



# Executive Summary

Drive Times: 5, 10, 15 drive time minute radii

6103 Hickory Flat Hwy, Canton, GA 30115,

Latitude: 34.1779

Longitude: -84.4231

	5 drive time minute	10 drive time minute	15 drive time minute
<b>Population</b>			
2000 Population	2,012	21,884	59,222
2010 Population	3,787	33,724	100,427
2020 Population	6,984	42,665	127,367
2025 Population	7,657	46,550	141,534
2000-2010 Annual Rate	6.53%	4.42%	5.42%
2010-2020 Annual Rate	6.15%	2.32%	2.35%
2020-2025 Annual Rate	1.86%	1.76%	2.13%
2020 Male Population	48.5%	49.7%	49.4%
2020 Female Population	51.5%	50.3%	50.6%
2020 Median Age	37.5	38.1	37.2

In the identified area, the current year population is 127,367. In 2010, the Census count in the area was 100,427. The rate of change since 2010 was 2.35% annually. The five-year projection for the population in the area is 141,534 representing a change of 2.13% annually from 2020 to 2025. Currently, the population is 49.4% male and 50.6% female.

### Median Age

The median age in this area is 37.5, compared to U.S. median age of 38.5.

### Race and Ethnicity

2020 White Alone	89.6%	86.8%	82.9%
2020 Black Alone	4.5%	5.0%	7.0%
2020 American Indian/Alaska Native Alone	0.4%	0.4%	0.4%
2020 Asian Alone	1.5%	1.6%	3.0%
2020 Pacific Islander Alone	0.0%	0.1%	0.1%
2020 Other Race	1.7%	3.9%	4.0%
2020 Two or More Races	2.2%	2.4%	2.6%
2020 Hispanic Origin (Any Race)	6.2%	10.1%	10.8%

Persons of Hispanic origin represent 10.8% of the population in the identified area compared to 18.8% 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 44.0 in the identified area, compared to 65.1 for the U.S. as a whole.

### Households

2020 Wealth Index	165	152	161
2000 Households	705	7,528	20,399
2010 Households	1,301	11,501	34,794
2020 Total Households	2,370	14,423	43,803
2025 Total Households	2,598	15,699	48,665
2000-2010 Annual Rate	6.32%	4.33%	5.48%
2010-2020 Annual Rate	6.03%	2.23%	2.27%
2020-2025 Annual Rate	1.85%	1.71%	2.13%
2020 Average Household Size	2.95	2.94	2.88

The household count in this area has changed from 34,794 in 2010 to 43,803 in the current year, a change of 2.27% annually. The five-year projection of households is 48,665, a change of 2.13% annually from the current year total. Average household size is currently 2.88, compared to 2.86 in the year 2010. The number of families in the current year is 34,096 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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

March 08, 2021



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<b>Mortgage Income</b>			
2020 Percent of Income for Mortgage	11.7%	12.6%	13.8%
<b>Median Household Income</b>			
2020 Median Household Income	\$107,936	\$95,914	\$93,330
2025 Median Household Income	\$113,037	\$103,111	\$101,471
2020-2025 Annual Rate	0.93%	1.46%	1.69%
<b>Average Household Income</b>			
2020 Average Household Income	\$126,535	\$117,759	\$123,273
2025 Average Household Income	\$141,490	\$131,800	\$136,544
2020-2025 Annual Rate	2.26%	2.28%	2.07%
<b>Per Capita Income</b>			
2020 Per Capita Income	\$42,141	\$39,593	\$42,194
2025 Per Capita Income	\$47,059	\$44,226	\$46,709
2020-2025 Annual Rate	2.23%	2.24%	2.05%

### Households by Income

Current median household income is \$93,330 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$101,471 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$123,273 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$136,544 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$42,194 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$46,709 in five years, compared to \$37,691 for all U.S. households

<b>Housing</b>			
2020 Housing Affordability Index	202	189	171
2000 Total Housing Units	752	7,775	21,272
2000 Owner Occupied Housing Units	645	6,566	17,196
2000 Renter Occupied Housing Units	59	962	3,204
2000 Vacant Housing Units	48	247	872
2010 Total Housing Units	1,397	12,234	37,820
2010 Owner Occupied Housing Units	1,187	9,806	27,832
2010 Renter Occupied Housing Units	114	1,695	6,962
2010 Vacant Housing Units	96	733	3,026
2020 Total Housing Units	2,456	15,249	47,120
2020 Owner Occupied Housing Units	2,222	12,366	34,793
2020 Renter Occupied Housing Units	148	2,057	9,011
2020 Vacant Housing Units	86	826	3,317
2025 Total Housing Units	2,678	16,605	52,344
2025 Owner Occupied Housing Units	2,441	13,481	38,307
2025 Renter Occupied Housing Units	157	2,217	10,358
2025 Vacant Housing Units	80	906	3,679

Currently, 73.8% of the 47,120 housing units in the area are owner occupied; 19.1%, renter occupied; and 7.0% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 37,820 housing units in the area - 73.6% owner occupied, 18.4% renter occupied, and 8.0% vacant. The annual rate of change in housing units since 2010 is 10.26%. Median home value in the area is \$307,630, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.87% annually to \$337,559.

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.