



# Executive Summary

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

1548 Riverstone Pkwy, Canton, GA 30114,

Latitude: 34.2576

Longitude: -84.4634

	5 drive time minute	10 drive time minute	15 drive time minute
<b>Population</b>			
2010 Population	1,542	24,717	72,635
2020 Population	2,014	32,198	92,281
2023 Population	2,163	35,653	102,391
2028 Population	2,266	38,595	109,998
2010-2020 Annual Rate	2.71%	2.68%	2.42%
2020-2023 Annual Rate	2.22%	3.19%	3.25%
2023-2028 Annual Rate	0.93%	1.60%	1.44%
2020 Male Population	48.6%	49.2%	49.0%
2020 Female Population	51.4%	50.8%	51.0%
2020 Median Age	33.4	34.2	36.8
2023 Male Population	50.9%	50.2%	49.8%
2023 Female Population	49.1%	49.8%	50.2%
2023 Median Age	35.1	35.5	36.7

In the identified area, the current year population is 102,391. In 2020, the Census count in the area was 92,281. The rate of change since 2020 was 3.25% annually. The five-year projection for the population in the area is 109,998 representing a change of 1.44% annually from 2023 to 2028. Currently, the population is 49.8% male and 50.2% 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	66.3%	65.8%	74.8%
2023 Black Alone	7.4%	7.8%	6.5%
2023 American Indian/Alaska Native Alone	1.9%	1.6%	0.8%
2023 Asian Alone	0.7%	0.9%	1.3%
2023 Pacific Islander Alone	0.0%	0.0%	0.0%
2023 Other Race	11.9%	12.5%	6.7%
2023 Two or More Races	11.8%	11.5%	9.8%
2023 Hispanic Origin (Any Race)	32.5%	26.3%	15.5%

Persons of Hispanic origin represent 15.5% 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 57.3 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	58	78	99
2010 Households	607	8,893	25,184
2020 Households	715	11,459	32,438
2023 Households	773	12,828	36,248
2028 Households	813	14,176	39,458
2010-2020 Annual Rate	1.65%	2.57%	2.56%
2020-2023 Annual Rate	2.43%	3.53%	3.48%
2023-2028 Annual Rate	1.01%	2.02%	1.71%
2023 Average Household Size	2.75	2.75	2.80

The household count in this area has changed from 32,438 in 2020 to 36,248 in the current year, a change of 3.48% annually. The five-year projection of households is 39,458, a change of 1.71% annually from the current year total. Average household size is currently 2.80, compared to 2.81 in the year 2020. The number of families in the current year is 26,840 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.



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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	39.3%	30.7%	24.8%
<b>Median Household Income</b>			
2023 Median Household Income	\$54,608	\$71,408	\$89,025
2028 Median Household Income	\$61,225	\$83,246	\$103,225
2023-2028 Annual Rate	2.31%	3.12%	3.00%
<b>Average Household Income</b>			
2023 Average Household Income	\$81,208	\$99,262	\$115,233
2028 Average Household Income	\$94,293	\$116,047	\$132,004
2023-2028 Annual Rate	3.03%	3.17%	2.75%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$31,935	\$35,683	\$41,209
2028 Per Capita Income	\$37,268	\$42,499	\$47,817
2023-2028 Annual Rate	3.14%	3.56%	3.02%
<b>GINI Index</b>			
2023 Gini Index	41.6	39.9	37.0

### Households by Income

Current median household income is \$89,025 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$103,225 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$115,233 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$132,004 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$41,209 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$47,817 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	64	81	100
2010 Total Housing Units	722	10,172	27,814
2010 Owner Occupied Housing Units	213	4,947	18,542
2010 Renter Occupied Housing Units	394	3,946	6,640
2010 Vacant Housing Units	115	1,279	2,630
2020 Total Housing Units	792	12,383	34,475
2020 Owner Occupied Housing Units	301	6,073	22,509
2020 Renter Occupied Housing Units	414	5,386	9,929
2020 Vacant Housing Units	46	870	1,950
2023 Total Housing Units	825	13,679	38,243
2023 Owner Occupied Housing Units	396	6,925	24,212
2023 Renter Occupied Housing Units	377	5,903	12,036
2023 Vacant Housing Units	52	851	1,995
2028 Total Housing Units	863	14,982	41,290
2028 Owner Occupied Housing Units	434	7,553	26,228
2028 Renter Occupied Housing Units	380	6,623	13,230
2028 Vacant Housing Units	50	806	1,832

### Socioeconomic Status Index

2023 Socioeconomic Status Index	40.7	45.2	52.3
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Currently, 63.3% of the 38,243 housing units in the area are owner occupied; 31.5%, renter occupied; and 5.2% 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 34,475 housing units in the area and 5.7% vacant housing units. The annual rate of change in housing units since 2020 is 3.24%. Median home value in the area is \$368,007, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.71% annually to \$381,216.

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