

DAWSON MARKETPLACE

12 Dawson Market Way, Dawsonville, GA 30534
Dawson County



HIGHLIGHTS

For Sale/Lease
County: Dawson
Type: Retail
Total SF: 506,000

CONTACT

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- Small shop and outparcel space available
- Anchors include Kroger, Burlington, Home Goods, Restoration Hardware, Ross, Hobby Lobby, Petco, and Marshall's
- Adjacent to North Georgia Premium Outlet Center which has 7.5 million visitors annually
- Traffic count for GA-400 is 31,005 AADT

[Click here for a video tour of the property.](#)

RETAILERS INCLUDE



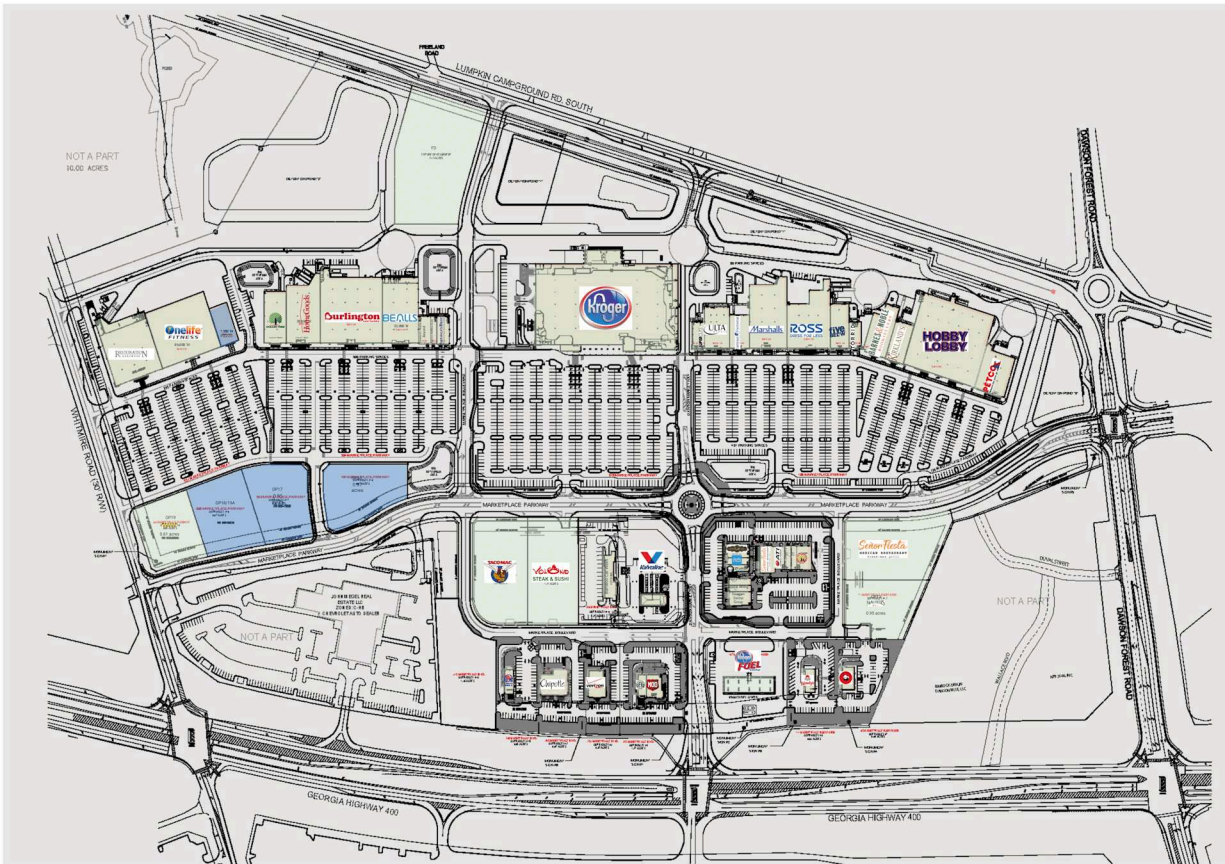
DEMOGRAPHICS

	5 MILES	7 MILES	10 MILES
Population	38,832	69,339	133,512
Daytime Population	10,126	16,181	28,215
Households	13,702	24,467	47,340
Average Household Income (\$)	138,044	135,501	138,235
Median Household Income (\$)	111,505	108,468	108,047
Median Age	40	40	40

