

Riverbridge Shopping Center
1124 N Park St, Carrollton, Georgia, 30117
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.59943
Longitude: -85.07902

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2,795	22,925	36,894
2010 Total Population	2,968	25,690	42,757
2019 Total Population	3,176	28,108	46,618
2019 Group Quarters	21	3,107	3,790
2024 Total Population	3,298	29,234	48,662
2019-2024 Annual Rate	0.76%	0.79%	0.86%
2019 Total Daytime Population	3,447	39,815	56,205
Workers	1,609	24,589	30,118
Residents	1,838	15,226	26,087
Household Summary			
2000 Households	1,102	8,062	13,025
2000 Average Household Size	2.51	2.53	2.60
2010 Households	1,119	8,691	14,685
2010 Average Household Size	2.64	2.65	2.69
2019 Households	1,183	9,304	15,789
2019 Average Household Size	2.67	2.69	2.71
2024 Households	1,223	9,692	16,496
2024 Average Household Size	2.68	2.70	2.72
2019-2024 Annual Rate	0.67%	0.82%	0.88%
2010 Families	730	5,040	9,421
2010 Average Family Size	3.10	3.21	3.19
2019 Families	759	5,305	9,990
2019 Average Family Size	3.17	3.28	3.23
2024 Families	780	5,483	10,379
2024 Average Family Size	3.19	3.29	3.25
2019-2024 Annual Rate	0.55%	0.66%	0.77%
Housing Unit Summary			
2000 Housing Units	1,159	8,636	13,938
Owner Occupied Housing Units	43.7%	44.0%	54.1%
Renter Occupied Housing Units	51.3%	49.3%	39.4%
Vacant Housing Units	4.9%	6.6%	6.6%
2010 Housing Units	1,348	10,111	16,962
Owner Occupied Housing Units	35.5%	36.0%	46.3%
Renter Occupied Housing Units	47.5%	50.0%	40.3%
Vacant Housing Units	17.0%	14.0%	13.4%
2019 Housing Units	1,413	10,736	18,011
Owner Occupied Housing Units	32.8%	33.7%	44.4%
Renter Occupied Housing Units	50.9%	53.0%	43.3%
Vacant Housing Units	16.3%	13.3%	12.3%
2024 Housing Units	1,460	11,172	18,792
Owner Occupied Housing Units	33.5%	34.6%	45.6%
Renter Occupied Housing Units	50.3%	52.1%	42.2%
Vacant Housing Units	16.2%	13.2%	12.2%
Median Household Income			
2019	\$36,687	\$39,702	\$44,263
2024	\$42,537	\$44,518	\$49,877
Median Home Value			
2019	\$131,068	\$143,757	\$153,304
2024	\$164,706	\$179,263	\$192,102
Per Capita Income			
2019	\$18,394	\$19,510	\$21,767
2024	\$21,775	\$22,380	\$24,832
Median Age			
2010	28.8	26.3	29.3
2019	31.3	27.9	31.2
2024	31.4	28.4	32.3

