



2023 Industrial Specialty Report (Esri 2023)

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 34.27448
Longitude: -84.81665

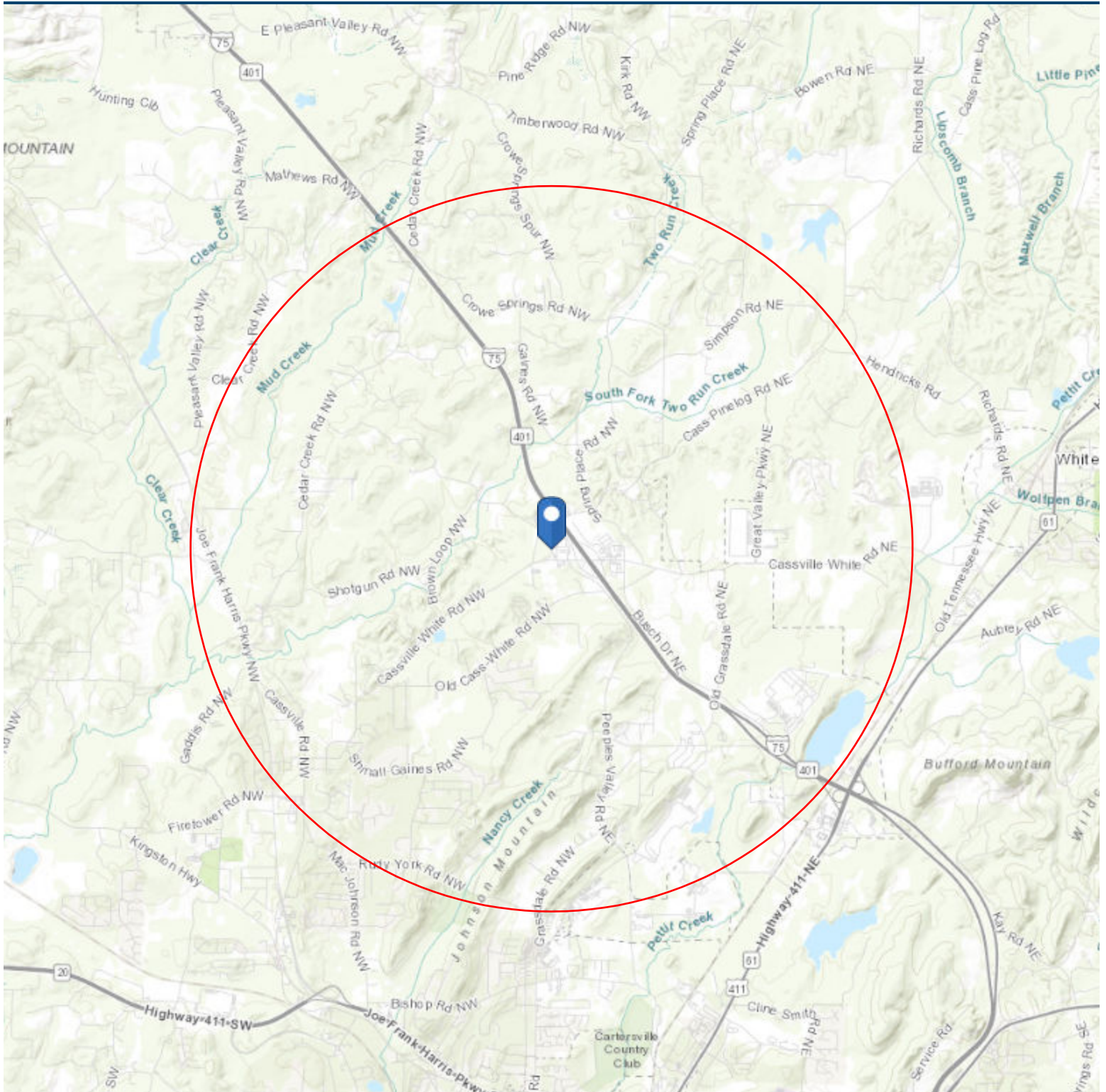
2023 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	694	420	41	8.9%	66.4%	61
16-24	80	48	13	21.3%	76.2%	60
25-54	326	268	0	0.0%	82.2%	82
55-64	123	56	0	0.0%	45.5%	46
65+	166	48	28	36.8%	45.8%	29