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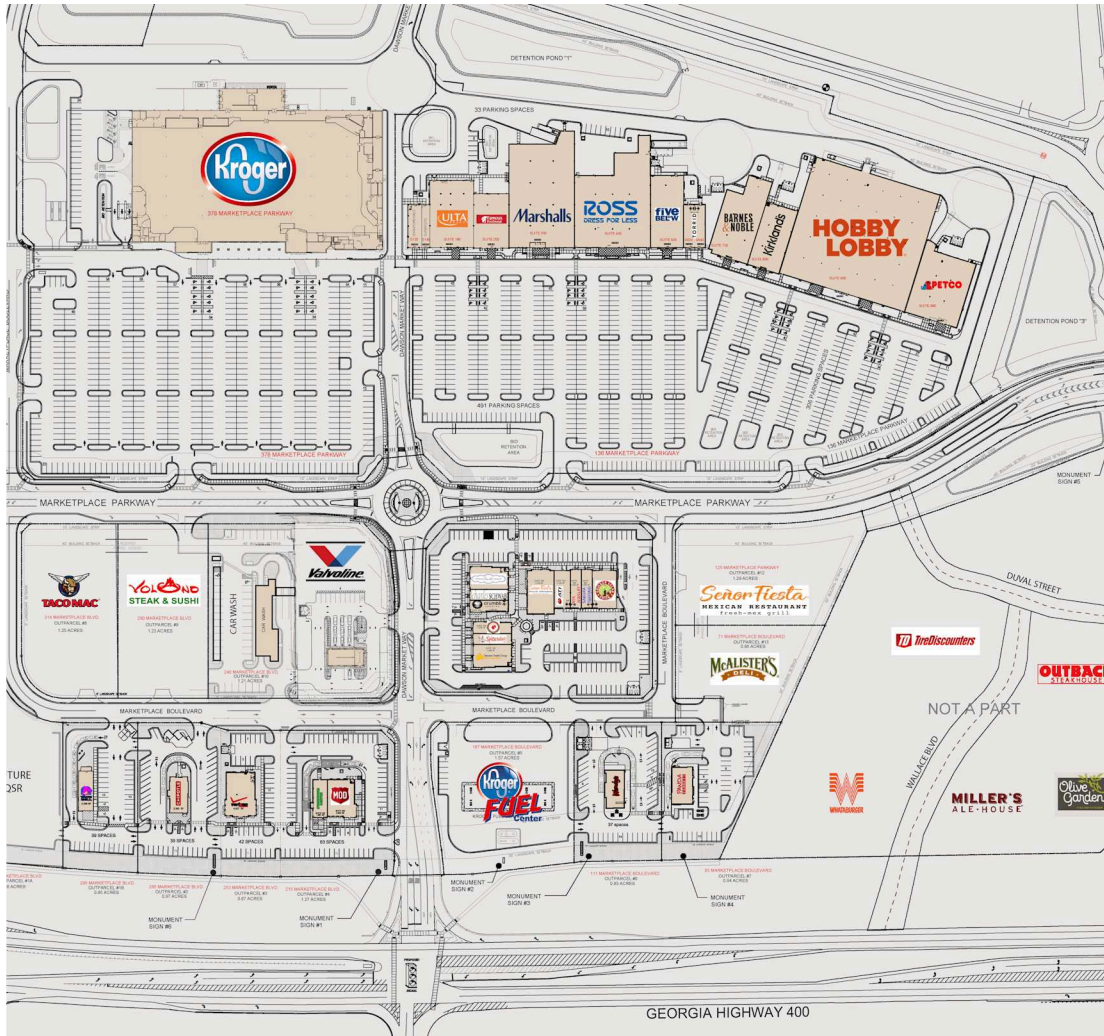


