



Retail Specialty Report

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 1 mile radius

Prepared by Site To Do Business

Latitude: 34.27448
Longitude: -84.81665

Summary Demographics		Census 2010		2023		2028	
Population		714		825		850	
Households		271		325		338	
Families		215		251		260	
Average Household Size		2.63		2.54		2.51	
Owner Occupied Housing Units		204		264		277	
Renter Occupied Housing Units		68		61		61	
Median Age		39.6		44.3		46.2	
Trends: 2023 - 2028 Annual Rate		Area		State		National	
Population		0.60%				0.77%	
Households		0.79%				0.75%	
Families		0.71%				0.68%	
Owner HHs		0.97%				0.92%	
Median Household Income		1.53%				2.70%	
Population Summary							
2000 Total Population				584		584	
2010 Total Population				714		714	
2023 Total Population				825		825	
2023 Group Quarters				0		0	
2028 Total Population				850		850	
2018-2023 Annual Rate				0.60%		0.60%	
2023 Total Daytime Population				1,034		1,034	
Workers				622		622	
Residents				412		412	
Housing Units by Occupancy Status and Tenure		Census 2010		2023		2028	
		Number	Percent	Number	Percent	Number	Percent
Total Housing Units		305	100.0%	347	100.0%	357	100.0%
Occupied		272	89.2%	325	93.7%	338	94.7%
Owner		204	66.9%	264	76.1%	277	77.6%
Renter		68	22.3%	61	17.6%	61	17.1%
Vacant		34	11.1%	22	6.3%	19	5.3%
Owner Occupied Housing Units by Value				2023		2028	
				Number	Percent	Number	Percent
Total				263	100.0%	276	100.0%
<\$50,000				23	8.7%	22	8.0%
\$50,000-\$99,999				9	3.4%	7	2.5%
\$100,000-\$149,999				4	1.5%	4	1.4%
\$150,000-\$199,999				7	2.7%	6	2.2%
\$200,000-\$249,999				24	9.1%	20	7.2%
\$250,000-\$299,999				19	7.2%	15	5.4%
\$300,000-\$399,999				71	27.0%	72	26.1%
\$400,000-\$499,999				68	25.9%	77	27.9%
\$500,000-\$749,999				38	14.4%	53	19.2%
\$750,000-\$999,999				0	0.0%	0	0.0%
\$1,000,000-\$1,499,999				0	0.0%	0	0.0%
\$1,500,000-\$1,999,999				0	0.0%	0	0.0%
\$2,000,000+				0	0.0%	0	0.0%
Median Value				\$364,085		\$388,889	



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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	425	63.1%	103
Bought any women's clothing in last 12 months	371	55.0%	106
Bought clothing for child <13 years in last 6 months			
Bought any shoes in last 12 months	510	75.7%	102
Bought costume jewelry in last 12 months			
Bought any fine jewelry in last 12 months	144	21.4%	104
Bought a watch in last 12 months	93	13.8%	100
Automobiles (Households)			
HH owns/leases any vehicle	309	95.1%	104
HH bought/leased new vehicle last 12 mo	31	9.5%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	641	95.1%	105
Bought/changed motor oil in last 12 months	418	62.0%	121
Had tune-up in last 12 months	168	24.9%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months			
Drank regular cola in last 6 months	285	42.3%	114
Drank beer/ale in last 6 months	242	35.9%	90
Cameras (Adults)			
Own digital point & shoot camera/camcorder	78	11.6%	105
Own digital SLR camera/camcorder	72	10.7%	99
Printed digital photos in last 12 months	196	29.1%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	235	34.9%	100
Have a smartphone	629	93.3%	100
Have a smartphone: Android phone (any brand)	308	45.7%	118
Have a smartphone: Apple iPhone	333	49.4%	88
Number of cell phones in household: 1	86	26.5%	87
Number of cell phones in household: 2	136	41.8%	107
Number of cell phones in household: 3+	98	30.2%	105
HH has cell phone only (no landline telephone)	228	70.2%	102
Computers (Households)			
HH owns a computer	260	80.0%	93
HH owns desktop computer	119	36.6%	92
HH owns laptop/notebook	217	66.8%	95
HH owns any Apple/Mac brand computer	54	16.6%	69
HH owns any PC/non-Apple brand computer	230	70.8%	100
HH purchased most recent computer in a store	123	37.8%	97
HH purchased most recent computer online	77	23.7%	86
Spent <\$500 on most recent home computer	64	19.7%	124
Spent \$500-\$999 on most recent home computer	65	20.0%	98
Spent \$1,000-\$1,499 on most recent home computer	28	8.6%	71
Spent \$1,500-\$1,999 on most recent home computer	8	2.5%	54
Spent \$2,000+ on most recent home computer	11	3.4%	63



