



# Community Profile

Rings: 1, 3, 5 mile radii

1810 Cumming Hwy, Canton, GA 30115,

Latitude: 34.24  
Longitude: -84.46

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	1,301	12,355	25,791
2010 Total Population	2,078	20,184	50,124
2018 Total Population	2,259	22,914	60,532
2018 Group Quarters	5	832	905
2023 Total Population	2,418	25,066	67,259
2018-2023 Annual Rate	1.37%	1.81%	2.13%
2018 Total Daytime Population	5,608	28,424	59,531
Workers	4,419	16,311	27,353
Residents	1,189	12,113	32,178
<b>Household Summary</b>			
2000 Households	427	4,302	9,011
2000 Average Household Size	3.04	2.78	2.82
2010 Households	643	6,954	17,458
2010 Average Household Size	3.23	2.80	2.83
2018 Households	687	7,774	20,780
2018 Average Household Size	3.28	2.84	2.87
2023 Households	733	8,498	23,003
2023 Average Household Size	3.29	2.85	2.88
2018-2023 Annual Rate	1.30%	1.80%	2.05%
2010 Families	523	4,885	13,118
2010 Average Family Size	3.54	3.27	3.23
2018 Families	556	5,380	15,538
2018 Average Family Size	3.61	3.33	3.29
2023 Families	592	5,841	17,153
2023 Average Family Size	3.62	3.35	3.31
2018-2023 Annual Rate	1.26%	1.66%	2.00%
<b>Housing Unit Summary</b>			
2000 Housing Units	449	4,538	9,428
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	19,357
Owner Occupied Housing Units	74.7%	50.4%	64.0%
Renter Occupied Housing Units	18.4%	38.6%	26.2%
Vacant Housing Units	6.9%	11.0%	9.8%
2018 Housing Units	738	8,742	22,733
Owner Occupied Housing Units	71.5%	48.1%	64.6%
Renter Occupied Housing Units	21.7%	40.8%	26.8%
Vacant Housing Units	6.9%	11.1%	8.6%
2023 Housing Units	787	9,488	24,914
Owner Occupied Housing Units	73.1%	49.7%	66.7%
Renter Occupied Housing Units	20.1%	39.9%	25.6%
Vacant Housing Units	6.9%	10.4%	7.7%
<b>Median Household Income</b>			
2018	\$64,729	\$50,258	\$62,582
2023	\$75,275	\$54,328	\$68,675
<b>Median Home Value</b>			
2018	\$258,442	\$240,764	\$259,655
2023	\$324,766	\$298,953	\$316,405
<b>Per Capita Income</b>			
2018	\$30,367	\$24,649	\$29,776
2023	\$36,089	\$28,296	\$33,872
<b>Median Age</b>			
2010	35.7	33.0	34.5
2018	37.2	33.9	35.8
2023	36.7	34.1	35.8

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	687	7,774	20,780
<\$15,000	5.8%	11.2%	8.1%
\$15,000 - \$24,999	6.4%	14.8%	10.0%
\$25,000 - \$34,999	7.7%	8.1%	7.1%
\$35,000 - \$49,999	17.0%	15.5%	12.8%
\$50,000 - \$74,999	19.2%	20.0%	20.0%
\$75,000 - \$99,999	13.7%	11.0%	13.8%
\$100,000 - \$149,999	13.7%	10.8%	14.7%
\$150,000 - \$199,999	7.7%	4.2%	7.3%
\$200,000+	8.7%	4.3%	6.2%
Average Household Income	\$93,454	\$69,190	\$85,213
<b>2023 Households by Income</b>			
Household Income Base	733	8,498	23,003
<\$15,000	4.8%	9.4%	7.0%
\$15,000 - \$24,999	5.5%	13.5%	9.0%
\$25,000 - \$34,999	6.8%	7.6%	6.5%
\$35,000 - \$49,999	15.0%	14.6%	11.8%
\$50,000 - \$74,999	17.7%	20.2%	19.3%
\$75,000 - \$99,999	13.8%	11.5%	14.1%
\$100,000 - \$149,999	14.5%	11.9%	15.4%
\$150,000 - \$199,999	9.3%	5.2%	8.4%
\$200,000+	12.7%	6.2%	8.5%
Average Household Income	\$111,500	\$80,506	\$97,685
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	528	4,207	14,696
<\$50,000	3.4%	3.1%	1.9%
\$50,000 - \$99,999	6.8%	6.7%	4.7%
\$100,000 - \$149,999	8.7%	12.0%	10.6%
\$150,000 - \$199,999	16.3%	18.1%	18.3%
\$200,000 - \$249,999	12.3%	12.3%	12.0%
\$250,000 - \$299,999	14.6%	13.2%	12.0%
\$300,000 - \$399,999	15.9%	16.3%	20.4%
\$400,000 - \$499,999	8.3%	6.7%	10.6%
\$500,000 - \$749,999	10.4%	8.7%	7.1%
\$750,000 - \$999,999	1.3%	1.7%	1.6%
\$1,000,000 - \$1,499,999	1.9%	1.1%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$306,723	\$286,624	\$295,863
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	575	4,712	16,618
<\$50,000	2.1%	2.0%	1.3%
\$50,000 - \$99,999	3.7%	4.0%	2.9%
\$100,000 - \$149,999	4.9%	8.2%	7.0%
\$150,000 - \$199,999	11.1%	13.1%	14.2%
\$200,000 - \$249,999	9.9%	10.3%	9.6%
\$250,000 - \$299,999	13.7%	12.7%	11.1%
\$300,000 - \$399,999	18.6%	19.6%	23.3%
\$400,000 - \$499,999	12.0%	9.6%	14.9%
\$500,000 - \$749,999	18.3%	15.2%	11.5%
\$750,000 - \$999,999	2.4%	3.5%	3.1%
\$1,000,000 - \$1,499,999	3.3%	1.8%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$384,783	\$355,039	\$350,674