Industry	Employed	Percent	US Percent	Location Quotient
Total	420	100.0%	100.0%	-
Agriculture/Forestry/Fishing	0	0.0%	1.2%	0.00
Mining/Quarrying/Oil & Gas	0	0.0%	0.4%	0.00
Construction	30	7.1%	7.1%	1.00
Manufacturing	110	26.2%	9.6%	2.73
Wholesale Trade	7	1.7%	2.5%	0.68
Retail Trade	70	16.7%	10.8%	1.55
Transportation/Warehousing	33	7.9%	5.5%	1.44
Utilities	4	1.0%	0.8%	1.25
Information	0	0.0%	1.9%	0.00
Finance/Insurance	1	0.2%	4.8%	0.04
Real Estate/Rental/Leasing	13	3.1%	2.0%	1.55
Professional/Scientific/Tech	22	5.2%	8.0%	0.65
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	6	1.4%	3.8%	0.37
Educational Services	42	10.0%	9.0%	1.11
Health Care/Social Assistance	47	11.2%	14.5%	0.77
Arts/Entertainment/Recreation	9	2.1%	1.8%	1.17
Accommodation/Food Services	8	1.9%	6.5%	0.29
Other Services (Excluding Public)	8	1.9%	4.7%	0.40
Public Administration	10	2.4%	4.9%	0.49

Occupation	Employed	Percent	US Percent	Location Quotient
Total	420	100.0%	100.0%	-
White Collar	280	66.7%	61.8%	1.08
Management	23	5.5%	11.5%	0.48
Business/Financial	7	1.7%	6.0%	0.28
Computer/Mathematical	6	1.4%	3.7%	0.38
Architecture/Engineering	40	9.5%	1.9%	5.00
Life/Physical/Social Sciences	9	2.1%	1.0%	2.10
Community/Social Service	9	2.1%	1.9%	1.11
Legal	0	0.0%	1.1%	0.00
Education/Training/Library	19	4.5%	5.9%	0.76
Arts/Design/Entertainment	28	6.7%	2.0%	3.35
Healthcare Practitioner	15	3.6%	6.5%	0.55
Sales and Sales Related	84	20.0%	9.2%	2.17
Office/Administrative Support	40	9.5%	11.1%	0.86
Blue Collar	76	18.1%	22.3%	0.81
Farming/Fishing/Forestry	0	0.0%	0.6%	0.00
Construction/Extraction	20	4.8%	5.2%	0.92
Installation/Maintenance/Repair	26	6.2%	3.0%	2.07
Production	11	2.6%	5.4%	0.48
Transportation/Material Moving	19	4.5%	8.1%	0.56
Services	63	15.0%	15.9%	0.94
Healthcare Support	20	4.8%	3.4%	1.41
Protective Service	9	2.1%	2.0%	1.05
Food Preparation/Serving	25	6.0%	5.0%	1.20
Building Maintenance	9	2.1%	3.6%	0.58
Personal Care/Service	0	0.0%	1.9%	0.00