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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	472	70.0%	110
Bought brewed coffee at convenience store in last 30 days	72	10.7%	89
Bought cigarettes at convenience store in last 30 days	65	9.6%	158
Bought gas at convenience store in last 30 days	344	51.0%	129
Spent at convenience store in last 30 days: <\$20	42	6.2%	84
Spent at convenience store in last 30 days: \$20-\$39	65	9.6%	98
Spent at convenience store in last 30 days: \$40-\$50	49	7.3%	94
Spent at convenience store in last 30 days: \$51-\$99	46	6.8%	111
Spent at convenience store in last 30 days: \$100+	197	29.2%	140
Entertainment (Adults)			
Attended a movie in last 6 months	221	32.8%	89
Went to live theater in last 12 months	28	4.2%	61
Went to a bar/night club in last 12 months	82	12.2%	75
Dined out in last 12 months	354	52.5%	101
Gambled at a casino in last 12 months	58	8.6%	80
Visited a theme park in last 12 months	82	12.2%	105
Viewed movie (video-on-demand) in last 30 days	58	8.6%	78
Viewed TV show (video-on-demand) in last 30 days	33	4.9%	65
Watched any pay-per-view TV in last 12 months			
Downloaded a movie over the Internet in last 30 days	30	4.5%	74
Downloaded any individual song in last 6 months	135	20.0%	100
Watched a movie online in the last 30 days	177	26.3%	77
Watched a TV program online in last 30 days	107	15.9%	72
Played a video/electronic game (console) in last 12 months	77	11.4%	89
Played a video/electronic game (portable) in last 12 months	39	5.8%	87
Financial (Adults)			
Have home mortgage (1st)	252	37.4%	98
Used ATM/cash machine in last 12 months	414	61.4%	97
Own any stock	75	11.1%	74
Own U.S. savings bond	40	5.9%	83
Own shares in mutual fund (stock)	74	11.0%	80
Own shares in mutual fund (bonds)	45	6.7%	78
Have interest checking account	272	40.4%	103
Have non-interest checking account	278	41.2%	109
Have savings account	489	72.6%	98
Have 401K retirement savings plan	158	23.4%	96
Own/used any credit/debit card in last 12 months	620	92.0%	99
Avg monthly credit card expenditures: <\$111	86	12.8%	111
Avg monthly credit card expenditures: \$111-\$225	50	7.4%	97
Avg monthly credit card expenditures: \$226-\$450	54	8.0%	87
Avg monthly credit card expenditures: \$451-\$700	66	9.8%	106
Avg monthly credit card expenditures: \$701-\$1,000	51	7.6%	93
Avg monthly credit card expenditures: \$1,001+			
Did banking online in last 12 months	381	56.5%	96
Did banking on mobile device in last 12 months	305	45.3%	94
Paid bills online in last 12 months			



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months			
Used bread in last 6 months	312	96.0%	102
Used chicken (fresh or frozen) in last 6 months	231	71.1%	102
Used turkey (fresh or frozen) in last 6 months	53	16.3%	110
Used fish/seafood (fresh or frozen) in last 6 months	192	59.1%	98
Used fresh fruit/vegetables in last 6 months	282	86.8%	98
Used fresh milk in last 6 months	282	86.8%	105
Used organic food in last 6 months	58	17.8%	69
Health (Adults)			
Exercise at home 2+ times per week	283	42.0%	85
Exercise at club 2+ times per week	66	9.8%	83
Visited a doctor in last 12 months	544	80.7%	101
Used vitamin/dietary supplement in last 6 months	444	65.9%	100
Home (Households)			
Any home improvement in last 12 months	135	41.5%	105
Used housekeeper/maid/professional HH cleaning service in last 12	87	26.8%	88
Purchased low ticket HH furnishings in last 12 months	81	24.9%	102
Purchased big ticket HH furnishings in last 12 months	83	25.5%	90
Bought any small kitchen appliance in last 12 months	89	27.4%	105
Bought any large kitchen appliance in last 12 months	60	18.5%	113
Insurance (Adults/Households)			
Currently carry life insurance	388	57.6%	113
Carry medical/hospital/accident insurance	577	85.6%	100
Carry homeowner insurance	469	69.6%	113
Carry renter's insurance	51	7.6%	63
Have auto insurance: 1 vehicle in household covered	89	27.4%	89
Have auto insurance: 2 vehicles in household covered	104	32.0%	98
Have auto insurance: 3+ vehicles in household covered	116	35.7%	135
Pets (Households)			
Household owns any pet			
Household owns any cat	107	32.9%	142
Household owns any dog	186	57.2%	145
Psychographics (Adults)			
Buying American is important to me	294	43.6%	136
Usually buy items on credit rather than wait	89	13.2%	104
Usually buy based on quality - not price	95	14.1%	94
Price is usually more important than brand name	207	30.7%	113
Usually use coupons for brands I buy often	76	11.3%	102
Am interested in how to help the environment	100	14.8%	80
Usually pay more for environ safe product	57	8.5%	69
Usually value green products over convenience			
Likely to buy a brand that supports a charity			
Reading (Adults)			
Bought digital book in last 12 months	132	19.6%	104
Bought hardcover book in last 12 months	173	25.7%	95
Bought paperback book in last 12 month	220	32.6%	96
Read any daily newspaper (paper version)	71	10.5%	69
Read any digital newspaper in last 30 days	244	36.2%	71
Read any magazine (paper/electronic version) in last 6 months	557	82.6%	95