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	1,183	9,304	15,789
<\$15,000	20.1%	15.6%	13.2%
\$15,000 - \$24,999	19.0%	17.2%	14.9%
\$25,000 - \$34,999	8.3%	10.2%	9.3%
\$35,000 - \$49,999	16.7%	17.6%	18.2%
\$50,000 - \$74,999	15.1%	15.0%	15.0%
\$75,000 - \$99,999	7.0%	10.2%	11.2%
\$100,000 - \$149,999	9.2%	8.6%	11.0%
\$150,000 - \$199,999	3.5%	3.5%	4.9%
\$200,000+	1.1%	2.0%	2.4%
Average Household Income	\$51,213	\$56,752	\$63,251
2024 Households by Income			
Household Income Base	1,223	9,692	16,496
<\$15,000	15.7%	12.5%	10.5%
\$15,000 - \$24,999	16.8%	15.6%	13.3%
\$25,000 - \$34,999	7.6%	9.2%	8.3%
\$35,000 - \$49,999	16.8%	17.8%	17.9%
\$50,000 - \$74,999	16.1%	15.9%	15.5%
\$75,000 - \$99,999	8.2%	11.4%	12.4%
\$100,000 - \$149,999	12.7%	10.6%	13.0%
\$150,000 - \$199,999	4.9%	4.6%	6.3%
\$200,000+	1.2%	2.4%	2.8%
Average Household Income	\$61,000	\$65,218	\$72,205
2019 Owner Occupied Housing Units by Value			
Total	464	3,607	7,986
<\$50,000	1.7%	3.4%	5.8%
\$50,000 - \$99,999	34.5%	24.6%	20.5%
\$100,000 - \$149,999	22.2%	25.2%	22.6%
\$150,000 - \$199,999	13.8%	15.2%	16.9%
\$200,000 - \$249,999	8.0%	7.5%	8.7%
\$250,000 - \$299,999	13.8%	7.7%	7.1%
\$300,000 - \$399,999	3.4%	6.3%	6.9%
\$400,000 - \$499,999	1.5%	1.9%	3.0%
\$500,000 - \$749,999	1.1%	6.9%	7.1%
\$750,000 - \$999,999	0.0%	0.9%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$159,644	\$205,115	\$214,030
2024 Owner Occupied Housing Units by Value			
Total	489	3,862	8,557
<\$50,000	1.6%	2.7%	4.6%
\$50,000 - \$99,999	26.0%	17.8%	14.7%
\$100,000 - \$149,999	18.4%	20.9%	17.7%
\$150,000 - \$199,999	13.9%	14.6%	15.4%
\$200,000 - \$249,999	9.6%	8.9%	9.3%
\$250,000 - \$299,999	19.8%	9.8%	8.5%
\$300,000 - \$399,999	5.3%	9.1%	9.8%
\$400,000 - \$499,999	3.3%	3.3%	4.7%
\$500,000 - \$749,999	2.2%	11.2%	13.1%
\$750,000 - \$999,999	0.0%	1.3%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.7%
\$2,000,000 +	0.0%	0.4%	0.2%
Average Home Value	\$190,408	\$248,938	\$271,252

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	2,971	25,690	42,754
0 - 4	9.9%	7.0%	6.8%
5 - 9	7.6%	5.9%	6.4%
10 - 14	6.6%	5.4%	6.1%
15 - 24	18.4%	29.7%	24.2%
25 - 34	16.8%	13.8%	13.6%
35 - 44	10.9%	10.3%	11.6%
45 - 54	11.2%	10.0%	11.4%
55 - 64	8.9%	7.9%	9.1%
65 - 74	5.6%	5.2%	5.9%
75 - 84	3.0%	3.2%	3.3%
85 +	1.0%	1.6%	1.4%
18 +	72.2%	78.3%	76.7%
2019 Population by Age			
Total	3,175	28,107	46,619
0 - 4	8.9%	6.4%	6.3%
5 - 9	8.1%	5.7%	5.9%
10 - 14	7.7%	5.4%	5.7%
15 - 24	15.6%	27.9%	22.4%
25 - 34	16.2%	15.0%	15.2%
35 - 44	13.2%	10.7%	11.5%
45 - 54	9.7%	8.9%	10.3%
55 - 64	9.3%	8.4%	9.8%
65 - 74	6.7%	6.5%	7.5%
75 - 84	3.5%	3.5%	3.8%
85 +	1.2%	1.6%	1.5%
18 +	71.4%	79.2%	78.6%
2024 Population by Age			
Total	3,298	29,233	48,663
0 - 4	8.8%	6.5%	6.3%
5 - 9	8.1%	5.7%	5.8%
10 - 14	7.8%	5.4%	5.8%
15 - 24	16.6%	27.6%	21.9%
25 - 34	13.5%	13.8%	13.9%
35 - 44	14.6%	11.8%	12.5%
45 - 54	9.8%	8.7%	10.0%
55 - 64	8.9%	8.1%	9.6%
65 - 74	7.1%	7.0%	8.1%
75 - 84	3.7%	3.9%	4.5%
85 +	1.2%	1.6%	1.6%
18 +	71.0%	79.0%	78.6%
2010 Population by Sex			
Males	1,416	12,186	20,644
Females	1,552	13,504	22,113
2019 Population by Sex			
Males	1,542	13,466	22,667
Females	1,633	14,641	23,952
2024 Population by Sex			
Males	1,620	14,086	23,763
Females	1,678	15,148	24,900