Source: Esri, Esri-Data Axle, U.S. Census

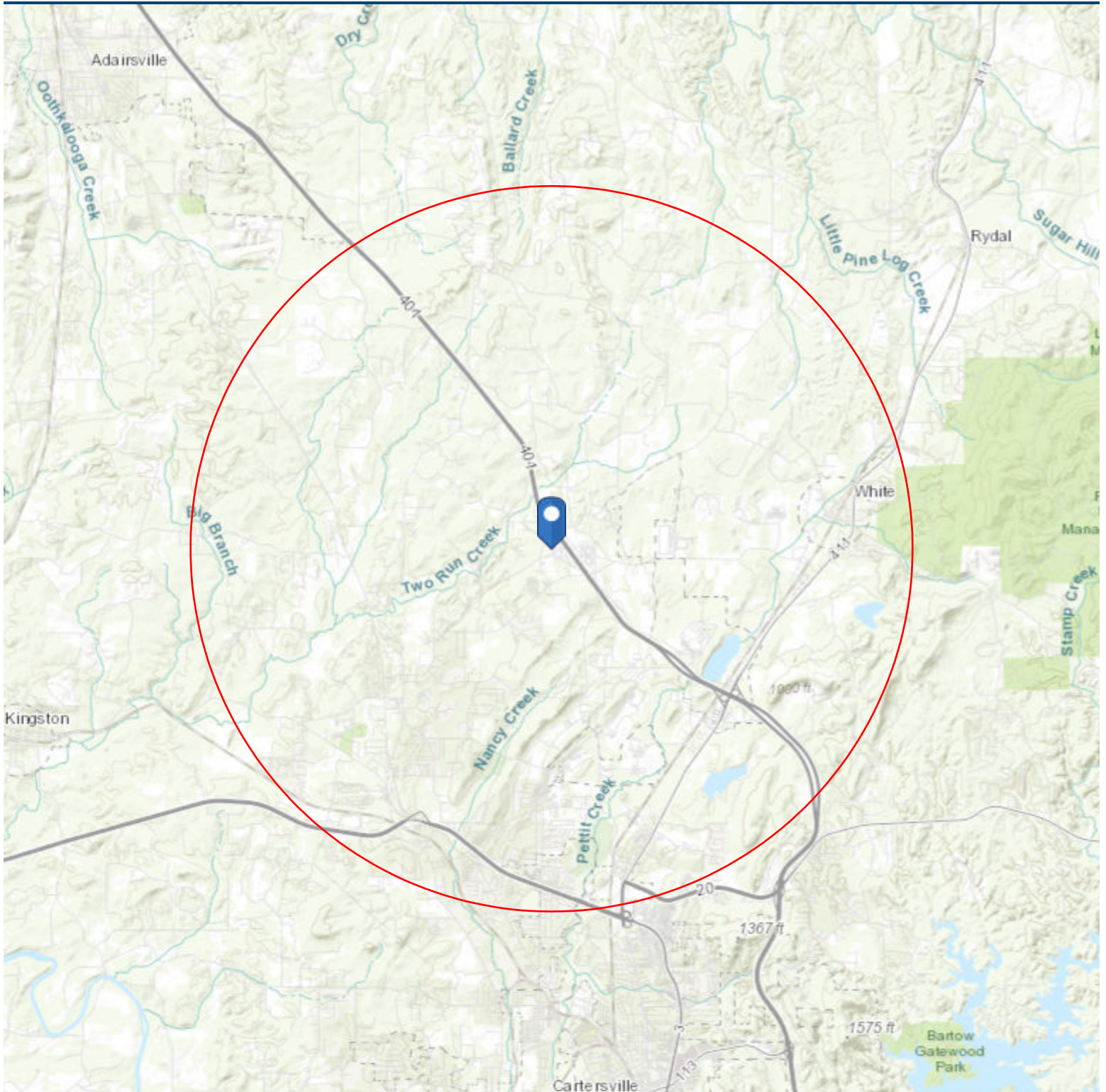
01/16/2024



2023 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	5,655	3,257	140	4.1%	60.1%	58
16-24	688	336	47	12.3%	55.7%	49
25-54	2,778	2,242	8	0.4%	81.0%	81
55-64	970	433	0	0.0%	44.6%	45
65+	1,219	246	84	25.5%	27.1%	20

Industry	Employed	Percent	US Percent	Location Quotient
Total	3,257	100.0%	100.0%	-
Agriculture/Forestry/Fishing	1	0.0%	1.2%	0.00
Mining/Quarrying/Oil & Gas	0	0.0%	0.4%	0.00
Construction	313	9.6%	7.1%	1.35
Manufacturing	653	20.0%	9.6%	2.08
Wholesale Trade	85	2.6%	2.5%	1.04
Retail Trade	461	14.2%	10.8%	1.31
Transportation/Warehousing	162	5.0%	5.5%	0.91
Utilities	42	1.3%	0.8%	1.62
Information	17	0.5%	1.9%	0.26
Finance/Insurance	35	1.1%	4.8%	0.23
Real Estate/Rental/Leasing	65	2.0%	2.0%	1.00
Professional/Scientific/Tech	188	5.8%	8.0%	0.72
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	161	4.9%	3.8%	1.29
Educational Services	267	8.2%	9.0%	0.91
Health Care/Social Assistance	320	9.8%	14.5%	0.68
Arts/Entertainment/Recreation	61	1.9%	1.8%	1.06
Accommodation/Food Services	141	4.3%	6.5%	0.66
Other Services (Excluding Public)	139	4.3%	4.7%	0.91
Public Administration	147	4.5%	4.9%	0.92