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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	470	69.7%	105
Went to family restaurant/steak house: 4+ times a month	146	21.7%	105
Went to fast food/drive-in restaurant in last 6 months	627	93.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	298	44.2%	114
Fast food/drive-in last 6 months: eat in	166	24.6%	120
Fast food/drive-in last 6 months: home delivery	62	9.2%	69
Fast food/drive-in last 6 months: take-out/drive-thru	445	66.0%	113
Fast food/drive-in last 6 months: take-out/walk-in	115	17.1%	76
Television & Electronics (Adults/Households)			
Own any tablet	358	53.1%	90
Own any e-reader	81	12.0%	84
Own e-reader/tablet: iPad	190	28.2%	76
HH has Internet connectable TV	140	43.1%	100
Own any portable MP3 player	75	11.1%	99
HH owns 1 TV	51	15.7%	86
HH owns 2 TVs	96	29.5%	104
HH owns 3 TVs	74	22.8%	99
HH owns 4+ TVs	79	24.3%	108
HH subscribes to cable TV	76	23.4%	69
HH subscribes to fiber optic	6	1.8%	35
HH owns portable GPS navigation device	73	22.5%	108
HH purchased video game system in last 12 mos	24	7.4%	92
HH owns any Internet video device for TV	169	52.0%	99
Travel (Adults)			
Domestic travel in last 12 months	359	53.3%	99
Took 3+ domestic non-business trips in last 12 months	105	15.6%	112
Spent on domestic vacations in last 12 months: <\$1,000	100	14.8%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	44	6.5%	102
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	24	3.6%	93
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	22	3.3%	82
Spent on domestic vacations in last 12 months: \$3,000+	44	6.5%	98
Domestic travel in the 12 months: used general travel website	33	4.9%	88
Foreign travel in last 3 years	162	24.0%	73
Took 3+ foreign trips by plane in last 3 years	27	4.0%	55
Spent on foreign vacations in last 12 months: <\$1,000	34	5.0%	65
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	16	2.4%	78
Spent on foreign vacations in last 12 months: \$3,000+	17	2.5%	59
Foreign travel in last 3 years: used general travel website	22	3.3%	51
Nights spent in hotel/motel in last 12 months: any	296	43.9%	97
Took cruise of more than one day in last 3 years	70	10.4%	103
Member of any frequent flyer program	129	19.1%	69
Member of any hotel rewards program	180	26.7%	93



Retail Specialty Report

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Summary Demographics		Census 2010		2023		2028	
Population		6,013		6,921		7,091	
Households		2,164		2,594		2,691	
Families		1,724		2,010		2,081	
Average Household Size		2.78		2.67		2.64	
Owner Occupied Housing Units		1,679		2,091		2,189	
Renter Occupied Housing Units		485		503		503	
Median Age		38.0		41.8		43.3	
Trends: 2023 - 2028 Annual Rate		Area		State		National	
Population		0.49%				0.77%	
Households		0.74%				0.75%	
Families		0.70%				0.68%	
Owner HHs		0.92%				0.92%	
Median Household Income		1.62%				2.70%	
Population Summary							
2000 Total Population				4,582		4,582	
2010 Total Population				6,013		6,013	
2023 Total Population				6,921		6,921	
2023 Group Quarters				0		0	
2028 Total Population				7,091		7,091	
2018-2023 Annual Rate				0.49%		0.49%	
2023 Total Daytime Population				7,293		7,293	
Workers				3,580		3,580	
Residents				3,713		3,713	
Housing Units by Occupancy Status and Tenure		Census 2010		2023		2028	
		Number	Percent	Number	Percent	Number	Percent
Total Housing Units		2,379	100.0%	2,689	100.0%	2,771	100.0%
Occupied		2,164	91.0%	2,594	96.5%	2,692	97.1%
Owner		1,679	70.6%	2,091	77.8%	2,189	79.0%
Renter		485	20.4%	503	18.7%	503	18.2%
Vacant		215	9.0%	95	3.5%	80	2.9%
Owner Occupied Housing Units by Value				2023		2028	
				Number	Percent	Number	Percent
Total				2,091	100.0%	2,190	100.0%
<\$50,000				115	5.5%	111	5.1%
\$50,000-\$99,999				119	5.7%	116	5.3%
\$100,000-\$149,999				109	5.2%	106	4.8%
\$150,000-\$199,999				125	6.0%	121	5.5%
\$200,000-\$249,999				277	13.2%	261	11.9%
\$250,000-\$299,999				440	21.0%	416	19.0%
\$300,000-\$399,999				459	22.0%	503	23.0%
\$400,000-\$499,999				262	12.5%	296	13.5%
\$500,000-\$749,999				185	8.8%	260	11.9%
\$750,000-\$999,999				0	0.0%	0	0.0%
\$1,000,000-\$1,499,999				0	0.0%	0	0.0%
\$1,500,000-\$1,999,999				0	0.0%	0	0.0%
\$2,000,000+				0	0.0%	0	0.0%
Median Value				\$284,148		\$295,673	



