

Expanded Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.2362/-84.4598

Canton Marketplace						
Canton, GA 30115	3 mi radius		5 mi radius		10 mi radius	
Population						
Estimated Population (2025)	25,148		74,407		215,221	
Projected Population (2030)	26,620		81,385		230,973	
Census Population (2020)	22,932		64,492		197,874	
Census Population (2010)	18,631		49,154		158,605	
Projected Annual Growth (2025 to 2030)	1,472	1.2%	6,978	1.9%	15,752	1.5%
Historical Annual Growth (2020 to 2025)	2,216	1.9%	9,915	3.1%	17,347	1.8%
Historical Annual Growth (2010 to 2020)	4,301	4.6%	15,338	6.2%	39,269	5.0%
Estimated Population Density (2025)	890	psm	948	psm	685	psm
Trade Area Size	28.3	sq mi	78.5	sq mi	314.0	sq mi
Households						
Estimated Households (2025)	9,000		27,080		78,329	
Projected Households (2030)	9,789		30,438		86,229	
Census Households (2020)	8,109		22,742		69,523	
Census Households (2010)	6,363		17,084		55,095	
Estimated Households with Children (2025)	3,435	38.2%	10,002	36.9%	28,389	36.2%
Estimated Average Household Size (2025)	2.75		2.72		2.73	
Average Household Income						
Estimated Average Household Income (2025)	\$106,166		\$128,259		\$150,075	
Projected Average Household Income (2030)	\$104,134		\$126,512		\$147,469	
Estimated Average Family Income (2025)	\$123,678		\$143,822		\$171,532	
Median Household Income						
Estimated Median Household Income (2025)	\$81,851		\$103,940		\$118,888	
Projected Median Household Income (2030)	\$80,371		\$102,997		\$117,700	
Estimated Median Family Income (2025)	\$98,351		\$117,064		\$135,655	
Per Capita Income						
Estimated Per Capita Income (2025)	\$38,131		\$46,730		\$54,665	
Projected Per Capita Income (2030)	\$38,422		\$47,361		\$55,097	
Estimated Per Capita Income 5 Year Growth	\$291	0.8%	\$632	1.4%	\$432	0.8%
Estimated Average Household Net Worth (2025)	\$900,839		\$1,353,200		\$1,607,175	
Daytime Demos (2025)						
Total Businesses	1,431		3,077		9,140	
Total Employees	14,455		25,368		56,995	
Company Headquarter Businesses	30	2.1%	72	2.4%	173	1.9%
Company Headquarter Employees	698	4.8%	1,717	6.8%	3,094	5.4%
Employee Population per Business	10.1		8.2		6.2	
Residential Population per Business	17.6		24.2		23.5	

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Race & Ethnicity

White (2025)	17,787	70.7%	57,214	76.9%	170,613	79.3%
Black or African American (2025)	2,317	9.2%	6,267	8.4%	16,842	7.8%
American Indian or Alaska Native (2025)	286	1.1%	478	0.6%	824	0.4%
Asian (2025)	368	1.5%	1,406	1.9%	5,555	2.6%
Hawaiian or Pacific Islander (2025)	11	-	30	-	78	-
Other Race (2025)	2,038	8.1%	3,462	4.7%	6,921	3.2%
Two or More Races (2025)	2,342	9.3%	5,550	7.5%	14,387	6.7%
Not Hispanic or Latino Population (2025)	19,563	77.8%	63,489	85.3%	190,615	88.6%
Hispanic or Latino Population (2025)	5,585	22.2%	10,918	14.7%	24,606	11.4%
Not Hispanic or Latino Population (2030)	20,570	77.3%	68,446	84.1%	200,978	87.0%
Hispanic or Latino Population (2030)	6,050	22.7%	12,939	15.9%	29,995	13.0%
Not Hispanic or Latino Population (2020)	16,225	70.8%	53,862	83.5%	176,502	89.2%
Hispanic or Latino Population (2020)	6,706	29.2%	10,630	16.5%	21,372	10.8%
Not Hispanic or Latino Population (2010)	14,382	77.2%	42,441	86.3%	145,273	91.6%
Hispanic or Latino Population (2010)	4,249	22.8%	6,713	13.7%	13,333	8.4%
Projected Hispanic Annual Growth (2025 to 2030)	465	1.7%	2,020	3.7%	5,390	4.4%
Historic Hispanic Annual Growth (2010 to 2025)	1,336	2.1%	4,205	4.2%	11,273	5.6%

Age Distribution (2025)

