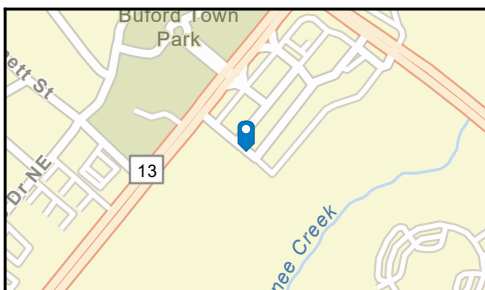
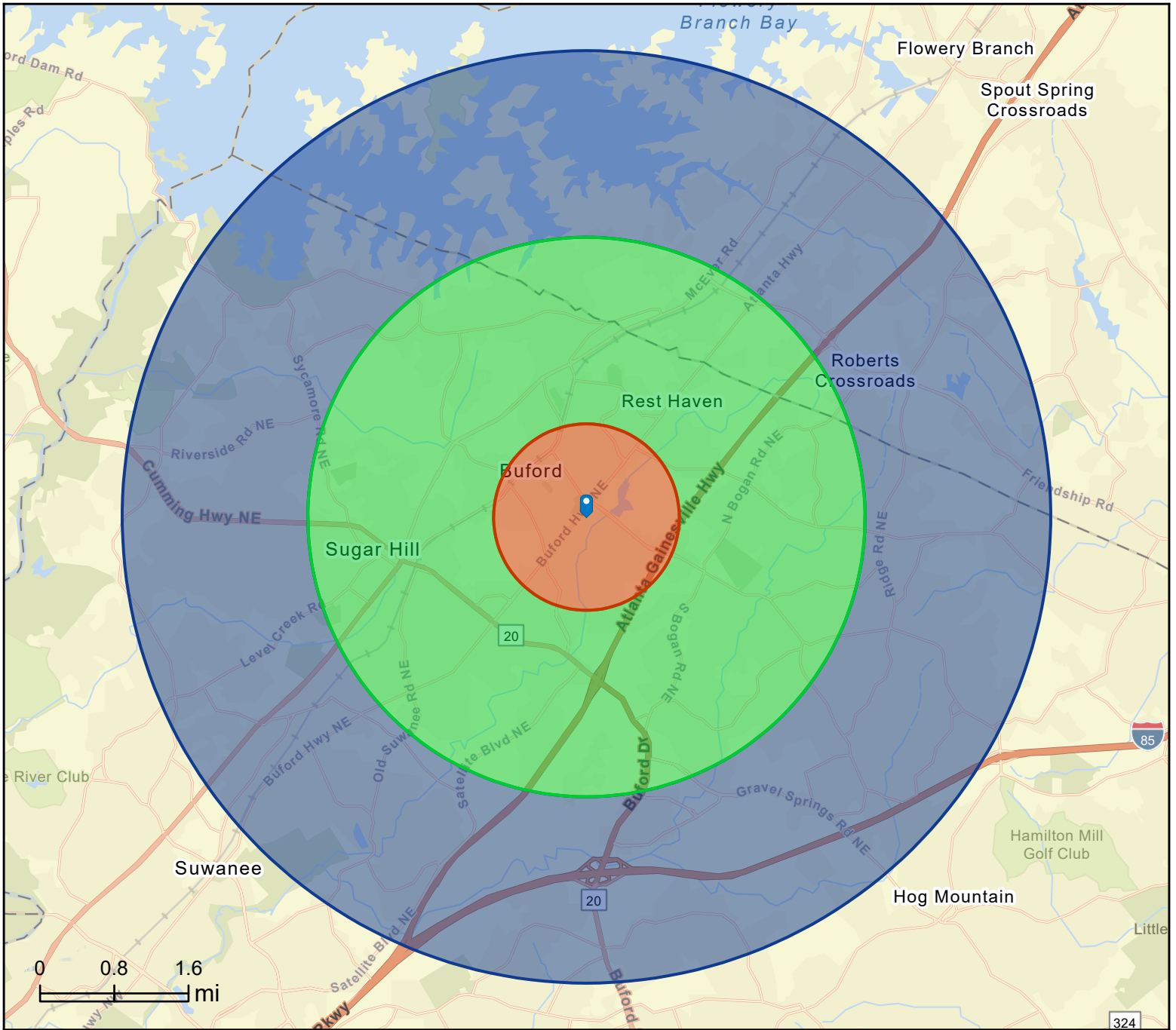


