

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.2355/-84.458

1810 Cumming Hwy Canton, GA 30115		3 mi radius		5 mi radius		10 mi radius	
Population							
Estimated Population (2024)		25,843		73,590		213,542	
Projected Population (2029)		28,452		82,340		232,889	
Census Population (2020)		22,908		65,295		199,358	
Census Population (2010)		18,673		49,730		159,887	
Projected Annual Growth (2024 to 2029)		2,609	2.0%	8,750	2.4%	19,347	1.8%
Historical Annual Growth (2020 to 2024)		2,935	3.2%	8,294	3.2%	14,185	1.8%
Historical Annual Growth (2010 to 2020)		4,236	5.7%	15,565	7.8%	39,471	6.2%
Estimated Population Density (2024)		914	psm	937	psm	680	psm
Trade Area Size		28.3	sq mi	78.5	sq mi	314.0	sq mi
Households							
Estimated Households (2024)		9,244		26,691		77,815	
Projected Households (2029)		10,373		30,466		86,615	
Census Households (2020)		8,087		23,009		70,016	
Census Households (2010)		6,374		17,274		55,514	
Estimated Households with Children (2024)		3,529	38.2%	9,804	36.7%	27,501	35.3%
Estimated Average Household Size (2024)		2.76		2.73		2.72	
Average Household Income							
Estimated Average Household Income (2024)		\$108,104		\$128,850		\$147,870	
Projected Average Household Income (2029)		\$112,660		\$134,696		\$154,105	
Estimated Average Family Income (2024)		\$126,066		\$143,386		\$168,002	
Median Household Income							
Estimated Median Household Income (2024)		\$81,096		\$103,711		\$118,982	
Projected Median Household Income (2029)		\$82,772		\$106,555		\$122,221	
Estimated Median Family Income (2024)		\$94,028		\$116,074		\$134,994	
Per Capita Income							
Estimated Per Capita Income (2024)		\$38,800		\$46,786		\$53,931	
Projected Per Capita Income (2029)		\$41,196		\$49,884		\$57,357	
Estimated Per Capita Income 5 Year Growth		\$2,397	6.2%	\$3,098	6.6%	\$3,426	6.4%
Estimated Average Household Net Worth (2024)		\$914,418		\$1,240,544		\$1,427,909	
Daytime Demos (2024)							
Total Businesses		1,328		2,990		8,927	
Total Employees		13,234		24,534		55,660	
Company Headquarter Businesses		29	2.2%	71	2.4%	173	1.9%
Company Headquarter Employees		684	5.2%	1,718	7.0%	3,101	5.6%
Employee Population per Business		10.0		8.2		6.2	
Residential Population per Business		19.5		24.6		23.9	

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Race & Ethnicity

White (2024)	18,332	70.9%	57,116	77.6%	171,576	80.3%
Black or African American (2024)	2,397	9.3%	6,132	8.3%	16,395	7.7%
American Indian or Alaska Native (2024)	296	1.1%	467	0.6%	779	0.4%
Asian (2024)	338	1.3%	1,239	1.7%	5,017	2.3%
Hawaiian or Pacific Islander (2024)	9	-	25	-	66	-
Other Race (2024)	2,534	9.8%	3,793	5.2%	6,641	3.1%
Two or More Races (2024)	1,938	7.5%	4,818	6.5%	13,069	6.1%
Not Hispanic or Latino Population (2024)	20,137	77.9%	63,241	85.9%	191,205	89.5%
Hispanic or Latino Population (2024)	5,707	22.1%	10,349	14.1%	22,337	10.5%
Not Hispanic or Latino Population (2029)	22,291	78.3%	69,906	84.9%	204,584	87.8%
Hispanic or Latino Population (2029)	6,161	21.7%	12,434	15.1%	28,306	12.2%
Not Hispanic or Latino Population (2020)	16,222	70.8%	54,611	83.6%	177,849	89.2%
Hispanic or Latino Population (2020)	6,686	29.2%	10,685	16.4%	21,509	10.8%
Not Hispanic or Latino Population (2010)	14,429	77.3%	42,993	86.5%	146,458	91.6%
Hispanic or Latino Population (2010)	4,243	22.7%	6,738	13.5%	13,429	8.4%
Projected Hispanic Annual Growth (2024 to 2029)	455	1.6%	2,085	4.0%	5,969	5.3%
Historic Hispanic Annual Growth (2010 to 2024)	1,463	2.5%	3,611	3.8%	8,909	4.7%

Age Distribution (2024)

