

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			
2010 Total Population	3,057	25,808	42,860
2020 Total Population	3,461	27,705	45,892
2020 Group Quarters	38	2,780	3,170
2022 Total Population	3,503	28,122	46,362
2022 Group Quarters	38	2,780	3,170
2027 Total Population	3,602	28,795	47,335
2022-2027 Annual Rate	0.56%	0.47%	0.42%
2022 Total Daytime Population	3,330	39,517	55,358
Workers	1,379	24,748	30,234
Residents	1,951	14,769	25,124
Household Summary			
2010 Households	1,112	8,807	14,739
2010 Average Household Size	2.73	2.61	2.68
2020 Total Households	1,329	9,864	16,340
2020 Average Household Size	2.58	2.53	2.61
2022 Total Households	1,356	10,013	16,531
2022 Average Household Size	2.56	2.53	2.61
2027 Total Households	1,404	10,295	16,951
2027 Average Household Size	2.54	2.53	2.61
2022-2027 Annual Rate	0.70%	0.56%	0.50%
2010 Families	724	5,103	9,458
2010 Average Family Size	3.26	3.15	3.18
2022 Total Families	851	5,583	10,257
2022 Average Family Size	3.09	3.13	3.16
2027 Total Families	876	5,712	10,463
2027 Average Family Size	3.07	3.12	3.15
2022-2027 Annual Rate	0.58%	0.46%	0.40%
Housing Unit Summary			
2000 Housing Units	1,208	8,741	13,946
Owner Occupied Housing Units	43.5%	44.2%	53.9%
Renter Occupied Housing Units	49.8%	49.1%	39.3%
Vacant Housing Units	6.7%	6.7%	6.8%
2010 Housing Units	1,391	10,255	17,067
Owner Occupied Housing Units	32.1%	35.9%	45.8%
Renter Occupied Housing Units	47.8%	49.9%	40.6%
Vacant Housing Units	20.1%	14.1%	13.6%
2020 Housing Units	1,461	10,771	17,780
Vacant Housing Units	9.0%	8.4%	8.1%
2022 Housing Units	1,489	10,939	18,007
Owner Occupied Housing Units	37.9%	40.4%	51.2%
Renter Occupied Housing Units	53.3%	51.1%	40.6%
Vacant Housing Units	8.9%	8.5%	8.2%
2027 Housing Units	1,524	11,202	18,442
Owner Occupied Housing Units	38.8%	41.6%	52.2%
Renter Occupied Housing Units	53.3%	50.3%	39.7%
Vacant Housing Units	7.9%	8.1%	8.1%
Median Household Income			
2022	\$46,561	\$51,348	\$55,631
2027	\$54,881	\$57,861	\$63,576
Median Home Value			
2022	\$186,912	\$188,974	\$190,530
2027	\$250,397	\$247,792	\$259,016
Per Capita Income			
2022	\$26,478	\$24,612	\$26,923
2027	\$29,722	\$28,117	\$31,136
Median Age			
2010	29.4	26.3	29.2
2022	31.7	28.8	32.1
2027	31.6	28.9	33.1

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	1,356	10,013	16,531
<\$15,000	17.6%	13.2%	11.3%
\$15,000 - \$24,999	14.2%	10.9%	9.4%
\$25,000 - \$34,999	7.1%	9.1%	8.3%
\$35,000 - \$49,999	13.5%	15.2%	14.9%
\$50,000 - \$74,999	14.8%	19.6%	19.7%
\$75,000 - \$99,999	10.3%	13.0%	13.8%
\$100,000 - \$149,999	18.4%	13.1%	14.6%
\$150,000 - \$199,999	1.3%	3.7%	5.0%
\$200,000+	2.7%	2.1%	2.8%
Average Household Income	\$66,266	\$67,993	\$74,637
2027 Households by Income			
Household Income Base	1,404	10,295	16,951
<\$15,000	15.1%	10.8%	8.8%
\$15,000 - \$24,999	10.9%	9.1%	7.7%
\$25,000 - \$34,999	5.3%	6.9%	6.6%
\$35,000 - \$49,999	13.8%	13.7%	13.2%
\$50,000 - \$74,999	18.5%	22.9%	21.3%
\$75,000 - \$99,999	10.5%	14.5%	15.2%
\$100,000 - \$149,999	21.7%	14.9%	17.2%
\$150,000 - \$199,999	1.7%	4.8%	6.5%
\$200,000+	2.6%	2.4%	3.4%
Average Household Income	\$74,189	\$77,537	\$86,040
2022 Owner Occupied Housing Units by Value			
Total	564	4,424	9,225
<\$50,000	1.8%	4.1%	6.9%
\$50,000 - \$99,999	8.9%	7.7%	7.4%
\$100,000 - \$149,999	17.0%	19.9%	17.8%
\$150,000 - \$199,999	30.1%	23.6%	22.2%
\$200,000 - \$249,999	8.5%	10.4%	10.0%
\$250,000 - \$299,999	21.8%	10.5%	8.8%
\$300,000 - \$399,999	6.2%	8.2%	9.0%
\$400,000 - \$499,999	3.9%	9.0%	9.5%
\$500,000 - \$749,999	1.4%	5.7%	7.0%
\$750,000 - \$999,999	0.0%	0.6%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.5%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$211,856	\$242,722	\$252,542
2027 Owner Occupied Housing Units by Value			
Total	591	4,660	9,629
<\$50,000	1.4%	2.6%	4.2%
\$50,000 - \$99,999	4.1%	3.9%	3.7%
\$100,000 - \$149,999	8.8%	11.5%	9.9%
\$150,000 - \$199,999	25.2%	19.7%	18.5%
\$200,000 - \$249,999	10.3%	12.9%	11.6%
\$250,000 - \$299,999	32.0%	15.0%	12.0%
\$300,000 - \$399,999	9.5%	11.4%	12.7%
\$400,000 - \$499,999	6.1%	13.3%	14.0%
\$500,000 - \$749,999	2.4%	8.3%	11.2%
\$750,000 - \$999,999	0.0%	1.0%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.7%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$250,973	\$291,708	\$313,409