Buford Village Way, Buford, Georgia, 30518
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 34.11245
Longitude: -83.99559





Market Profile

Buford Village Way, Buford, Georgia, 30518
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 34.11245
 Longitude: -83.99559

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2000 Total Population	3,161	20,429	25,889
2010 Total Population	3,279	31,708	51,004
2020 Total Population	3,802	38,971	63,712
2020 Group Quarters	19	104	854
2025 Total Population	4,072	43,153	69,808
2020-2025 Annual Rate	1.38%	2.06%	1.84%
2020 Total Daytime Population	5,779	39,810	60,553
Workers	3,686	18,659	25,592
Residents	2,093	21,151	34,961
Household Summary			
2000 Households	1,230	7,080	9,095
2000 Average Household Size	2.55	2.86	2.84
2010 Households	1,259	10,675	17,236
2010 Average Household Size	2.59	2.96	2.96
2020 Households	1,456	13,045	21,253
2020 Average Household Size	2.60	2.98	2.96
2025 Households	1,555	14,385	23,271
2025 Average Household Size	2.61	2.99	2.96
2020-2025 Annual Rate	1.32%	1.97%	1.83%
2010 Families	830	7,953	13,816
2010 Average Family Size	3.22	3.43	3.30
2020 Families	932	9,579	16,763
2020 Average Family Size	3.29	3.47	3.33
2025 Families	987	10,512	18,273
2025 Average Family Size	3.32	3.49	3.35
2020-2025 Annual Rate	1.15%	1.88%	1.74%
Housing Unit Summary			
2000 Housing Units	1,344	7,420	9,865
Owner Occupied Housing Units	45.8%	77.4%	84.1%
Renter Occupied Housing Units	45.8%	18.1%	8.1%
Vacant Housing Units	8.5%	4.6%	7.8%
2010 Housing Units	1,470	11,734	18,426
Owner Occupied Housing Units	45.6%	66.5%	77.0%
Renter Occupied Housing Units	40.0%	24.4%	16.5%
Vacant Housing Units	14.4%	9.0%	6.5%
2020 Housing Units	1,620	13,920	22,053
Owner Occupied Housing Units	51.5%	71.6%	80.1%
Renter Occupied Housing Units	38.4%	22.1%	16.3%
Vacant Housing Units	10.1%	6.3%	3.6%
2025 Housing Units	1,728	15,327	24,115
Owner Occupied Housing Units	51.2%	71.2%	79.4%
Renter Occupied Housing Units	38.8%	22.7%	17.1%
Vacant Housing Units	10.0%	6.1%	3.5%
Median Household Income			
2020	\$61,520	\$79,380	\$84,838
2025	\$65,630	\$85,289	\$92,174
Median Home Value			
2020	\$206,087	\$238,059	\$254,075
2025	\$230,932	\$262,188	\$273,923
Per Capita Income			
