



Executive Summary

Rings: 1, 3, 5 mile radii

1548 Riverstone Pkwy, Canton, GA 30114,

Latitude: 34.2576

Longitude: -84.4634

	1 mile	3 mile	5 mile
Population			
2010 Population	719	18,652	35,777
2020 Population	960	24,254	47,242
2023 Population	1,080	27,746	52,595
2028 Population	1,124	29,151	55,761
2010-2020 Annual Rate	2.93%	2.66%	2.82%
2020-2023 Annual Rate	3.69%	4.23%	3.36%
2023-2028 Annual Rate	0.80%	0.99%	1.18%
2020 Male Population	50.2%	49.6%	49.4%
2020 Female Population	49.8%	50.4%	50.6%
2020 Median Age	39.5	34.5	37.2
2023 Male Population	49.9%	50.7%	50.5%
2023 Female Population	50.1%	49.3%	49.5%
2023 Median Age	37.7	35.1	36.7

In the identified area, the current year population is 52,595. In 2020, the Census count in the area was 47,242. The rate of change since 2020 was 3.36% annually. The five-year projection for the population in the area is 55,761 representing a change of 1.18% annually from 2023 to 2028. Currently, the population is 50.5% male and 49.5% female.

Median Age

The median age in this area is 36.7, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	73.7%	65.6%	72.1%
2023 Black Alone	5.1%	7.6%	6.3%
2023 American Indian/Alaska Native Alone	1.1%	1.6%	1.2%
2023 Asian Alone	0.9%	0.8%	0.9%
2023 Pacific Islander Alone	0.1%	0.0%	0.0%
2023 Other Race	8.9%	13.0%	9.3%
2023 Two or More Races	10.2%	11.3%	10.1%
2023 Hispanic Origin (Any Race)	17.6%	27.4%	20.3%

Persons of Hispanic origin represent 20.3% of the population in the identified area compared to 19.4% 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 63.2 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	90	80	99
2010 Households	264	6,564	12,484
2020 Households	382	8,534	16,652
2023 Households	419	9,864	18,704
2028 Households	440	10,451	20,022
2010-2020 Annual Rate	3.76%	2.66%	2.92%
2020-2023 Annual Rate	2.89%	4.56%	3.64%
2023-2028 Annual Rate	0.98%	1.16%	1.37%
2023 Average Household Size	2.58	2.78	2.77

The household count in this area has changed from 16,652 in 2020 to 18,704 in the current year, a change of 3.64% annually. The five-year projection of households is 20,022, a change of 1.37% annually from the current year total. Average household size is currently 2.77, compared to 2.79 in the year 2020. The number of families in the current year is 13,815 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 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.



Executive Summary

Rings: 1, 3, 5 mile radii

1548 Riverstone Pkwy, Canton, GA 30114,

Latitude: 34.2576

Longitude: -84.4634

	1 mile	3 mile	5 mile
Mortgage Income			
2023 Percent of Income for Mortgage	37.0%	33.3%	29.5%
Median Household Income			
2023 Median Household Income	\$61,838	\$68,014	\$79,740
2028 Median Household Income	\$72,673	\$79,454	\$93,883
2023-2028 Annual Rate	3.28%	3.16%	3.32%
Average Household Income			
2023 Average Household Income	\$98,251	\$99,121	\$111,540
2028 Average Household Income	\$114,863	\$114,140	\$128,356
2023-2028 Annual Rate	3.17%	2.86%	2.85%
Per Capita Income			
2023 Per Capita Income	\$38,663	\$35,414	\$39,605
2028 Per Capita Income	\$45,559	\$41,144	\$46,002
2023-2028 Annual Rate	3.34%	3.04%	3.04%
GINI Index			
2023 Gini Index	41.3	40.8	38.6

Households by Income

Current median household income is \$79,740 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$93,883 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$111,540 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$128,356 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$39,605 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$46,002 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	67	75	85
2010 Total Housing Units	289	7,423	13,919
2010 Owner Occupied Housing Units	185	3,572	8,294
2010 Renter Occupied Housing Units	79	2,991	4,187
2010 Vacant Housing Units	25	859	1,435
2020 Total Housing Units	390	9,232	17,859
2020 Owner Occupied Housing Units	275	4,405	11,119
2020 Renter Occupied Housing Units	107	4,129	5,533
2020 Vacant Housing Units	21	698	1,181
2023 Total Housing Units	429	10,522	19,949
2023 Owner Occupied Housing Units	296	5,033	11,928
2023 Renter Occupied Housing Units	123	4,831	6,776
2023 Vacant Housing Units	10	658	1,245
2028 Total Housing Units	448	11,086	21,191
2028 Owner Occupied Housing Units	317	5,498	13,004
2028 Renter Occupied Housing Units	123	4,953	7,018
2028 Vacant Housing Units	8	635	1,169

Socioeconomic Status Index

2023 Socioeconomic Status Index	49.4	44.6	49.0
---------------------------------	------	------	------

Currently, 59.8% of the 19,949 housing units in the area are owner occupied; 34.0%, renter occupied; and 6.2% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 17,859 housing units in the area and 6.6% vacant housing units. The annual rate of change in housing units since 2020 is 3.46%. Median home value in the area is \$390,955, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.88% annually to \$408,484.

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 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.