

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
<b>Population Summary</b>			
2000 Total Population	2,795	22,925	36,894
2010 Total Population	2,968	25,690	42,757
2021 Total Population	3,249	28,508	46,988
2021 Group Quarters	21	3,142	3,780
2026 Total Population	3,376	29,578	48,954
2021-2026 Annual Rate	0.77%	0.74%	0.82%
2021 Total Daytime Population	3,194	36,401	53,443
Workers	1,314	20,934	27,180
Residents	1,880	15,467	26,263
<b>Household Summary</b>			
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
2021 Households	1,210	9,477	15,962
2021 Average Household Size	2.67	2.68	2.71
2026 Households	1,253	9,857	16,661
2026 Average Household Size	2.68	2.68	2.71
2021-2026 Annual Rate	0.70%	0.79%	0.86%
2010 Families	730	5,040	9,421
2010 Average Family Size	3.10	3.21	3.19
2021 Families	770	5,340	10,012
2021 Average Family Size	3.19	3.28	3.24
2026 Families	791	5,503	10,376
2026 Average Family Size	3.21	3.30	3.26
2021-2026 Annual Rate	0.54%	0.60%	0.72%
<b>Housing Unit Summary</b>			
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%
2021 Housing Units	1,442	10,913	18,236
Owner Occupied Housing Units	37.9%	38.3%	48.6%
Renter Occupied Housing Units	45.9%	48.5%	38.9%
Vacant Housing Units	16.1%	13.2%	12.5%
2026 Housing Units	1,495	11,355	19,028
Owner Occupied Housing Units	38.9%	39.3%	49.6%
Renter Occupied Housing Units	44.9%	47.5%	38.0%
Vacant Housing Units	16.2%	13.2%	12.4%
<b>Median Household Income</b>			
2021	\$41,714	\$48,020	\$52,266
2026	\$46,826	\$51,530	\$56,327
<b>Median Home Value</b>			
2021	\$167,188	\$182,458	\$185,978
2026	\$224,091	\$244,739	\$255,252
<b>Per Capita Income</b>			
2021	\$20,559	\$21,130	\$23,126
2026	\$22,602	\$23,288	\$25,739
<b>Median Age</b>			
2010	28.8	26.3	29.3
2021	31.7	28.2	31.6
2026	31.6	28.3	32.6

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2021 Households by Income</b>			
Household Income Base	1,210	9,477	15,962
<\$15,000	19.2%	14.6%	12.6%
\$15,000 - \$24,999	16.0%	11.7%	10.4%
\$25,000 - \$34,999	7.9%	9.7%	9.0%
\$35,000 - \$49,999	13.2%	15.5%	15.3%
\$50,000 - \$74,999	14.5%	19.6%	19.7%
\$75,000 - \$99,999	9.8%	12.5%	13.1%
\$100,000 - \$149,999	16.4%	11.4%	13.0%
\$150,000 - \$199,999	1.3%	3.1%	4.3%
\$200,000+	1.7%	1.9%	2.5%
Average Household Income	\$57,061	\$61,054	\$66,921
<b>2026 Households by Income</b>			
Household Income Base	1,253	9,857	16,661
<\$15,000	17.2%	12.8%	10.9%
\$15,000 - \$24,999	14.0%	10.5%	9.1%
\$25,000 - \$34,999	7.6%	9.5%	8.5%
\$35,000 - \$49,999	13.5%	15.3%	14.6%
\$50,000 - \$74,999	15.5%	20.4%	20.3%
\$75,000 - \$99,999	10.1%	12.9%	13.8%
\$100,000 - \$149,999	19.1%	12.8%	14.8%
\$150,000 - \$199,999	1.5%	3.6%	5.2%
\$200,000+	1.6%	2.1%	2.9%
Average Household Income	\$62,953	\$67,208	\$74,439
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	547	4,179	8,865
<\$50,000	4.2%	4.7%	6.7%
\$50,000 - \$99,999	17.6%	9.4%	8.8%
\$100,000 - \$149,999	21.4%	24.0%	21.6%
\$150,000 - \$199,999	20.5%	18.4%	17.9%
\$200,000 - \$249,999	7.7%	9.1%	9.1%
\$250,000 - \$299,999	21.4%	9.9%	9.1%
\$300,000 - \$399,999	3.1%	7.1%	7.9%
\$400,000 - \$499,999	2.0%	6.7%	7.3%
\$500,000 - \$749,999	0.9%	4.9%	6.4%
\$750,000 - \$999,999	1.6%	5.7%	4.6%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$192,213	\$255,591	\$262,346
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	581	4,460	9,436
<\$50,000	3.1%	2.9%	4.1%
\$50,000 - \$99,999	9.6%	5.1%	4.7%
\$100,000 - \$149,999	13.1%	15.5%	13.5%
\$150,000 - \$199,999	19.6%	16.5%	15.9%
\$200,000 - \$249,999	9.5%	11.2%	10.5%
\$250,000 - \$299,999	31.5%	13.7%	11.8%
\$300,000 - \$399,999	4.6%	9.6%	10.8%
\$400,000 - \$499,999	3.3%	10.1%	10.8%
\$500,000 - \$749,999	1.5%	7.4%	10.2%
\$750,000 - \$999,999	4.1%	7.8%	6.8%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.5%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$243,417	\$311,925	\$328,995