2020	\$29,848	\$33,940	\$35,093
2025	\$32,593	\$37,476	\$39,243
Median Age			
2010	36.2	34.8	35.2
2020	37.4	35.8	36.1
2025	37.9	35.2	35.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Buford Village Way, Buford, Georgia, 30518
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2020 Households by Income			
Household Income Base	1,456	13,045	21,253
<\$15,000	10.3%	5.8%	5.1%
\$15,000 - \$24,999	11.1%	6.6%	4.1%
\$25,000 - \$34,999	9.2%	8.3%	4.5%
\$35,000 - \$49,999	9.5%	10.6%	11.0%
\$50,000 - \$74,999	17.9%	15.0%	17.1%
\$75,000 - \$99,999	15.1%	16.2%	17.4%
\$100,000 - \$149,999	11.8%	19.6%	20.1%
\$150,000 - \$199,999	10.0%	9.5%	11.3%
\$200,000+	5.1%	8.5%	9.4%
Average Household Income	\$81,473	\$99,102	\$106,857
2025 Households by Income			
Household Income Base	1,555	14,385	23,271
<\$15,000	8.4%	4.8%	4.4%
\$15,000 - \$24,999	10.1%	5.8%	3.6%
\$25,000 - \$34,999	8.9%	7.4%	3.9%
\$35,000 - \$49,999	9.5%	9.8%	9.9%
\$50,000 - \$74,999	18.5%	14.4%	15.7%
\$75,000 - \$99,999	15.4%	16.2%	16.7%
\$100,000 - \$149,999	12.4%	21.1%	21.2%
\$150,000 - \$199,999	11.5%	11.1%	13.3%
\$200,000+	5.3%	9.5%	11.3%
Average Household Income	\$89,130	\$109,823	\$119,632
2020 Owner Occupied Housing Units by Value			
Total	834	9,966	17,668
<\$50,000	15.9%	10.0%	3.2%
\$50,000 - \$99,999	7.9%	2.7%	1.0%
\$100,000 - \$149,999	7.3%	6.0%	4.5%
\$150,000 - \$199,999	17.1%	19.0%	22.2%
\$200,000 - \$249,999	13.8%	16.2%	17.6%
\$250,000 - \$299,999	17.5%	17.7%	18.5%
\$300,000 - \$399,999	10.0%	16.0%	20.4%
\$400,000 - \$499,999	5.6%	6.6%	6.3%
\$500,000 - \$749,999	4.8%	4.3%	4.7%
\$750,000 - \$999,999	0.0%	0.9%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$218,405	\$260,020	\$282,905
2025 Owner Occupied Housing Units by Value			
Total	885	10,906	19,155
<\$50,000	13.8%	8.1%	2.4%
\$50,000 - \$99,999	6.2%	2.1%	0.7%
\$100,000 - \$149,999	6.6%	4.6%	3.3%
\$150,000 - \$199,999	15.3%	15.6%	17.8%
\$200,000 - \$249,999	13.3%	15.1%	16.5%
\$250,000 - \$299,999	18.4%	18.8%	19.4%
\$300,000 - \$399,999	12.2%	19.2%	23.5%
\$400,000 - \$499,999	7.6%	8.8%	8.0%
\$500,000 - \$749,999	6.8%	5.8%	6.4%
\$750,000 - \$999,999	0.0%	1.2%	1.3%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$242,523	\$287,409	\$306,616

