



Demographic and Income Profile

Massell Dr, Cartersville, Georgia, 30121
Ring: 1 mile radius

Prepared by Esri
Latitude: 34.20724
Longitude: -84.81138

Summary	Census 2010	Census 2020	2023	2028
Population	5,853	6,598	6,833	7,016
Households	2,341	2,792	2,928	3,015
Families	1,483	1,656	1,770	1,829
Average Household Size	2.49	2.35	2.33	2.32
Owner Occupied Housing Units	1,035	1,038	1,327	1,398
Renter Occupied Housing Units	1,306	1,754	1,601	1,617
Median Age	34.6	36.2	37.1	37.7

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.53%	0.51%	0.30%
Households	0.59%	0.65%	0.49%
Families	0.66%	0.59%	0.44%
Owner HHs	1.05%	0.82%	0.66%
Median Household Income	2.81%	3.01%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	183	6.2%	157	5.2%
\$15,000 - \$24,999	241	8.2%	187	6.2%
\$25,000 - \$34,999	267	9.1%	229	7.6%
\$35,000 - \$49,999	417	14.2%	383	12.7%
\$50,000 - \$74,999	598	20.4%	609	20.2%
\$75,000 - \$99,999	617	21.1%	691	22.9%
\$100,000 - \$149,999	249	8.5%	324	10.7%
\$150,000 - \$199,999	138	4.7%	193	6.4%
\$200,000+	219	7.5%	242	8.0%

Median Household Income	\$62,423	\$71,702
Average Household Income	\$90,112	\$101,425
Per Capita Income	\$38,763	\$44,016

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	471	8.0%	368	5.6%	461	6.7%	480	6.8%
5 - 9	381	6.5%	397	6.0%	447	6.5%	434	6.2%
10 - 14	394	6.7%	402	6.1%	437	6.4%	427	6.1%
15 - 19	369	6.3%	420	6.4%	404	5.9%	420	6.0%
20 - 24	468	8.0%	486	7.4%	505	7.4%	534	7.6%
25 - 34	872	14.9%	1,117	16.9%	978	14.3%	966	13.8%
35 - 44	755	12.9%	845	12.8%	868	12.7%	879	12.5%
45 - 54	776	13.3%	780	11.8%	783	11.5%	825	11.8%
55 - 64	633	10.8%	765	11.6%	775	11.3%	771	11.0%
65 - 74	403	6.9%	626	9.5%	681	10.0%	680	9.7%
75 - 84	244	4.2%	295	4.5%	365	5.3%	453	6.5%
85+	85	1.5%	98	1.5%	128	1.9%	146	2.1%

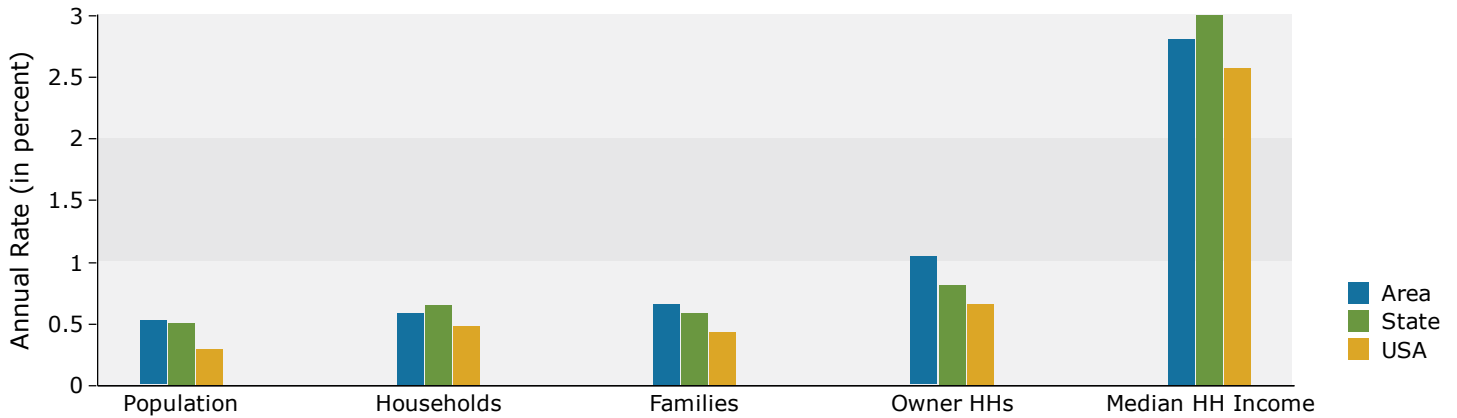
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	4,270	73.0%	4,102	62.2%	4,162	60.9%	4,068	58.0%
Black Alone	969	16.6%	1,361	20.6%	1,433	21.0%	1,529	21.8%
American Indian Alone	21	0.4%	30	0.5%	31	0.5%	36	0.5%
Asian Alone	48	0.8%	87	1.3%	91	1.3%	98	1.4%
Pacific Islander Alone	6	0.1%	5	0.1%	5	0.1%	5	0.1%
Some Other Race Alone	366	6.3%	506	7.7%	562	8.2%	657	9.4%
Two or More Races	173	3.0%	507	7.7%	549	8.0%	624	8.9%
Hispanic Origin (Any Race)	603	10.3%	940	14.2%	1,034	15.1%	1,188	16.9%