Age Under 5	1,661	6.4%	4,335	5.9%	11,033	5.2%
Age 5 to 9 Years	1,686	6.5%	4,712	6.4%	13,044	6.1%
Age 10 to 14 Years	1,774	6.9%	5,006	6.8%	14,730	6.9%
Age 15 to 19 Years	1,796	7.0%	5,030	6.8%	15,459	7.2%
Age 20 to 24 Years	1,972	7.6%	4,494	6.1%	12,232	5.7%
Age 25 to 29 Years	1,972	7.6%	4,501	6.1%	11,298	5.3%
Age 30 to 34 Years	1,990	7.7%	5,041	6.9%	12,550	5.9%
Age 35 to 39 Years	1,886	7.3%	5,118	7.0%	13,925	6.5%
Age 40 to 44 Years	1,732	6.7%	5,232	7.1%	14,701	6.9%
Age 45 to 49 Years	1,587	6.1%	4,909	6.7%	15,159	7.1%
Age 50 to 54 Years	1,576	6.1%	4,833	6.6%	16,046	7.5%
Age 55 to 59 Years	1,383	5.4%	4,235	5.8%	14,244	6.7%
Age 60 to 64 Years	1,223	4.7%	3,870	5.3%	13,261	6.2%
Age 65 to 74 Years	2,079	8.0%	7,299	9.9%	21,743	10.2%
Age 75 to 84 Years	1,158	4.5%	4,109	5.6%	11,516	5.4%
Age 85 Years or Over	368	1.4%	867	1.2%	2,602	1.2%
Median Age	34.8		38.4		40.4	

Gender Age Distribution (2024)

Female Population	12,792	49.5%	37,193	50.5%	108,162	50.7%
Age 0 to 19 Years	3,369	26.3%	9,339	25.1%	26,328	24.3%
Age 20 to 64 Years	7,543	59.0%	21,213	57.0%	62,594	57.9%
Age 65 Years or Over	1,880	14.7%	6,641	17.9%	19,240	17.8%
Female Median Age	35.4		39.1		41.2	
Male Population	13,051	50.5%	36,396	49.5%	105,381	49.3%
Age 0 to 19 Years	3,549	27.2%	9,744	26.8%	27,938	26.5%
Age 20 to 64 Years	7,778	59.6%	21,019	57.8%	60,823	57.7%
Age 65 Years or Over	1,725	13.2%	5,633	15.5%	16,620	15.8%
Male Median Age	34.2		37.7		39.6	

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Household Income Distribution (2024)

HH Income \$200,000 or More	1,123	12.2%	4,102	15.4%	15,064	19.4%
HH Income \$150,000 to \$199,999	840	9.1%	3,322	12.4%	11,606	14.9%
HH Income \$100,000 to \$149,999	1,399	15.1%	5,874	22.0%	16,999	21.8%
HH Income \$75,000 to \$99,999	1,338	14.5%	3,435	12.9%	9,100	11.7%
HH Income \$50,000 to \$74,999	1,929	20.9%	4,057	15.2%	9,958	12.8%
HH Income \$35,000 to \$49,999	798	8.6%	1,999	7.5%	4,985	6.4%
HH Income \$25,000 to \$34,999	411	4.4%	1,310	4.9%	3,814	4.9%
HH Income \$15,000 to \$24,999	683	7.4%	1,033	3.9%	2,693	3.5%
HH Income Under \$15,000	722	7.8%	1,559	5.8%	3,596	4.6%
HH Income \$35,000 or More	7,427	80.4%	22,790	85.4%	67,711	87.0%
HH Income \$75,000 or More	4,700	50.8%	16,733	62.7%	52,768	67.8%

Housing (2024)

Total Housing Units	9,509		27,370		79,959	
Housing Units Occupied	9,244	97.2%	26,691	97.5%	77,815	97.3%
Housing Units Owner-Occupied	4,626	50.0%	18,650	69.9%	61,210	78.7%
Housing Units, Renter-Occupied	4,618	50.0%	8,042	30.1%	16,605	21.3%
Housing Units, Vacant	265	2.9%	678	2.5%	2,145	2.8%

Marital Status (2024)

Never Married	6,292	30.4%	15,762	26.5%	42,494	24.3%
Currently Married	9,976	48.1%	32,364	54.4%	101,293	58.0%
Separated	793	3.8%	1,891	3.2%	4,602	2.6%
Widowed	1,079	5.2%	3,014	5.1%	8,373	4.8%
Divorced	2,581	12.5%	6,505	10.9%	17,973	10.3%

Household Type (2024)

Population Family	22,480	87.0%	64,290	87.4%	185,045	86.7%
Population Non-Family	3,019	11.7%	8,481	11.5%	26,867	12.6%
Population Group Quarters	345	1.3%	819	1.1%	1,631	0.8%
Family Households	6,882	74.4%	20,085	75.2%	57,425	73.8%
Non-Family Households	2,362	25.6%	6,606	24.8%	20,390	26.2%
Married Couple with Children	2,267	22.7%	7,173	22.2%	21,603	21.3%
Average Family Household Size	3.3		3.2		3.2	