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	2,079	20,183	50,124
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%	14.5%
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%
<b>2018 Population by Age</b>			
Total	2,257	22,915	60,531
0 - 4	7.0%	7.8%	7.4%
5 - 9	7.4%	7.4%	7.8%
10 - 14	7.6%	7.0%	7.7%
15 - 24	12.9%	13.5%	12.2%
25 - 34	12.3%	16.1%	13.8%
35 - 44	13.2%	13.8%	14.7%
45 - 54	14.4%	12.1%	13.5%
55 - 64	12.7%	10.1%	10.8%
65 - 74	8.0%	7.3%	7.7%
75 - 84	3.2%	3.4%	3.4%
85 +	1.2%	1.5%	1.2%
18 +	73.8%	74.1%	73.2%
<b>2023 Population by Age</b>			
Total	2,419	25,064	67,259
0 - 4	6.9%	7.8%	7.3%
5 - 9	7.3%	7.3%	7.6%
10 - 14	7.4%	7.0%	7.6%
15 - 24	12.3%	13.5%	12.2%
25 - 34	13.9%	15.9%	14.0%
35 - 44	12.2%	14.3%	14.9%
45 - 54	13.1%	11.4%	12.6%
55 - 64	12.6%	9.9%	10.7%
65 - 74	8.8%	7.6%	7.9%
75 - 84	4.1%	4.0%	4.0%
85 +	1.2%	1.4%	1.2%
18 +	74.2%	74.3%	73.4%
<b>2010 Population by Sex</b>			
Males	1,030	10,308	24,999
Females	1,048	9,876	25,125
<b>2018 Population by Sex</b>			
Males	1,119	11,803	30,275
Females	1,140	11,111	30,257
<b>2023 Population by Sex</b>			
Males	1,198	12,956	33,707
Females	1,220	12,110	33,551

