

Executive Summary

Drive Times: 10, 15, 20 drive time minute radii

12422 Cumming Hwy, Canton, GA 30115,

Latitude: 34.2372

Longitude: -84.2907

	10 drive time minute	15 drive time minute	20 drive time minute
Population			
2010 Population	13,347	47,684	98,490
2020 Population	17,822	67,257	134,797
2025 Population	19,065	76,185	153,521
2030 Population	20,456	83,115	168,595
2010-2020 Annual Rate	2.93%	3.50%	3.19%
2020-2025 Annual Rate	1.29%	2.40%	2.51%
2025-2030 Annual Rate	1.42%	1.76%	1.89%
2020 Male Population	49.7%	49.3%	49.3%
2020 Female Population	50.3%	50.7%	50.7%
2020 Median Age	42.7	40.7	39.8
2025 Male Population	50.2%	49.8%	49.7%
2025 Female Population	49.8%	50.2%	50.3%
2025 Median Age	43.3	41.1	40.4

In the identified area, the current year population is 153,521. In 2020, the Census count in the area was 134,797. The rate of change since 2020 was 2.51% annually. The five-year projection for the population in the area is 168,595 representing a change of 1.89% annually from 2025 to 2030. Currently, the population is 49.7% male and 50.3% female.

Median Age

The median age in this area is 40.4, compared to U.S. median age of 39.6.

Race and Ethnicity

2025 White Alone	80.2%	74.4%	71.6%
2025 Black Alone	3.3%	4.0%	4.4%
2025 American Indian/Alaska Native Alone	0.4%	0.3%	0.4%
2025 Asian Alone	5.4%	10.2%	11.6%
2025 Pacific Islander Alone	0.1%	0.1%	0.0%
2025 Other Race	2.8%	2.7%	3.4%
2025 Two or More Races	7.9%	8.3%	8.7%
2025 Hispanic Origin (Any Race)	8.0%	8.0%	9.1%

Persons of Hispanic origin represent 9.1% 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 55.2 in the identified area, compared to 72.7 for the U.S. as a whole.

Households

2025 Wealth Index	172	190	188
2010 Households	4,639	16,133	32,603
2020 Households	6,093	22,092	43,746
2025 Households	6,518	24,939	50,048
2030 Households	7,015	27,210	55,046
2010-2020 Annual Rate	2.76%	3.19%	2.98%
2020-2025 Annual Rate	1.29%	2.34%	2.60%
2025-2030 Annual Rate	1.48%	1.76%	1.92%
2025 Average Household Size	2.92	3.05	3.06

The household count in this area has changed from 43,746 in 2020 to 50,048 in the current year, a change of 2.60% annually. The five-year projection of households is 55,046, a change of 1.92% annually from the current year total. Average household size is currently 3.06, compared to 3.07 in the year 2020. The number of families in the current year is 41,694 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.

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Mortgage Income			
2025 Percent of Income for Mortgage	29.8%	26.5%	26.3%
Median Household Income			
2025 Median Household Income	\$135,390	\$151,446	\$149,794
2030 Median Household Income	\$149,549	\$164,756	\$163,604
2025-2030 Annual Rate	2.01%	1.70%	1.78%
Average Household Income			
2025 Average Household Income	\$165,105	\$184,717	\$186,122
2030 Average Household Income	\$178,185	\$199,591	\$200,483
2025-2030 Annual Rate	1.54%	1.56%	1.50%
Per Capita Income			
2025 Per Capita Income	\$56,534	\$60,633	\$60,990
2030 Per Capita Income	\$61,208	\$65,502	\$65,800
2025-2030 Annual Rate	1.60%	1.56%	1.53%
GINI Index			
2025 Gini Index	36.8	36.6	38.2
Households by Income			

Current median household income is \$149,794 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$163,604 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$186,122 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$200,483 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$60,990 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$65,800 in five years, compared to \$50,744 for all U.S. households.

Housing			
2025 Housing Affordability Index	81	91	91
2010 Total Housing Units	4,977	17,179	34,761
2010 Owner Occupied Housing Units	4,118	14,450	28,957
2010 Renter Occupied Housing Units	521	1,684	3,646
2010 Vacant Housing Units	338	1,046	2,158
2020 Total Housing Units	6,390	22,896	45,599
2020 Owner Occupied Housing Units	5,561	20,241	38,991
2020 Renter Occupied Housing Units	532	1,851	4,755
2020 Vacant Housing Units	287	829	1,738
2025 Total Housing Units	6,750	25,572	51,566
2025 Owner Occupied Housing Units	5,997	23,127	45,315
2025 Renter Occupied Housing Units	521	1,812	4,733
2025 Vacant Housing Units	232	633	1,518
2030 Total Housing Units	7,291	27,895	56,666
2030 Owner Occupied Housing Units	6,498	25,363	50,164
2030 Renter Occupied Housing Units	517	1,847	4,881
2030 Vacant Housing Units	276	685	1,620
Socioeconomic Status Index			
2025 Socioeconomic Status Index	61.3	64.6	61.7

Currently, 87.9% of the 51,566 housing units in the area are owner occupied; 9.2% are renter occupied; and 2.9% 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 45,599 housing units in the area and 3.8% vacant housing units. The annual rate of change in housing units since 2020 is 2.37%. Median home value in the area is \$628,788, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 1.03% annually to \$661,819.

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