



Community Profile

Rings: 1, 3, 5 mile radii

1810 Cumming Hwy, Canton, GA 30115,

Latitude: 34.2355

Longitude: -84.45752

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	1,301	12,355	25,909
2010 Total Population	2,078	20,184	50,393
2020 Total Population	2,360	23,323	66,283
2020 Group Quarters	5	869	946
2025 Total Population	2,577	25,885	73,164
2020-2025 Annual Rate	1.77%	2.11%	2.00%
2020 Total Daytime Population	3,967	24,965	64,502
Workers	2,629	11,144	24,471
Residents	1,338	13,821	40,031
Household Summary			
2000 Households	427	4,302	9,050
2000 Average Household Size	3.04	2.78	2.82
2010 Households	643	6,954	17,538
2010 Average Household Size	3.23	2.80	2.83
2020 Households	718	8,013	22,870
2020 Average Household Size	3.28	2.80	2.86
2025 Households	781	8,928	25,243
2025 Average Household Size	3.29	2.80	2.86
2020-2025 Annual Rate	1.70%	2.19%	1.99%
2010 Families	523	4,885	13,188
2010 Average Family Size	3.54	3.27	3.24
2020 Families	579	5,501	17,077
2020 Average Family Size	3.61	3.31	3.28
2025 Families	628	6,079	18,724
2025 Average Family Size	3.63	3.32	3.30
2020-2025 Annual Rate	1.64%	2.02%	1.86%
Housing Unit Summary			
2000 Housing Units	449	4,538	9,468
Owner Occupied Housing Units	74.4%	60.4%	71.3%
Renter Occupied Housing Units	20.9%	34.4%	24.3%
Vacant Housing Units	4.7%	5.2%	4.4%
2010 Housing Units	691	7,812	19,444
Owner Occupied Housing Units	74.7%	50.4%	64.1%
Renter Occupied Housing Units	18.4%	38.6%	26.1%
Vacant Housing Units	6.9%	11.0%	9.8%
2020 Housing Units	778	8,983	25,093
Owner Occupied Housing Units	69.7%	47.5%	64.8%
Renter Occupied Housing Units	22.6%	41.7%	26.4%
Vacant Housing Units	7.7%	10.8%	8.9%
2025 Housing Units	845	9,983	27,608
Owner Occupied Housing Units	70.2%	47.3%	64.5%
Renter Occupied Housing Units	22.2%	42.1%	26.9%
Vacant Housing Units	7.6%	10.6%	8.6%
Median Household Income			
2020	\$81,533	\$53,296	\$71,395
2025	\$87,514	\$57,136	\$77,550
Median Home Value			
2020	\$313,245	\$282,781	\$276,334
2025	\$337,845	\$308,865	\$296,419
Per Capita Income			
2020	\$37,539	\$28,160	\$33,657
2025	\$40,736	\$30,551	\$37,128
Median Age			
2010	35.7	33.0	34.6
2020	37.4	34.0	36.0
2025	36.7	34.3	36.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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



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2020 Households by Income			
Household Income Base	718	8,013	22,870
<\$15,000	6.1%	11.6%	8.6%
\$15,000 - \$24,999	3.9%	11.7%	7.8%
\$25,000 - \$34,999	3.2%	7.6%	7.0%
\$35,000 - \$49,999	12.8%	16.2%	12.9%
\$50,000 - \$74,999	18.5%	16.0%	15.4%
\$75,000 - \$99,999	16.6%	11.2%	12.6%
\$100,000 - \$149,999	14.8%	12.6%	18.4%
\$150,000 - \$199,999	9.7%	5.0%	7.7%
\$200,000+	14.3%	8.2%	9.7%
Average Household Income	\$115,629	\$83,053	\$97,545
2025 Households by Income			
Household Income Base	781	8,928	25,243
<\$15,000	4.9%	9.7%	7.5%
\$15,000 - \$24,999	3.3%	10.9%	7.1%
\$25,000 - \$34,999	2.7%	7.4%	6.4%
\$35,000 - \$49,999	11.5%	16.1%	12.3%
\$50,000 - \$74,999	17.9%	16.4%	15.1%
\$75,000 - \$99,999	16.6%	11.6%	12.6%
\$100,000 - \$149,999	16.5%	14.0%	19.5%
\$150,000 - \$199,999	11.4%	5.6%	8.6%
\$200,000+	15.0%	8.4%	10.9%
Average Household Income	\$125,943	\$89,877	\$107,612
2020 Owner Occupied Housing Units by Value			
Total	542	4,264	16,248
<\$50,000	0.7%	1.6%	1.4%
\$50,000 - \$99,999	3.3%	5.2%	3.8%
\$100,000 - \$149,999	7.7%	7.8%	8.0%
\$150,000 - \$199,999	10.0%	11.9%	14.5%
\$200,000 - \$249,999	11.4%	14.2%	13.7%
\$250,000 - \$299,999	12.9%	14.2%	16.3%
\$300,000 - \$399,999	27.9%	24.3%	23.4%
\$400,000 - \$499,999	14.6%	9.2%	11.0%
\$500,000 - \$749,999	7.4%	8.9%	5.9%
\$750,000 - \$999,999	3.3%	1.5%	0.8%
\$1,000,000 - \$1,499,999	0.4%	1.2%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$335,185	\$316,094	\$307,054
2025 Owner Occupied Housing Units by Value			
Total	593	4,726	17,810
<\$50,000	0.5%	1.1%	1.0%
\$50,000 - \$99,999	2.2%	3.8%	2.9%
\$100,000 - \$149,999	5.4%	5.6%	6.1%
\$150,000 - \$199,999	7.4%	9.4%	11.9%
\$200,000 - \$249,999	10.1%	13.1%	12.7%
\$250,000 - \$299,999	13.0%	14.7%	16.6%
\$300,000 - \$399,999	30.5%	27.2%	26.0%
\$400,000 - \$499,999	17.2%	10.8%	13.0%
\$500,000 - \$749,999	9.3%	10.9%	7.3%
\$750,000 - \$999,999	4.2%	1.8%	1.0%
\$1,000,000 - \$1,499,999	0.5%	1.7%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$364,160	\$345,244	\$331,728