Data Note: Income is expressed in current dollars.

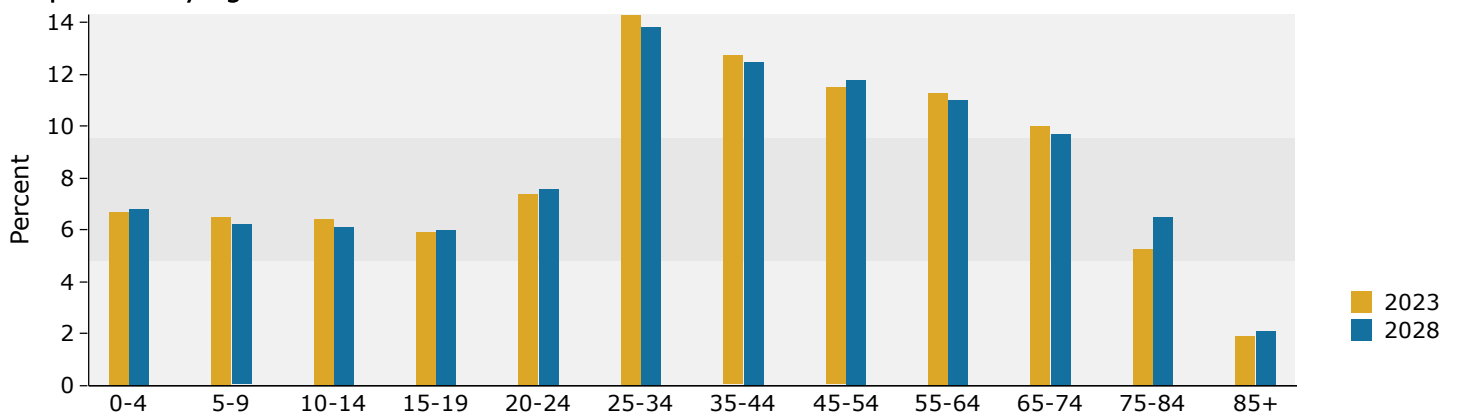
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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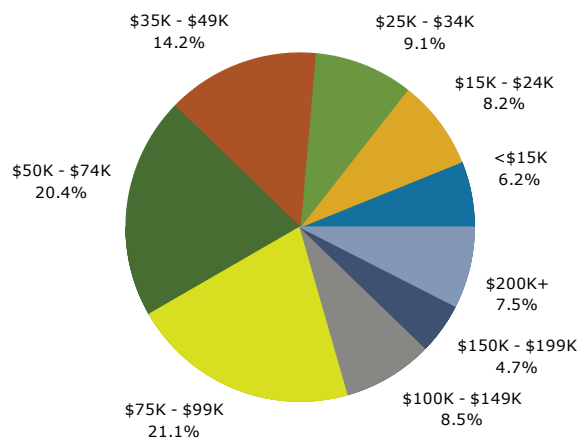
Trends 2023-2028