Occupation	Employed	Percent	US Percent	Location Quotient
Total	3,257	100.0%	100.0%	-
White Collar	2,127	65.3%	61.8%	1.06
Management	251	7.7%	11.5%	0.67
Business/Financial	109	3.3%	6.0%	0.55
Computer/Mathematical	108	3.3%	3.7%	0.89
Architecture/Engineering	162	5.0%	1.9%	2.63
Life/Physical/Social Sciences	51	1.6%	1.0%	1.60
Community/Social Service	126	3.9%	1.9%	2.05
Legal	9	0.3%	1.1%	0.27
Education/Training/Library	201	6.2%	5.9%	1.05
Arts/Design/Entertainment	89	2.7%	2.0%	1.35
Healthcare Practitioner	166	5.1%	6.5%	0.78
Sales and Sales Related	401	12.3%	9.2%	1.34
Office/Administrative Support	454	13.9%	11.1%	1.25
Blue Collar	679	20.8%	22.3%	0.94
Farming/Fishing/Forestry	0	0.0%	0.6%	0.00
Construction/Extraction	225	6.9%	5.2%	1.33
Installation/Maintenance/Repair	128	3.9%	3.0%	1.30
Production	106	3.3%	5.4%	0.61
Transportation/Material Moving	220	6.8%	8.1%	0.84
Services	453	13.9%	15.9%	0.88
Healthcare Support	58	1.8%	3.4%	0.53
Protective Service	121	3.7%	2.0%	1.85
Food Preparation/Serving	194	6.0%	5.0%	1.20
Building Maintenance	78	2.4%	3.6%	0.67
Personal Care/Service	2	0.1%	1.9%	0.05



2023 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	22,418	13,219	596	4.3%	61.6%	59
16-24	3,163	1,654	233	12.3%	59.7%	52
25-54	11,344	8,933	153	1.7%	80.1%	79
55-64	3,536	1,868	115	5.8%	56.1%	53
65+	4,374	764	95	11.1%	19.6%	17

Industry	Employed	Percent	US Percent	Location Quotient
Total	13,219	100.0%	100.0%	-
Agriculture/Forestry/Fishing	16	0.1%	1.2%	0.08
Mining/Quarrying/Oil & Gas	0	0.0%	0.4%	0.00
Construction	1,225	9.3%	7.1%	1.31
Manufacturing	2,263	17.1%	9.6%	1.78
Wholesale Trade	292	2.2%	2.5%	0.88
Retail Trade	1,662	12.6%	10.8%	1.17
Transportation/Warehousing	808	6.1%	5.5%	1.11
Utilities	189	1.4%	0.8%	1.75
Information	254	1.9%	1.9%	1.00
Finance/Insurance	392	3.0%	4.8%	0.62
Real Estate/Rental/Leasing	129	1.0%	2.0%	0.50
Professional/Scientific/Tech	820	6.2%	8.0%	0.78
Management of Companies	25	0.2%	0.1%	2.00
Admin/Support/Waste Management	735	5.6%	3.8%	1.47
Educational Services	924	7.0%	9.0%	0.78
Health Care/Social Assistance	1,253	9.5%	14.5%	0.66
Arts/Entertainment/Recreation	255	1.9%	1.8%	1.06
Accommodation/Food Services	871	6.6%	6.5%	1.02
Other Services (Excluding Public)	558	4.2%	4.7%	0.89
Public Administration	550	4.2%	4.9%	0.86