**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.

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<b>2010 Population by Age</b>			
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%
<b>2021 Population by Age</b>			
Total	3,249	28,509	46,988
0 - 4	8.7%	6.3%	6.2%
5 - 9	8.0%	5.6%	5.8%
10 - 14	7.8%	5.4%	5.6%
15 - 24	15.6%	27.9%	22.3%
25 - 34	15.5%	14.8%	15.1%
35 - 44	13.8%	11.0%	11.8%
45 - 54	9.4%	8.6%	9.9%
55 - 64	9.2%	8.3%	9.7%
65 - 74	7.0%	6.8%	7.9%
75 - 84	3.7%	3.7%	4.0%
85 +	1.2%	1.6%	1.6%
18 +	71.5%	79.4%	78.9%
<b>2026 Population by Age</b>			
Total	3,375	29,577	48,954
0 - 4	8.6%	6.3%	6.1%
5 - 9	8.0%	5.6%	5.8%
10 - 14	7.6%	5.4%	5.8%
15 - 24	16.9%	28.0%	22.0%
25 - 34	13.0%	13.2%	13.5%
35 - 44	14.9%	12.1%	12.8%
45 - 54	9.9%	8.6%	10.0%
55 - 64	8.7%	7.9%	9.3%
65 - 74	7.3%	7.1%	8.3%
75 - 84	3.9%	4.2%	4.8%
85 +	1.3%	1.6%	1.6%
18 +	71.3%	79.3%	78.9%
<b>2010 Population by Sex</b>			
Males	1,416	12,186	20,644
Females	1,552	13,504	22,113
<b>2021 Population by Sex</b>			
Males	1,583	13,667	22,872
Females	1,666	14,840	24,116
<b>2026 Population by Sex</b>			
Males	1,662	14,255	23,927
Females	1,714	15,323	25,028

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<b>2010 Population by Race/Ethnicity</b>			
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
<b>2021 Population by Race/Ethnicity</b>			
Total	3,249	28,508	46,987
White Alone	50.9%	56.4%	62.5%
Black Alone	36.4%	32.0%	27.3%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	0.7%	1.5%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.5%	6.1%	5.2%
Two or More Races	4.0%	3.5%	3.2%
Hispanic Origin	16.1%	13.6%	11.3%
Diversity Index	71.5	67.8	62.8
<b>2026 Population by Race/Ethnicity</b>			
Total	3,376	29,578	48,954
White Alone	49.1%	54.5%	60.7%
Black Alone	37.2%	32.8%	28.1%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	0.8%	1.7%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.8%	6.4%	5.5%
Two or More Races	4.5%	3.9%	3.7%
Hispanic Origin	17.0%	14.4%	12.1%
Diversity Index	72.7	69.5	64.7
<b>2010 Population by Relationship and Household Type</b>			
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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<b>2021 Population 25+ by Educational Attainment</b>			
Total	1,944	15,608	28,222
Less than 9th Grade	6.2%	6.2%	5.3%
9th - 12th Grade, No Diploma	8.3%	8.8%	9.7%
High School Graduate	25.1%	21.6%	23.1%
GED/Alternative Credential	7.9%	6.9%	6.8%
Some College, No Degree	21.3%	21.7%	22.6%
Associate Degree	3.1%	4.8%	5.4%
Bachelor's Degree	15.4%	17.9%	16.5%
Graduate/Professional Degree	12.7%	12.1%	10.7%
<b>2021 Population 15+ by Marital Status</b>			
Total	2,451	23,573	38,710
Never Married	34.3%	50.2%	43.5%
Married	45.7%	36.5%	42.4%
Widowed	6.0%	4.8%	5.1%
Divorced	14.0%	8.5%	8.9%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,434	13,834	21,964
Population 16+ Employed	96.4%	92.9%	93.8%
Population 16+ Unemployment rate	3.6%	7.1%	6.2%
Population 16-24 Employed	17.4%	27.2%	21.8%
Population 16-24 Unemployment rate	11.1%	18.0%	17.6%
Population 25-54 Employed	70.0%	58.8%	62.2%
Population 25-54 Unemployment rate	2.0%	2.6%	2.9%
Population 55-64 Employed	9.1%	9.7%	11.3%
Population 55-64 Unemployment rate	0.8%	1.3%	0.9%
Population 65+ Employed	3.5%	4.4%	4.7%
Population 65+ Unemployment rate	0.0%	0.2%	0.1%
<b>2021 Employed Population 16+ by Industry</b>			
Total	1,382	12,847	20,599
Agriculture/Mining	1.5%	0.5%	0.6%
Construction	9.3%	9.3%	9.6%
Manufacturing	14.3%	14.5%	17.0%
Wholesale Trade	3.5%	2.0%	2.7%
Retail Trade	8.0%	10.5%	10.3%
Transportation/Utilities	3.6%	3.9%	5.0%
Information	1.1%	1.4%	1.2%
Finance/Insurance/Real Estate	2.0%	3.9%	4.4%
Services	54.0%	49.7%	45.7%
Public Administration	2.9%	4.3%	3.7%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	1,382	12,846	20,600
White Collar	49.9%	51.2%	51.3%
Management/Business/Financial	7.1%	9.3%	10.8%
Professional	23.4%	20.8%	19.5%
Sales	13.2%	9.9%	9.5%
Administrative Support	6.2%	11.2%	11.6%
Services	22.4%	20.2%	17.3%
Blue Collar	27.7%	28.5%	31.4%
Farming/Forestry/Fishing	1.0%	0.6%	0.5%
Construction/Extraction	7.6%	6.8%	6.8%
Installation/Maintenance/Repair	0.4%	2.3%	3.9%
Production	5.6%	7.6%	9.1%
Transportation/Material Moving	13.1%	11.2%	11.0%