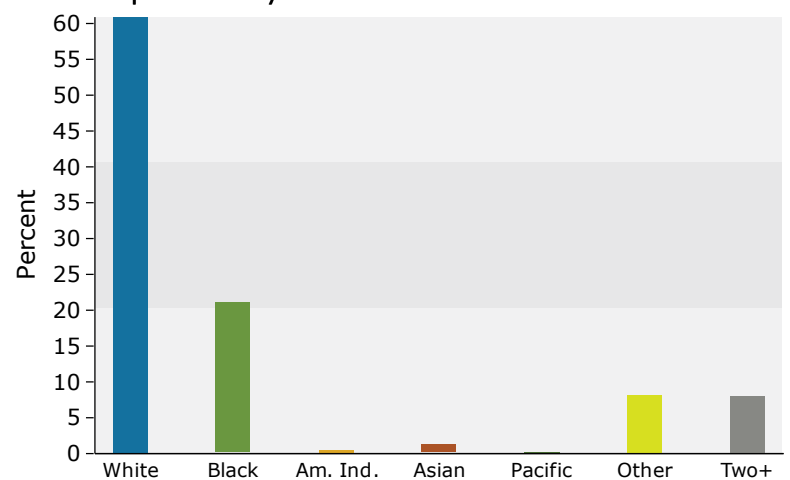
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 15.1%



Demographic and Income Profile

Massell Dr, Cartersville, Georgia, 30121
Ring: 3 mile radius

Prepared by Esri
Latitude: 34.20724
Longitude: -84.81138

Summary	Census 2010	Census 2020	2023	2028
Population	28,470	32,059	32,772	33,866
Households	10,308	12,069	12,436	13,017
Families	7,046	7,916	8,188	8,483
Average Household Size	2.68	2.59	2.57	2.54
Owner Occupied Housing Units	5,429	6,109	6,796	7,034
Renter Occupied Housing Units	4,878	5,960	5,640	5,983
Median Age	33.9	36.3	36.1	36.8

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.66%	0.51%	0.30%
Households	0.92%	0.65%	0.49%
Families	0.71%	0.59%	0.44%
Owner HHs	0.69%	0.82%	0.66%
Median Household Income	2.71%	3.01%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	955	7.7%	842	6.5%
\$15,000 - \$24,999	1,030	8.3%	870	6.7%
\$25,000 - \$34,999	776	6.2%	731	5.6%
\$35,000 - \$49,999	1,812	14.6%	1,701	13.1%
\$50,000 - \$74,999	2,304	18.5%	2,327	17.9%
\$75,000 - \$99,999	2,677	21.5%	2,950	22.7%
\$100,000 - \$149,999	1,694	13.6%	2,068	15.9%
\$150,000 - \$199,999	597	4.8%	810	6.2%
\$200,000+	590	4.7%	718	5.5%

Median Household Income	\$65,785	\$75,207
Average Household Income	\$84,802	\$95,578
Per Capita Income	\$32,164	\$36,720

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,317	8.1%	1,970	6.1%	2,281	7.0%	2,385	7.0%
5 - 9	2,153	7.6%	2,094	6.5%	2,295	7.0%	2,294	6.8%
10 - 14	1,925	6.8%	2,227	6.9%	2,237	6.8%	2,299	6.8%
15 - 19	1,945	6.8%	2,215	6.9%	2,068	6.3%	2,144	6.3%
20 - 24	2,082	7.3%	2,053	6.4%	2,121	6.5%	2,294	6.8%
25 - 34	4,268	15.0%	4,900	15.3%	4,870	14.9%	4,621	13.6%
35 - 44	4,115	14.5%	4,263	13.3%	4,478	13.7%	4,714	13.9%
45 - 54	3,735	13.1%	4,084	12.7%	3,977	12.1%	4,052	12.0%
55 - 64	2,792	9.8%	3,758	11.7%	3,645	11.1%	3,695	10.9%
65 - 74	1,688	5.9%	2,674	8.3%	2,876	8.8%	3,023	8.9%
75 - 84	1,013	3.6%	1,325	4.1%	1,428	4.4%	1,771	5.2%
85+	437	1.5%	497	1.6%	496	1.5%	574	1.7%