Occupation	Employed	Percent	US Percent	Location Quotient
Total	13,219	100.0%	100.0%	-
White Collar	7,678	58.1%	61.8%	0.94
Management	1,309	9.9%	11.5%	0.86
Business/Financial	560	4.2%	6.0%	0.70
Computer/Mathematical	322	2.4%	3.7%	0.65
Architecture/Engineering	345	2.6%	1.9%	1.37
Life/Physical/Social Sciences	152	1.1%	1.0%	1.10
Community/Social Service	197	1.5%	1.9%	0.79
Legal	83	0.6%	1.1%	0.55
Education/Training/Library	776	5.9%	5.9%	1.00
Arts/Design/Entertainment	218	1.6%	2.0%	0.80
Healthcare Practitioner	464	3.5%	6.5%	0.54
Sales and Sales Related	1,377	10.4%	9.2%	1.13
Office/Administrative Support	1,875	14.2%	11.1%	1.28
Blue Collar	3,544	26.8%	22.3%	1.20
Farming/Fishing/Forestry	0	0.0%	0.6%	0.00
Construction/Extraction	838	6.3%	5.2%	1.21
Installation/Maintenance/Repair	560	4.2%	3.0%	1.40
Production	798	6.0%	5.4%	1.11
Transportation/Material Moving	1,348	10.2%	8.1%	1.26
Services	1,997	15.1%	15.9%	0.96
Healthcare Support	457	3.5%	3.4%	1.03
Protective Service	326	2.5%	2.0%	1.25
Food Preparation/Serving	660	5.0%	5.0%	1.00
Building Maintenance	290	2.2%	3.6%	0.61
Personal Care/Service	264	2.0%	1.9%	1.05



2023 Industrial Specialty Report (Esri 2023)

851 Cassville White Rd NW, Cartersville, Georgia, 30121

Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 34.27448

Longitude: -84.81665

Total Businesses:	35				127				557			
Total Employees:	495				2,175				10,260			
Total Residential Population:	825				6,921				28,086			
Employee/Residential Population Ratio (per 100)	60				31				37			
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	0	0.0%	1	0.0%	3	0.5%	6	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.2%	1	0.0%
Construction	6	17.1%	16	3.2%	17	13.4%	58	2.7%	57	10.2%	272	2.7%
Manufacturing	1	2.9%	25	5.1%	9	7.1%	884	40.6%	30	5.4%	5,415	52.8%
Wholesale Trade	2	5.7%	82	16.6%	8	6.3%	165	7.6%	26	4.7%	324	3.2%
Retail Trade	4	11.4%	88	17.8%	16	12.6%	179	8.2%	94	16.9%	721	7.0%
Motor Vehicle & Parts Dealers	0	0.0%	1	0.2%	3	2.4%	25	1.1%	26	4.7%	122	1.2%
Furniture & Home Furnishings Stores	0	0.0%	1	0.2%	2	1.6%	5	0.2%	5	0.9%	20	0.2%
Electronics & Appliance Stores	0	0.0%	1	0.2%	1	0.8%	2	0.1%	3	0.5%	9	0.1%
Bldg Material & Garden Equipment &	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9	1.6%	90	0.9%
Food & Beverage Stores	0	0.0%	2	0.4%	2	1.6%	7	0.3%	11	2.0%	67	0.7%
Health & Personal Care Stores	0	0.0%	0	0.0%	1	0.8%	1	0.0%	5	0.9%	36	0.4%
Gasoline Stations	1	2.9%	78	15.8%	4	3.1%	128	5.9%	16	2.9%	191	1.9%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	1	0.8%	1	0.0%	2	0.4%	4	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	0	0.0%	1	0.0%	7	1.3%	13	0.1%
General Merchandise Stores	0	0.0%	4	0.8%	2	1.6%	9	0.4%	10	1.8%	168	1.6%
Miscellaneous Store Retailers												
Nonstore Retailers												
Transportation & Warehousing	2	5.7%	87	17.6%	8	6.3%	187	8.6%	19	3.4%	276	2.7%
Information	0	0.0%	0	0.0%	0	0.0%	4	0.2%	5	0.9%	25	0.2%
Finance & Insurance	1	2.9%	6	1.2%	4	3.1%	15	0.7%	20	3.6%	180	1.8%
Central Bank/Credit Intermediation & Related	0	0.0%	2	0.4%	2	1.6%	8	0.4%	14	2.5%	98	1.0%
Securities, Commodity Contracts & Other	1	2.9%	3	0.6%	2	1.6%	7	0.3%	3	0.5%	9	0.1%
Insurance Carriers & Related Activities;	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.5%	73	0.7%
Real Estate, Rental & Leasing	1	2.9%	2	0.4%	5	3.9%	10	0.5%	27	4.8%	62	0.6%
Professional, Scientific & Tech Services	3	8.6%	8	1.6%	10	7.9%	39	1.8%	41	7.4%	133	1.3%
Legal Services	0	0.0%	0	0.0%	0	0.0%	1	0.0%	3	0.5%	20	0.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.2%	2	0.0%
Administrative & Support & Waste Management	2	5.7%	8	1.6%	7	5.5%	66	3.0%	22	3.9%	131	1.3%
Educational Services	1	2.9%	64	12.9%	5	3.9%	305	14.0%	20	3.6%	890	8.7%
Health Care & Social Assistance	0	0.0%	0	0.0%	1	0.8%	11	0.5%	30	5.4%	529	5.2%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%	1	0.8%	10	0.5%	12	2.2%	120	1.2%
Accommodation & Food Services	6	17.1%	94	19.0%	11	8.7%	165	7.6%	36	6.5%	642	6.3%
Accommodation	1	2.9%	6	1.2%	3	2.4%	20	0.9%	9	1.6%	125	1.2%
Food Services & Drinking Places	5	14.3%	88	17.8%	8	6.3%	145	6.7%	27	4.8%	517	5.0%
Other Services (except Public Administration)	3	8.6%	15	3.0%	16	12.6%	57	2.6%	82	14.7%	363	3.5%
Automotive Repair & Maintenance	0	0.0%	2	0.4%	3	2.4%	7	0.3%	22	3.9%	92	0.9%
Public Administration	0	0.0%	0	0.0%	2	1.6%	19	0.9%	14	2.5%	161	1.6%
Unclassified Establishments	2	5.7%	0	0.0%	6	4.7%	0	0.0%	18	3.2%	5	0.0%