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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,482	63.5%	104
Bought any women's clothing in last 12 months	2,980	54.4%	105
Bought clothing for child <13 years in last 6 months			
Bought any shoes in last 12 months	4,156	75.8%	102
Bought costume jewelry in last 12 months			
Bought any fine jewelry in last 12 months	1,155	21.1%	103
Bought a watch in last 12 months	752	13.7%	99
Automobiles (Households)			
HH owns/leases any vehicle	2,468	95.1%	104
HH bought/leased new vehicle last 12 mo	248	9.6%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,204	95.0%	105
Bought/changed motor oil in last 12 months	3,365	61.4%	120
Had tune-up in last 12 months	1,376	25.1%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months			
Drank regular cola in last 6 months	2,268	41.4%	112
Drank beer/ale in last 6 months	2,005	36.6%	92
Cameras (Adults)			
Own digital point & shoot camera/camcorder	628	11.5%	104
Own digital SLR camera/camcorder	595	10.9%	100
Printed digital photos in last 12 months	1,577	28.8%	106
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,931	35.2%	101
Have a smartphone	5,132	93.6%	100
Have a smartphone: Android phone (any brand)	2,481	45.3%	117
Have a smartphone: Apple iPhone	2,746	50.1%	89
Number of cell phones in household: 1	683	26.3%	86
Number of cell phones in household: 2	1,078	41.6%	106
Number of cell phones in household: 3+	793	30.6%	106
HH has cell phone only (no landline telephone)	1,849	71.3%	104
Computers (Households)			
HH owns a computer	2,104	81.1%	95
HH owns desktop computer	966	37.2%	93
HH owns laptop/notebook	1,744	67.2%	95
HH owns any Apple/Mac brand computer	450	17.3%	72
HH owns any PC/non-Apple brand computer	1,843	71.0%	100
HH purchased most recent computer in a store	987	38.0%	98
HH purchased most recent computer online	632	24.4%	89
Spent <\$500 on most recent home computer	492	19.0%	120
Spent \$500-\$999 on most recent home computer	524	20.2%	99
Spent \$1,000-\$1,499 on most recent home computer	239	9.2%	76
Spent \$1,500-\$1,999 on most recent home computer	69	2.7%	58
Spent \$2,000+ on most recent home computer	92	3.5%	66



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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	3,807	69.5%	109
Bought brewed coffee at convenience store in last 30 days	588	10.7%	89
Bought cigarettes at convenience store in last 30 days	504	9.2%	151
Bought gas at convenience store in last 30 days	2,736	49.9%	127
Spent at convenience store in last 30 days: <\$20	354	6.5%	88
Spent at convenience store in last 30 days: \$20-\$39	528	9.6%	98
Spent at convenience store in last 30 days: \$40-\$50	409	7.5%	96
Spent at convenience store in last 30 days: \$51-\$99	385	7.0%	115
Spent at convenience store in last 30 days: \$100+	1,555	28.4%	136
Entertainment (Adults)			
Attended a movie in last 6 months	1,839	33.6%	91
Went to live theater in last 12 months	260	4.7%	70
Went to a bar/night club in last 12 months	708	12.9%	80
Dined out in last 12 months	2,907	53.0%	102
Gambled at a casino in last 12 months	483	8.8%	82
Visited a theme park in last 12 months	674	12.3%	106
Viewed movie (video-on-demand) in last 30 days	485	8.9%	80
Viewed TV show (video-on-demand) in last 30 days	280	5.1%	67
Watched any pay-per-view TV in last 12 months			
Downloaded a movie over the Internet in last 30 days	255	4.7%	77
Downloaded any individual song in last 6 months	1,103	20.1%	100
Watched a movie online in the last 30 days	1,499	27.4%	80
Watched a TV program online in last 30 days	938	17.1%	77
Played a video/electronic game (console) in last 12 months	643	11.7%	91
Played a video/electronic game (portable) in last 12 months	324	5.9%	89
Financial (Adults)			
Have home mortgage (1st)	2,112	38.5%	101
Used ATM/cash machine in last 12 months	3,375	61.6%	98
Own any stock	640	11.7%	78
Own U.S. savings bond	333	6.1%	85
Own shares in mutual fund (stock)	621	11.3%	83
Own shares in mutual fund (bonds)	372	6.8%	79
Have interest checking account	2,208	40.3%	102
Have non-interest checking account	2,247	41.0%	108
Have savings account	4,008	73.1%	99
Have 401K retirement savings plan	1,310	23.9%	98
Own/used any credit/debit card in last 12 months	5,054	92.2%	99
Avg monthly credit card expenditures: <\$111	701	12.8%	112
Avg monthly credit card expenditures: \$111-\$225	413	7.5%	98
Avg monthly credit card expenditures: \$226-\$450	450	8.2%	89
Avg monthly credit card expenditures: \$451-\$700	520	9.5%	103
Avg monthly credit card expenditures: \$701-\$1,000	418	7.6%	93
Avg monthly credit card expenditures: \$1,001+			
Did banking online in last 12 months	3,140	57.3%	98
Did banking on mobile device in last 12 months	2,529	46.1%	96
Paid bills online in last 12 months			