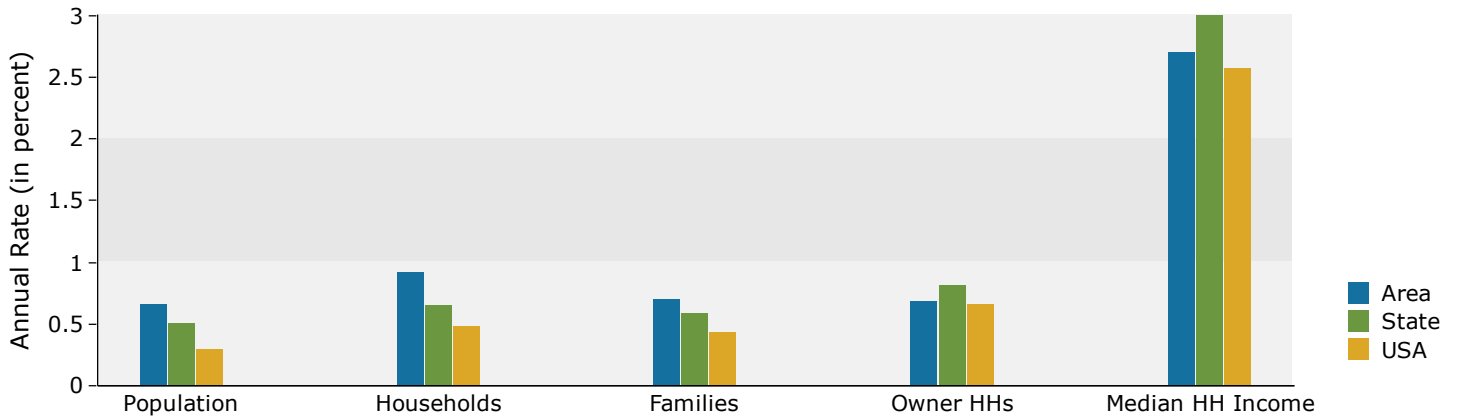
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	19,850	69.7%	19,643	61.3%	19,632	59.9%	19,320	57.0%
Black Alone	5,110	17.9%	6,294	19.6%	6,598	20.1%	7,062	20.9%
American Indian Alone	141	0.5%	160	0.5%	169	0.5%	197	0.6%
Asian Alone	287	1.0%	457	1.4%	495	1.5%	543	1.6%
Pacific Islander Alone	45	0.2%	22	0.1%	22	0.1%	23	0.1%
Some Other Race Alone	2,171	7.6%	2,892	9.0%	3,079	9.4%	3,546	10.5%
Two or More Races	866	3.0%	2,590	8.1%	2,776	8.5%	3,176	9.4%
Hispanic Origin (Any Race)	3,997	14.0%	5,157	16.1%	5,521	16.8%	6,307	18.6%

Data Note: Income is expressed in current dollars.

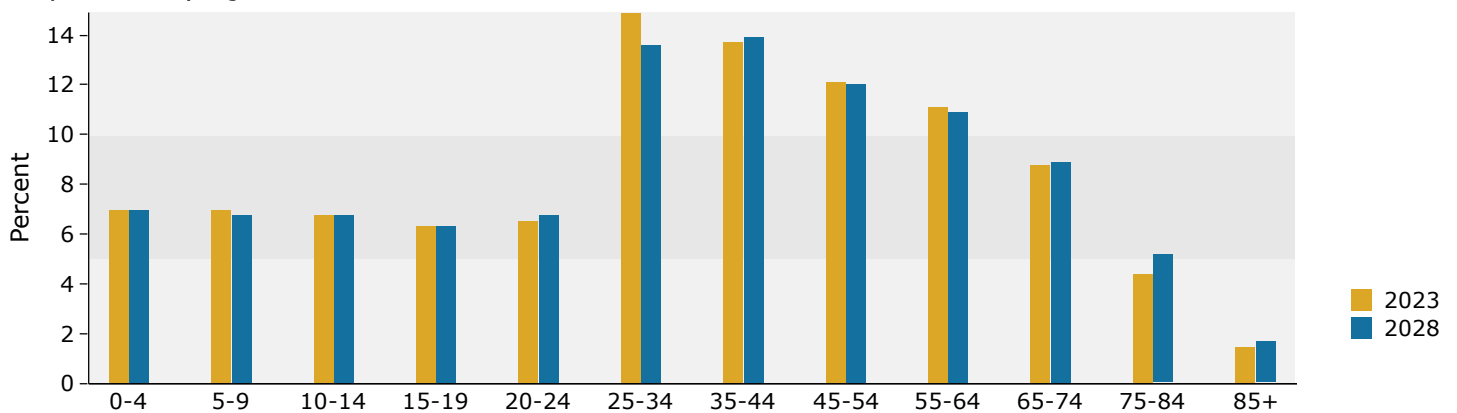
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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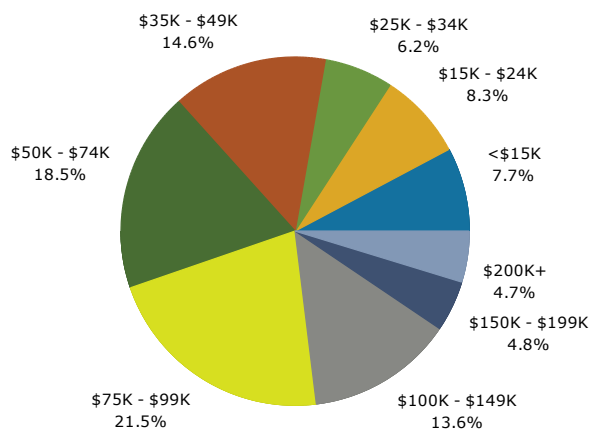
Trends 2023-2028