FD	Future Hotel	2.12 AC	P1620	Torrid	3,218 SF
OP10	BamBoo Car Wash	1.21 AC	P1700	Barnes & Noble	10,918 SF
OP11	Valvoline	1.25 AC	P1800	Kirkland's	7,200 SF
OP12	Señor Fiesta	1.29 AC	P1900	Hobby Lobby	55,000 SF
OP13	McAlister s Deli	0.95 AC	P1980	Petco	12,500 SF
OP16	Available	0.97 AC	P2100	Restoration Hardware	30,022 SF
OP17	Available	0.95 AC	P2200	Onelife Fitness	35,000 SF
OP18/19A	Available	1.21 AC	P2220	Available	7,200 SF
OP19	Waffle House	0.61 AC	P2360	Dollar Tree	11,000 SF
OP1B	Taco Bell	2,359 SF	P2400	HomeGoods	20,000 SF
OP2	Chipotle	2,393 SF	P2500	Burlington Coat Factory	40,232 SF
OP3	Verizon	4,507 SF	P2600	Beall's	22,830 SF
OP4100	Starbucks	1,930 SF	P2700	Dawson Nails & Beyond	3,284 SF
OP4200	MOD Pizza	3,506 SF	P2720	InMotion Wellness Studio	1,642 SF
OP5	Kroger Fuel Center	1.57 AC	P2740	America's Best Contacts & Eyeglasses	3,380 SF
OP6	Wendys	0.93 AC	14100	Dawson Dental Group	2,906 SF
OP7	Panda Express	0.94 AC	14160	Spice Wing	1,429 SF
OP8	Taco Mac	1.22 AC	14180	Grandma's NY Pizza	1,529 SF
OP9	Volcano Steak & Sushi	1.21 AC	14200	Crumbl Cookie	1,530 SF
P1100	Kroger	123,590 SF	14240	Charles Schwab	1,429 SF
P1120	Signature Nails & Spa	2,000 SF	14280	Nothing Bundt Cakes	2,906 SF
P1140	Supercuts	1,200 SF	14300	Señor Fiesta	4,000 SF
P1180	Ulta	10,003 SF	14320	ATI Physical Therapy	2,100 SF
P1200	Famous Footwear	6,564 SF	14340	AYK Jewelry	1,440 SF
P1300	Marshalls	23,500 SF	14360	Sakura Teriyaki	1,440 SF
P1400	Ross Dress for Less	22,000 SF	14380	Chicken Salad Chick	3,068 SF
P1500	Five Below	8,000 SF			