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2010 Population by Race/Ethnicity			
Total	2,969	25,690	42,755
White Alone	54.0%	59.8%	66.0%
Black Alone	35.0%	30.3%	25.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.6%	1.1%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.7%	5.4%	4.5%
Two or More Races	3.3%	2.9%	2.6%
Hispanic Origin	14.0%	11.6%	9.5%
Diversity Index	68.6	64.3	58.6
2019 Population by Race/Ethnicity			
Total	3,175	28,107	46,619
White Alone	51.1%	56.5%	62.7%
Black Alone	36.4%	32.1%	27.3%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	0.7%	1.4%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.3%	6.0%	5.1%
Two or More Races	3.9%	3.4%	3.1%
Hispanic Origin	15.6%	13.3%	11.0%
Diversity Index	71.0	67.4	62.4
2024 Population by Race/Ethnicity			
Total	3,298	29,234	48,663
White Alone	49.2%	54.4%	60.7%
Black Alone	37.4%	33.2%	28.4%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	0.8%	1.6%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.6%	6.3%	5.4%
Two or More Races	4.4%	3.8%	3.6%
Hispanic Origin	16.4%	14.2%	11.8%
Diversity Index	72.3	69.2	64.5
2010 Population by Relationship and Household Type			
Total	2,968	25,690	42,757
In Households	99.4%	89.6%	92.3%
In Family Households	79.3%	65.7%	72.9%
Householder	23.8%	20.0%	22.2%
Spouse	13.7%	12.4%	15.0%
Child	33.5%	26.3%	28.8%
Other relative	5.2%	4.2%	4.2%
Nonrelative	3.1%	2.7%	2.7%
In Nonfamily Households	20.0%	24.0%	19.4%
In Group Quarters	0.6%	10.4%	7.7%
Institutionalized Population	0.5%	1.8%	2.0%
Noninstitutionalized Population	0.1%	8.6%	5.7%

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.

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2019 Population 25+ by Educational Attainment			
Total	1,895	15,349	27,826
Less than 9th Grade	11.3%	7.5%	6.0%
9th - 12th Grade, No Diploma	6.6%	10.6%	11.5%
High School Graduate	33.8%	23.0%	24.4%
GED/Alternative Credential	6.4%	7.3%	7.5%
Some College, No Degree	14.5%	20.1%	21.4%
Associate Degree	2.5%	4.6%	4.8%
Bachelor's Degree	12.3%	14.1%	13.8%
Graduate/Professional Degree	12.5%	12.8%	10.6%
2019 Population 15+ by Marital Status			
Total	2,391	23,180	38,280
Never Married	37.7%	50.4%	43.9%
Married	45.5%	35.8%	41.3%
Widowed	3.7%	5.2%	5.4%
Divorced	13.1%	8.6%	9.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	92.5%	93.4%
Civilian Unemployed (Unemployment Rate)	3.8%	7.5%	6.6%
2019 Employed Population 16+ by Industry			
Total	1,363	12,768	20,576
Agriculture/Mining	1.2%	0.4%	0.5%
Construction	9.2%	9.2%	9.5%
Manufacturing	13.6%	14.2%	16.7%
Wholesale Trade	3.3%	1.9%	2.6%
Retail Trade	8.3%	10.7%	10.6%
Transportation/Utilities	3.3%	3.5%	4.4%
Information	1.2%	1.5%	1.2%
Finance/Insurance/Real Estate	2.1%	3.5%	4.0%
Services	54.7%	50.9%	46.9%
Public Administration	2.8%	4.1%	3.5%
2019 Employed Population 16+ by Occupation			
Total	1,363	12,769	20,578
White Collar	48.2%	49.6%	49.7%
Management/Business/Financial	5.4%	7.3%	8.5%
Professional	21.1%	18.4%	17.3%
Sales	14.8%	11.2%	10.8%
Administrative Support	7.0%	12.6%	13.1%
Services	27.2%	24.1%	20.8%
Blue Collar	24.6%	26.3%	29.5%
Farming/Forestry/Fishing	1.2%	0.7%	0.6%
Construction/Extraction	7.2%	6.6%	6.6%
Installation/Maintenance/Repair	0.4%	2.5%	4.2%
Production	6.2%	8.4%	10.1%
Transportation/Material Moving	9.6%	8.1%	8.0%
2010 Population By Urban/ Rural Status			
Total Population	2,968	25,690	42,757
Population Inside Urbanized Area	0.0%	0.0%	0.4%
Population Inside Urbanized Cluster	91.0%	90.3%	78.7%
Rural Population	9.0%	9.7%	20.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,120	8,690	14,684
Households with 1 Person	24.2%	27.7%	24.7%
Households with 2+ People	75.8%	72.3%	75.3%
Family Households	65.2%	58.0%	64.2%
Husband-wife Families	37.5%	35.7%	43.3%
With Related Children	18.8%	16.7%	20.0%
Other Family (No Spouse Present)	27.7%	22.3%	20.9%
Other Family with Male Householder	6.1%	5.4%	5.3%
With Related Children	3.5%	3.3%	3.3%
Other Family with Female Householder	21.5%	16.9%	15.6%
With Related Children	15.6%	12.0%	10.9%
Nonfamily Households	10.6%	14.3%	11.1%
All Households with Children	38.8%	32.7%	34.9%
Multigenerational Households	5.0%	4.4%	4.8%
Unmarried Partner Households	7.7%	7.5%	7.0%
Male-female	6.8%	6.8%	6.3%
Same-sex	0.9%	0.7%	0.7%
2010 Households by Size			
Total	1,118	8,690	14,685
1 Person Household	24.2%	27.7%	24.7%
2 Person Household	30.0%	29.1%	30.6%
3 Person Household	18.4%	18.1%	18.3%
4 Person Household	14.8%	14.3%	15.0%
5 Person Household	7.5%	6.2%	6.7%
6 Person Household	3.0%	2.6%	2.7%
7 + Person Household	2.0%	1.9%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	1,119	8,691	14,685
Owner Occupied	42.8%	41.8%	53.4%
Owned with a Mortgage/Loan	30.0%	29.0%	37.7%
Owned Free and Clear	12.8%	12.8%	15.7%
Renter Occupied	57.2%	58.2%	46.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,348	10,111	16,962
Housing Units Inside Urbanized Area	0.0%	0.0%	0.4%
Housing Units Inside Urbanized Cluster	92.1%	91.2%	78.8%
Rural Housing Units	7.9%	8.8%	20.8%