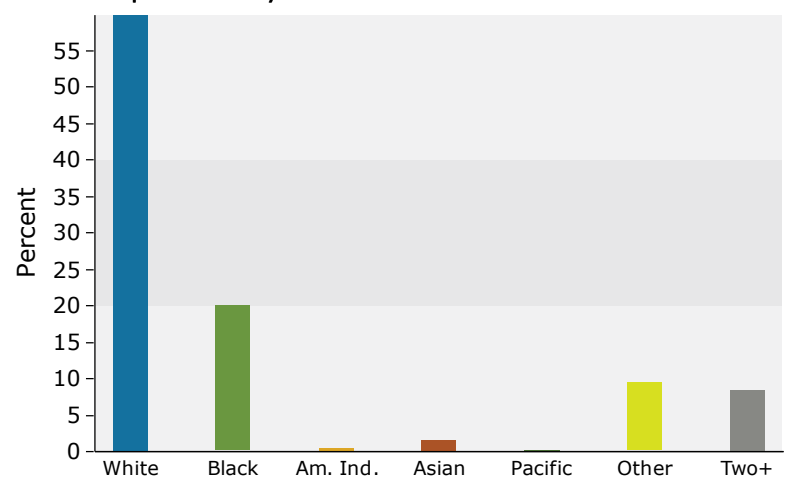
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 16.8%



Demographic and Income Profile

Massell Dr, Cartersville, Georgia, 30121
Ring: 5 mile radius

Prepared by Esri
Latitude: 34.20724
Longitude: -84.81138

Summary	Census 2010	Census 2020	2023	2028
Population	48,438	54,062	55,941	57,918
Households	17,655	20,348	21,147	22,164
Families	12,478	13,854	14,474	15,064
Average Household Size	2.69	2.61	2.60	2.57
Owner Occupied Housing Units	10,575	11,932	13,171	13,759
Renter Occupied Housing Units	7,082	8,416	7,976	8,406
Median Age	35.2	37.8	37.6	38.4

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.70%	0.51%	0.30%
Households	0.94%	0.65%	0.49%
Families	0.80%	0.59%	0.44%
Owner HHs	0.88%	0.82%	0.66%
Median Household Income	1.76%	3.01%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	1,640	7.8%	1,427	6.4%
\$15,000 - \$24,999	1,546	7.3%	1,302	5.9%
\$25,000 - \$34,999	1,322	6.3%	1,231	5.6%
\$35,000 - \$49,999	2,652	12.5%	2,422	10.9%
\$50,000 - \$74,999	3,700	17.5%	3,642	16.4%
\$75,000 - \$99,999	4,463	21.1%	4,888	22.1%
\$100,000 - \$149,999	3,437	16.3%	4,134	18.7%
\$150,000 - \$199,999	1,187	5.6%	1,646	7.4%
\$200,000+	1,200	5.7%	1,472	6.6%