Age Under 5	1,625	6.5%	4,486	6.0%	11,309	5.3%
Age 5 to 9 Years	1,592	6.3%	4,677	6.3%	12,949	6.0%
Age 10 to 14 Years	1,687	6.7%	4,947	6.6%	14,582	6.8%
Age 15 to 19 Years	1,683	6.7%	4,950	6.7%	15,365	7.1%
Age 20 to 24 Years	1,961	7.8%	4,630	6.2%	12,507	5.8%
Age 25 to 29 Years	1,952	7.8%	4,633	6.2%	11,556	5.4%
Age 30 to 34 Years	1,934	7.7%	5,115	6.9%	12,734	5.9%
Age 35 to 39 Years	1,840	7.3%	5,132	6.9%	13,965	6.5%
Age 40 to 44 Years	1,661	6.6%	5,232	7.0%	14,768	6.9%
Age 45 to 49 Years	1,523	6.1%	4,891	6.6%	15,103	7.0%
Age 50 to 54 Years	1,556	6.2%	4,963	6.7%	16,332	7.6%
Age 55 to 59 Years	1,381	5.5%	4,362	5.9%	14,560	6.8%
Age 60 to 64 Years	1,207	4.8%	3,972	5.3%	13,473	6.3%
Age 65 to 74 Years	2,039	8.1%	7,280	9.8%	21,593	10.0%
Age 75 to 84 Years	1,166	4.6%	4,278	5.7%	11,876	5.5%
Age 85 Years or Over	342	1.4%	860	1.2%	2,550	1.2%
Median Age	35.1		38.5		40.5	

Gender Age Distribution (2025)

Female Population	12,386	49.3%	37,644	50.6%	109,012	50.7%
Age 0 to 19 Years	3,194	25.8%	9,346	24.8%	26,316	24.1%
Age 20 to 64 Years	7,326	59.2%	21,528	57.2%	63,315	58.1%
Age 65 Years or Over	1,865	15.1%	6,771	18.0%	19,381	17.8%
Female Median Age	35.8		39.2		41.3	
Male Population	12,762	50.7%	36,763	49.4%	106,209	49.3%
Age 0 to 19 Years	3,393	26.6%	9,714	26.4%	27,889	26.3%
Age 20 to 64 Years	7,688	60.2%	21,402	58.2%	61,682	58.1%
Age 65 Years or Over	1,682	13.2%	5,646	15.4%	16,638	15.7%
Male Median Age	34.4		37.7		39.6	

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Canton Marketplace

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Household Income Distribution (2025)

HH Income \$200,000 or More	986	10.9%	4,114	15.2%	15,800	20.2%
HH Income \$150,000 to \$199,999	599	6.7%	2,991	11.0%	10,678	13.6%
HH Income \$100,000 to \$149,999	1,899	21.1%	6,995	25.8%	18,414	23.5%
HH Income \$75,000 to \$99,999	1,332	14.8%	3,443	12.7%	9,239	11.8%
HH Income \$50,000 to \$74,999	1,569	17.4%	4,022	14.9%	10,053	12.8%
HH Income \$35,000 to \$49,999	736	8.2%	1,709	6.3%	4,513	5.8%
HH Income \$25,000 to \$34,999	470	5.2%	1,347	5.0%	3,478	4.4%
HH Income \$15,000 to \$24,999	615	6.8%	1,094	4.0%	2,738	3.5%
HH Income Under \$15,000	794	8.8%	1,365	5.0%	3,416	4.4%
HH Income \$35,000 or More	7,121	79.1%	23,274	85.9%	68,697	87.7%
HH Income \$75,000 or More	4,817	53.5%	17,543	64.8%	54,131	69.1%

Housing (2025)

Total Housing Units	9,290		27,878		80,797	
Housing Units Occupied	9,000	96.9%	27,080	97.1%	78,329	96.9%
Housing Units Owner-Occupied	4,316	48.0%	18,718	69.1%	61,328	78.3%
Housing Units, Renter-Occupied	4,684	52.0%	8,362	30.9%	17,001	21.7%
Housing Units, Vacant	290	3.2%	797	2.9%	2,468	3.2%

Marital Status (2025)

Never Married	6,320	31.2%	16,075	26.7%	42,985	24.4%
Currently Married	9,480	46.8%	32,577	54.0%	102,109	57.9%
Separated	821	4.1%	1,941	3.2%	4,684	2.7%
Widowed	1,069	5.3%	3,090	5.1%	8,474	4.8%
Divorced	2,553	12.6%	6,614	11.0%	18,129	10.3%

Household Type (2025)

Population Family	21,489	85.4%	63,657	85.6%	186,496	86.7%
Population Non-Family	3,244	12.9%	10,015	13.5%	27,275	12.7%
Population Group Quarters	415	1.7%	735	1.0%	1,451	0.7%
Family Households	6,647	73.8%	19,972	73.8%	58,507	74.7%
Non-Family Households	2,354	26.2%	7,108	26.2%	19,822	25.3%
Married Couple with Children	2,152	22.7%	7,266	22.3%	22,175	21.7%
Average Family Household Size	3.2		3.2		3.2	

