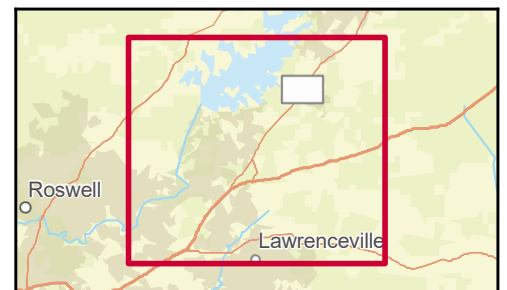
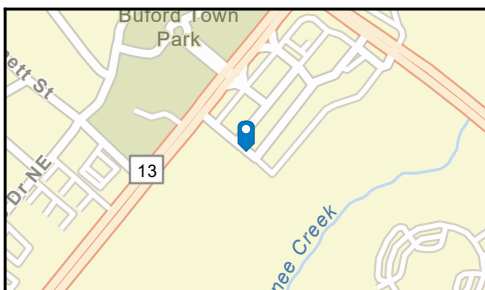
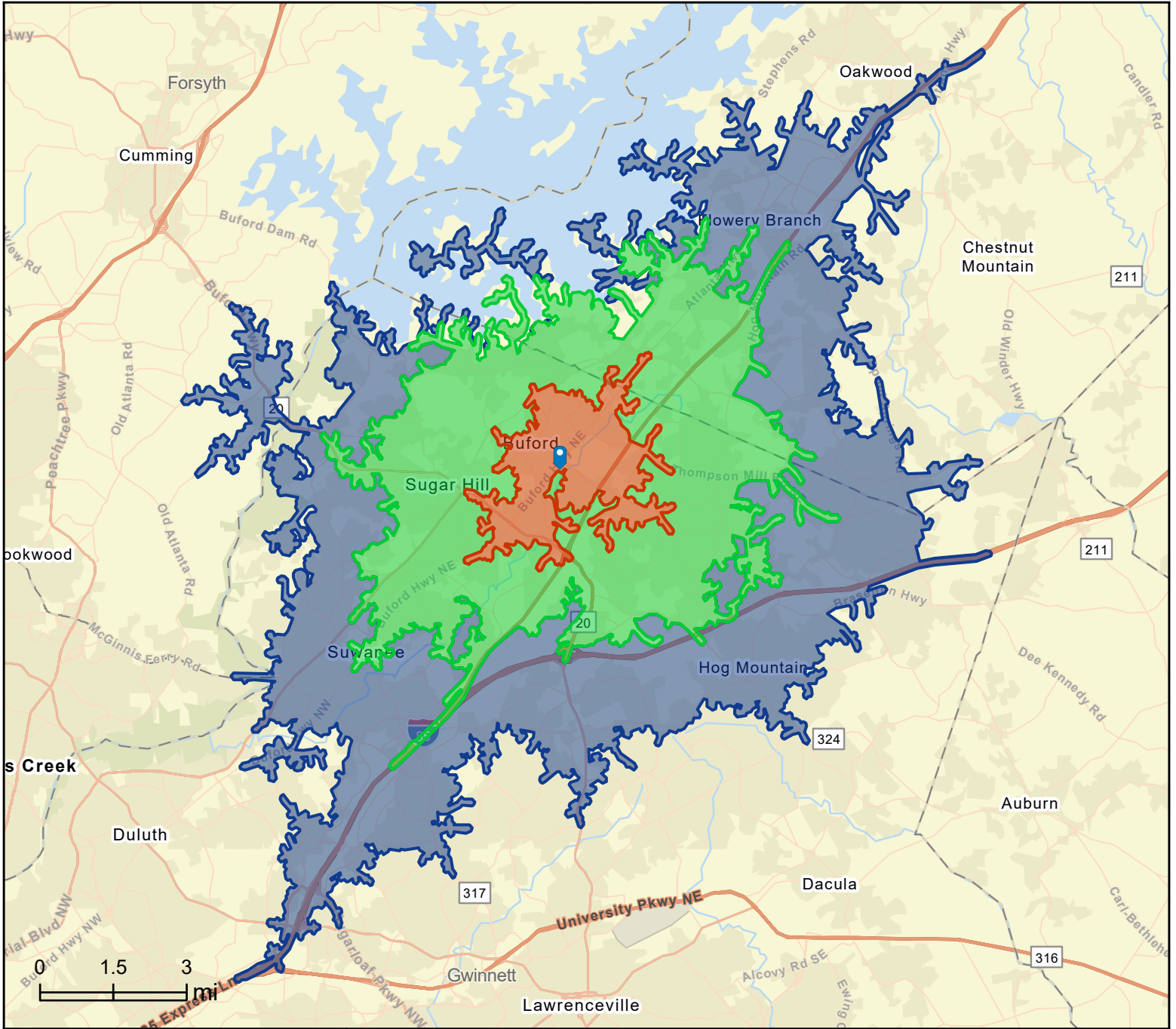