Source: Esri, Esri-Data Axle, U.S. Census

01/16/2024



2023 Industrial Specialty Report (Esri 2023)

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 34.27448

Longitude: -84.81665

POPULATION BY AGE	CENSUS 2010		2023		2028	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	40	6%	37	4%	36	4%
5 - 9	50	7%	43	5%	41	5%
10 - 14	48	7%	44	5%	48	6%
15 - 19	50	7%	47	6%	44	5%
20 - 24	37	5%	41	5%	40	5%
Total	84	12%	106	13%	93	11%
35- 44	105	15%	103	12%	108	13%
45 - 54	111	16%	117	14%	120	14%
55 - 64	106	15%	123	15%	118	14%
65 - 74	46	6%	116	14%	122	14%
75 - 84	26	4%	41	5%	65	8%
85 +	5	1%	9	1%	13	2%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	364	416	427
2010 Female Population	370	409	423



2023 Industrial Specialty Report (Esri 2023)

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 34.27448

Longitude: -84.81665

POPULATION BY AGE	CENSUS 2010		2023		2028	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	372	6%	361	5%	358	5%
5 - 9	454	8%	402	6%	399	6%
10 - 14	443	7%	418	6%	445	6%
15 - 19	413	7%	421	6%	405	6%
20 - 24	324	5%	351	5%	349	5%
Total	731	12%	897	13%	794	11%
35- 44	913	15%	913	13%	950	13%
45 - 54	920	15%	968	14%	980	14%
55 - 64	776	13%	970	14%	947	13%
65 - 74	354	6%	833	12%	893	13%
75 - 84	183	3%	324	5%	481	7%
85 +	44	1%	62	1%	92	1%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	3,061	3,470	3,549
2010 Female Population	3,099	3,451	3,542



2023 Industrial Specialty Report (Esri 2023)

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 34.27448
Longitude: -84.81665

