



Community Profile

Rings: 1, 3, 5 mile radii

453 E Main St, Cartersville, GA 30121, USA

Latitude: 34.1664

Longitude: -84.78530

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,642	16,573	30,584
2010 Total Population	4,207	21,169	39,884
2018 Total Population	4,391	22,547	42,349
2018 Group Quarters	206	586	958
2023 Total Population	4,507	23,449	46,998
2018-2023 Annual Rate	0.52%	0.79%	2.11%
2018 Total Daytime Population	10,345	31,484	48,914
Workers	8,035	19,756	26,737
Residents	2,310	11,728	22,177
Household Summary			
2000 Households	1,401	6,073	11,228
2000 Average Household Size	2.49	2.64	2.65
2010 Households	1,643	7,751	14,852
2010 Average Household Size	2.43	2.65	2.62
2018 Households	1,715	8,246	15,770
2018 Average Household Size	2.44	2.66	2.62
2023 Households	1,760	8,575	17,439
2023 Average Household Size	2.44	2.67	2.64
2018-2023 Annual Rate	0.52%	0.79%	2.03%
2010 Families	983	5,178	10,204
2010 Average Family Size	3.06	3.23	3.15
2018 Families	1,013	5,435	10,707
2018 Average Family Size	3.07	3.26	3.16
2023 Families	1,034	5,622	11,850
2023 Average Family Size	3.08	3.27	3.18
2018-2023 Annual Rate	0.41%	0.68%	2.05%
Housing Unit Summary			
2000 Housing Units	1,510	6,387	11,812
Owner Occupied Housing Units	38.4%	59.1%	63.7%
Renter Occupied Housing Units	54.3%	36.0%	31.3%
Vacant Housing Units	7.3%	4.9%	4.9%
2010 Housing Units	1,870	8,751	16,681
Owner Occupied Housing Units	30.8%	46.9%	51.3%
Renter Occupied Housing Units	57.1%	41.6%	37.8%
Vacant Housing Units	12.1%	11.4%	11.0%
2018 Housing Units	1,956	9,164	17,465
Owner Occupied Housing Units	29.9%	44.0%	48.5%
Renter Occupied Housing Units	57.9%	46.0%	41.8%
Vacant Housing Units	12.3%	10.0%	9.7%
2023 Housing Units	2,016	9,570	19,350
Owner Occupied Housing Units	31.0%	45.6%	52.6%
Renter Occupied Housing Units	56.3%	44.0%	37.6%
Vacant Housing Units	12.7%	10.4%	9.9%
Median Household Income			
2018	\$39,578	\$49,531	\$50,354
2023	\$43,048	\$53,066	\$53,609
Median Home Value			
2018	\$119,556	\$163,744	\$159,428
2023	\$140,848	\$194,247	\$196,521
Per Capita Income			
2018	\$22,903	\$25,308	\$25,127
2023	\$25,910	\$28,369	\$28,309
Median Age			
2010	35.4	35.5	35.8
2018	36.8	36.5	37.0
2023	38.0	37.2	38.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