Household Size (2025)

1 Person Households	1,836	20.4%	5,460	20.2%	15,535	19.8%
2 Person Households	3,332	37.0%	9,954	36.8%	28,022	35.8%
3 Person Households	1,432	15.9%	4,367	16.1%	12,887	16.5%
4 Person Households	1,164	12.9%	3,960	14.6%	12,560	16.0%
5 Person Households	663	7.4%	1,951	7.2%	5,751	7.3%
6 or More Person Households	573	6.4%	1,387	5.1%	3,573	4.6%

Household Vehicles (2025)

Households with 0 Vehicles Available	688	7.6%	1,124	4.1%	2,360	3.0%
Households with 1 Vehicles Available	2,781	30.9%	6,976	25.8%	17,067	21.8%
Households with 2 or More Vehicles Available	5,531	61.5%	18,981	70.1%	58,902	75.2%
Total Vehicles Available	16,748		55,273		168,352	
Average Vehicles Per Household	1.9		2.0		2.1	

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Labor Force (2025)

Estimated Labor Population Age 16 Years or Over	19,906		59,293		173,204	
Estimated Civilian Employed	13,625	68.4%	40,510	68.3%	119,355	68.9%
Estimated Civilian Unemployed	472	2.4%	1,487	2.5%	3,438	2.0%
Estimated in Armed Forces	-	-	17	-	157	-
Estimated Not in Labor Force	5,809	29.2%	17,279	29.1%	50,254	29.0%
Unemployment Rate	2.4%		2.5%		2.0%	

Occupation (2025)

Occupation: Population Age 16 Years or Over	13,625		40,509		119,350	
Management, Business, Financial Operations	2,031	14.9%	9,061	22.4%	30,003	25.1%
Professional, Related	2,307	16.9%	8,434	20.8%	28,088	23.5%
Service	2,189	16.1%	5,444	13.4%	14,318	12.0%
Sales, Office	3,435	25.2%	9,771	24.1%	28,013	23.5%
Farming, Fishing, Forestry	42	0.3%	51	0.1%	173	0.1%
Construct, Extraction, Maintenance	2,038	15.0%	4,026	9.9%	8,899	7.5%
Production, Transport Material Moving	1,582	11.6%	3,723	9.2%	9,858	8.3%
White Collar Workers	7,774	57.1%	27,265	67.3%	86,103	72.1%
Blue Collar Workers	5,851	42.9%	13,244	32.7%	33,247	27.9%

Consumer Expenditure (2025)

Total Household Expenditure	\$947.22 M		\$3.21 B		\$9.99 B	
Total Non-Retail Expenditure	\$481.31 M	50.8%	\$1.62 B	50.7%	\$5.11 B	51.1%
Total Retail Expenditure	\$465.91 M	49.2%	\$1.58 B	49.3%	\$4.88 B	48.9%
Alcoholic Beverages	\$5.74 M	0.6%	\$19.6 M	0.6%	\$61.05 M	0.6%
Apparel	\$17.53 M	1.9%	\$58.81 M	1.8%	\$181.72 M	1.8%
Contributions	\$29.28 M	3.1%	\$103.53 M	3.2%	\$327.82 M	3.3%
Education	\$21.06 M	2.2%	\$73.4 M	2.3%	\$230.88 M	2.3%
Entertainment	\$54.38 M	5.7%	\$181.83 M	5.7%	\$560.88 M	5.6%
Food Away From Home	\$41.57 M	4.4%	\$140.13 M	4.4%	\$433.86 M	4.3%
Grocery	\$64.96 M	6.9%	\$202.14 M	6.3%	\$600.77 M	6.0%
Health Care	\$58.46 M	6.2%	\$182.62 M	5.7%	\$534.75 M	5.4%
Household Furnishings and Equipment	\$25.04 M	2.6%	\$84.89 M	2.6%	\$263.54 M	2.6%
Household Operations	\$17.87 M	1.9%	\$59.27 M	1.8%	\$182.68 M	1.8%
Miscellaneous Expenses	\$16.1 M	1.7%	\$54.44 M	1.7%	\$168.41 M	1.7%
Personal Care	\$12.62 M	1.3%	\$40.03 M	1.2%	\$120.24 M	1.2%
Shelter	\$161.78 M	17.1%	\$498.38 M	15.5%	\$1.48 B	14.9%
Tax and Retirement	\$223.56 M	23.6%	\$842.97 M	26.3%	\$2.79 B	27.9%
Tobacco and Related	\$5.24 M	0.6%	\$14.32 M	0.4%	\$39.49 M	0.4%
Transportation	\$145.53 M	15.4%	\$505.78 M	15.8%	\$1.58 B	15.8%
Utilities	\$46.52 M	4.9%	\$143.69 M	4.5%	\$425.37 M	4.3%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	16,599		50,717		148,509	
Elementary (Grade Level 0 to 8)	2,519	15.2%	3,618	7.1%	5,644	3.8%
Some High School (Grade Level 9 to 11)	1,179	7.1%	2,906	5.7%	6,350	4.3%
High School Graduate	3,989	24.0%	11,639	22.9%	31,846	21.4%
Some College	3,454	20.8%	10,688	21.1%	30,706	20.7%
Associate Degree Only	904	5.4%	3,786	7.5%	11,892	8.0%
Bachelor Degree Only	2,890	17.4%	12,213	24.1%	42,054	28.3%
Graduate Degree	1,664	10.0%	5,867	11.6%	20,016	13.5%