Household Size (2024)

1 Person Households	1,918	20.8%	5,568	20.9%	17,370	22.3%
2 Person Households	3,127	33.8%	10,148	38.0%	31,955	41.1%
3 Person Households	1,627	17.6%	4,476	16.8%	12,087	15.5%
4 Person Households	1,298	14.0%	3,540	13.3%	9,602	12.3%
5 Person Households	704	7.6%	1,746	6.5%	4,270	5.5%
6 or More Person Households	569	6.2%	1,214	4.5%	2,530	3.3%

Household Vehicles (2024)

Households with 0 Vehicles Available	631	6.8%	974	3.6%	2,025	2.6%
Households with 1 Vehicles Available	2,989	32.3%	7,208	27.0%	17,306	22.2%
Households with 2 or More Vehicles Available	5,624	60.8%	18,509	69.3%	58,484	75.2%
Total Vehicles Available	17,124		54,381		167,472	
Average Vehicles Per Household	1.9		2.0		2.2	

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Labor Force (2024)

Estimated Labor Population Age 16 Years or Over	20,366		58,505		171,543	
Estimated Civilian Employed	13,997	68.7%	38,572	65.9%	115,869	67.5%
Estimated Civilian Unemployed	466	2.3%	1,303	2.2%	3,015	1.8%
Estimated in Armed Forces	-	-	18	-	129	-
Estimated Not in Labor Force	5,903	29.0%	18,611	31.8%	52,531	30.6%
Unemployment Rate	2.3%		2.2%		1.8%	

Occupation (2024)

Occupation: Population Age 16 Years or Over	13,772		38,390		116,006	
Management, Business, Financial Operations	1,549	11.2%	7,142	18.6%	25,943	22.4%
Professional, Related Service	2,287	16.6%	7,814	20.4%	26,780	23.1%
Sales, Office	2,567	18.6%	6,273	16.3%	15,795	13.6%
Farming, Fishing, Forestry	3,534	25.7%	9,098	23.7%	26,529	22.9%
Construct, Extraction, Maintenance	8	-	25	-	94	-
Production, Transport Material Moving	2,244	16.3%	4,122	10.7%	9,659	8.3%
White Collar Workers	1,583	11.5%	3,917	10.2%	11,206	9.7%
Blue Collar Workers	7,370	53.5%	24,054	62.7%	79,252	68.3%
	6,402	46.5%	14,336	37.3%	36,754	31.7%

Consumer Expenditure (2024)

Total Household Expenditure	\$623.27 M		\$2.01 B		\$6.8 B	
Total Non-Retail Expenditure	\$329.99 M	52.9%	\$1.06 B	52.9%	\$3.61 B	53.1%
Total Retail Expenditure	\$293.28 M	47.1%	\$945.48 M	47.1%	\$3.19 B	46.9%
Apparel	\$22.29 M	3.6%	\$71.98 M	3.6%	\$244.61 M	3.6%
Contributions	\$20.76 M	3.3%	\$69.22 M	3.4%	\$241.98 M	3.6%
Education	\$19.9 M	3.2%	\$66.53 M	3.3%	\$235.91 M	3.5%
Entertainment	\$35.61 M	5.7%	\$116.56 M	5.8%	\$398.6 M	5.9%
Food and Beverages	\$91.39 M	14.7%	\$291.84 M	14.5%	\$978.58 M	14.4%
Furnishings and Equipment	\$22.05 M	3.5%	\$72.19 M	3.6%	\$246.37 M	3.6%
Gifts	\$15.87 M	2.5%	\$52.65 M	2.6%	\$184.27 M	2.7%
Health Care	\$51.47 M	8.3%	\$165.26 M	8.2%	\$553.6 M	8.1%
Household Operations	\$24.61 M	3.9%	\$80.28 M	4.0%	\$274.59 M	4.0%
Miscellaneous Expenses	\$11.77 M	1.9%	\$38.25 M	1.9%	\$130.03 M	1.9%
Personal Care	\$8.34 M	1.3%	\$26.97 M	1.3%	\$91.17 M	1.3%
Personal Insurance	\$4.48 M	0.7%	\$15.07 M	0.8%	\$52.52 M	0.8%
Reading	\$1.36 M	0.2%	\$4.42 M	0.2%	\$15.09 M	0.2%
Shelter	\$131.88 M	21.2%	\$421 M	21.0%	\$1.42 B	20.9%
Tobacco	\$3.57 M	0.6%	\$10.65 M	0.5%	\$33.93 M	0.5%
Transportation	\$113.15 M	18.2%	\$364.85 M	18.2%	\$1.23 B	18.1%
Utilities	\$44.77 M	7.2%	\$140.77 M	7.0%	\$465.85 M	6.9%