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

Riverbridge Shopping Center
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2010 Population by Age			
Total	3,056	25,810	42,859
0 - 4	10.0%	6.9%	6.9%
5 - 9	7.7%	5.8%	6.5%
10 - 14	6.7%	5.3%	6.2%
15 - 24	16.5%	29.9%	24.3%
25 - 34	17.5%	13.9%	13.7%
35 - 44	11.3%	10.3%	11.6%
45 - 54	11.3%	10.0%	11.4%
55 - 64	8.9%	7.8%	9.0%
65 - 74	5.7%	5.2%	5.9%
75 - 84	3.1%	3.3%	3.3%
85 +	1.3%	1.6%	1.4%
18 +	72.0%	78.4%	76.5%
2022 Population by Age			
Total	3,502	28,122	46,364
0 - 4	8.5%	6.4%	6.2%
5 - 9	7.7%	5.7%	5.9%
10 - 14	7.5%	5.5%	5.7%
15 - 24	16.3%	26.7%	21.5%
25 - 34	15.7%	15.0%	15.1%
35 - 44	13.8%	11.1%	11.8%
45 - 54	9.3%	8.8%	10.1%
55 - 64	9.2%	8.4%	9.8%
65 - 74	7.1%	7.0%	8.1%
75 - 84	3.7%	3.8%	4.2%
85 +	1.3%	1.7%	1.6%
18 +	72.5%	79.1%	78.7%
2027 Population by Age			
Total	3,600	28,796	47,337
0 - 4	8.4%	6.4%	6.2%
5 - 9	7.7%	5.7%	5.9%
10 - 14	7.3%	5.5%	5.8%
15 - 24	17.3%	26.8%	21.3%
25 - 34	13.3%	13.3%	13.4%
35 - 44	14.9%	12.3%	12.9%
45 - 54	10.0%	8.9%	10.1%
55 - 64	8.5%	7.9%	9.4%
65 - 74	7.4%	7.2%	8.4%
75 - 84	3.9%	4.3%	5.0%
85 +	1.3%	1.7%	1.7%
18 +	72.4%	79.1%	78.7%
2010 Population by Sex			
Males	1,453	12,236	20,676
Females	1,604	13,571	22,184
2022 Population by Sex			
Males	1,710	13,651	22,663
Females	1,793	14,471	23,698
2027 Population by Sex			
Males	1,778	14,058	23,240
Females	1,824	14,737	24,095