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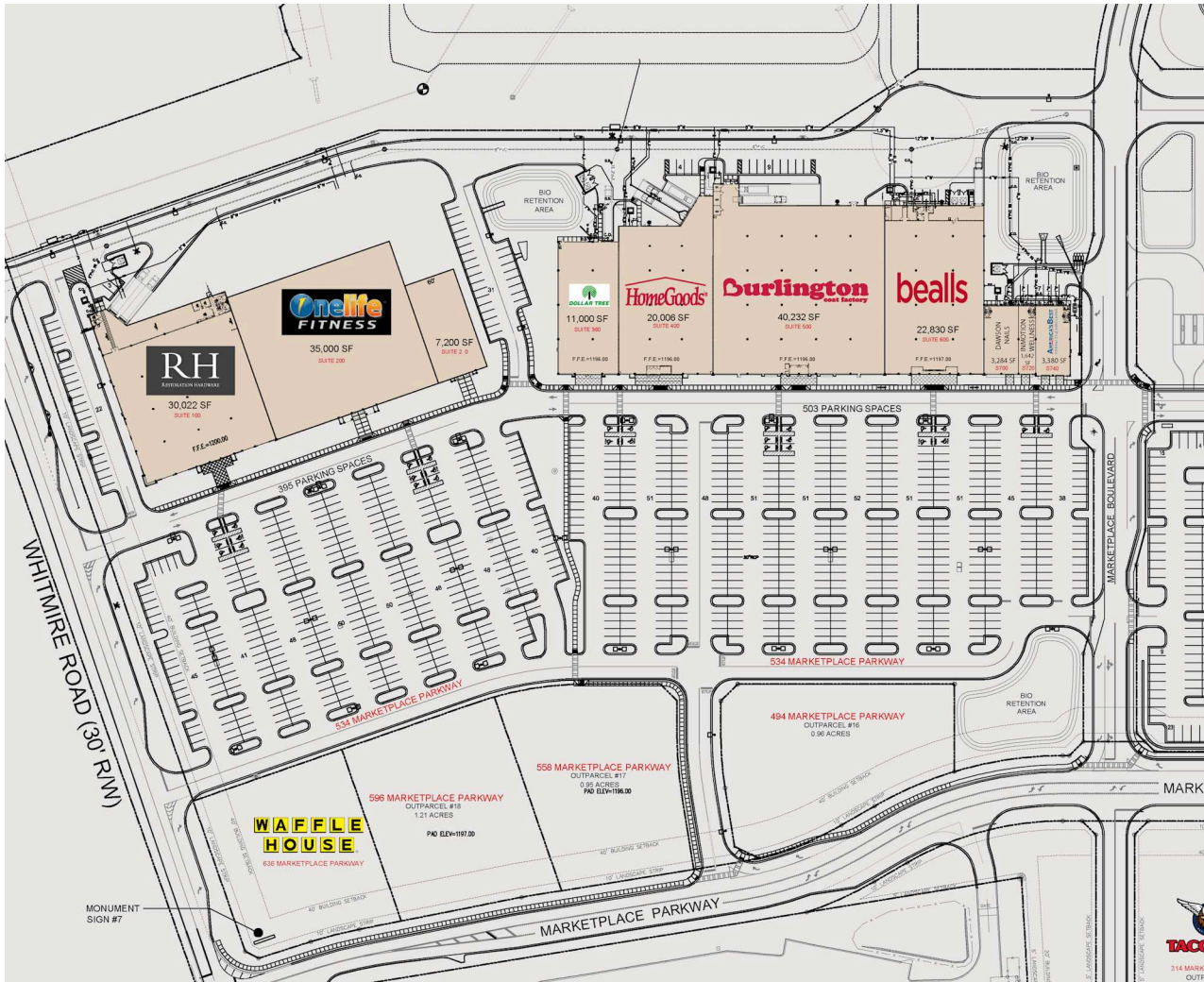
