



Executive Summary

Dawson Marketplace
 378 Marketplace Pkwy, Dawsonville, Georgia, 30534
 Rings: 5, 7, 10 mile radii

Prepared by Esri
 Latitude: 34.34665
 Longitude: -84.05230

	5 miles	7 miles	10 miles
Population			
2000 Population	14,699	30,410	64,408
2010 Population	23,177	49,554	97,893
2019 Population	30,127	62,520	118,222
2024 Population	34,658	71,150	133,655
2000-2010 Annual Rate	4.66%	5.00%	4.28%
2010-2019 Annual Rate	2.88%	2.54%	2.06%
2019-2024 Annual Rate	2.84%	2.62%	2.48%
2019 Male Population	49.7%	49.7%	49.8%
2019 Female Population	50.3%	50.3%	50.2%
2019 Median Age	38.8	38.7	39.0

In the identified area, the current year population is 118,222. In 2010, the Census count in the area was 97,893. The rate of change since 2010 was 2.06% annually. The five-year projection for the population in the area is 133,655 representing a change of 2.48% annually from 2019 to 2024. Currently, the population is 49.8% male and 50.2% female.

Median Age

The median age in this area is 38.8, compared to U.S. median age of 38.5.

Race and Ethnicity

2019 White Alone	91.4%	90.8%	89.5%
2019 Black Alone	1.8%	2.2%	2.3%
2019 American Indian/Alaska Native Alone	0.3%	0.5%	0.4%
2019 Asian Alone	1.0%	0.9%	0.9%
2019 Pacific Islander Alone	0.1%	0.1%	0.1%
2019 Other Race	3.5%	3.5%	4.6%
2019 Two or More Races	1.9%	2.0%	2.2%
2019 Hispanic Origin (Any Race)	7.3%	8.1%	10.1%

Persons of Hispanic origin represent 10.1% of the population in the identified area compared to 18.6% 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 34.4 in the identified area, compared to 64.8 for the U.S. as a whole.

Households

2019 Wealth Index	113	121	129
2000 Households	5,434	11,107	23,550
2010 Households	8,287	17,458	34,848
2019 Total Households	10,715	21,871	41,837
2024 Total Households	12,280	24,782	47,071
2000-2010 Annual Rate	4.31%	4.63%	4.00%
2010-2019 Annual Rate	2.82%	2.47%	2.00%
2019-2024 Annual Rate	2.76%	2.53%	2.39%
2019 Average Household Size	2.81	2.85	2.82

The household count in this area has changed from 34,848 in 2010 to 41,837 in the current year, a change of 2.00% annually. The five-year projection of households is 47,071, a change of 2.39% annually from the current year total. Average household size is currently 2.82, compared to 2.80 in the year 2010. The number of families in the current year is 32,016 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.

Executive Summary

Dawson Marketplace
 378 Marketplace Pkwy, Dawsonville, Georgia, 30534
 Rings: 5, 7, 10 mile radii

Prepared by Esri
 Latitude: 34.34665
 Longitude: -84.05230

	5 miles	7 miles	10 miles
Mortgage Income			
2019 Percent of Income for Mortgage	17.2%	17.6%	17.5%
Median Household Income			
2019 Median Household Income	\$74,908	\$76,603	\$77,517
2024 Median Household Income	\$85,774	\$87,358	\$88,868
2019-2024 Annual Rate	2.75%	2.66%	2.77%
Average Household Income			
2019 Average Household Income	\$94,411	\$98,188	\$101,207
2024 Average Household Income	\$108,727	\$112,128	\$115,702
2019-2024 Annual Rate	2.86%	2.69%	2.71%
Per Capita Income			
2019 Per Capita Income	\$33,488	\$34,384	\$35,841
2024 Per Capita Income	\$38,398	\$39,110	\$40,761
2019-2024 Annual Rate	2.77%	2.61%	2.61%

Households by Income

Current median household income is \$77,517 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$88,868 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$101,207 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$115,702 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$35,841 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$40,761 in five years, compared to \$36,530 for all U.S. households

Housing			
2019 Housing Affordability Index	141	138	139
2000 Total Housing Units	6,202	12,469	26,154
2000 Owner Occupied Housing Units	4,482	9,188	19,549
2000 Renter Occupied Housing Units	952	1,919	4,000
2000 Vacant Housing Units	768	1,362	2,605
2010 Total Housing Units	9,565	20,044	39,820
2010 Owner Occupied Housing Units	6,728	14,299	28,289
2010 Renter Occupied Housing Units	1,559	3,159	6,559
2010 Vacant Housing Units	1,278	2,586	4,972
2019 Total Housing Units	12,175	24,767	47,195
2019 Owner Occupied Housing Units	9,036	18,419	34,788
2019 Renter Occupied Housing Units	1,679	3,452	7,050
2019 Vacant Housing Units	1,460	2,896	5,358
2024 Total Housing Units	13,850	27,868	52,780
2024 Owner Occupied Housing Units	10,521	21,178	39,741
2024 Renter Occupied Housing Units	1,759	3,604	7,330
2024 Vacant Housing Units	1,570	3,086	5,709

Currently, 73.7% of the 47,195 housing units in the area are owner occupied; 14.9% renter occupied; and 11.4% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 39,820 housing units in the area - 71.0% owner occupied, 16.5% renter occupied, and 12.5% vacant. The annual rate of change in housing units since 2010 is 7.84%. Median home value in the area is \$277,214, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 4.01% annually to \$337,483.

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.