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.

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Top 3 Tapestry Segments			
1.	Traditional Living (12B)	College Towns (14B)	Southern Satellites (10A)
2.	Hardscrabble Road (8G)	Traditional Living (12B)	College Towns (14B)
3.	Set to Impress (11D)	Set to Impress (11D)	Traditional Living (12B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,534,140	\$13,456,851	\$25,276,090
Average Spent	\$1,296.82	\$1,446.35	\$1,600.87
Spending Potential Index	61	68	75
Education: Total \$	\$1,089,985	\$9,634,094	\$17,486,003
Average Spent	\$921.37	\$1,035.48	\$1,107.48
Spending Potential Index	58	65	69
Entertainment/Recreation: Total \$	\$2,287,513	\$19,931,329	\$38,024,735
Average Spent	\$1,933.65	\$2,142.23	\$2,408.31
Spending Potential Index	59	66	74
Food at Home: Total \$	\$3,740,827	\$32,643,393	\$61,930,672
Average Spent	\$3,162.15	\$3,508.53	\$3,922.39
Spending Potential Index	61	68	76
Food Away from Home: Total \$	\$2,634,618	\$23,199,187	\$43,651,491
Average Spent	\$2,227.07	\$2,493.46	\$2,764.68
Spending Potential Index	61	68	75
Health Care: Total \$	\$4,332,886	\$37,001,565	\$71,113,675
Average Spent	\$3,662.63	\$3,976.95	\$4,504.00
Spending Potential Index	62	67	76
HH Furnishings & Equipment: Total \$	\$1,516,958	\$13,140,108	\$24,945,244
Average Spent	\$1,282.30	\$1,412.31	\$1,579.91
Spending Potential Index	60	66	74
Personal Care Products & Services: Total \$	\$636,011	\$5,521,786	\$10,482,241
Average Spent	\$537.63	\$593.49	\$663.90
Spending Potential Index	61	67	75
Shelter: Total \$	\$12,851,714	\$113,085,651	\$208,750,226
Average Spent	\$10,863.66	\$12,154.52	\$13,221.24
Spending Potential Index	59	66	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,702,828	\$15,091,183	\$29,070,018
Average Spent	\$1,439.42	\$1,622.01	\$1,841.16
Spending Potential Index	58	65	74
Travel: Total \$	\$1,456,060	\$12,757,692	\$24,318,617
Average Spent	\$1,230.82	\$1,371.21	\$1,540.23
Spending Potential Index	55	61	69
Vehicle Maintenance & Repairs: Total \$	\$854,010	\$7,573,713	\$14,101,649
Average Spent	\$721.90	\$814.03	\$893.13
Spending Potential Index	63	71	78

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.