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August 15, 2018



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<b>2010 Population by Race/Ethnicity</b>			
Total	2,078	20,185	50,123
White Alone	84.1%	78.3%	84.3%
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	45.3
<b>2018 Population by Race/Ethnicity</b>			
Total	2,260	22,914	60,532
White Alone	81.8%	75.8%	82.6%
Black Alone	6.0%	7.9%	6.8%
American Indian Alone	0.4%	0.8%	0.5%
Asian Alone	1.2%	0.9%	1.3%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	7.7%	11.3%	6.0%
Two or More Races	2.8%	3.2%	2.6%
Hispanic Origin	16.2%	23.5%	14.0%
Diversity Index	50.9	62.7	47.8
<b>2023 Population by Race/Ethnicity</b>			
Total	2,420	25,065	67,259
White Alone	79.7%	73.5%	80.9%
Black Alone	6.9%	8.9%	7.7%
American Indian Alone	0.3%	0.7%	0.4%
Asian Alone	1.4%	1.0%	1.5%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	8.5%	12.2%	6.5%
Two or More Races	3.1%	3.4%	2.8%
Hispanic Origin	17.7%	25.1%	14.9%
Diversity Index	54.5	65.8	50.7
<b>2010 Population by Relationship and Household Type</b>			
Total	2,078	20,184	50,124
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%	20.4%
Child	35.9%	31.9%	33.5%
Other relative	4.8%	5.9%	4.5%
Nonrelative	2.6%	3.6%	2.7%
In Nonfamily Households	8.1%	13.7%	11.2%
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Population 25+ by Educational Attainment</b>			
Total	1,468	14,737	39,288
Less than 9th Grade	6.6%	14.5%	7.7%
9th - 12th Grade, No Diploma	5.0%	10.4%	6.9%
High School Graduate	20.0%	21.4%	19.8%
GED/Alternative Credential	4.9%	4.5%	5.0%
Some College, No Degree	24.3%	20.1%	20.7%
Associate Degree	8.6%	6.0%	7.1%
Bachelor's Degree	21.5%	16.9%	23.3%
Graduate/Professional Degree	9.1%	6.1%	9.3%
<b>2018 Population 15+ by Marital Status</b>			
Total	1,761	17,829	46,695
Never Married	21.7%	30.5%	26.3%
Married	63.9%	48.7%	56.3%
Widowed	6.3%	6.2%	5.1%
Divorced	8.1%	14.7%	12.4%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.6%	95.3%	96.7%
Civilian Unemployed (Unemployment Rate)	3.4%	4.7%	3.3%
<b>2018 Employed Population 16+ by Industry</b>			
Total	1,094	10,486	28,344
Agriculture/Mining	1.3%	0.8%	0.6%
Construction	9.0%	12.0%	9.3%
Manufacturing	13.6%	11.0%	10.2%
Wholesale Trade	2.8%	2.1%	3.2%
Retail Trade	11.5%	12.2%	13.7%
Transportation/Utilities	9.4%	4.3%	4.0%
Information	3.8%	2.2%	1.9%
Finance/Insurance/Real Estate	8.6%	6.0%	7.5%
Services	36.9%	46.3%	46.1%
Public Administration	2.8%	3.0%	3.4%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	1,092	10,485	28,344
White Collar	55.6%	49.9%	59.8%
Management/Business/Financial	15.6%	12.6%	16.4%
Professional	10.6%	13.2%	16.7%
Sales	13.7%	11.9%	13.1%
Administrative Support	15.6%	12.3%	13.5%
Services	17.6%	21.9%	17.9%
Blue Collar	26.7%	28.2%	22.3%
Farming/Forestry/Fishing	0.0%	0.5%	0.3%
Construction/Extraction	10.8%	11.4%	8.1%
Installation/Maintenance/Repair	3.1%	1.9%	2.8%
Production	8.8%	9.6%	6.5%
Transportation/Material Moving	4.0%	4.7%	4.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,078	20,184	50,124
Population Inside Urbanized Area	87.6%	90.5%	83.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	12.4%	9.5%	16.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	643	6,954	17,458
Households with 1 Person	14.6%	23.7%	19.9%
Households with 2+ People	85.4%	76.3%	80.1%
Family Households	81.3%	70.2%	75.1%
Husband-wife Families	65.8%	50.7%	58.9%
With Related Children	34.1%	26.0%	30.4%
Other Family (No Spouse Present)	15.6%	19.6%	16.3%
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%
<b>2010 Households by Size</b>			
Total	642	6,955	17,456
1 Person Household	14.6%	23.7%	19.9%
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%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	643	6,954	17,458
Owner Occupied	80.2%	56.6%	71.0%
Owned with a Mortgage/Loan	63.1%	42.8%	57.3%
Owned Free and Clear	17.1%	13.8%	13.7%
Renter Occupied	19.8%	43.4%	29.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	691	7,812	19,357
Housing Units Inside Urbanized Area	86.5%	89.8%	83.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	13.5%	10.2%	16.7%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
<b>2.</b>	Hardscrabble Road (8G)	NeWest Residents (13C)	Boomburbs (1C)
<b>3.</b>	Top Tier (1A)	Front Porches (8E)	Green Acres (6A)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,699,949	\$14,724,389	\$47,354,636
Average Spent	\$2,474.45	\$1,894.06	\$2,278.86
Spending Potential Index	114	87	105
Education: Total \$	\$1,033,331	\$9,048,518	\$29,927,041
Average Spent	\$1,504.12	\$1,163.95	\$1,440.18
Spending Potential Index	104	80	100
Entertainment/Recreation: Total \$	\$2,489,354	\$20,599,057	\$67,697,769
Average Spent	\$3,623.51	\$2,649.74	\$3,257.83
Spending Potential Index	113	82	101
Food at Home: Total \$	\$3,875,483	\$33,714,362	\$105,940,270
Average Spent	\$5,641.17	\$4,336.81	\$5,098.18
Spending Potential Index	112	86	102
Food Away from Home: Total \$	\$2,774,823	\$23,765,261	\$76,409,339
Average Spent	\$4,039.04	\$3,057.02	\$3,677.06
Spending Potential Index	115	87	105
Health Care: Total \$	\$4,490,466	\$35,890,122	\$118,182,260
Average Spent	\$6,536.34	\$4,616.69	\$5,687.31
Spending Potential Index	114	81	99
HH Furnishings & Equipment: Total \$	\$1,649,899	\$13,643,649	\$44,987,065
Average Spent	\$2,401.60	\$1,755.04	\$2,164.92
Spending Potential Index	115	84	104
Personal Care Products & Services: Total \$	\$652,875	\$5,469,917	\$17,915,090
Average Spent	\$950.33	\$703.62	\$862.13
Spending Potential Index	115	85	104
Shelter: Total \$	\$12,506,657	\$110,950,292	\$352,295,217
Average Spent	\$18,204.74	\$14,271.97	\$16,953.57
Spending Potential Index	108	85	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,858,012	\$15,061,752	\$50,289,116
Average Spent	\$2,704.53	\$1,937.45	\$2,420.07
Spending Potential Index	109	78	97
Travel: Total \$	\$1,621,336	\$13,335,441	\$45,634,937
Average Spent	\$2,360.02	\$1,715.39	\$2,196.10
Spending Potential Index	110	80	102
Vehicle Maintenance & Repairs: Total \$	\$843,827	\$7,099,253	\$22,810,297
Average Spent	\$1,228.28	\$913.20	\$1,097.70
Spending Potential Index	114	85	102

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.