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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

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2010 Population by Age			
Total	2,079	20,183	50,393
0 - 4	7.8%	8.5%	8.3%
5 - 9	9.0%	8.0%	8.6%
10 - 14	8.3%	6.6%	7.3%
15 - 24	11.6%	13.8%	12.0%
25 - 34	12.2%	16.2%	14.4%
35 - 44	16.1%	14.7%	16.2%
45 - 54	15.0%	12.5%	13.3%
55 - 64	10.4%	9.3%	9.8%
65 - 74	5.6%	5.7%	6.1%
75 - 84	2.8%	3.1%	2.8%
85 +	1.2%	1.7%	1.2%
18 +	70.2%	73.1%	71.9%
2020 Population by Age			
Total	2,359	23,323	66,280
0 - 4	6.9%	7.7%	7.3%
5 - 9	7.3%	7.3%	7.8%
10 - 14	7.2%	7.0%	7.7%
15 - 24	13.0%	13.6%	12.2%
25 - 34	12.8%	16.0%	13.5%
35 - 44	12.3%	13.8%	14.6%
45 - 54	14.5%	12.0%	13.5%
55 - 64	13.2%	10.4%	11.2%
65 - 74	8.3%	7.2%	7.6%
75 - 84	3.4%	3.6%	3.6%
85 +	1.1%	1.5%	1.2%
18 +	74.4%	74.2%	73.2%
2025 Population by Age			
Total	2,577	25,883	73,163
0 - 4	6.9%	7.8%	7.4%
5 - 9	7.1%	7.3%	7.6%
10 - 14	7.4%	6.9%	7.6%
15 - 24	12.0%	13.6%	12.1%
25 - 34	14.5%	15.5%	13.7%
35 - 44	11.8%	14.4%	15.1%
45 - 54	12.9%	11.2%	12.4%
55 - 64	12.6%	10.0%	10.9%
65 - 74	9.1%	7.5%	7.9%
75 - 84	4.5%	4.2%	4.2%
85 +	1.2%	1.5%	1.2%
18 +	74.7%	74.3%	73.4%
2010 Population by Sex			
Males	1,030	10,308	25,134
Females	1,048	9,876	25,259
2020 Population by Sex			
Males	1,169	12,042	33,148
Females	1,191	11,282	33,135
2025 Population by Sex			
Males	1,274	13,371	36,602
Females	1,303	12,514	36,562