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months			
Used bread in last 6 months	2,484	95.8%	101
Used chicken (fresh or frozen) in last 6 months	1,846	71.2%	102
Used turkey (fresh or frozen) in last 6 months	423	16.3%	110
Used fish/seafood (fresh or frozen) in last 6 months	1,529	58.9%	98
Used fresh fruit/vegetables in last 6 months	2,268	87.4%	99
Used fresh milk in last 6 months	2,235	86.2%	104
Used organic food in last 6 months	488	18.8%	73
Health (Adults)			
Exercise at home 2+ times per week	2,371	43.3%	88
Exercise at club 2+ times per week	565	10.3%	88
Visited a doctor in last 12 months	4,437	81.0%	101
Used vitamin/dietary supplement in last 6 months	3,635	66.3%	100
Home (Households)			
Any home improvement in last 12 months	1,091	42.1%	107
Used housekeeper/maid/professional HH cleaning service in last 12	711	27.4%	90
Purchased low ticket HH furnishings in last 12 months	644	24.8%	101
Purchased big ticket HH furnishings in last 12 months	679	26.2%	92
Bought any small kitchen appliance in last 12 months	708	27.3%	105
Bought any large kitchen appliance in last 12 months	484	18.7%	115
Insurance (Adults/Households)			
Currently carry life insurance	3,146	57.4%	112
Carry medical/hospital/accident insurance	4,710	85.9%	101
Carry homeowner insurance	3,805	69.4%	113
Carry renter's insurance	448	8.2%	68
Have auto insurance: 1 vehicle in household covered	701	27.0%	88
Have auto insurance: 2 vehicles in household covered	847	32.7%	100
Have auto insurance: 3+ vehicles in household covered	905	34.9%	132
Pets (Households)			
Household owns any pet			
Household owns any cat	818	31.5%	136
Household owns any dog	1,449	55.9%	141
Psychographics (Adults)			
Buying American is important to me	2,313	42.2%	131
Usually buy items on credit rather than wait	712	13.0%	102
Usually buy based on quality - not price	776	14.2%	94
Price is usually more important than brand name	1,662	30.3%	112
Usually use coupons for brands I buy often	610	11.1%	101
Am interested in how to help the environment	852	15.5%	84
Usually pay more for environ safe product	491	9.0%	73
Usually value green products over convenience			
Likely to buy a brand that supports a charity			
Reading (Adults)			
Bought digital book in last 12 months	1,059	19.3%	102
Bought hardcover book in last 12 months	1,434	26.2%	97
Bought paperback book in last 12 month	1,802	32.9%	97
Read any daily newspaper (paper version)	568	10.4%	67
Read any digital newspaper in last 30 days	2,056	37.5%	74
Read any magazine (paper/electronic version) in last 6 months	4,543	82.9%	95



Retail Specialty Report

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 3 mile radius

Prepared by Site To Do Business

Latitude: 34.27448
Longitude: -84.81665

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,844	70.1%	106
Went to family restaurant/steak house: 4+ times a month	1,190	21.7%	106
Went to fast food/drive-in restaurant in last 6 months	5,097	93.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,389	43.6%	112
Fast food/drive-in last 6 months: eat in	1,340	24.5%	119
Fast food/drive-in last 6 months: home delivery	512	9.3%	70
Fast food/drive-in last 6 months: take-out/drive-thru	3,604	65.8%	113
Fast food/drive-in last 6 months: take-out/walk-in	957	17.5%	78
Television & Electronics (Adults/Households)			
Own any tablet	2,964	54.1%	92
Own any e-reader	675	12.3%	86
Own e-reader/tablet: iPad	1,606	29.3%	79
HH has Internet connectable TV	1,127	43.4%	101
Own any portable MP3 player	603	11.0%	98
HH owns 1 TV	407	15.7%	86
HH owns 2 TVs	762	29.4%	104
HH owns 3 TVs	582	22.4%	98
HH owns 4+ TVs	640	24.7%	109
HH subscribes to cable TV	640	24.7%	73
HH subscribes to fiber optic	54	2.1%	40
HH owns portable GPS navigation device	577	22.2%	107
HH purchased video game system in last 12 mos	191	7.4%	92
HH owns any Internet video device for TV	1,366	52.7%	100
Travel (Adults)			
Domestic travel in last 12 months	2,967	54.1%	101
Took 3+ domestic non-business trips in last 12 months	857	15.6%	112
Spent on domestic vacations in last 12 months: <\$1,000	807	14.7%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	365	6.7%	105
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	208	3.8%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	201	3.7%	92
Spent on domestic vacations in last 12 months: \$3,000+	364	6.6%	100
Domestic travel in the 12 months: used general travel website	293	5.3%	96
Foreign travel in last 3 years	1,367	24.9%	75
Took 3+ foreign trips by plane in last 3 years	232	4.2%	58
Spent on foreign vacations in last 12 months: <\$1,000	295	5.4%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	121	2.2%	72
Spent on foreign vacations in last 12 months: \$3,000+	151	2.8%	65
Foreign travel in last 3 years: used general travel website	202	3.7%	58
Nights spent in hotel/motel in last 12 months: any	2,454	44.8%	99
Took cruise of more than one day in last 3 years	585	10.7%	106
Member of any frequent flyer program	1,115	20.3%	74
Member of any hotel rewards program	1,511	27.6%	96