POPULATION BY AGE	CENSUS 2010		2023		2028	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	1,751	7%	1,703	6%	1,740	6%
5 - 9	1,926	8%	1,785	6%	1,774	6%
10 - 14	1,867	8%	1,814	6%	1,883	7%
15 - 19	1,679	7%	1,799	6%	1,748	6%
20 - 24	1,490	6%	1,729	6%	1,784	6%
Total	3,336	14%	3,868	14%	3,694	13%
35 - 44	3,729	15%	3,752	13%	3,866	13%
45 - 54	3,534	14%	3,724	13%	3,790	13%
55 - 64	2,750	11%	3,536	13%	3,572	12%
65 - 74	1,298	5%	2,827	10%	3,017	10%
75 - 84	746	3%	1,241	4%	1,694	6%
85 +	240	1%	306	1%	407	1%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	12,347	13,874	14,310
2010 Female Population	12,916	14,212	14,659

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	614	4,968	19,256
Less than 9th Grade	5.2%	2.8%	5.0%
9th - 12th Grade, No Diploma	12.5%	9.5%	8.1%
High School Graduate	18.9%	24.5%	29.4%
GED/Alternative Credential	6.2%	7.2%	8.2%
Some College, No Degree	26.4%	21.9%	18.7%
Associate Degree	13.2%	11.3%	11.1%
Bachelor's Degree	12.2%	14.4%	12.7%
Graduate/Professional Degree	5.4%	8.3%	6.8%

POPULATION 15+ BY MARITAL STATUS 2023

Total	702	5,740	22,783
Never Married	18.2%	18.9%	26.0%
Married	63.5%	64.9%	55.2%
Widowed	2.1%	6.3%	6.9%
Divorced	16.1%	9.9%	11.9%



2023 Industrial Specialty Report (Esri 2023)

851 Cassville White Rd NW, Cartersville, Georgia, 30121
Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 34.27448
Longitude: -84.81665

HOUSEHOLDS BY INCOME

Household Income Base	325	2,594	10,563
<\$15,000	5.5%	5.2%	5.7%
\$15,000 - \$24,999	6.8%	7.4%	7.2%
\$25,000 - \$34,999	6.5%	7.7%	6.6%
\$35,000 - \$49,999	0.9%	6.5%	11.1%
\$50,000 - \$74,999	11.7%	12.4%	16.7%
\$75,000 - \$99,999	31.1%	27.0%	25.0%
\$100,000 - \$149,999	18.5%	18.5%	16.2%
\$150,000 - \$199,999	14.8%	10.2%	6.9%
\$200,000+	4.3%	5.1%	4.6%
Average Household Income	\$104,455	\$98,854	\$91,393

HOUSEHOLDS BY TYPE

Total	272	2,165	8,947
Households with 1 Person	16.5%	16.3%	21.0%
Households with 2+ People	83.5%	83.7%	79.0%
Family Households	79.0%	79.6%	74.2%
Husband-wife Families	60.7%	62.3%	55.6%
With Related Children	24.3%	27.9%	27.2%
Other Family (No Spouse Present)	18.0%	17.3%	18.6%
Other Family with Male Householder	5.9%	5.6%	5.6%
With Related Children	3.3%	3.5%	3.6%
Other Family with Female Householder	12.1%	11.7%	13.0%
With Related Children	7.4%	7.0%	8.7%
Nonfamily Households	4.4%	4.1%	4.8%
All Households with Children	35.8%	39.0%	39.8%
Multigenerational Households	8.1%	7.3%	6.4%
Unmarried Partner Households	7.0%	6.7%	6.9%
Male-female	5.9%	5.9%	6.2%
Same-sex	1.1%	0.8%	0.7%

HOUSEHOLD BY SIZE

Total	270	2,164	8,949
1 Person Household	16.7%	16.3%	21.1%
2 Person Household	37.0%	34.6%	31.7%
3 Person Household	18.1%	19.1%	18.3%
4 Person Household	16.3%	17.3%	16.3%
5 Person Household	6.3%	7.4%	7.4%
6 Person Household	3.3%	3.2%	3.1%
7 + Person Household	2.2%	2.1%	2.1%



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.