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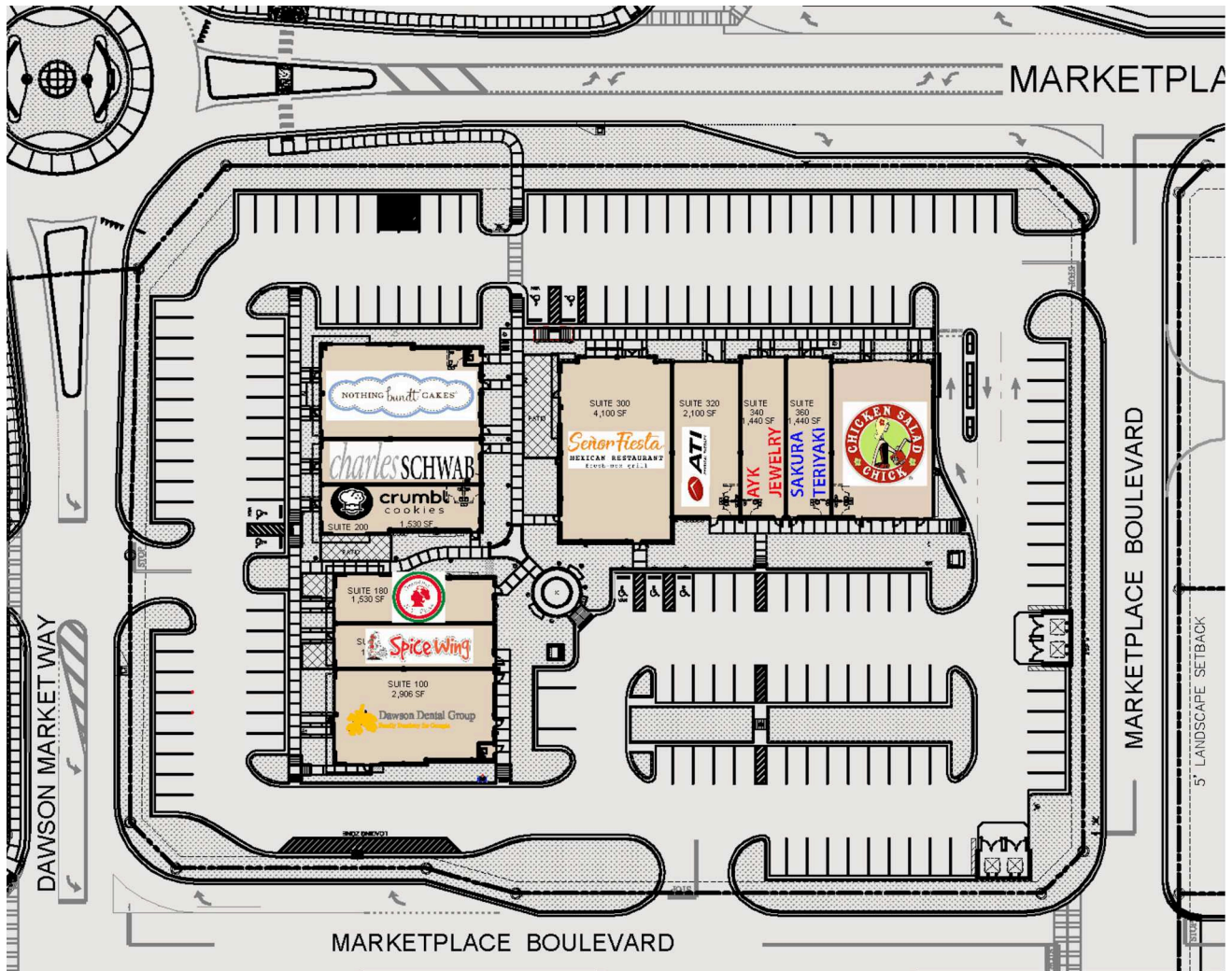