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Buford Village Way, Buford, Georgia, 30518
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 34.11245
 Longitude: -83.99559

	0 - 1 mile	1 - 3 mile	3 - 5 mile
2010 Population by Age			
Total	3,281	31,704	51,006
0 - 4	7.3%	8.0%	7.6%
5 - 9	7.7%	8.5%	8.9%
10 - 14	8.0%	8.1%	8.6%
15 - 24	13.5%	12.3%	11.9%
25 - 34	11.9%	13.3%	12.5%
35 - 44	14.1%	16.8%	18.5%
45 - 54	15.0%	14.4%	15.7%
55 - 64	10.1%	9.2%	9.2%
65 - 74	5.9%	5.1%	4.5%
75 - 84	4.2%	3.0%	2.0%
85 +	2.4%	1.2%	0.5%
18 +	72.2%	70.8%	70.1%
2020 Population by Age			
Total	3,804	38,972	63,711
0 - 4	6.7%	7.2%	6.7%
5 - 9	7.4%	7.8%	7.2%
10 - 14	8.1%	7.8%	7.6%
15 - 24	13.5%	12.2%	12.6%
25 - 34	11.2%	13.7%	14.4%
35 - 44	14.0%	14.6%	14.0%
45 - 54	13.7%	13.7%	15.4%
55 - 64	11.1%	11.5%	12.2%
65 - 74	8.3%	7.1%	6.8%
75 - 84	3.8%	3.3%	2.5%
85 +	2.2%	1.2%	0.7%
18 +	73.0%	72.9%	74.2%
2025 Population by Age			
Total	4,072	43,152	69,809
0 - 4	6.5%	7.4%	7.0%
5 - 9	7.4%	7.7%	7.1%
10 - 14	8.1%	8.0%	7.3%
15 - 24	13.5%	12.1%	11.7%
25 - 34	10.5%	14.6%	16.7%
35 - 44	13.9%	15.0%	14.4%
45 - 54	13.7%	12.1%	12.8%
55 - 64	10.7%	10.7%	11.7%
65 - 74	8.9%	7.6%	7.4%
75 - 84	4.6%	3.8%	3.2%
85 +	2.1%	1.1%	0.7%
18 +	73.1%	72.6%	74.4%
2010 Population by Sex			
Males	1,622	15,593	25,062
Females	1,657	16,115	25,942
2020 Population by Sex			
Males	1,889	19,222	31,618
Females	1,914	19,748	32,094
2025 Population by Sex			
Males	2,017	21,291	34,560
Females	2,055	21,862	35,248

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Buford Village Way, Buford, Georgia, 30518
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2010 Population by Race/Ethnicity			
Total	3,280	31,708	51,003
White Alone	67.1%	69.8%	68.4%
Black Alone	15.0%	12.0%	11.8%
American Indian Alone	0.6%	0.3%	0.3%
Asian Alone	1.9%	6.4%	12.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	12.5%	9.0%	4.5%
Two or More Races	2.8%	2.5%	2.6%
Hispanic Origin	22.5%	18.8%	12.5%
Diversity Index	69.2	64.9	61.2
2020 Population by Race/Ethnicity			
Total	3,803	38,970	63,712
White Alone	59.0%	60.0%	57.2%
Black Alone	18.7%	16.4%	17.2%
American Indian Alone	0.6%	0.3%	0.3%
Asian Alone	3.1%	8.5%	16.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	14.7%	11.3%	5.7%
Two or More Races	3.9%	3.5%	3.5%
Hispanic Origin	26.5%	23.5%	15.4%
Diversity Index	76.6	74.8	71.7
2025 Population by Race/Ethnicity			
Total	4,072	43,154	69,808
White Alone	59.1%	59.5%	56.9%
Black Alone	18.5%	16.5%	17.3%
American Indian Alone	0.6%	0.3%	0.3%
Asian Alone	3.1%	8.6%	16.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	14.6%	11.5%	5.8%
Two or More Races	4.0%	3.6%	3.5%
Hispanic Origin	26.5%	23.9%	15.8%
Diversity Index	76.5	75.3	72.2
2010 Population by Relationship and Household Type			
Total	3,279	31,708	51,004
In Households	99.4%	99.7%	99.9%
In Family Households	84.1%	88.6%	91.4%
Householder	23.9%	25.6%	26.7%
Spouse	16.2%	19.5%	21.6%
Child	35.5%	35.6%	36.1%
Other relative	5.9%	5.2%	4.9%
Nonrelative	2.6%	2.7%	2.0%
In Nonfamily Households	15.3%	11.1%	8.5%
In Group Quarters	0.6%	0.3%	0.1%
Institutionalized Population	0.6%	0.3%	0.1%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Buford Village Way, Buford, Georgia, 30518
 Ring Bands: 0-1, 1-3, 3-5 mile radii