Educational Attainment (2024)

Adult Population Age 25 Years or Over	16,954		50,013		147,045	
Elementary (Grade Level 0 to 8)	2,331	13.7%	3,280	6.6%	4,895	3.3%
Some High School (Grade Level 9 to 11)	1,084	6.4%	2,670	5.3%	5,914	4.0%
High School Graduate	4,169	24.6%	11,674	23.3%	31,803	21.6%
Some College	3,742	22.1%	11,003	22.0%	30,844	21.0%
Associate Degree Only	1,135	6.7%	3,685	7.4%	11,586	7.9%
Bachelor Degree Only	2,889	17.0%	11,837	23.7%	42,217	28.7%
Graduate Degree	1,603	9.5%	5,862	11.7%	19,785	13.5%

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Units In Structure (2024)

1 Detached Unit	6,069	95.2%	21,295	123.3%	65,670	118.3%
1 Attached Unit	347	5.5%	1,122	6.5%	3,322	6.0%
2 to 4 Units	302	4.7%	417	2.4%	813	1.5%
5 to 9 Units	223	3.5%	397	2.3%	849	1.5%
10 to 19 Units	884	13.9%	1,471	8.5%	2,861	5.2%
20 to 49 Units	624	9.8%	826	4.8%	1,647	3.0%
50 or More Units	622	9.8%	854	4.9%	1,920	3.5%
Mobile Home or Trailer	172	2.7%	309	1.8%	731	1.3%
Other Structure	-	-	-	-	2	-

Homes Built By Year (2024)

Homes Built 2010 or later	2,433	38.2%	8,387	48.5%	21,170	38.1%
Homes Built 2000 to 2009	2,536	39.8%	9,031	52.3%	24,092	43.4%
Homes Built 1990 to 1999	1,170	18.4%	2,906	16.8%	12,779	23.0%
Homes Built 1980 to 1989	934	14.7%	2,595	15.0%	10,094	18.2%
Homes Built 1970 to 1979	822	12.9%	1,553	9.0%	4,978	9.0%
Homes Built 1960 to 1969	227	3.6%	672	3.9%	1,866	3.4%
Homes Built 1950 to 1959	418	6.6%	631	3.7%	924	1.7%
Homes Built Before 1949	704	11.0%	916	5.3%	1,913	3.4%

Home Values (2024)

Home Values \$1,000,000 or More	122	2.6%	638	3.4%	2,666	4.4%
Home Values \$500,000 to \$999,999	1,119	24.2%	4,980	26.7%	19,954	32.6%
Home Values \$400,000 to \$499,999	1,056	22.8%	4,889	26.2%	14,554	23.8%
Home Values \$300,000 to \$399,999	1,267	27.4%	4,664	25.0%	13,906	22.7%
Home Values \$200,000 to \$299,999	567	12.2%	2,242	12.0%	7,171	11.7%
Home Values \$150,000 to \$199,999	164	3.5%	387	2.1%	958	1.6%
Home Values \$100,000 to \$149,999	155	3.4%	278	1.5%	564	0.9%
Home Values \$70,000 to \$99,999	5	0.1%	52	0.3%	218	0.4%
Home Values \$50,000 to \$69,999	65	1.4%	78	0.4%	197	0.3%
Home Values \$25,000 to \$49,999	50	1.1%	206	1.1%	555	0.9%
Home Values Under \$25,000	56	1.2%	234	1.3%	467	0.8%
Owner-Occupied Median Home Value	\$399,143		\$429,254		\$468,372	
Renter-Occupied Median Rent	\$1,291		\$1,340		\$1,366	

Transportation To Work (2024)

Drive to Work Alone	9,492	68.9%	26,746	69.7%	77,846	67.1%
Drive to Work in Carpool	2,911	21.1%	4,660	12.1%	10,013	8.6%
Travel to Work by Public Transportation	170	1.2%	213	0.6%	659	0.6%
Drive to Work on Motorcycle	-	-	2	-	8	-
Walk or Bicycle to Work	152	1.1%	338	0.9%	716	0.6%
Other Means	83	0.6%	235	0.6%	721	0.6%
Work at Home	964	7.0%	6,196	16.1%	26,042	22.4%

Travel Time (2024)

Travel to Work in 14 Minutes or Less	4,181	30.4%	8,499	22.1%	19,992	17.2%
Travel to Work in 15 to 29 Minutes	4,205	30.5%	10,139	26.4%	27,339	23.6%
Travel to Work in 30 to 59 Minutes	3,473	25.2%	10,426	27.2%	32,068	27.6%
Travel to Work in 60 Minutes or More	949	6.9%	3,129	8.2%	10,566	9.1%
Average Minutes Travel to Work	21.4		25.9		27.3	