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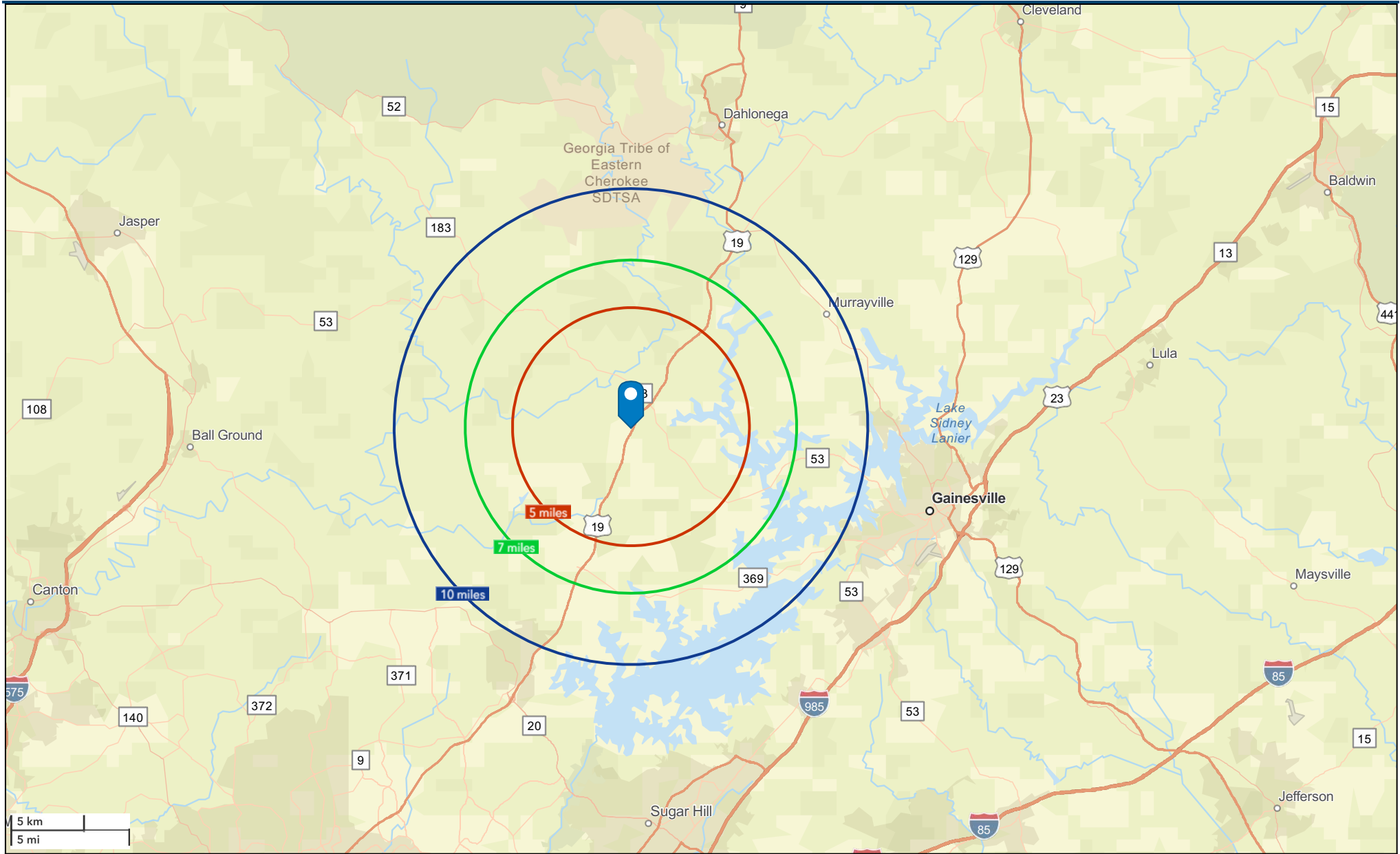