Median Household Income	\$72,330	\$78,917
Average Household Income	\$90,735	\$102,872
Per Capita Income	\$34,332	\$39,392

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,638	7.5%	3,191	5.9%	3,612	6.5%	3,769	6.5%
5 - 9	3,716	7.7%	3,422	6.3%	3,711	6.6%	3,722	6.4%
10 - 14	3,495	7.2%	3,733	6.9%	3,699	6.6%	3,856	6.7%
15 - 19	3,382	7.0%	3,766	7.0%	3,590	6.4%	3,536	6.1%
20 - 24	3,189	6.6%	3,355	6.2%	3,483	6.2%	3,644	6.3%
25 - 34	6,676	13.8%	7,532	13.9%	7,949	14.2%	7,658	13.2%
35 - 44	7,061	14.6%	6,964	12.9%	7,343	13.1%	7,844	13.5%
45 - 54	6,721	13.9%	7,167	13.3%	7,055	12.6%	7,022	12.1%
55 - 64	5,082	10.5%	6,770	12.5%	6,734	12.0%	6,814	11.8%
65 - 74	3,056	6.3%	4,864	9.0%	5,285	9.4%	5,686	9.8%
75 - 84	1,732	3.6%	2,427	4.5%	2,603	4.7%	3,318	5.7%
85+	692	1.4%	871	1.6%	877	1.6%	1,048	1.8%

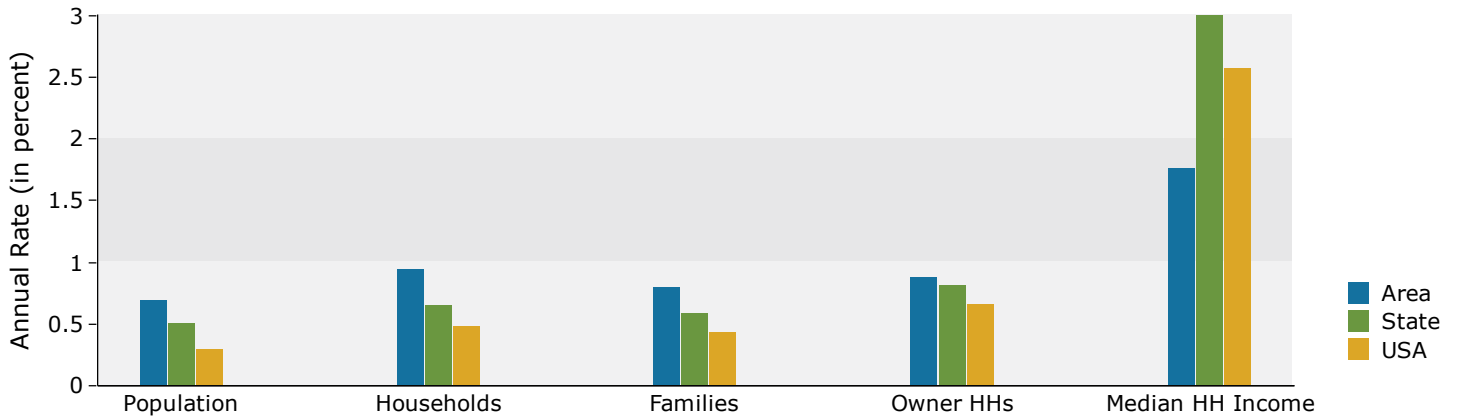
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	36,527	75.4%	36,595	67.7%	37,157	66.4%	36,936	63.8%
Black Alone	7,258	15.0%	8,705	16.1%	9,241	16.5%	10,034	17.3%
American Indian Alone	212	0.4%	237	0.4%	253	0.5%	291	0.5%
Asian Alone	470	1.0%	788	1.5%	873	1.6%	950	1.6%
Pacific Islander Alone	49	0.1%	30	0.1%	31	0.1%	35	0.1%
Some Other Race Alone	2,689	5.6%	3,681	6.8%	3,982	7.1%	4,620	8.0%
Two or More Races	1,233	2.5%	4,026	7.4%	4,404	7.9%	5,052	8.7%
Hispanic Origin (Any Race)	5,163	10.7%	6,807	12.6%	7,426	13.3%	8,559	14.8%

Data Note: Income is expressed in current dollars.