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

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2010 Population by Race/Ethnicity			
Total	2,078	20,185	50,392
White Alone	84.1%	78.3%	84.4%
Black Alone	5.0%	6.6%	5.8%
American Indian Alone	0.4%	0.9%	0.6%
Asian Alone	0.9%	0.7%	1.1%
Pacific Islander Alone	0.1%	0.3%	0.1%
Some Other Race Alone	7.1%	10.6%	5.9%
Two or More Races	2.4%	2.6%	2.2%
Hispanic Origin	15.1%	22.1%	13.5%
Diversity Index	47.2	59.5	45.1
2020 Population by Race/Ethnicity			
Total	2,361	23,324	66,282
White Alone	80.3%	74.2%	81.5%
Black Alone	6.6%	8.5%	7.4%
American Indian Alone	0.4%	0.9%	0.6%
Asian Alone	1.3%	0.9%	1.4%
Pacific Islander Alone	0.2%	0.3%	0.2%
Some Other Race Alone	8.2%	11.8%	6.2%
Two or More Races	3.0%	3.3%	2.7%
Hispanic Origin	17.5%	25.0%	14.7%
Diversity Index	53.8	65.1	49.8
2025 Population by Race/Ethnicity			
Total	2,578	25,884	73,164
White Alone	78.1%	71.8%	79.4%
Black Alone	7.5%	9.6%	8.4%
American Indian Alone	0.4%	1.0%	0.6%
Asian Alone	1.5%	1.0%	1.6%
Pacific Islander Alone	0.2%	0.3%	0.2%
Some Other Race Alone	9.1%	12.8%	6.8%
Two or More Races	3.3%	3.5%	3.0%
Hispanic Origin	19.1%	26.8%	16.0%
Diversity Index	57.5	68.1	53.4
2010 Population by Relationship and Household Type			
Total	2,078	20,184	50,393
In Households	99.8%	96.5%	98.5%
In Family Households	91.7%	82.8%	87.3%
Householder	26.8%	24.0%	26.1%
Spouse	21.7%	17.3%	20.5%
Child	35.9%	31.9%	33.6%
Other relative	4.8%	5.9%	4.5%
Nonrelative	2.6%	3.6%	2.7%
In Nonfamily Households	8.1%	13.7%	11.1%
In Group Quarters	0.2%	3.5%	1.5%
Institutionalized Population	0.2%	3.4%	1.5%
Noninstitutionalized Population	0.0%	0.1%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

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2020 Population 25+ by Educational Attainment			
Total	1,547	15,017	43,154
Less than 9th Grade	5.3%	10.7%	5.7%
9th - 12th Grade, No Diploma	3.9%	8.0%	5.6%
High School Graduate	18.7%	22.1%	20.4%
GED/Alternative Credential	4.4%	3.9%	4.3%
Some College, No Degree	24.8%	21.4%	20.6%
Associate Degree	8.4%	7.1%	8.3%
Bachelor's Degree	23.2%	19.5%	24.6%
Graduate/Professional Degree	11.4%	7.3%	10.4%
2020 Population 15+ by Marital Status			
Total	1,854	18,185	51,213
Never Married	19.7%	30.9%	26.9%
Married	72.2%	51.5%	58.0%
Widowed	4.2%	5.7%	4.9%
Divorced	3.9%	11.9%	10.2%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,161	10,477	29,597
Population 16+ Employed	89.0%	86.0%	87.5%
Population 16+ Unemployment rate	11.0%	14.0%	12.5%
Population 16-24 Employed	13.5%	14.5%	11.2%
Population 16-24 Unemployment rate	18.2%	23.9%	22.7%
Population 25-54 Employed	65.3%	67.8%	70.7%
Population 25-54 Unemployment rate	10.0%	12.7%	11.2%
Population 55-64 Employed	18.2%	14.4%	14.9%
Population 55-64 Unemployment rate	9.6%	9.9%	10.5%
Population 65+ Employed	2.9%	3.2%	3.2%
Population 65+ Unemployment rate	9.1%	10.2%	10.4%
2020 Employed Population 16+ by Industry			
Total	1,033	9,007	25,886
Agriculture/Mining	1.4%	1.1%	0.5%
Construction	11.8%	15.2%	12.2%
Manufacturing	17.9%	11.9%	12.2%
Wholesale Trade	4.5%	2.6%	2.5%
Retail Trade	9.8%	11.2%	11.7%
Transportation/Utilities	1.7%	2.1%	3.0%
Information	2.9%	2.8%	2.5%
Finance/Insurance/Real Estate	5.0%	4.7%	6.2%
Services	40.3%	44.5%	45.5%
Public Administration	4.6%	3.9%	3.7%
2020 Employed Population 16+ by Occupation			
Total	1,032	9,008	25,886
White Collar	61.5%	53.1%	62.8%
Management/Business/Financial	21.8%	16.9%	20.2%
Professional	11.8%	12.9%	18.7%
Sales	8.2%	9.4%	10.9%
Administrative Support	19.7%	13.9%	13.0%
Services	16.9%	19.3%	14.9%
Blue Collar	21.5%	27.6%	22.4%
Farming/Forestry/Fishing	0.3%	0.7%	0.3%
Construction/Extraction	8.7%	12.1%	8.0%
Installation/Maintenance/Repair	1.2%	2.0%	2.6%
Production	9.0%	8.5%	7.2%
Transportation/Material Moving	2.3%	4.3%	4.3%