Retail Specialty Report

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 5 mile radius

Prepared by Site To Do Business

Latitude: 34.27448
Longitude: -84.81665

Summary Demographics		Census 2010		2023		2028			
Population		24,644		28,086		28,968			
Households		8,948		10,563		11,059			
Families		6,640		7,601		7,894			
Average Household Size		2.75		2.65		2.61			
Owner Occupied Housing Units		6,042		7,157		7,406			
Renter Occupied Housing Units		2,912		3,406		3,653			
Median Age		35.7		38.7		39.6			
Trends: 2023 - 2028 Annual Rate		Area		State		National			
Population		0.62%				0.77%			
Households		0.92%				0.75%			
Families		0.76%				0.68%			
Owner HHs		0.69%				0.92%			
Median Household Income		1.17%				2.70%			
Population Summary									
2000 Total Population				17,365		17,365			
2010 Total Population				24,644		24,644			
2023 Total Population				28,086		28,086			
2023 Group Quarters				83		83			
2028 Total Population				28,968		28,968			
2018-2023 Annual Rate				0.62%		0.62%			
2023 Total Daytime Population				24,788		24,788			
Workers				9,731		9,731			
Residents				15,057		15,057			
Housing Units by Occupancy Status and Tenure		Census 2010		2023		2028			
		Number	Percent	Number	Percent	Number	Percent		
		Total Housing Units		9,951	100.0%	11,065	100.0%	11,641	100.0%
		Occupied		8,954	90.0%	10,563	95.5%	11,059	95.0%
		Owner		6,042	60.7%	7,157	64.7%	7,406	63.6%
		Renter		2,912	29.3%	3,406	30.8%	3,653	31.4%
Vacant		1,003	10.1%	502	4.5%	582	5.0%		
Owner Occupied Housing Units by Value				2023		2028			
				Number	Percent	Number	Percent		
		Total		7,157	100.0%	7,408	100.0%		
		<\$50,000		351	4.9%	341	4.6%		
		\$50,000-\$99,999		340	4.8%	332	4.5%		
		\$100,000-\$149,999		374	5.2%	361	4.9%		
\$150,000-\$199,999		708	9.9%	706	9.5%				
\$200,000-\$249,999		1,430	20.0%	1,407	19.0%				
\$250,000-\$299,999		1,762	24.6%	1,699	22.9%				
\$300,000-\$399,999		1,326	18.5%	1,469	19.8%				
\$400,000-\$499,999		418	5.8%	475	6.4%				
\$500,000-\$749,999		418	5.8%	574	7.7%				
\$750,000-\$999,999		14	0.2%	20	0.3%				
\$1,000,000-\$1,499,999		14	0.2%	21	0.3%				
\$1,500,000-\$1,999,999		2	0.0%	3	0.0%				
\$2,000,000+		0	0.0%	0	0.0%				
Median Value				\$260,656		\$266,392			



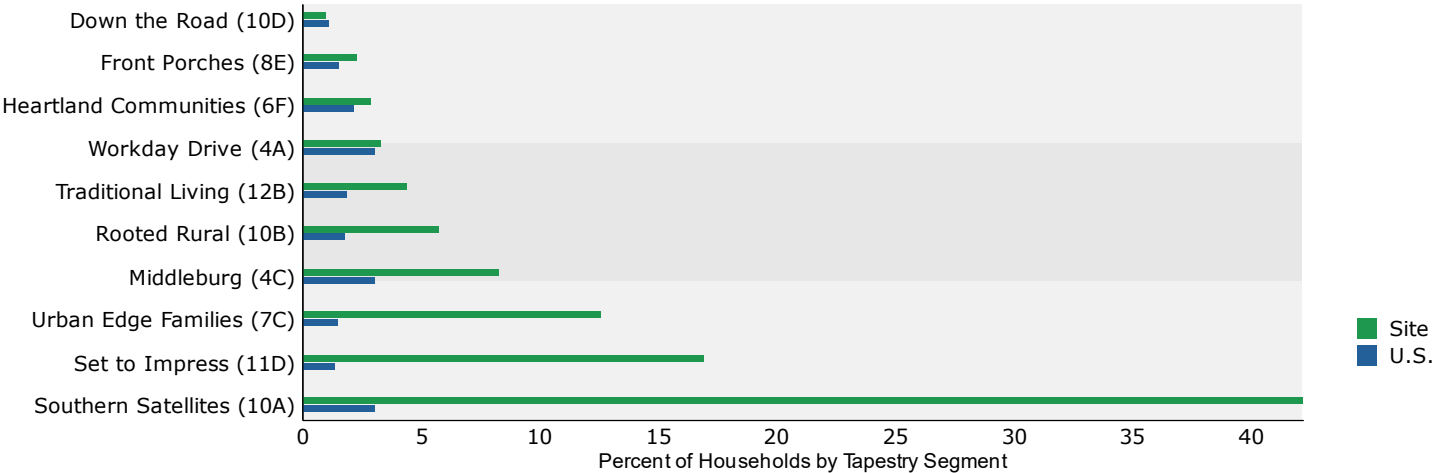
Retail Specialty Report

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 5 mile radius

Prepared by Site To Do Business
Latitude: 34.27448
Longitude: -84.81665

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Southern Satellites (10A)	42.2%	42.2%	3.1%	3.1%	1366
2	Set to Impress (11D)	17.0%	59.2%	1.4%	4.5%	1,225
3	Urban Edge Families (7C)	12.6%	71.9%	1.5%	6.0%	836
4	Middleburg (4C)	8.3%	80.2%	3.1%	9.0%	272
5	Rooted Rural (10B)	5.8%	86.0%	1.8%	10.9%	314
Subtotal		85.9%		10.9%		
6	Traditional Living (12B)	4.4%	90.4%	1.9%	12.8%	235
7	Workday Drive (4A)	3.4%	93.7%	3.1%	15.8%	110
8	Heartland Communities (6F)	2.9%	96.6%	2.2%	18.0%	132
9	Front Porches (8E)	2.3%	99.0%	1.6%	19.6%	147
10	Down the Road (10D)	1.0%	100.0%	1.2%	20.8%	89
Subtotal		14.0%		10.0%		
Total		100.0%		20.8%		482

Top Ten Tapestry Segments Site vs. U.S.