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Units In Structure (2025)

1 Detached Unit	5,328	83.7%	20,822	121.9%	64,775	117.6%
1 Attached Unit	492	7.7%	1,404	8.2%	3,901	7.1%
2 to 4 Units	586	9.2%	797	4.7%	1,542	2.8%
5 to 9 Units	144	2.3%	247	1.4%	478	0.9%
10 to 19 Units	609	9.6%	1,015	5.9%	2,054	3.7%
20 to 49 Units	1,052	16.5%	1,557	9.1%	2,804	5.1%
50 or More Units	400	6.3%	540	3.2%	1,201	2.2%
Mobile Home or Trailer	389	6.1%	697	4.1%	1,540	2.8%
Other Structure	-	-	1	-	35	-

Homes Built By Year (2025)

Homes Built 2010 or later	2,344	36.8%	8,195	48.0%	19,784	35.9%
Homes Built 2000 to 2009	2,547	40.0%	9,455	55.3%	25,192	45.7%
Homes Built 1990 to 1999	1,622	25.5%	4,033	23.6%	14,751	26.8%
Homes Built 1980 to 1989	795	12.5%	2,284	13.4%	10,317	18.7%
Homes Built 1970 to 1979	641	10.1%	1,336	7.8%	4,342	7.9%
Homes Built 1960 to 1969	175	2.7%	550	3.2%	1,386	2.5%
Homes Built 1950 to 1959	290	4.6%	436	2.5%	692	1.3%
Homes Built Before 1949	585	9.2%	792	4.6%	1,865	3.4%

Home Values (2025)

Home Values \$1,000,000 or More	131	3.0%	702	3.8%	3,059	5.0%
Home Values \$500,000 to \$999,999	1,212	28.1%	6,636	35.5%	23,564	38.4%
Home Values \$400,000 to \$499,999	912	21.1%	4,533	24.2%	13,875	22.6%
Home Values \$300,000 to \$399,999	1,113	25.8%	4,012	21.4%	12,858	21.0%
Home Values \$200,000 to \$299,999	491	11.4%	1,663	8.9%	4,990	8.1%
Home Values \$150,000 to \$199,999	122	2.8%	369	2.0%	991	1.6%
Home Values \$100,000 to \$149,999	178	4.1%	353	1.9%	692	1.1%
Home Values \$70,000 to \$99,999	4	0.1%	29	0.2%	188	0.3%
Home Values \$50,000 to \$69,999	62	1.4%	82	0.4%	182	0.3%
Home Values \$25,000 to \$49,999	38	0.9%	138	0.7%	481	0.8%
Home Values Under \$25,000	53	1.2%	201	1.1%	448	0.7%
Owner-Occupied Median Home Value	\$410,697		\$469,320		\$497,621	
Renter-Occupied Median Rent	\$1,440		\$1,473		\$1,500	

Transportation To Work (2025)

Drive to Work Alone	9,419	69.1%	28,219	69.7%	80,964	67.8%
Drive to Work in Carpool	2,502	18.4%	4,009	9.9%	8,559	7.2%
Travel to Work by Public Transportation	416	3.1%	547	1.4%	1,167	1.0%
Drive to Work on Motorcycle	5	-	14	-	36	-
Walk or Bicycle to Work	82	0.6%	279	0.7%	694	0.6%
Other Means	71	0.5%	259	0.6%	648	0.5%
Work at Home	1,128	8.3%	7,181	17.7%	27,283	22.9%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	2,712	19.9%	5,931	14.6%	13,628	11.4%
Travel to Work in 15 to 29 Minutes	4,142	30.4%	10,290	25.4%	27,876	23.4%
Travel to Work in 30 to 59 Minutes	4,357	32.0%	13,096	32.3%	38,724	32.4%
Travel to Work in 60 Minutes or More	1,285	9.4%	4,012	9.9%	11,840	9.9%
Average Minutes Travel to Work	26.8		30.5		31.6	