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2010 Population by Race/Ethnicity			
Total	3,057	25,806	42,860
White Alone	52.6%	59.5%	65.6%
Black Alone	36.1%	30.7%	25.8%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.8%	1.2%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.6%	5.4%	4.6%
Two or More Races	3.3%	2.9%	2.6%
Hispanic Origin	13.5%	11.4%	9.6%
Diversity Index	68.3	63.9	58.7
2020 Population by Race/Ethnicity			
Total	3,461	27,705	45,892
White Alone	47.1%	51.5%	58.4%
Black Alone	31.6%	30.5%	25.8%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	1.0%	1.2%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.1%	8.9%	7.1%
Two or More Races	8.6%	7.4%	7.0%
Hispanic Origin	18.1%	15.1%	12.7%
Diversity Index	76.0	72.4	67.5
2022 Population by Race/Ethnicity			
Total	3,502	28,122	46,361
White Alone	46.5%	51.2%	58.0%
Black Alone	31.7%	30.4%	25.9%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	1.0%	1.2%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.4%	9.0%	7.3%
Two or More Races	8.9%	7.6%	7.2%
Hispanic Origin	18.4%	15.3%	12.8%
Diversity Index	76.4	72.7	67.9
2027 Population by Race/Ethnicity			
Total	3,601	28,795	47,335
White Alone	44.8%	49.8%	56.7%
Black Alone	32.0%	30.6%	26.1%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	1.0%	1.3%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.2%	9.7%	7.8%
Two or More Races	9.3%	8.1%	7.7%
Hispanic Origin	19.1%	15.9%	13.3%
Diversity Index	77.4	73.8	69.1
2010 Population by Relationship and Household Type			
Total	3,057	25,808	42,860
In Households	99.3%	88.9%	92.3%
In Family Households	80.2%	65.0%	73.0%
Householder	24.3%	19.8%	22.2%
Spouse	13.6%	12.2%	14.9%
Child	33.8%	26.1%	29.0%
Other relative	5.4%	4.1%	4.2%
Nonrelative	3.1%	2.7%	2.8%
In Nonfamily Households	19.0%	23.9%	19.3%
In Group Quarters	0.7%	11.1%	7.7%
Institutionalized Population	0.7%	2.2%	2.0%
Noninstitutionalized Population	0.1%	8.8%	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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2022 Population 25+ by Educational Attainment			
Total	2,102	15,677	28,131
Less than 9th Grade	6.1%	5.7%	4.8%
9th - 12th Grade, No Diploma	8.7%	8.2%	9.0%
High School Graduate	25.5%	22.7%	23.9%
GED/Alternative Credential	7.9%	7.0%	6.9%
Some College, No Degree	18.8%	20.0%	20.9%
Associate Degree	3.1%	5.3%	5.9%
Bachelor's Degree	16.9%	19.1%	17.5%
Graduate/Professional Degree	13.0%	12.1%	11.0%
2022 Population 15+ by Marital Status			
Total	2,673	23,183	38,090
Never Married	35.4%	48.8%	42.6%
Married	46.3%	38.0%	43.6%
Widowed	6.5%	5.1%	5.3%
Divorced	11.7%	8.1%	8.5%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,620	13,961	22,179
Population 16+ Employed	97.7%	95.5%	96.1%
Population 16+ Unemployment rate	2.3%	4.5%	3.9%
Population 16-24 Employed	19.6%	27.9%	22.8%
Population 16-24 Unemployment rate	7.7%	12.2%	12.1%
Population 25-54 Employed	68.0%	57.9%	61.0%
Population 25-54 Unemployment rate	0.9%	1.3%	1.4%
Population 55-64 Employed	9.0%	9.7%	11.4%
Population 55-64 Unemployment rate	0.0%	0.4%	0.4%
Population 65+ Employed	3.4%	4.5%	4.8%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2022 Employed Population 16+ by Industry			
Total	1,583	13,338	21,312
Agriculture/Mining	1.6%	0.5%	0.5%
Construction	8.5%	9.2%	9.6%
Manufacturing	14.4%	14.7%	17.0%
Wholesale Trade	3.4%	1.9%	2.7%
Retail Trade	7.8%	10.1%	10.0%
Transportation/Utilities	4.1%	4.0%	5.1%
Information	0.9%	1.4%	1.2%
Finance/Insurance/Real Estate	2.1%	3.8%	4.4%
Services	53.8%	50.1%	46.2%
Public Administration	3.3%	4.2%	3.5%
2022 Employed Population 16+ by Occupation			
Total	1,582	13,340	21,311
White Collar	47.5%	49.8%	49.9%
Management/Business/Financial	6.7%	9.3%	10.5%
Professional	22.0%	20.1%	18.8%
Sales	12.6%	9.5%	9.1%
Administrative Support	6.2%	11.0%	11.5%
Services	24.4%	21.5%	18.4%
Blue Collar	28.0%	28.7%	31.7%
Farming/Forestry/Fishing	1.0%	0.6%	0.5%
Construction/Extraction	6.9%	6.7%	6.7%
Installation/Maintenance/Repair	0.4%	2.4%	4.0%
Production	6.1%	7.9%	9.5%
Transportation/Material Moving	13.6%	11.1%	11.0%

