



Executive Summary

12 Dawson Market Way, Dawsonville, Georgia, 30534
Rings: 5, 7, 10 mile radii

Prepared by Esri
Latitude: 34.35023
Longitude: -84.05073

	5 miles	7 miles	10 miles
Population			
2010 Population	23,957	46,115	97,593
2020 Population	32,307	60,832	118,827
2022 Population	34,682	65,105	126,280
2027 Population	38,405	71,426	137,928
2010-2020 Annual Rate	3.04%	2.81%	1.99%
2020-2022 Annual Rate	3.20%	3.06%	2.74%
2022-2027 Annual Rate	2.06%	1.87%	1.78%
2022 Male Population	49.9%	49.8%	49.8%
2022 Female Population	50.1%	50.2%	50.2%
2022 Median Age	39.3	39.2	39.4

In the identified area, the current year population is 126,280. In 2020, the Census count in the area was 118,827. The rate of change since 2020 was 2.74% annually. The five-year projection for the population in the area is 137,928 representing a change of 1.78% annually from 2022 to 2027. Currently, the population is 49.8% male and 50.2% female.

Median Age

The median age in this area is 39.4, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	84.1%	82.7%	81.9%
2022 Black Alone	2.6%	2.7%	2.5%
2022 American Indian/Alaska Native Alone	0.4%	0.5%	0.5%
2022 Asian Alone	1.7%	1.9%	1.7%
2022 Pacific Islander Alone	0.0%	0.1%	0.1%
2022 Other Race	3.3%	4.1%	5.0%
2022 Two or More Races	7.9%	8.1%	8.3%
2022 Hispanic Origin (Any Race)	9.0%	10.0%	11.3%

Persons of Hispanic origin represent 11.3% of the population in the identified area compared to 19.0% 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 45.5 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	122	123	131
2010 Households	8,542	16,437	34,713
2020 Households	11,389	21,497	42,343
2022 Households	12,209	22,956	44,935
2027 Households	13,523	25,204	49,108
2010-2020 Annual Rate	2.92%	2.72%	2.01%
2020-2022 Annual Rate	3.14%	2.96%	2.68%
2022-2027 Annual Rate	2.07%	1.89%	1.79%
2022 Average Household Size	2.83	2.83	2.80

The household count in this area has changed from 42,343 in 2020 to 44,935 in the current year, a change of 2.68% annually. The five-year projection of households is 49,108, a change of 1.79% annually from the current year total. Average household size is currently 2.80, compared to 2.80 in the year 2020. The number of families in the current year is 33,942 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. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



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Mortgage Income			
2022 Percent of Income for Mortgage	18.6%	19.5%	19.8%
Median Household Income			
2022 Median Household Income	\$89,189	\$88,039	\$90,032
2027 Median Household Income	\$103,172	\$104,049	\$105,327
2022-2027 Annual Rate	2.96%	3.40%	3.19%
Average Household Income			
2022 Average Household Income	\$116,109	\$116,338	\$119,818
2027 Average Household Income	\$134,999	\$135,174	\$138,246
2022-2027 Annual Rate	3.06%	3.05%	2.90%
Per Capita Income			
2022 Per Capita Income	\$41,002	\$40,976	\$42,753
2027 Per Capita Income	\$47,678	\$47,666	\$49,325
2022-2027 Annual Rate	3.06%	3.07%	2.90%

Households by Income

Current median household income is \$90,032 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$105,327 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$119,818 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$138,246 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$42,753 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$49,325 in five years, compared to \$47,064 for all U.S. households

Housing			
2022 Housing Affordability Index	131	125	123
2010 Total Housing Units	9,818	18,963	39,611
2010 Owner Occupied Housing Units	6,945	13,320	28,174
2010 Renter Occupied Housing Units	1,598	3,116	6,540
2010 Vacant Housing Units	1,276	2,526	4,898
2020 Total Housing Units	12,500	23,434	45,956
2020 Vacant Housing Units	1,111	1,937	3,613
2022 Total Housing Units	13,467	24,998	48,664
2022 Owner Occupied Housing Units	10,197	19,283	37,959
2022 Renter Occupied Housing Units	2,012	3,673	6,976
2022 Vacant Housing Units	1,258	2,042	3,729
2027 Total Housing Units	14,908	27,494	53,269
2027 Owner Occupied Housing Units	11,331	21,292	41,810
2027 Renter Occupied Housing Units	2,193	3,913	7,298
2027 Vacant Housing Units	1,385	2,290	4,161

Currently, 78.0% of the 48,664 housing units in the area are owner occupied; 14.3%, renter occupied; and 7.7% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 45,956 housing units in the area and 7.9% vacant housing units. The annual rate of change in housing units since 2020 is 2.58%. Median home value in the area is \$337,427, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 2.00% annually to \$372,549.

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. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.