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2010 Households by Type			
Total	643	6,954	17,538
Households with 1 Person	14.6%	23.7%	19.8%
Households with 2+ People	85.4%	76.3%	80.2%
Family Households	81.3%	70.2%	75.2%
Husband-wife Families	65.8%	50.7%	59.0%
With Related Children	34.1%	26.0%	30.4%
Other Family (No Spouse Present)	15.6%	19.6%	16.2%
Other Family with Male Householder	5.0%	5.8%	4.7%
With Related Children	3.0%	3.4%	2.8%
Other Family with Female Householder	10.6%	13.7%	11.6%
With Related Children	7.3%	9.7%	8.0%
Nonfamily Households	4.0%	6.1%	5.0%
All Households with Children	44.8%	39.9%	41.8%
Multigenerational Households	5.4%	5.0%	4.6%
Unmarried Partner Households	4.4%	6.0%	5.2%
Male-female	3.6%	5.3%	4.5%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	642	6,955	17,536
1 Person Household	14.6%	23.7%	19.8%
2 Person Household	31.9%	29.8%	31.8%
3 Person Household	18.2%	16.4%	17.6%
4 Person Household	18.7%	15.1%	17.0%
5 Person Household	9.2%	7.9%	8.2%
6 Person Household	4.4%	3.8%	3.3%
7 + Person Household	3.0%	3.4%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	643	6,954	17,538
Owner Occupied	80.2%	56.6%	71.1%
Owned with a Mortgage/Loan	63.1%	42.8%	57.4%
Owned Free and Clear	17.1%	13.8%	13.7%
Renter Occupied	19.8%	43.4%	28.9%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	148	109	148
Percent of Income for Mortgage	16.1%	22.2%	16.2%
Wealth Index	151	90	114
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	691	7,812	19,444
Housing Units Inside Urbanized Area	86.5%	89.8%	83.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	13.5%	10.2%	16.9%
2010 Population By Urban/ Rural Status			
Total Population	2,078	20,184	50,393
Population Inside Urbanized Area	87.6%	90.5%	83.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	12.4%	9.5%	16.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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

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Top 3 Tapestry Segments			
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Hardscrabble Road (8G)	NeWest Residents (13C)	Boomburbs (1C)
3.		Front Porches (8E)	Green Acres (6A)
2020 Consumer Spending			
Apparel & Services: Total \$	\$1,999,754	\$16,760,043	\$54,461,544
Average Spent	\$2,785.17	\$2,091.61	\$2,381.35
Spending Potential Index	130	97	111
Education: Total \$	\$1,485,974	\$12,446,258	\$42,322,475
Average Spent	\$2,069.60	\$1,553.26	\$1,850.57
Spending Potential Index	116	87	103
Entertainment/Recreation: Total \$	\$3,013,152	\$23,676,607	\$79,757,515
Average Spent	\$4,196.59	\$2,954.77	\$3,487.43
Spending Potential Index	129	91	107
Food at Home: Total \$	\$4,918,712	\$40,830,763	\$131,423,110
Average Spent	\$6,850.57	\$5,095.57	\$5,746.53
Spending Potential Index	128	95	108
Food Away from Home: Total \$	\$3,535,478	\$29,328,515	\$95,085,712
Average Spent	\$4,924.06	\$3,660.12	\$4,157.66
Spending Potential Index	131	97	110
Health Care: Total \$	\$5,506,518	\$42,060,182	\$141,544,649
Average Spent	\$7,669.25	\$5,248.99	\$6,189.10
Spending Potential Index	133	91	108
HH Furnishings & Equipment: Total \$	\$2,086,776	\$16,466,857	\$55,656,801
Average Spent	\$2,906.37	\$2,055.02	\$2,433.62
Spending Potential Index	133	94	111
Personal Care Products & Services: Total \$	\$877,233	\$7,043,094	\$23,427,555
Average Spent	\$1,221.77	\$878.96	\$1,024.38
Spending Potential Index	133	96	111
Shelter: Total \$	\$17,109,980	\$145,521,679	\$472,734,467
Average Spent	\$23,830.06	\$18,160.70	\$20,670.51
Spending Potential Index	123	94	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,302,019	\$17,146,361	\$59,635,693
Average Spent	\$3,206.15	\$2,139.82	\$2,607.59
Spending Potential Index	137	91	111
Travel: Total \$	\$2,207,518	\$17,072,840	\$59,342,657
Average Spent	\$3,074.54	\$2,130.64	\$2,594.78
Spending Potential Index	128	88	108
Vehicle Maintenance & Repairs: Total \$	\$1,099,710	\$8,733,356	\$28,611,297
Average Spent	\$1,531.63	\$1,089.90	\$1,251.04
Spending Potential Index	132	94	108

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

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