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2010 Households by Type			
Total	1,112	8,807	14,739
Households with 1 Person	25.9%	27.7%	24.7%
Households with 2+ People	74.1%	72.3%	75.3%
Family Households	65.1%	57.9%	64.2%
Husband-wife Families	36.2%	35.6%	43.1%
With Related Children	18.3%	16.5%	20.1%
Other Family (No Spouse Present)	29.0%	22.4%	21.1%
Other Family with Male Householder	6.3%	5.3%	5.4%
With Related Children	3.6%	3.2%	3.3%
Other Family with Female Householder	22.7%	17.1%	15.7%
With Related Children	16.7%	12.1%	11.0%
Nonfamily Households	9.0%	14.4%	11.1%
All Households with Children	39.2%	32.6%	35.2%
Multigenerational Households	5.0%	4.3%	4.8%
Unmarried Partner Households	7.6%	7.5%	7.0%
Male-female	6.7%	6.8%	6.3%
Same-sex	0.9%	0.7%	0.7%
2010 Households by Size			
Total	1,112	8,808	14,739
1 Person Household	25.9%	27.7%	24.7%
2 Person Household	29.9%	29.3%	30.4%
3 Person Household	18.0%	18.3%	18.2%
4 Person Household	14.3%	14.1%	15.1%
5 Person Household	7.1%	6.1%	6.8%
6 Person Household	3.0%	2.6%	2.8%
7 + Person Household	1.8%	1.9%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	1,112	8,807	14,739
Owner Occupied	40.2%	41.8%	53.0%
Owned with a Mortgage/Loan	27.9%	29.1%	37.7%
Owned Free and Clear	12.3%	12.7%	15.3%
Renter Occupied	59.8%	58.2%	47.0%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	119	129	138
Percent of Income for Mortgage	21.2%	19.4%	18.1%
Wealth Index	42	45	55
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,391	10,255	17,067
Housing Units Inside Urbanized Area	0.0%	0.0%	0.4%
Housing Units Inside Urbanized Cluster	93.9%	92.5%	79.9%
Rural Housing Units	6.1%	7.5%	19.7%
2010 Population By Urban/ Rural Status			
Total Population	3,057	25,808	42,860
Population Inside Urbanized Area	0.0%	0.0%	0.4%
Population Inside Urbanized Cluster	92.9%	92.1%	79.9%
Rural Population	7.1%	7.9%	19.7%

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.	Hometown Heritage (8G)	Traditional Living (12B)	College Towns (14B)
3.	Set to Impress (11D)	Set to Impress (11D)	Down the Road (10D)
2022 Consumer Spending			
Apparel & Services: Total \$	\$2,190,178	\$16,420,623	\$29,311,652
Average Spent	\$1,615.18	\$1,639.93	\$1,773.13
Spending Potential Index	67	68	74
Education: Total \$	\$1,597,770	\$12,790,093	\$21,922,040
Average Spent	\$1,178.30	\$1,277.35	\$1,326.12
Spending Potential Index	60	65	68
Entertainment/Recreation: Total \$	\$3,228,774	\$24,382,872	\$44,379,026
Average Spent	\$2,381.10	\$2,435.12	\$2,684.59
Spending Potential Index	65	66	73
Food at Home: Total \$	\$5,509,804	\$41,442,608	\$75,411,049
Average Spent	\$4,063.28	\$4,138.88	\$4,561.80
Spending Potential Index	66	67	74
Food Away from Home: Total \$	\$3,806,618	\$29,059,273	\$52,384,705
Average Spent	\$2,807.24	\$2,902.15	\$3,168.88
Spending Potential Index	65	67	73
Health Care: Total \$	\$6,329,056	\$47,396,431	\$87,679,389
Average Spent	\$4,667.45	\$4,733.49	\$5,303.94
Spending Potential Index	66	67	75
HH Furnishings & Equipment: Total \$	\$2,210,923	\$16,717,974	\$30,658,459
Average Spent	\$1,630.47	\$1,669.63	\$1,854.60
Spending Potential Index	64	65	72
Personal Care Products & Services: Total \$	\$907,154	\$6,814,770	\$12,268,608
Average Spent	\$668.99	\$680.59	\$742.16
Spending Potential Index	66	67	73
Shelter: Total \$	\$19,650,240	\$149,441,751	\$264,426,645
Average Spent	\$14,491.33	\$14,924.77	\$15,995.80
Spending Potential Index	63	65	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,185,681	\$17,047,081	\$32,146,532
Average Spent	\$1,611.86	\$1,702.49	\$1,944.62
Spending Potential Index	59	63	72
Travel: Total \$	\$2,327,528	\$17,757,803	\$32,375,937
Average Spent	\$1,716.47	\$1,773.47	\$1,958.50
Spending Potential Index	60	62	68
Vehicle Maintenance & Repairs: Total \$	\$1,162,224	\$8,774,799	\$15,939,171
Average Spent	\$857.10	\$876.34	\$964.20
Spending Potential Index	68	70	77

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.