

Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.3559/-84.0447

157 Power Center Dr Dawsonville, GA 30534		1 mi radius		3 mi radius		5 mi radius	
Population							
Estimated Population (2022)		1,011		13,671		33,428	
Projected Population (2027)		871		13,974		35,516	
Census Population (2020)		1,050		13,060		31,618	
Census Population (2010)		843		10,157		24,594	
Projected Annual Growth (2022 to 2027)		-140	-2.8%	303	0.4%	2,088	1.2%
Historical Annual Growth (2020 to 2022)		-39	-1.8%	610	2.3%	1,810	2.9%
Historical Annual Growth (2010 to 2020)		207	12.3%	2,904	14.3%	7,024	14.3%
Estimated Population Density (2022)		322 psm		484 psm		426 psm	
Trade Area Size		3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households							
Estimated Households (2022)		412		5,067		12,026	
Projected Households (2027)		362		5,294		13,117	
Census Households (2020)		426		4,819		11,337	
Census Households (2010)		336		3,749		8,837	
Estimated Households with Children (2022)		128	31.1%	1,698	33.5%	4,216	35.1%
Estimated Average Household Size (2022)		2.45		2.69		2.77	
Average Household Income							
Estimated Average Household Income (2022)		\$66,617		\$106,700		\$109,007	
Projected Average Household Income (2027)		\$88,459		\$132,939		\$120,964	
Estimated Average Family Income (2022)		\$54,000		\$115,194		\$119,829	
Median Household Income							
Estimated Median Household Income (2022)		\$50,267		\$93,044		\$94,269	
Projected Median Household Income (2027)		\$60,070		\$111,905		\$113,580	
Estimated Median Family Income (2022)		\$56,936		\$106,501		\$106,796	
Per Capita Income							
Estimated Per Capita Income (2022)		\$27,143		\$39,572		\$39,253	
Projected Per Capita Income (2027)		\$36,735		\$50,384		\$44,710	
Estimated Per Capita Income 5 Year Growth		\$9,592	35.3%	\$10,812	27.3%	\$5,457	13.9%
Estimated Average Household Net Worth (2022)		\$226,190		\$689,964		\$710,425	
Daytime Demos (2022)							
Total Businesses		383		812		1,402	
Total Employees		2,869		5,258		8,319	
Company Headquarter Businesses		10	2.5%	20	2.5%	32	2.3%
Company Headquarter Employees		130	4.5%	215	4.1%	442	5.3%
Employee Population per Business		7.5		6.5		5.9	
Residential Population per Business		2.6		16.8		23.8	

Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.3559/-84.0447

157 Power Center Dr Dawsonville, GA 30534		1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity							
White (2022)	839	83.0%	11,810	86.4%	28,722	85.9%	
Black or African American (2022)	37	3.6%	375	2.7%	1,065	3.2%	
American Indian or Alaska Native (2022)	2	0.2%	37	0.3%	101	0.3%	
Asian (2022)	20	2.0%	296	2.2%	899	2.7%	
Hawaiian or Pacific Islander (2022)	-	-	4	-	6	-	
Other Race (2022)	61	6.0%	535	3.9%	974	2.9%	
Two or More Races (2022)	52	5.2%	613	4.5%	1,661	5.0%	
Not Hispanic or Latino Population (2022)	889	87.9%	12,485	91.3%	30,535	91.3%	
Hispanic or Latino Population (2022)	122	12.1%	1,186	8.7%	2,893	8.7%	
Not Hispanic or Latino Population (2027)	768	88.1%	12,767	91.4%	32,396	91.2%	
Hispanic or Latino Population (2027)	103	11.9%	1,207	8.6%	3,121	8.8%	
Not Hispanic or Latino Population (2020)	893	85.1%	11,910	91.2%	28,922	91.5%	
Hispanic or Latino Population (2020)	156	14.9%	1,150	8.8%	2,696	8.5%	
Not Hispanic or Latino Population (2010)	748	88.7%	9,527	93.8%	23,119	94.0%	
Hispanic or Latino Population (2010)	95	11.3%	630	6.2%	1,475	6.0%	
Projected Hispanic Annual Growth (2022 to 2027)	-19	-3.0%	21	0.4%	227	1.6%	
Historic Hispanic Annual Growth (2010 to 2022)	27	2.4%	556	7.4%	1,418	8.0%	
Age Distribution (2022)							
Age Under 5	71	7.0%	836	6.1%	1,886	5.6%	
Age 5 to 9 Years	58	5.7%	781	5.7%	1,950	5.8%	
Age 10 to 14 Years	54	5.4%	894	6.5%	2,302	6.9%	
Age 15 to 19 Years	71	7.0%	898	6.6%	2,417	7.2%	
Age 20 to 24 Years	82	8.1%	847	6.2%	2,091	6.3%	
Age 25 to 29 Years	94	9.3%	868	6.3%	1,964	5.9%	
Age 30 to 34 Years	74	7.4%	894	6.5%	2,021	6.0%	
Age 35 to 39 Years	71	7.0%	871	6.4%	2,163	6.5%	
Age 40 to 44 Years	52	5.1%	840	6.1%	2,102	6.3%	
Age 45 to 49 Years	59	5.8%	878	6.4%	2,192	6.6%	
Age 50 to 54 Years	58	5.7%	958	7.0%	2,397	7.2%	
Age 55 to 59 Years	62	6.1%	1,015	7.4%	2,484	7.4%	
Age 60 to 64 Years	53	5.3%	838	6.1%	2,075	6.2%	
Age 65 to 74 Years	89	8.8%	1,336	9.8%	3,328	10.0%	
Age 75 to 84 Years	49	4.8%	755	5.5%	1,698	5.1%	
Age 85 Years or Over	13	1.3%	161	1.2%	359	1.1%	
Median Age	34.1		39.1		39.2		
Gender Age Distribution (2022)							
Female Population	520	51.4%	6,881	50.3%	16,837	50.4%	
Age 0 to 19 Years	119	22.9%	1,643	23.9%	4,170	24.8%	
Age 20 to 64 Years	311	59.8%	4,011	58.3%	9,748	57.9%	
Age 65 Years or Over	90	17.3%	1,228	17.8%	2,919	17.3%	
Female Median Age	35.6		40.0		40.1		
Male Population	491	48.6%	6,789	49.7%	16,591	49.6%	
Age 0 to 19 Years	134	27.3%	1,767	26.0%	4,384	26.4%	
Age 20 to 64 Years	295	60.1%	3,998	58.9%	9,741	58.7%	
Age 65 Years or Over	62	12.6%	1,025	15.1%	2,465	14.9%	
Male Median Age	32.2		38.1		38.3		

Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.3559/-84.0447

157 Power Center Dr Dawsonville, GA 30534	1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2022)						
HH Income \$200,000 or More	6	1.5%	584	11.5%	1,440	12.0%
HH Income \$150,000 to \$199,999	8	1.9%	497	9.8%	1,213	10.1%
HH Income \$100,000 to \$149,999	54	13.1%	1,280	25.3%	3,014	25.1%
HH Income \$75,000 to \$99,999	25	6.1%	611	12.1%	1,648	13.7%
HH Income \$50,000 to \$74,999	93	22.5%	714	14.1%	1,812	15.1%
HH Income \$35,000 to \$49,999	125	30.2%	549	10.8%	1,133	9.4%
HH Income \$25,000 to \$34,999	72	17.4%	229	4.5%	528	4.4%
HH Income \$15,000 to \$24,999	21	5.1%	233	4.6%	543	4.5%
HH Income Under \$15,000	9	2.2%	370	7.3%	696	5.8%
HH Income \$35,000 or More	310	75.3%	4,236	83.6%	10,260	85.3%
HH Income \$75,000 or More	93	22.5%	2,972	58.7%	7,315	60.8%
Housing (2022)						
Total Housing Units	418		5,650		13,364	
Housing Units Occupied	412	98.5%	5,067	89.7%	12,026	90.0%
Housing Units Owner-Occupied	349	84.7%	4,403	86.9%	10,444	86.8%
Housing Units, Renter-Occupied	63	15.3%	664	13.1%	1,582	13.2%
Housing Units, Vacant	6	1.6%	583	11.5%	1,338	11.1%
Marital Status (2022)						
Never Married	261	31.5%	3,093	27.7%	7,337	26.9%
Currently Married	207	25.0%	5,386	48.3%	14,475	53.0%
Separated	88	10.7%	524	4.7%	903	3.3%
Widowed	80	9.6%	583	5.2%	1,202	4.4%
Divorced	192	23.2%	1,574	14.1%	3,374	12.4%
Household Type (2022)						
Population Family	852	84.2%	12,082	88.4%	29,897	89.4%
Population Non-Family	159	15.8%	1,559	11.4%	3,436	10.3%
Population Group Quarters	-	-	29	0.2%	95	0.3%
Family Households	281	68.3%	3,830	75.6%	9,348	77.7%
Non-Family Households	131	31.7%	1,237	24.4%	2,679	22.3%
Married Couple with Children	91	44.1%	1,287	23.9%	3,260	22.5%
Average Family Household Size	3.0		3.2		3.2	
Household Size (2022)						
1 Person Households	109	26.4%	1,017	20.1%	2,174	18.1%
2 Person Households	163	39.7%	1,911	37.7%	4,450	37.0%
3 Person Households	65	15.8%	879	17.3%	2,114	17.6%
4 Person Households	44	10.6%	746	14.7%	1,965	16.3%
5 Person Households	20	4.8%	336	6.6%	864	7.2%
6 or More Person Households	12	2.9%	179	3.5%	460	3.8%
Household Vehicles (2022)						
Households with 0 Vehicles Available	1	0.3%	78	1.5%	197	1.6%
Households with 1 Vehicles Available	151	36.7%	1,149	22.7%	2,437	20.3%
Households with 2 or More Vehicles Available	259	62.9%	3,840	75.8%	9,392	78.1%
Total Vehicles Available	798		11,430		27,278	
Average Vehicles Per Household	1.9		2.3		2.3	

Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.3559/-84.0447

157 Power Center Dr		1 mi radius		3 mi radius		5 mi radius	
Dawsonville, GA 30534							
Labor Force (2022)							
Estimated Labor Population Age 16 Years or Over		813		10,964		26,748	
Estimated Civilian Employed		661	81.4%	7,928	72.3%	18,718	70.0%
Estimated Civilian Unemployed		22	2.7%	142	1.3%	380	1.4%
Estimated in Armed Forces		15	1.9%	67	0.6%	99	0.4%
Estimated Not in Labor Force		114	14.1%	2,827	25.8%	7,550	28.2%
Unemployment Rate		2.7%		1.3%		1.4%	
Occupation (2022)							
Occupation: Population Age 16 Years or Over		661		7,928		18,718	
Management, Business, Financial Operations		39	5.9%	1,502	18.9%	3,665	19.6%
Professional, Related		105	15.8%	1,928	24.3%	4,953	26.5%
Service		99	15.0%	845	10.7%	2,270	12.1%
Sales, Office		274	41.4%	2,172	27.4%	4,560	24.4%
Farming, Fishing, Forestry		-	-	24	0.3%	38	0.2%
Construct, Extraction, Maintenance		23	3.5%	565	7.1%	1,349	7.2%
Production, Transport Material Moving		121	18.3%	892	11.3%	1,883	10.1%
White Collar Workers		418	63.2%	5,602	70.7%	13,178	70.4%
Blue Collar Workers		243	36.8%	2,326	29.3%	5,540	29.6%
Consumer Expenditure (2022)							
Total Household Expenditure		\$21.93 M		\$373.14 M		\$901.93 M	
Total Non-Retail Expenditure		\$11.49 M	52.4%	\$196.74 M	52.7%	\$475.25 M	52.7%
Total Retail Expenditure		\$10.44 M	47.6%	\$176.4 M	47.3%	\$426.67 M	47.3%
Apparel		\$751.2 K	3.4%	\$13.26 M	3.6%	\$32.07 M	3.6%
Contributions		\$685.6 K	3.1%	\$12.69 M	3.4%	\$30.6 M	3.4%
Education		\$550.81 K	2.5%	\$11.9 M	3.2%	\$28.62 M	3.2%
Entertainment		\$1.21 M	5.5%	\$21.59 M	5.8%	\$52.21 M	5.8%
Food and Beverages		\$3.26 M	14.9%	\$54.43 M	14.6%	\$131.65 M	14.6%
Furnishings and Equipment		\$759.01 K	3.5%	\$13.39 M	3.6%	\$32.37 M	3.6%
Gifts		\$508.31 K	2.3%	\$9.55 M	2.6%	\$22.96 M	2.5%
Health Care		\$1.95 M	8.9%	\$31.17 M	8.4%	\$75.35 M	8.4%
Household Operations		\$850.11 K	3.9%	\$14.86 M	4.0%	\$35.87 M	4.0%
Miscellaneous Expenses		\$418.11 K	1.9%	\$7.11 M	1.9%	\$17.16 M	1.9%
Personal Care		\$294.06 K	1.3%	\$5.02 M	1.3%	\$12.12 M	1.3%
Personal Insurance		\$147.39 K	0.7%	\$2.78 M	0.7%	\$6.72 M	0.7%
Reading		\$48.01 K	0.2%	\$819.87 K	0.2%	\$1.98 M	0.2%
Shelter		\$4.58 M	20.9%	\$77.72 M	20.8%	\$187.79 M	20.8%
Tobacco		\$148.78 K	0.7%	\$2.04 M	0.5%	\$4.92 M	0.5%
Transportation		\$4.06 M	18.5%	\$68.24 M	18.3%	\$165.27 M	18.3%
Utilities		\$1.72 M	7.8%	\$26.58 M	7.1%	\$64.28 M	7.1%
Educational Attainment (2022)							
Adult Population Age 25 Years or Over		676		9,414		22,782	
Elementary (Grade Level 0 to 8)		6	0.9%	250	2.7%	902	4.0%
Some High School (Grade Level 9 to 11)		21	3.1%	763	8.1%	1,544	6.8%
High School Graduate		130	19.3%	2,134	22.7%	5,029	22.1%
Some College		251	37.2%	1,855	19.7%	4,462	19.6%
Associate Degree Only		78	11.6%	640	6.8%	1,656	7.3%
Bachelor Degree Only		165	24.5%	2,855	30.3%	6,643	29.2%
Graduate Degree		23	3.5%	917	9.7%	2,546	11.2%

Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.3559/-84.0447

157 Power Center Dr		1 mi radius		3 mi radius		5 mi radius	
Dawsonville, GA 30534							
Units In Structure (2022)							
1 Detached Unit		343	101.9%	4,290	114.4%	10,376	117.4%
1 Attached Unit		3	0.8%	150	4.0%	282	3.2%
2 to 4 Units		42	12.5%	211	5.6%	344	3.9%
5 to 9 Units	-	-	-	17	0.4%	40	0.4%
10 to 19 Units		20	5.8%	79	2.1%	170	1.9%
20 to 49 Units		3	0.9%	27	0.7%	94	1.1%
50 or More Units	-	-	-	16	0.4%	69	0.8%
Mobile Home or Trailer		1	0.4%	274	7.3%	633	7.2%
Other Structure	-	-	-	3	-	19	0.2%
Homes Built By Year (2022)							
Homes Built 2010 or later		64	19.1%	772	20.6%	2,653	30.0%
Homes Built 2000 to 2009		145	43.2%	1,616	43.1%	4,061	46.0%
Homes Built 1990 to 1999		133	39.7%	1,484	39.6%	2,722	30.8%
Homes Built 1980 to 1989		20	5.8%	555	14.8%	1,219	13.8%
Homes Built 1970 to 1979		38	11.4%	314	8.4%	609	6.9%
Homes Built 1960 to 1969		7	2.0%	151	4.0%	327	3.7%
Homes Built 1950 to 1959		3	0.9%	83	2.2%	240	2.7%
Homes Built Before 1949		1	0.4%	91	2.4%	194	2.2%
Home Values (2022)							
Home Values \$1,000,000 or More		5	1.5%	126	2.9%	209	2.0%
Home Values \$500,000 to \$999,999		47	13.4%	866	19.7%	2,176	20.8%
Home Values \$400,000 to \$499,999		6	1.7%	482	10.9%	1,648	15.8%
Home Values \$300,000 to \$399,999		8	2.4%	619	14.1%	2,119	20.3%
Home Values \$200,000 to \$299,999		148	42.4%	1,082	24.6%	2,129	20.4%
Home Values \$150,000 to \$199,999		86	24.6%	536	12.2%	881	8.4%
Home Values \$100,000 to \$149,999		41	11.8%	312	7.1%	498	4.8%
Home Values \$70,000 to \$99,999		2	0.6%	112	2.5%	217	2.1%
Home Values \$50,000 to \$69,999		2	0.7%	79	1.8%	162	1.5%
Home Values \$25,000 to \$49,999	-	-	-	36	0.8%	109	1.0%
Home Values Under \$25,000		2	0.6%	154	3.5%	297	2.8%
Owner-Occupied Median Home Value		\$240,216		\$325,731		\$354,110	
Renter-Occupied Median Rent		\$959		\$1,119		\$1,131	
Transportation To Work (2022)							
Drive to Work Alone		509	76.9%	5,778	72.9%	14,002	74.8%
Drive to Work in Carpool		73	11.0%	922	11.6%	1,681	9.0%
Travel to Work by Public Transportation	-	-	-	10	0.1%	51	0.3%
Drive to Work on Motorcycle		1	0.2%	38	0.5%	48	0.3%
Walk or Bicycle to Work		16	2.4%	79	1.0%	154	0.8%
Other Means		11	1.6%	202	2.5%	301	1.6%
Work at Home		52	7.8%	900	11.4%	2,481	13.3%
Travel Time (2022)							
Travel to Work in 14 Minutes or Less		204	30.8%	1,831	23.1%	3,998	21.4%
Travel to Work in 15 to 29 Minutes		111	16.8%	1,854	23.4%	4,629	24.7%
Travel to Work in 30 to 59 Minutes		228	34.5%	2,189	27.6%	5,362	28.6%
Travel to Work in 60 Minutes or More		67	10.1%	1,155	14.6%	2,247	12.0%
Average Minutes Travel to Work		24.1		26.3		26.5	