Community Profile

Rings: 1, 3, 5 mile radii

453 E Main St, Cartersville, GA 30121, USA

Latitude: 34.1664

Longitude: -84.78530

	1 mile	3 mile	5 mile
2018 Households by Income			
Household Income Base	1,715	8,246	15,770
<\$15,000	17.7%	12.2%	11.0%
\$15,000 - \$24,999	12.9%	11.9%	11.6%
\$25,000 - \$34,999	12.8%	12.5%	12.9%
\$35,000 - \$49,999	17.1%	13.7%	14.0%
\$50,000 - \$74,999	17.3%	20.3%	20.5%
\$75,000 - \$99,999	7.9%	12.7%	13.2%
\$100,000 - \$149,999	9.1%	9.9%	10.4%
\$150,000 - \$199,999	2.5%	3.4%	3.4%
\$200,000+	2.7%	3.4%	3.0%
Average Household Income	\$55,648	\$65,424	\$65,410
2023 Households by Income			
Household Income Base	1,760	8,575	17,439
<\$15,000	15.7%	10.8%	9.5%
\$15,000 - \$24,999	12.2%	10.9%	10.5%
\$25,000 - \$34,999	12.0%	11.6%	12.2%
\$35,000 - \$49,999	16.3%	13.0%	13.7%
\$50,000 - \$74,999	17.2%	20.4%	20.2%
\$75,000 - \$99,999	8.9%	13.8%	13.9%
\$100,000 - \$149,999	11.0%	11.0%	11.7%
\$150,000 - \$199,999	3.0%	4.0%	4.3%
\$200,000+	3.8%	4.4%	4.1%
Average Household Income	\$63,536	\$73,736	\$74,400
2018 Owner Occupied Housing Units by Value			
Total	584	4,029	8,463
<\$50,000	2.4%	4.8%	6.4%
\$50,000 - \$99,999	39.2%	20.2%	17.5%
\$100,000 - \$149,999	21.2%	20.4%	22.5%
\$150,000 - \$199,999	16.6%	16.7%	19.4%
\$200,000 - \$249,999	6.0%	9.6%	8.7%
\$250,000 - \$299,999	6.3%	7.9%	6.8%
\$300,000 - \$399,999	3.6%	10.8%	7.8%
\$400,000 - \$499,999	2.4%	4.3%	3.6%
\$500,000 - \$749,999	2.1%	2.7%	4.8%
\$750,000 - \$999,999	0.0%	1.8%	1.7%
\$1,000,000 - \$1,499,999	0.0%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$153,002	\$214,927	\$215,679
2023 Owner Occupied Housing Units by Value			
Total	624	4,363	10,173
<\$50,000	1.9%	3.7%	4.8%
\$50,000 - \$99,999	33.5%	16.0%	12.4%
\$100,000 - \$149,999	17.9%	16.3%	16.6%
\$150,000 - \$199,999	17.0%	15.8%	17.4%
\$200,000 - \$249,999	7.1%	9.6%	9.9%
\$250,000 - \$299,999	9.6%	9.5%	9.0%
\$300,000 - \$399,999	5.1%	12.9%	9.0%
\$400,000 - \$499,999	4.2%	6.1%	5.3%
\$500,000 - \$749,999	3.5%	5.0%	9.5%
\$750,000 - \$999,999	0.2%	3.5%	4.3%
\$1,000,000 - \$1,499,999	0.2%	1.4%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$181,920	\$265,196	\$286,648

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



Community Profile

Rings: 1, 3, 5 mile radii

453 E Main St, Cartersville, GA 30121, USA

Latitude: 34.1664

Longitude: -84.78530

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	4,209	21,172	39,882
0 - 4	8.4%	7.8%	7.4%
5 - 9	6.7%	7.5%	7.3%
10 - 14	5.7%	6.9%	7.0%
15 - 24	14.1%	13.6%	13.8%
25 - 34	14.5%	13.5%	13.5%
35 - 44	12.6%	13.9%	14.0%
45 - 54	12.9%	13.7%	14.1%
55 - 64	9.9%	10.3%	10.8%
65 - 74	6.5%	6.5%	6.6%
75 - 84	5.3%	4.4%	3.9%
85 +	3.3%	1.9%	1.6%
18 +	75.4%	73.6%	74.1%
2018 Population by Age			
Total	4,390	22,547	42,350
0 - 4	7.8%	7.2%	6.8%
5 - 9	7.0%	7.6%	7.0%
10 - 14	6.4%	7.1%	6.8%
15 - 24	11.2%	12.0%	12.5%
25 - 34	15.1%	14.1%	14.3%
35 - 44	12.7%	13.1%	13.0%
45 - 54	11.5%	12.8%	13.1%
55 - 64	11.3%	11.4%	12.0%
65 - 74	7.9%	8.2%	8.6%
75 - 84	5.6%	4.5%	4.3%
85 +	3.5%	2.0%	1.7%
18 +	75.7%	74.3%	75.7%
2023 Population by Age			
Total	4,507	23,447	46,999
0 - 4	7.6%	7.1%	6.6%
5 - 9	6.9%	7.4%	6.8%
10 - 14	6.7%	7.3%	6.8%
15 - 24	11.5%	12.0%	12.1%
25 - 34	12.9%	13.0%	13.3%
35 - 44	13.8%	13.7%	13.5%
45 - 54	11.0%	12.1%	12.3%
55 - 64	11.1%	11.3%	12.2%
65 - 74	8.9%	9.0%	9.6%
75 - 84	6.1%	5.1%	5.1%
85 +	3.5%	2.0%	1.7%
18 +	75.3%	74.1%	76.0%
2010 Population by Sex			
Males	1,987	10,174	19,332
Females	2,220	10,995	20,552
2018 Population by Sex			
Males	2,069	10,856	20,589
Females	2,322	11,691	21,760
2023 Population by Sex			
Males	2,127	11,331	22,991
Females	2,379	12,118	24,007

