2010 Vacant Housing Units	1,016	1,780	4,097
2014 Total Housing Units	8,951	16,050	43,349
2014 Owner Occupied Housing Units	3,843	7,626	27,081
2014 Renter Occupied Housing Units	4,115	6,678	12,342
2014 Vacant Housing Units	993	1,746	3,926
2019 Total Housing Units	9,257	17,578	47,951
2019 Owner Occupied Housing Units	3,825	8,324	29,757
2019 Renter Occupied Housing Units	4,241	7,015	13,179
2019 Vacant Housing Units	1,191	2,239	5,016

Currently, 62.5% of the 43,349 housing units in the area are owner occupied; 28.5%, renter occupied; and 9.1% 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 42,710 housing units in the area - 64.4% owner occupied, 26.0% renter occupied, and 9.6% vacant. The annual rate of change in housing units since 2010 is 0.66%. Median home value in the area is \$137,928, compared to a median home value of \$190,791 for the U.S. In five years, median value is projected to change by 4.88% annually to \$175,020.

**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.