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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2020 Population 25+ by Educational Attainment			
Total	2,447	25,312	42,008
Less than 9th Grade	10.8%	5.4%	3.2%
9th - 12th Grade, No Diploma	14.0%	6.1%	4.8%
High School Graduate	30.9%	22.1%	17.4%
GED/Alternative Credential	3.9%	3.6%	4.0%
Some College, No Degree	13.6%	17.8%	18.5%
Associate Degree	3.2%	8.1%	9.7%
Bachelor's Degree	17.0%	23.8%	27.7%
Graduate/Professional Degree	6.5%	13.2%	14.6%
2020 Population 15+ by Marital Status			
Total	2,958	30,070	50,016
Never Married	36.4%	33.6%	30.2%
Married	46.8%	51.2%	56.3%
Widowed	7.7%	5.2%	3.7%
Divorced	9.2%	10.1%	9.8%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,987	20,701	32,538
Population 16+ Employed	86.9%	86.9%	88.2%
Population 16+ Unemployment rate	13.1%	13.1%	11.8%
Population 16-24 Employed	15.2%	11.2%	9.7%
Population 16-24 Unemployment rate	20.8%	21.9%	20.4%
Population 25-54 Employed	65.5%	68.9%	70.8%
Population 25-54 Unemployment rate	11.7%	12.2%	10.8%
Population 55-64 Employed	15.1%	15.8%	16.6%
Population 55-64 Unemployment rate	10.0%	10.6%	10.4%
Population 65+ Employed	4.2%	4.0%	2.9%
Population 65+ Unemployment rate	14.1%	11.9%	11.7%
2020 Employed Population 16+ by Industry			
Total	1,726	17,985	28,692
Agriculture/Mining	0.0%	0.0%	0.5%
Construction	18.4%	12.1%	8.6%
Manufacturing	13.5%	12.6%	11.4%
Wholesale Trade	2.1%	3.1%	4.0%
Retail Trade	13.0%	9.9%	10.2%
Transportation/Utilities	3.2%	5.0%	4.1%
Information	0.9%	2.1%	2.7%
Finance/Insurance/Real Estate	5.4%	8.3%	8.5%
Services	41.9%	45.3%	47.2%
Public Administration	1.5%	1.6%	2.9%
2020 Employed Population 16+ by Occupation			
Total	1,725	17,985	28,692
White Collar	46.9%	62.8%	70.8%
Management/Business/Financial	8.7%	18.8%	20.0%
Professional	10.7%	23.3%	26.6%
Sales	15.8%	9.9%	11.7%
Administrative Support	11.7%	10.8%	12.6%
Services	20.6%	14.9%	12.5%
Blue Collar	32.4%	22.3%	16.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.3%
Construction/Extraction	16.7%	8.4%	5.7%
Installation/Maintenance/Repair	2.7%	2.8%	1.9%
Production	6.6%	5.4%	4.3%
Transportation/Material Moving	6.4%	5.7%	4.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