Retail Specialty Report

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 5 mile radius

Prepared by Site To Do Business

Latitude: 34.27448
Longitude: -84.81665

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	13,474	62.1%	101
Bought any women's clothing in last 12 months	11,652	53.7%	104
Bought clothing for child <13 years in last 6 months			
Bought any shoes in last 12 months	16,370	75.5%	101
Bought costume jewelry in last 12 months			
Bought any fine jewelry in last 12 months	4,512	20.8%	102
Bought a watch in last 12 months	2,988	13.8%	100
Automobiles (Households)			
HH owns/leases any vehicle	9,794	92.7%	101
HH bought/leased new vehicle last 12 mo	984	9.3%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	20,141	92.9%	103
Bought/changed motor oil in last 12 months	12,576	58.0%	113
Had tune-up in last 12 months	5,314	24.5%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months			
Drank regular cola in last 6 months	8,936	41.2%	111
Drank beer/ale in last 6 months	8,144	37.5%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,291	10.6%	96
Own digital SLR camera/camcorder	2,166	10.0%	92
Printed digital photos in last 12 months	6,043	27.9%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,765	35.8%	102
Have a smartphone	20,283	93.5%	100
Have a smartphone: Android phone (any brand)	9,749	44.9%	116
Have a smartphone: Apple iPhone	10,813	49.9%	88
Number of cell phones in household: 1	3,200	30.3%	99
Number of cell phones in household: 2	4,072	38.5%	99
Number of cell phones in household: 3+	3,085	29.2%	102
HH has cell phone only (no landline telephone)	7,534	71.3%	104
Computers (Households)			
HH owns a computer	8,554	81.0%	95
HH owns desktop computer	4,075	38.6%	96
HH owns laptop/notebook	6,979	66.1%	94
HH owns any Apple/Mac brand computer	1,912	18.1%	75
HH owns any PC/non-Apple brand computer	7,429	70.3%	99
HH purchased most recent computer in a store	3,892	36.8%	94
HH purchased most recent computer online	2,626	24.9%	91
Spent <\$500 on most recent home computer	1,893	17.9%	113
Spent \$500-\$999 on most recent home computer	2,059	19.5%	96
Spent \$1,000-\$1,499 on most recent home computer	1,043	9.9%	82
Spent \$1,500-\$1,999 on most recent home computer	318	3.0%	65
Spent \$2,000+ on most recent home computer	399	3.8%	70



Retail Specialty Report

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 5 mile radius

Prepared by Site To Do Business

Latitude: 34.27448
Longitude: -84.81665

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	14,983	69.1%	108
Bought brewed coffee at convenience store in last 30 days	2,490	11.5%	95
Bought cigarettes at convenience store in last 30 days	1,869	8.6%	141
Bought gas at convenience store in last 30 days	10,220	47.1%	119
Spent at convenience store in last 30 days: <\$20	1,426	6.6%	89
Spent at convenience store in last 30 days: \$20-\$39	2,176	10.0%	102
Spent at convenience store in last 30 days: \$40-\$50	1,708	7.9%	101
Spent at convenience store in last 30 days: \$51-\$99	1,484	6.8%	112
Spent at convenience store in last 30 days: \$100+	5,653	26.1%	125
Entertainment (Adults)			
Attended a movie in last 6 months	7,496	34.6%	94
Went to live theater in last 12 months	1,129	5.2%	76
Went to a bar/night club in last 12 months	3,161	14.6%	90
Dined out in last 12 months	11,085	51.1%	98
Gambled at a casino in last 12 months	2,055	9.5%	88
Visited a theme park in last 12 months	2,583	11.9%	102
Viewed movie (video-on-demand) in last 30 days	1,875	8.6%	78
Viewed TV show (video-on-demand) in last 30 days	1,258	5.8%	77
Watched any pay-per-view TV in last 12 months			
Downloaded a movie over the Internet in last 30 days	1,081	5.0%	83
Downloaded any individual song in last 6 months	4,175	19.2%	96
Watched a movie online in the last 30 days	6,585	30.4%	89
Watched a TV program online in last 30 days	4,105	18.9%	85
Played a video/electronic game (console) in last 12 months	2,768	12.8%	99
Played a video/electronic game (portable) in last 12 months	1,448	6.7%	101
Financial (Adults)			
Have home mortgage (1st)	7,928	36.6%	96
Used ATM/cash machine in last 12 months	13,481	62.2%	98
Own any stock	2,457	11.3%	76
Own U.S. savings bond	1,255	5.8%	81
Own shares in mutual fund (stock)	2,194	10.1%	74
Own shares in mutual fund (bonds)	1,338	6.2%	72
Have interest checking account	8,026	37.0%	94
Have non-interest checking account	8,643	39.8%	105
Have savings account	15,456	71.3%	96
Have 401K retirement savings plan	4,931	22.7%	93
Own/used any credit/debit card in last 12 months	19,925	91.9%	99
Avg monthly credit card expenditures: <\$111	2,787	12.8%	112
Avg monthly credit card expenditures: \$111-\$225	1,678	7.7%	101
Avg monthly credit card expenditures: \$226-\$450	1,976	9.1%	99
Avg monthly credit card expenditures: \$451-\$700	1,958	9.0%	98
Avg monthly credit card expenditures: \$701-\$1,000	1,585	7.3%	89
Avg monthly credit card expenditures: \$1,001+			
Did banking online in last 12 months	12,203	56.3%	96
Did banking on mobile device in last 12 months	10,212	47.1%	98
Paid bills online in last 12 months			