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Executive Summary

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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	5 miles	7 miles	10 miles
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
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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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Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.



Business Summary

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Data for all businesses in area		5 miles		7 miles		10 miles						
Total Businesses:		1,139		1,885		2,952						
Total Employees:		10,126		16,181		28,215						
Total Population:		38,832		69,339		133,512						
Employee/Population Ratio (per 100 Residents)		26		23		21						
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	9	0.8%	41	0.4%	16	0.8%	238	1.5%	28	0.9%	1,715	6.1%
Mining	0	0.0%	1	0.0%	1	0.1%	24	0.1%	3	0.1%	59	0.2%
Utilities	2	0.2%	23	0.2%	4	0.2%	30	0.2%	4	0.1%	31	0.1%
Construction	105	9.2%	402	4.0%	194	10.3%	920	5.7%	386	13.1%	1,964	7.0%
Building Construction	38	3.3%	130	1.3%	75	4.0%	245	1.5%	143	4.8%	452	1.6%
Heavy/Civil Eng Construction	11	1.0%	58	0.6%	19	1.0%	187	1.2%	37	1.3%	472	1.7%
Specialty Trade Contractor	56	4.9%	214	2.1%	100	5.3%	489	3.0%	206	7.0%	1,041	3.7%
Manufacturing	32	2.8%	619	6.1%	66	3.5%	879	5.4%	108	3.7%	4,377	15.5%
Wholesale Trade	29	2.5%	253	2.5%	56	3.0%	496	3.1%	92	3.1%	771	2.7%
Durable Goods	21	1.8%	115	1.1%	39	2.1%	232	1.4%	67	2.3%	456	1.6%
Nondurable Goods	8	0.7%	138	1.4%	18	0.9%	265	1.6%	25	0.8%	313	1.1%
Trade Broker	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Retail Trade	243	21.3%	3,093	30.6%	343	18.2%	3,846	23.8%	467	15.8%	4,711	16.7%
Motor Vehicle & Parts Dealers	21	1.8%	275	2.7%	38	2.0%	373	2.3%	59	2.0%	478	1.7%
Furniture & Home Furnishings Stores	11	1.0%	80	0.8%	16	0.8%	108	0.7%	22	0.8%	140	0.5%
Electronics & Appliance Stores	4	0.3%	6	0.1%	5	0.3%	9	0.1%	7	0.2%	44	0.2%
Building Material & Garden Equipment & Supplies Dealers	20	1.8%	250	2.5%	30	1.6%	318	2.0%	46	1.6%	389	1.4%
Food & Beverage Stores	20	1.8%	481	4.8%	38	2.0%	811	5.0%	52	1.8%	1,093	3.9%
Health & Personal Care Stores	25	2.2%	177	1.8%	28	1.5%	199	1.2%	35	1.2%	254	0.9%
Gasoline Stations & Fuel Dealers	8	0.7%	38	0.4%	17	0.9%	75	0.5%	30	1.0%	126	0.5%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	25	2.2%	165	1.6%	30	1.6%	177	1.1%	35	1.2%	190	0.7%
Sporting Goods, Hobby, Book, & Music Stores	27	2.4%	147	1.4%	42	2.2%	188	1.2%	65	2.2%	265	0.9%
General Merchandise Stores	82	7.2%	1,473	14.6%	98	5.2%	1,589	9.8%	118	4.0%	1,733	6.1%
Transportation & Warehousing	16	1.4%	142	1.4%	29	1.5%	235	1.4%	62	2.1%	435	1.5%
Truck Transportation	8	0.7%	122	1.2%	14	0.7%	146	0.9%	28	0.9%	204	0.7%
Information	21	1.8%	120	1.2%	36	1.9%	192	1.2%	55	1.9%	293	1.0%
Finance & Insurance	51	4.5%	241	2.4%	79	4.2%	368	2.3%	98	3.3%	436	1.6%
Central Bank/Credit Intermediation & Related Activities	19	1.7%	130	1.3%	32	1.7%	198	1.2%	41	1.4%	241	0.8%
Securities & Commodity Contracts	10	0.9%	27	0.3%	13	0.7%	49	0.3%	15	0.5%	52	0.2%
Funds, Trusts & Other Financial Vehicles	22	1.9%	84	0.8%	34	1.8%	121	0.8%	43	1.5%	143	0.5%
Real Estate, Rental & Leasing	51	4.5%	170	1.7%	84	4.5%	331	2.0%	133	4.5%	473	1.7%
Professional, Scientific & Tech Services	83	7.3%	386	3.8%	147	7.8%	733	4.5%	251	8.5%	1,125	4.0%
Legal Services	17	1.5%	42	0.4%	25	1.3%	63	0.4%	32	1.1%	86	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	3	0.0%	4	0.1%	10	0.0%
Administrative, Support & Waste Management Services	67	5.9%	378	3.7%	105	5.6%	589	3.6%	197	6.7%	1,099	3.9%
Educational Services	23	2.0%	640	6.3%	44	2.3%	1,555	9.6%	69	2.3%	2,796	9.9%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	104	9.1%	971	9.6%	140	7.4%	1,243	7.7%	178	6.0%	1,684	6.0%
Ambulatory Health Care	81	7.1%	681	6.7%	107	5.7%	821	5.1%	125	4.2%	919	3.3%
Hospital	5	0.4%	28	0.3%	6	0.3%	33	0.2%	7	0.2%	45	0.2%
Nursing/Residential Care	3	0.3%	17	0.2%	5	0.3%	51	0.3%	7	0.2%	116	0.4%
Social Assistance	14	1.2%	245	2.4%	22	1.2%	338	2.1%	39	1.3%	604	2.1%
Arts, Entertainment & Recreation	23	2.0%	146	1.4%	44	2.3%	277	1.7%	79	2.7%	476	1.7%
Accommodation & Food Services	92	8.1%	1,544	15.3%	128	6.8%	1,939	12.0%	178	6.0%	2,489	8.8%
Accommodation	6	0.5%	56	0.6%	7	0.4%	70	0.4%	13	0.4%	105	0.4%
Food Services & Drinking Places	86	7.5%	1,487	14.7%	121	6.4%	1,869	11.6%	165	5.6%	2,384	8.4%
Other Services (except Public Administration)	151	13.3%	699	6.9%	260	13.8%	1,139	7.0%	389	13.2%	1,633	5.8%
Repair & Maintenance	34	3.0%	174	1.7%	64	3.4%	294	1.8%	99	3.4%	394	1.4%
Automotive Repair & Maintenance	29	2.5%	163	1.6%	49	2.6%	244	1.5%	74	2.5%	318	1.1%
Personal & Laundry Service	54	4.7%	195	1.9%	89	4.7%	303	1.9%	123	4.2%	406	1.4%
Civic and Other Orgs	63	5.5%	330	3.3%	107	5.7%	542	3.4%	168	5.7%	833	3.0%
Public Administration	18	1.6%	259	2.6%	67	3.5%	1,142	7.1%	87	3.0%	1,636	5.8%
Unclassified Establishments	19	1.7%	0	0.0%	41	2.2%	0	0.0%	82	2.8%	1	0.0%
Total	1,139	100.0%	10,126	100.0%	1,885	100.0%	16,181	100.0%	2,952	100.0%	28,215	100.0%