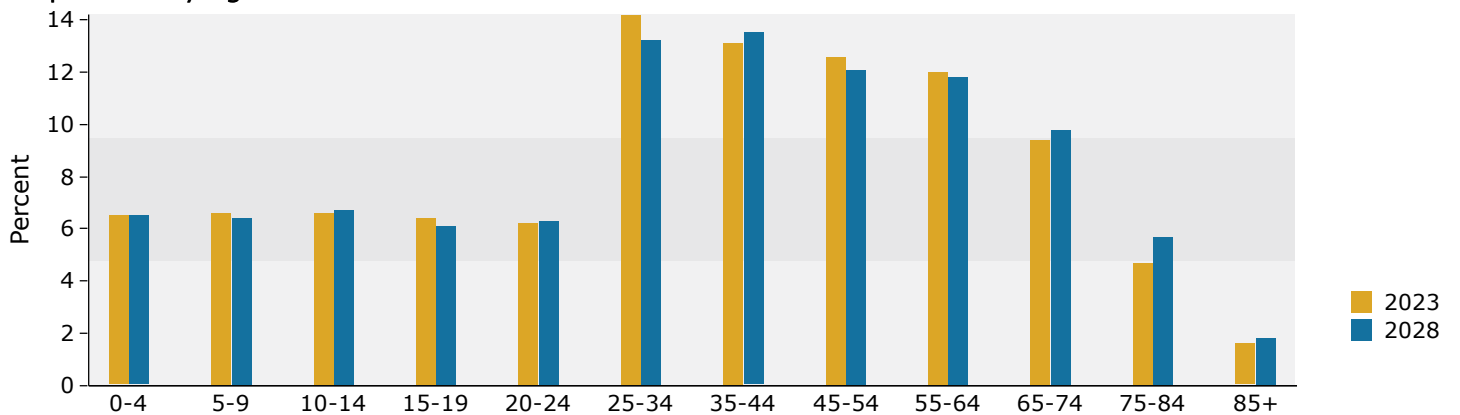
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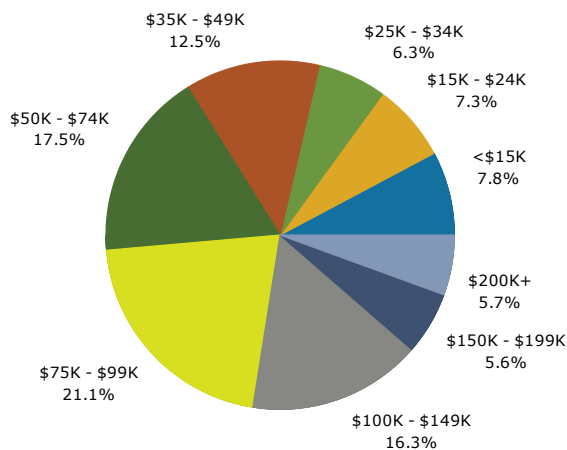
Trends 2023-2028



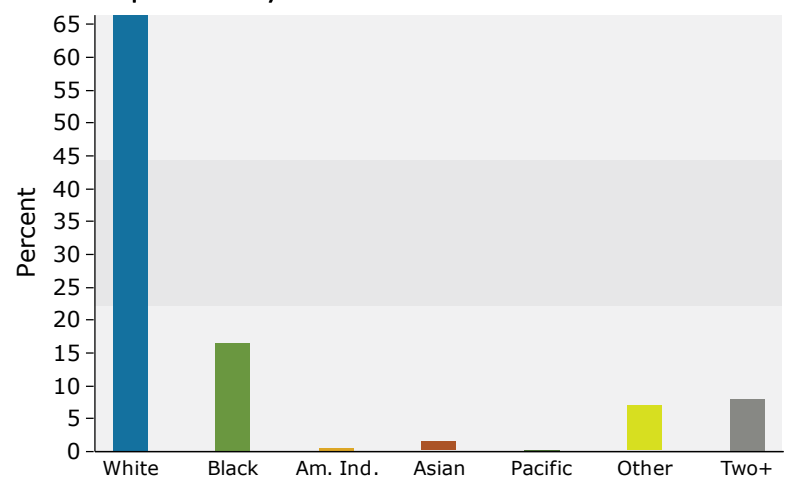
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 13.3%