Retail Specialty Report

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 5 mile radius

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Latitude: 34.27448
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months			
Used bread in last 6 months	10,099	95.6%	101
Used chicken (fresh or frozen) in last 6 months	7,388	69.9%	100
Used turkey (fresh or frozen) in last 6 months	1,613	15.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	6,240	59.1%	98
Used fresh fruit/vegetables in last 6 months	9,134	86.5%	98
Used fresh milk in last 6 months	8,853	83.8%	102
Used organic food in last 6 months	2,240	21.2%	82
Health (Adults)			
Exercise at home 2+ times per week	9,599	44.3%	90
Exercise at club 2+ times per week	2,293	10.6%	90
Visited a doctor in last 12 months	17,237	79.5%	99
Used vitamin/dietary supplement in last 6 months	14,219	65.6%	99
Home (Households)			
Any home improvement in last 12 months	4,191	39.7%	101
Used housekeeper/maid/professional HH cleaning service in last 12	2,786	26.4%	87
Purchased low ticket HH furnishings in last 12 months	2,569	24.3%	99
Purchased big ticket HH furnishings in last 12 months	2,857	27.0%	95
Bought any small kitchen appliance in last 12 months	2,881	27.3%	105
Bought any large kitchen appliance in last 12 months	1,837	17.4%	107
Insurance (Adults/Households)			
Currently carry life insurance	11,483	52.9%	104
Carry medical/hospital/accident insurance	18,306	84.4%	99
Carry homeowner insurance	13,728	63.3%	103
Carry renter's insurance	2,311	10.7%	89
Have auto insurance: 1 vehicle in household covered	3,180	30.1%	98
Have auto insurance: 2 vehicles in household covered	3,380	32.0%	98
Have auto insurance: 3+ vehicles in household covered	3,179	30.1%	114
Pets (Households)			
Household owns any pet			
Household owns any cat	2,958	28.0%	121
Household owns any dog	5,118	48.5%	123
Psychographics (Adults)			
Buying American is important to me	8,303	38.3%	119
Usually buy items on credit rather than wait	2,920	13.5%	106
Usually buy based on quality - not price	3,240	14.9%	99
Price is usually more important than brand name	6,388	29.5%	108
Usually use coupons for brands I buy often	2,449	11.3%	102
Am interested in how to help the environment	3,661	16.9%	91
Usually pay more for environ safe product	2,192	10.1%	83
Usually value green products over convenience			
Likely to buy a brand that supports a charity			
Reading (Adults)			
Bought digital book in last 12 months	3,914	18.0%	96
Bought hardcover book in last 12 months	5,638	26.0%	96
Bought paperback book in last 12 month	7,197	33.2%	98
Read any daily newspaper (paper version)	2,646	12.2%	79
Read any digital newspaper in last 30 days	9,030	41.6%	82
Read any magazine (paper/electronic version) in last 6 months	18,230	84.0%	97



Retail Specialty Report

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 5 mile radius

Prepared by Site To Do Business

Latitude: 34.27448
Longitude: -84.81665

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	14,884	68.6%	104
Went to family restaurant/steak house: 4+ times a month	4,683	21.6%	105
Went to fast food/drive-in restaurant in last 6 months	20,096	92.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	9,341	43.1%	111
Fast food/drive-in last 6 months: eat in	4,994	23.0%	113
Fast food/drive-in last 6 months: home delivery	2,630	12.1%	90
Fast food/drive-in last 6 months: take-out/drive-thru	13,734	63.3%	108
Fast food/drive-in last 6 months: take-out/walk-in	4,006	18.5%	83
Television & Electronics (Adults/Households)			
Own any tablet	11,782	54.3%	92
Own any e-reader	2,617	12.1%	84
Own e-reader/tablet: iPad	6,536	30.1%	81
HH has Internet connectable TV	4,383	41.5%	96
Own any portable MP3 player	2,381	11.0%	98
HH owns 1 TV	1,833	17.4%	95
HH owns 2 TVs	3,006	28.5%	101
HH owns 3 TVs	2,423	22.9%	100
HH owns 4+ TVs	2,382	22.6%	100
HH subscribes to cable TV	2,871	27.2%	80
HH subscribes to fiber optic	283	2.7%	51
HH owns portable GPS navigation device	2,211	20.9%	101
HH purchased video game system in last 12 mos	754	7.1%	89
HH owns any Internet video device for TV	5,460	51.7%	98
Travel (Adults)			
Domestic travel in last 12 months	11,292	52.1%	97
Took 3+ domestic non-business trips in last 12 months	2,995	13.8%	99
Spent on domestic vacations in last 12 months: <\$1,000	3,060	14.1%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,352	6.2%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	787	3.6%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	763	3.5%	89
Spent on domestic vacations in last 12 months: \$3,000+	1,245	5.7%	87
Domestic travel in the 12 months: used general travel website	1,120	5.2%	93
Foreign travel in last 3 years	5,618	25.9%	78
Took 3+ foreign trips by plane in last 3 years	997	4.6%	63
Spent on foreign vacations in last 12 months: <\$1,000	1,187	5.5%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	611	2.8%	92
Spent on foreign vacations in last 12 months: \$3,000+	598	2.8%	65
Foreign travel in last 3 years: used general travel website	892	4.1%	65
Nights spent in hotel/motel in last 12 months: any	9,506	43.8%	97
Took cruise of more than one day in last 3 years	1,991	9.2%	91
Member of any frequent flyer program	4,406	20.3%	74
Member of any hotel rewards program	5,575	25.7%	89