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



Community Profile

Rings: 1, 3, 5 mile radii

453 E Main St, Cartersville, GA 30121, USA

Latitude: 34.1664

Longitude: -84.78530

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	4,207	21,170	39,884
White Alone	60.9%	70.8%	75.0%
Black Alone	23.5%	18.4%	15.6%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.7%	1.0%	1.0%
Pacific Islander Alone	0.3%	0.2%	0.1%
Some Other Race Alone	9.2%	6.4%	5.4%
Two or More Races	3.9%	2.8%	2.5%
Hispanic Origin	19.8%	12.8%	10.6%
Diversity Index	70.9	58.4	52.4
2018 Population by Race/Ethnicity			
Total	4,390	22,546	42,349
White Alone	57.7%	67.9%	72.3%
Black Alone	24.4%	19.5%	16.7%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	2.4%	1.4%	1.4%
Pacific Islander Alone	0.3%	0.2%	0.1%
Some Other Race Alone	10.2%	7.2%	6.1%
Two or More Races	4.5%	3.3%	2.9%
Hispanic Origin	22.2%	14.5%	12.1%
Diversity Index	74.3	62.4	56.6
2023 Population by Race/Ethnicity			
Total	4,506	23,449	46,998
White Alone	55.0%	65.4%	71.0%
Black Alone	25.4%	20.7%	17.1%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	2.9%	1.7%	1.6%
Pacific Islander Alone	0.4%	0.2%	0.1%
Some Other Race Alone	10.9%	7.8%	6.4%
Two or More Races	4.9%	3.7%	3.3%
Hispanic Origin	23.5%	15.4%	12.7%
Diversity Index	76.4	65.1	58.5
2010 Population by Relationship and Household Type			
Total	4,207	21,169	39,884
In Households	95.0%	97.2%	97.5%
In Family Households	74.8%	82.0%	83.4%
Householder	23.1%	25.0%	25.5%
Spouse	13.1%	16.5%	17.6%
Child	30.4%	33.0%	32.9%
Other relative	4.9%	4.4%	4.5%
Nonrelative	3.3%	2.9%	2.9%
In Nonfamily Households	20.3%	15.2%	14.2%
In Group Quarters	5.0%	2.8%	2.5%
Institutionalized Population	3.7%	2.5%	2.3%
Noninstitutionalized Population	1.3%	0.3%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



Community Profile

Rings: 1, 3, 5 mile radii

453 E Main St, Cartersville, GA 30121, USA

Latitude: 34.1664

Longitude: -84.78530

	1 mile	3 mile	5 mile
2018 Population 25+ by Educational Attainment			
Total	2,969	14,901	28,361
Less than 9th Grade	9.9%	6.6%	5.5%
9th - 12th Grade, No Diploma	14.4%	12.0%	11.4%
High School Graduate	22.7%	24.1%	23.8%
GED/Alternative Credential	5.1%	5.9%	6.4%
Some College, No Degree	19.8%	21.8%	22.8%
Associate Degree	7.7%	6.6%	6.8%
Bachelor's Degree	11.7%	14.6%	15.4%
Graduate/Professional Degree	8.7%	8.5%	8.0%
2018 Population 15+ by Marital Status			
Total	3,461	17,602	33,634
Never Married	31.4%	28.8%	27.1%
Married	44.3%	49.8%	52.4%
Widowed	9.3%	7.2%	6.1%
Divorced	14.9%	14.2%	14.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.5%	95.1%	94.8%
Civilian Unemployed (Unemployment Rate)	4.5%	4.9%	5.2%
2018 Employed Population 16+ by Industry			
Total	2,128	10,585	20,140
Agriculture/Mining	0.4%	0.2%	0.6%
Construction	8.9%	7.6%	9.9%
Manufacturing	21.0%	15.8%	16.1%
Wholesale Trade	1.9%	2.7%	2.2%
Retail Trade	14.4%	16.3%	14.1%
Transportation/Utilities	2.7%	4.0%	5.2%
Information	3.1%	1.7%	1.4%
Finance/Insurance/Real Estate	3.2%	6.1%	6.1%
Services	43.4%	42.9%	41.4%
Public Administration	1.1%	2.7%	3.0%
2018 Employed Population 16+ by Occupation			
Total	2,129	10,586	20,139
White Collar	55.9%	55.5%	54.0%
Management/Business/Financial	10.8%	12.6%	11.8%
Professional	18.4%	16.6%	16.7%
Sales	12.5%	13.2%	13.3%
Administrative Support	14.3%	13.0%	12.3%
Services	16.8%	17.3%	17.0%
Blue Collar	27.3%	27.2%	28.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.5%	7.2%	8.9%
Installation/Maintenance/Repair	4.2%	4.1%	4.2%
Production	14.5%	10.1%	9.5%
Transportation/Material Moving	3.1%	5.8%	6.3%
2010 Population By Urban/ Rural Status			
Total Population	4,207	21,169	39,884
Population Inside Urbanized Area	96.8%	95.0%	86.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.2%	5.0%	13.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



