ZIP 30120, Cartersville, Georgia.

Current market data.

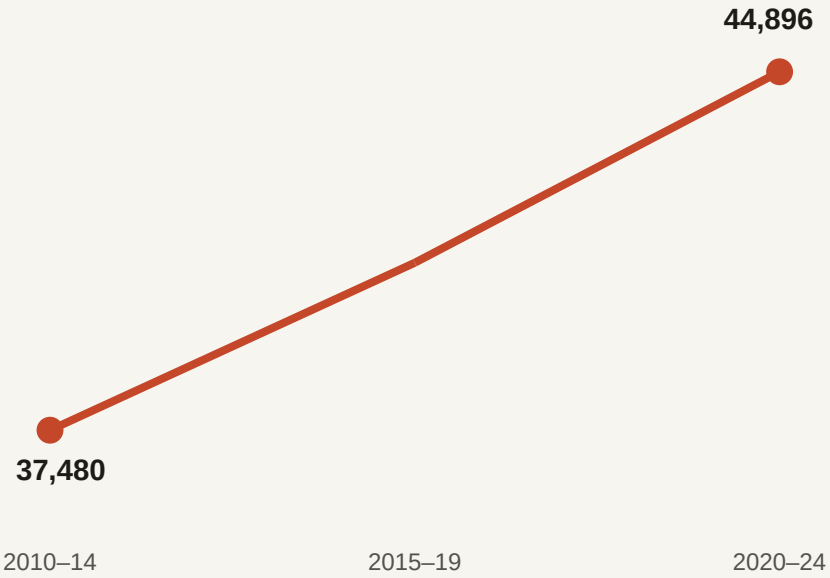
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

44,896 people call ZIP 30120 home.

44,896

people.



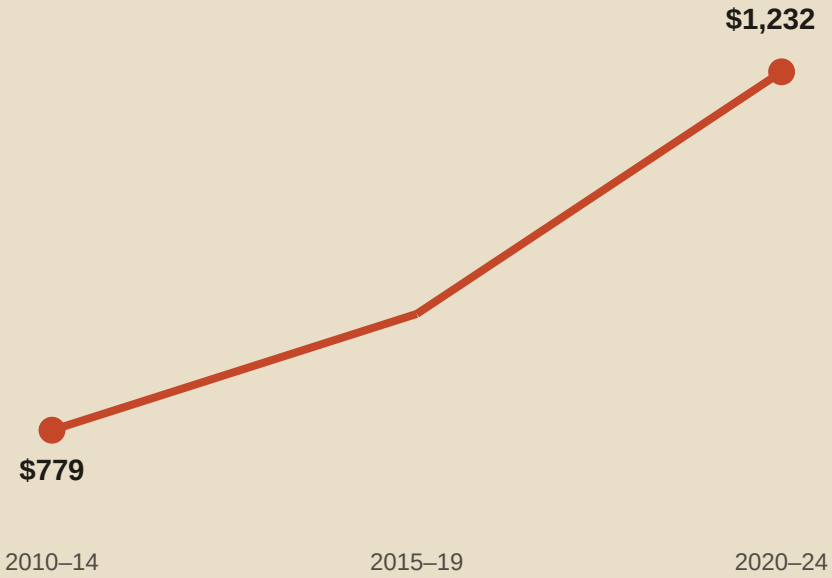
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 58% since the 2010–2014 survey, before inflation.

$1,232

a month. Georgia's median is $1,393.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent sits inside what local wages can carry.

is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

65% of the housing here was built before 2000.

65%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.3–1.0% to the 17,650 homes here.

51–176

is the estimated number of missing housing units, from the lowest to the highest of three estimates.

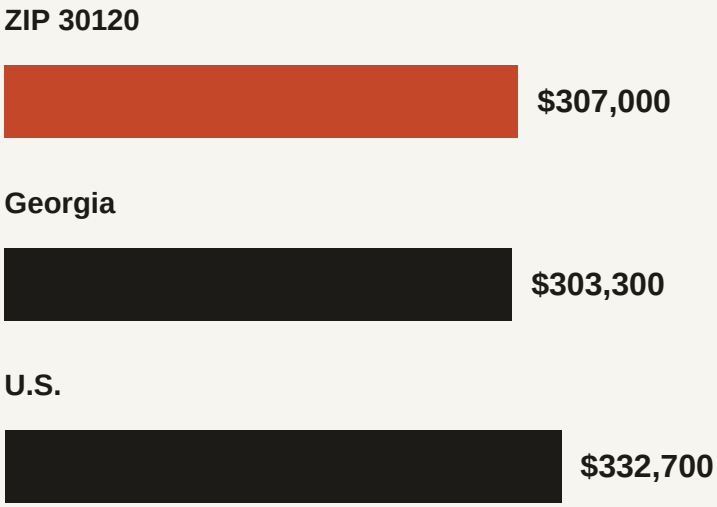
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 1% more than Georgia's.

$307,000

median home value in ZIP 30120.



Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 30120'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at **almanacdata.ai/e/zip/30120/**