January 20, 2021



Market Profile

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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2010 Households by Type			
Total	1,259	10,675	17,236
Households with 1 Person	28.8%	20.7%	15.3%
Households with 2+ People	71.2%	79.3%	84.7%
Family Households	65.9%	74.5%	80.2%
Husband-wife Families	44.5%	56.7%	64.8%
With Related Children	24.1%	31.9%	37.6%
Other Family (No Spouse Present)	21.4%	17.8%	15.3%
Other Family with Male Householder	5.3%	5.3%	4.4%
With Related Children	2.9%	3.2%	2.6%
Other Family with Female Householder	16.0%	12.5%	10.9%
With Related Children	11.0%	8.7%	7.4%
Nonfamily Households	5.2%	4.8%	4.6%
All Households with Children	38.6%	44.3%	48.0%
Multigenerational Households	5.2%	5.4%	5.4%
Unmarried Partner Households	5.5%	5.4%	4.7%
Male-female	4.8%	4.7%	4.0%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	1,259	10,675	17,236
1 Person Household	28.8%	20.7%	15.3%
2 Person Household	25.5%	28.1%	29.2%
3 Person Household	15.3%	17.8%	19.7%
4 Person Household	15.6%	18.1%	21.1%
5 Person Household	7.9%	9.1%	9.2%
6 Person Household	4.0%	3.9%	3.5%
7 + Person Household	2.9%	2.3%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	1,259	10,675	17,236
Owner Occupied	53.3%	73.1%	82.3%
Owned with a Mortgage/Loan	37.4%	59.9%	73.2%
Owned Free and Clear	15.9%	13.3%	9.1%
Renter Occupied	46.7%	26.9%	17.7%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	169	179	175
Percent of Income for Mortgage	14.0%	12.5%	12.5%
Wealth Index	89	110	117
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,470	11,734	18,426
Housing Units Inside Urbanized Area	99.8%	98.9%	98.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	1.1%	1.3%
2010 Population By Urban/ Rural Status			
Total Population	3,279	31,708	51,004
Population Inside Urbanized Area	99.8%	99.2%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	0.8%	0.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

Buford Village Way, Buford, Georgia, 30518
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
Top 3 Tapestry Segments			
1.	Hardscrabble Road (8G)Up and Coming Families (7A)		Up and Coming Families (7A)
2.	Soccer Moms (4A)		Soccer Moms (4A)
3.	Southwestern Families (7F)	American Dreamers (7C)	Boomburbs (1C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$2,974,846	\$31,907,834	\$55,356,664
Average Spent	\$2,043.16	\$2,445.98	\$2,604.65
Spending Potential Index	95	114	121
Education: Total \$	\$2,257,414	\$23,397,634	\$41,744,018
Average Spent	\$1,550.42	\$1,793.61	\$1,964.15
Spending Potential Index	87	100	110
Entertainment/Recreation: Total \$	\$4,234,513	\$46,238,675	\$81,356,880
Average Spent	\$2,908.32	\$3,544.55	\$3,828.02
Spending Potential Index	90	109	118
Food at Home: Total \$	\$7,223,468	\$77,145,971	\$131,375,695
Average Spent	\$4,961.17	\$5,913.83	\$6,181.51
Spending Potential Index	93	111	116
Food Away from Home: Total \$	\$5,156,748	\$55,744,617	\$96,095,828
Average Spent	\$3,541.72	\$4,273.26	\$4,521.52
Spending Potential Index	94	113	120
Health Care: Total \$	\$7,696,875	\$83,243,819	\$144,098,795
Average Spent	\$5,286.32	\$6,381.28	\$6,780.16
Spending Potential Index	92	111	118
HH Furnishings & Equipment: Total \$	\$2,969,915	\$32,790,114	\$57,839,977
Average Spent	\$2,039.78	\$2,513.62	\$2,721.50
Spending Potential Index	93	115	125
Personal Care Products & Services: Total \$	\$1,264,110	\$13,744,248	\$24,088,451
Average Spent	\$868.21	\$1,053.60	\$1,133.41
Spending Potential Index	94	115	123
Shelter: Total \$	\$25,493,669	\$273,689,384	\$471,816,974
Average Spent	\$17,509.39	\$20,980.41	\$22,200.02
Spending Potential Index	90	108	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,025,517	\$35,083,413	\$63,251,709
Average Spent	\$2,077.96	\$2,689.41	\$2,976.13
Spending Potential Index	89	115	127
Travel: Total \$	\$3,017,400	\$34,119,875	\$61,273,888
Average Spent	\$2,072.39	\$2,615.55	\$2,883.07
Spending Potential Index	86	109	120
Vehicle Maintenance & Repairs: Total \$	\$1,562,386	\$16,699,249	\$28,926,476
Average Spent	\$1,073.07	\$1,280.13	\$1,361.05
Spending Potential Index	93	110	117

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.