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<b>2010 Households by Type</b>			
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%
<b>2010 Households by Size</b>			
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%
<b>2010 Households by Tenure and Mortgage Status</b>			
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%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	144	149	159
Percent of Income for Mortgage	16.8%	15.9%	14.9%
Wealth Index	40	46	56
<b>2010 Housing Units By Urban/ Rural Status</b>			
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%
<b>2010 Population By Urban/ Rural Status</b>			
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%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Traditional Living (12B)	College Towns (14B)	Southern Satellites (10A)
2.	Hometown Heritage (8G)	Traditional Living (12B)	College Towns (14B)
3.	Set to Impress (11D)	Set to Impress (11D)	Traditional Living (12B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,675,816	\$13,948,365	\$25,350,153
Average Spent	\$1,384.97	\$1,471.81	\$1,588.16
Spending Potential Index	65	69	75
Education: Total \$	\$1,200,408	\$10,776,422	\$18,836,314
Average Spent	\$992.07	\$1,137.11	\$1,180.07
Spending Potential Index	57	66	68
Entertainment/Recreation: Total \$	\$2,501,714	\$20,768,503	\$38,470,797
Average Spent	\$2,067.53	\$2,191.46	\$2,410.15
Spending Potential Index	64	68	75
Food at Home: Total \$	\$4,220,015	\$35,249,356	\$65,306,621
Average Spent	\$3,487.62	\$3,719.46	\$4,091.38
Spending Potential Index	64	68	75
Food Away from Home: Total \$	\$2,903,731	\$24,650,482	\$45,282,220
Average Spent	\$2,399.78	\$2,601.08	\$2,836.88
Spending Potential Index	63	69	75
Health Care: Total \$	\$4,928,107	\$40,429,566	\$76,126,352
Average Spent	\$4,072.82	\$4,266.07	\$4,769.22
Spending Potential Index	65	68	76
HH Furnishings & Equipment: Total \$	\$1,702,050	\$14,209,456	\$26,552,158
Average Spent	\$1,406.65	\$1,499.36	\$1,663.46
Spending Potential Index	62	66	74
Personal Care Products & Services: Total \$	\$696,087	\$5,794,504	\$10,619,996
Average Spent	\$575.28	\$611.43	\$665.33
Spending Potential Index	64	68	74
Shelter: Total \$	\$14,950,881	\$126,821,644	\$228,428,914
Average Spent	\$12,356.10	\$13,382.05	\$14,310.80
Spending Potential Index	61	66	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,677,144	\$14,476,609	\$27,846,894
Average Spent	\$1,386.07	\$1,527.55	\$1,744.57
Spending Potential Index	58	64	73
Travel: Total \$	\$1,796,359	\$15,093,118	\$28,031,800
Average Spent	\$1,484.59	\$1,592.61	\$1,756.16
Spending Potential Index	59	63	69
Vehicle Maintenance & Repairs: Total \$	\$894,651	\$7,462,580	\$13,801,422
Average Spent	\$739.38	\$787.44	\$864.64
Spending Potential Index	67	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.