

Executive Summary

Rings: 3, 5, 7 mile radii

12422 Cumming Hwy, Canton, GA 30115,

Latitude: 34.2372

Longitude: -84.2907

	3 mile	5 mile	7 mile
Population			
2010 Population	9,735	32,293	66,346
2020 Population	12,225	45,760	92,323
2025 Population	13,017	51,448	105,188
2030 Population	13,958	55,929	115,002
2010-2020 Annual Rate	2.30%	3.55%	3.36%
2020-2025 Annual Rate	1.20%	2.26%	2.52%
2025-2030 Annual Rate	1.41%	1.68%	1.80%
2020 Male Population	49.7%	49.5%	49.3%
2020 Female Population	50.3%	50.5%	50.7%
2020 Median Age	43.7	41.3	40.4
2025 Male Population	50.1%	49.9%	49.8%
2025 Female Population	49.9%	50.1%	50.2%
2025 Median Age	44.0	41.8	40.8

In the identified area, the current year population is 105,188. In 2020, the Census count in the area was 92,323. The rate of change since 2020 was 2.52% annually. The five-year projection for the population in the area is 115,002 representing a change of 1.80% annually from 2025 to 2030. Currently, the population is 49.8% male and 50.2% female.

Median Age

The median age in this area is 40.8, compared to U.S. median age of 39.6.

Race and Ethnicity

2025 White Alone	83.1%	75.8%	73.1%
2025 Black Alone	2.8%	4.0%	4.1%
2025 American Indian/Alaska Native Alone	0.4%	0.3%	0.3%
2025 Asian Alone	2.8%	9.4%	11.3%
2025 Pacific Islander Alone	0.1%	0.0%	0.1%
2025 Other Race	2.9%	2.4%	2.8%
2025 Two or More Races	7.9%	8.1%	8.3%
2025 Hispanic Origin (Any Race)	8.2%	7.5%	8.1%

Persons of Hispanic origin represent 8.1% of the population in the identified area compared to 19.7% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 52.6 in the identified area, compared to 72.7 for the U.S. as a whole.

Households

2025 Wealth Index	164	188	196
2010 Households	3,407	11,056	22,214
2020 Households	4,209	15,132	30,138
2025 Households	4,491	16,966	34,306
2030 Households	4,829	18,467	37,533
2010-2020 Annual Rate	2.14%	3.19%	3.10%
2020-2025 Annual Rate	1.24%	2.20%	2.50%
2025-2030 Annual Rate	1.46%	1.71%	1.81%
2025 Average Household Size	2.89	3.03	3.06

The household count in this area has changed from 30,138 in 2020 to 34,306 in the current year, a change of 2.50% annually. The five-year projection of households is 37,533, a change of 1.81% annually from the current year total. Average household size is currently 3.06, compared to 3.06 in the year 2020. The number of families in the current year is 29,068 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

October 15, 2025

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Mortgage Income			
2025 Percent of Income for Mortgage	31.2%	27.1%	26.2%
Median Household Income			
2025 Median Household Income	\$130,009	\$148,859	\$153,398
2030 Median Household Income	\$145,149	\$161,787	\$167,698
2025-2030 Annual Rate	2.23%	1.68%	1.80%
Average Household Income			
2025 Average Household Income	\$154,581	\$180,445	\$190,111
2030 Average Household Income	\$167,301	\$195,312	\$204,818
2025-2030 Annual Rate	1.59%	1.60%	1.50%
Per Capita Income			
2025 Per Capita Income	\$53,555	\$59,823	\$62,131
2030 Per Capita Income	\$58,175	\$64,804	\$66,981
2025-2030 Annual Rate	1.67%	1.61%	1.51%
GINI Index			
2025 Gini Index	36.8	36.4	37.2
Households by Income			

Current median household income is \$153,398 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$167,698 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$190,111 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$204,818 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$62,131 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$66,981 in five years, compared to \$50,744 for all U.S. households.

Housing			
2025 Housing Affordability Index	77	89	91
2010 Total Housing Units	3,658	11,795	23,567
2010 Owner Occupied Housing Units	3,018	9,920	20,024
2010 Renter Occupied Housing Units	389	1,136	2,190
2010 Vacant Housing Units	251	739	1,353
2020 Total Housing Units	4,408	15,733	31,227
2020 Owner Occupied Housing Units	3,815	13,912	27,575
2020 Renter Occupied Housing Units	394	1,220	2,563
2020 Vacant Housing Units	208	594	1,127
2025 Total Housing Units	4,652	17,444	35,184
2025 Owner Occupied Housing Units	4,103	15,746	31,800
2025 Renter Occupied Housing Units	388	1,220	2,506
2025 Vacant Housing Units	161	478	878
2030 Total Housing Units	5,035	19,034	38,482
2030 Owner Occupied Housing Units	4,442	17,235	34,975
2030 Renter Occupied Housing Units	387	1,232	2,558
2030 Vacant Housing Units	206	567	949
Socioeconomic Status Index			
2025 Socioeconomic Status Index	60.3	64.6	64.4

Currently, 90.4% of the 35,184 housing units in the area are owner occupied; 7.1%, renter occupied; and 2.5% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 9.8% are vacant. In 2020, there were 31,227 housing units in the area and 3.6% vacant housing units. The annual rate of change in housing units since 2020 is 2.30%. Median home value in the area is \$642,493, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 1.00% annually to \$675,206.

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