



Executive Summary

12 Dawson Market Way, Dawsonville, Georgia, 30534 2
 12 Dawson Market Way, Dawsonville, Georgia, 30534
 Rings: 5, 7, 10 mile radii

Prepared by Esri
 Latitude: 34.35012
 Longitude: -84.05038

	5 miles	7 miles	10 miles
Population			
2010 Population	24,430	46,051	97,205
2020 Population	32,827	59,930	118,387
2024 Population	38,832	69,339	133,512
2029 Population	45,350	79,521	151,874
2010-2020 Annual Rate	3.00%	2.67%	1.99%
2020-2024 Annual Rate	4.03%	3.49%	2.87%
2024-2029 Annual Rate	3.15%	2.78%	2.61%
2020 Male Population	49.4%	49.5%	49.5%
2020 Female Population	50.6%	50.5%	50.5%
2020 Median Age	38.9	39.3	40.1
2024 Male Population	50.1%	50.2%	50.3%
2024 Female Population	49.9%	49.8%	49.7%
2024 Median Age	39.4	39.7	40.5

In the identified area, the current year population is 133,512. In 2020, the Census count in the area was 118,387. The rate of change since 2020 was 2.87% annually. The five-year projection for the population in the area is 151,874 representing a change of 2.61% annually from 2024 to 2029. Currently, the population is 50.3% male and 49.7% female.

Median Age

The median age in this area is 40.5, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	82.7%	81.9%	80.6%
2024 Black Alone	3.0%	2.8%	2.9%
2024 American Indian/Alaska Native Alone	0.4%	0.4%	0.4%
2024 Asian Alone	2.1%	2.2%	2.2%
2024 Pacific Islander Alone	0.0%	0.0%	0.0%
2024 Other Race	3.5%	4.1%	5.0%
2024 Two or More Races	8.3%	8.5%	8.8%
2024 Hispanic Origin (Any Race)	9.7%	10.4%	11.8%

Persons of Hispanic origin represent 11.8% of the population in the identified area compared to 19.6% 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 47.7 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	137	137	143
2010 Households	8,705	16,428	34,521
2020 Households	11,578	21,252	42,103
2024 Households	13,702	24,467	47,340
2029 Households	16,017	28,045	53,661
2010-2020 Annual Rate	2.89%	2.61%	2.01%
2020-2024 Annual Rate	4.04%	3.37%	2.80%
2024-2029 Annual Rate	3.17%	2.77%	2.54%
2024 Average Household Size	2.83	2.83	2.81

The household count in this area has changed from 42,103 in 2020 to 47,340 in the current year, a change of 2.80% annually. The five-year projection of households is 53,661, a change of 2.54% annually from the current year total. Average household size is currently 2.81, compared to 2.80 in the year 2020. The number of families in the current year is 35,963 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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.



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Mortgage Income			
2024 Percent of Income for Mortgage	24.8%	26.4%	27.1%
Median Household Income			
2024 Median Household Income	\$111,505	\$108,468	\$108,047
2029 Median Household Income	\$122,978	\$120,030	\$120,570
2024-2029 Annual Rate	1.98%	2.05%	2.22%
Average Household Income			
2024 Average Household Income	\$138,044	\$135,501	\$138,235
2029 Average Household Income	\$156,956	\$154,861	\$157,885
2024-2029 Annual Rate	2.60%	2.71%	2.69%
Per Capita Income			
2024 Per Capita Income	\$48,823	\$47,890	\$49,085
2029 Per Capita Income	\$55,473	\$54,699	\$55,875
2024-2029 Annual Rate	2.59%	2.69%	2.63%
GINI Index			
2024 Gini Index	32.7	33.6	33.9

Households by Income

Current median household income is \$108,047 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$120,570 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$138,235 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$157,885 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$49,085 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$55,875 in five years, compared to \$51,203 for all U.S. households.

Housing			
2024 Housing Affordability Index	101	95	93
2010 Total Housing Units	10,005	18,996	39,382
2010 Owner Occupied Housing Units	7,079	13,303	28,052
2010 Renter Occupied Housing Units	1,625	3,125	6,470
2010 Vacant Housing Units	1,300	2,568	4,861
2020 Total Housing Units	12,695	23,225	45,688
2020 Owner Occupied Housing Units	9,268	17,110	34,091
2020 Renter Occupied Housing Units	2,310	4,142	8,012
2020 Vacant Housing Units	1,125	1,951	3,586
2024 Total Housing Units	14,985	26,546	51,101
2024 Owner Occupied Housing Units	10,787	19,748	38,963
2024 Renter Occupied Housing Units	2,915	4,719	8,377
2024 Vacant Housing Units	1,283	2,079	3,761
2029 Total Housing Units	17,336	30,212	57,626
2029 Owner Occupied Housing Units	12,461	22,535	44,392
2029 Renter Occupied Housing Units	3,556	5,511	9,269
2029 Vacant Housing Units	1,319	2,167	3,965

Socioeconomic Status Index			
2024 Socioeconomic Status Index	52.3	53.5	54.5

Currently, 76.2% of the 51,101 housing units in the area are owner occupied; 16.4% renter occupied; and 7.4% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 45,688 housing units in the area and 7.8% vacant housing units. The annual rate of change in housing units since 2020 is 2.67%. Median home value in the area is \$467,985, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 3.06% annually to \$544,112.

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