Community Profile

Rings: 1, 3, 5 mile radii

453 E Main St, Cartersville, GA 30121, USA

Latitude: 34.1664

Longitude: -84.78530

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	1,642	7,751	14,852
Households with 1 Person	31.8%	27.7%	26.0%
Households with 2+ People	68.2%	72.3%	74.0%
Family Households	59.9%	66.8%	68.7%
Husband-wife Families	34.0%	44.1%	47.4%
With Related Children	16.3%	20.9%	22.5%
Other Family (No Spouse Present)	25.8%	22.7%	21.3%
Other Family with Male Householder	5.2%	5.6%	5.6%
With Related Children	3.1%	3.3%	3.5%
Other Family with Female Householder	20.5%	17.2%	15.7%
With Related Children	14.1%	11.9%	10.7%
Nonfamily Households	8.3%	5.5%	5.3%
All Households with Children	34.2%	36.7%	37.1%
Multigenerational Households	4.4%	4.9%	5.3%
Unmarried Partner Households	7.4%	6.7%	6.9%
Male-female	6.7%	6.1%	6.2%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	1,643	7,751	14,851
1 Person Household	31.8%	27.7%	26.0%
2 Person Household	30.7%	30.8%	31.3%
3 Person Household	15.0%	15.9%	16.7%
4 Person Household	12.2%	14.0%	14.4%
5 Person Household	5.8%	6.7%	6.7%
6 Person Household	2.3%	2.9%	2.9%
7 + Person Household	2.3%	2.1%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	1,643	7,751	14,852
Owner Occupied	35.1%	53.0%	57.6%
Owned with a Mortgage/Loan	22.2%	36.7%	41.1%
Owned Free and Clear	12.8%	16.3%	16.5%
Renter Occupied	64.9%	47.0%	42.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,870	8,751	16,681
Housing Units Inside Urbanized Area	97.0%	95.2%	86.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.0%	4.8%	13.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



Community Profile

Rings: 1, 3, 5 mile radii

453 E Main St, Cartersville, GA 30121, USA

Latitude: 34.1664

Longitude: -84.78530

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
2.	Social Security Set (9F)	In Style (5B)	Set to Impress (11D)
3.	Small Town Simplicity	Barrios Urbanos (7D)	Front Porches (8E)
2018 Consumer Spending			
Apparel & Services: Total \$	\$2,538,058	\$14,141,391	\$27,053,841
Average Spent	\$1,479.92	\$1,714.94	\$1,715.53
Spending Potential Index	68	79	79
Education: Total \$	\$1,600,973	\$9,093,561	\$17,195,414
Average Spent	\$933.51	\$1,102.78	\$1,090.39
Spending Potential Index	64	76	75
Entertainment/Recreation: Total \$	\$3,766,004	\$21,044,546	\$40,413,328
Average Spent	\$2,195.92	\$2,552.09	\$2,562.67
Spending Potential Index	68	79	80
Food at Home: Total \$	\$6,161,009	\$33,465,295	\$64,309,756
Average Spent	\$3,592.43	\$4,058.37	\$4,077.98
Spending Potential Index	72	81	81
Food Away from Home: Total \$	\$4,087,818	\$22,885,851	\$43,922,442
Average Spent	\$2,383.57	\$2,775.39	\$2,785.19
Spending Potential Index	68	79	79
Health Care: Total \$	\$6,851,339	\$38,123,499	\$73,386,616
Average Spent	\$3,994.95	\$4,623.27	\$4,653.56
Spending Potential Index	70	81	81
HH Furnishings & Equipment: Total \$	\$2,405,609	\$13,670,182	\$26,086,094
Average Spent	\$1,402.69	\$1,657.80	\$1,654.16
Spending Potential Index	67	79	79
Personal Care Products & Services: Total \$	\$945,476	\$5,359,743	\$10,279,148
Average Spent	\$551.30	\$649.98	\$651.82
Spending Potential Index	67	79	79
Shelter: Total \$	\$19,635,896	\$108,573,054	\$206,291,183
Average Spent	\$11,449.50	\$13,166.75	\$13,081.24
Spending Potential Index	68	78	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,802,600	\$15,802,829	\$30,355,923
Average Spent	\$1,634.17	\$1,916.42	\$1,924.92
Spending Potential Index	66	77	77
Travel: Total \$	\$2,277,556	\$13,450,662	\$25,557,216
Average Spent	\$1,328.02	\$1,631.17	\$1,620.62
Spending Potential Index	62	76	75
Vehicle Maintenance & Repairs: Total \$	\$1,279,304	\$7,129,944	\$13,698,025
Average Spent	\$745.95	\$864.65	\$868.61
Spending Potential Index	69	80	81

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019