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by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	44	3.9%	199	2.0%	75	4.0%	506	3.1%	147	5.0%	2,361	8.4%
Construction	101	8.9%	391	3.9%	187	9.9%	901	5.6%	373	12.6%	1,922	6.8%
Manufacturing	28	2.5%	592	5.8%	58	3.1%	840	5.2%	97	3.3%	4,330	15.3%
Transportation	28	2.5%	175	1.7%	53	2.8%	323	2.0%	105	3.6%	586	2.1%
Communication	10	0.9%	57	0.6%	15	0.8%	74	0.5%	21	0.7%	93	0.3%
Utility	12	1.1%	197	1.9%	20	1.1%	305	1.9%	26	0.9%	426	1.5%
Wholesale Trade	29	2.5%	253	2.5%	56	3.0%	496	3.1%	93	3.1%	776	2.8%
Retail Trade Summary	334	29.3%	4,608	45.5%	475	25.2%	5,763	35.6%	649	22.0%	7,156	25.4%
Home Improvement	20	1.8%	250	2.5%	30	1.6%	318	2.0%	45	1.5%	384	1.4%
General Merchandise Stores	14	1.2%	450	4.4%	24	1.3%	549	3.4%	36	1.2%	643	2.3%
Food Stores	25	2.2%	552	5.5%	41	2.2%	879	5.4%	57	1.9%	1,177	4.2%
Auto Dealers & Gas Stations	27	2.4%	297	2.9%	51	2.7%	422	2.6%	83	2.8%	571	2.0%
Apparel & Accessory Stores	21	1.8%	148	1.5%	25	1.3%	158	1.0%	30	1.0%	171	0.6%
Furniture & Home Furnishings	17	1.5%	104	1.0%	26	1.4%	142	0.9%	38	1.3%	226	0.8%
Eating & Drinking Places	79	6.9%	1,406	13.9%	112	5.9%	1,771	10.9%	154	5.2%	2,270	8.1%
Miscellaneous Retail	130	11.4%	1,401	13.8%	165	8.8%	1,523	9.4%	205	6.9%	1,712	6.1%
Finance, Insurance, Real Estate Summary	88	7.7%	368	3.6%	134	7.1%	619	3.8%	187	6.3%	772	2.7%
Banks, Savings & Lending Institutions	20	1.8%	129	1.3%	31	1.6%	193	1.2%	40	1.4%	236	0.8%
Securities Brokers	10	0.9%	27	0.3%	13	0.7%	49	0.3%	15	0.5%	52	0.2%
Insurance Carriers & Agents	22	1.9%	84	0.8%	34	1.8%	121	0.8%	43	1.5%	143	0.5%
Real Estate, Holding, Other Investment Offices	35	3.1%	128	1.3%	56	3.0%	255	1.6%	89	3.0%	340	1.2%
Services Summary	430	37.8%	3,027	29.9%	704	37.4%	5,212	32.2%	1,085	36.8%	8,158	28.9%
Hotels & Lodging	6	0.5%	56	0.6%	7	0.4%	70	0.4%	13	0.4%	105	0.4%
Automotive Services	38	3.3%	185	1.8%	64	3.4%	276	1.7%	100	3.4%	387	1.4%
Movies & Amusements	29	2.5%	180	1.8%	45	2.4%	293	1.8%	75	2.5%	477	1.7%
Health Services	88	7.7%	713	7.0%	116	6.2%	858	5.3%	138	4.7%	1,010	3.6%
Legal Services	16	1.4%	39	0.4%	24	1.3%	60	0.4%	28	0.9%	79	0.3%
Education Institutions & Libraries	19	1.7%	627	6.2%	40	2.1%	1,557	9.6%	62	2.1%	2,691	9.5%
Other Services	234	20.5%	1,226	12.1%	408	21.6%	2,098	13.0%	669	22.7%	3,410	12.1%
Government	18	1.6%	259	2.6%	67	3.5%	1,142	7.1%	87	3.0%	1,636	5.8%
Unclassified Establishments	19	1.7%	0	2.6%	41	2.2%	0	7.1%	82	2.8%	1	5.8%
Totals	1,139	100.0%	10,126	100.0%	1,885	100.0%	16,181	100.0%	2,952	100.0%	28,215	100.0%

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Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.