Buford Village Way, Buford, Georgia, 30518
Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri
Latitude: 34.11245
Longitude: -83.99559





Market Profile

Buford Village Way, Buford, Georgia, 30518
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	0 - 5 minute	5 - 10 minute	10 - 15 minute
Population Summary			
2000 Total Population	7,649	27,022	54,968
2010 Total Population	8,149	48,737	96,984
2020 Total Population	9,779	60,924	120,663
2020 Group Quarters	59	167	1,154
2025 Total Population	10,699	67,378	132,186
2020-2025 Annual Rate	1.81%	2.03%	1.84%
2020 Total Daytime Population	12,217	63,304	121,525
Workers	6,731	29,869	57,685
Residents	5,486	33,435	63,840
Household Summary			
2000 Households	2,732	9,468	18,330
2000 Average Household Size	2.76	2.84	2.93
2010 Households	2,922	16,247	33,076
2010 Average Household Size	2.77	2.99	2.89
2020 Households	3,454	20,185	41,575
2020 Average Household Size	2.81	3.01	2.87
2025 Households	3,758	22,267	45,614
2025 Average Household Size	2.83	3.02	2.87
2020-2025 Annual Rate	1.70%	1.98%	1.87%
2010 Families	1,993	12,684	25,939
2010 Average Family Size	3.36	3.39	3.27
2020 Families	2,295	15,509	32,063
2020 Average Family Size	3.46	3.43	3.28
2025 Families	2,481	17,020	34,981
2025 Average Family Size	3.50	3.45	3.29
2020-2025 Annual Rate	1.57%	1.88%	1.76%
Housing Unit Summary			
2000 Housing Units	2,929	9,973	19,514
Owner Occupied Housing Units	57.5%	81.9%	83.3%
Renter Occupied Housing Units	35.8%	13.0%	10.6%
Vacant Housing Units	6.7%	5.1%	6.1%
2010 Housing Units	3,362	17,594	35,457
Owner Occupied Housing Units	50.6%	73.0%	73.9%
Renter Occupied Housing Units	36.3%	19.3%	19.4%
Vacant Housing Units	13.1%	7.7%	6.7%
2020 Housing Units	3,818	21,212	43,405
Owner Occupied Housing Units	56.8%	76.8%	74.6%
Renter Occupied Housing Units	33.7%	18.3%	21.2%
Vacant Housing Units	9.5%	4.8%	4.2%
2025 Housing Units	4,144	23,374	47,490
Owner Occupied Housing Units	57.1%	76.2%	73.8%
Renter Occupied Housing Units	33.6%	19.1%	22.3%
Vacant Housing Units	9.3%	4.7%	4.0%
Median Household Income			
2020	\$63,342	\$84,302	\$89,050
2025	\$68,798	\$91,310	\$95,919
Median Home Value			
2020	\$206,107	\$250,306	\$266,144
2025	\$234,984	\$270,265	\$285,090
Per Capita Income			
2020	\$28,286	\$35,520	\$38,037
2025	\$30,936	\$39,504	\$42,226
Median Age			
2010	35.0	35.2	35.7
2020	35.9	36.0	36.9
2025	36.5	34.9	36.8

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.



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2020 Households by Income			
Household Income Base	3,454	20,185	41,575
<\$15,000	9.0%	5.2%	4.9%
\$15,000 - \$24,999	9.7%	5.0%	3.8%
\$25,000 - \$34,999	9.6%	6.6%	4.4%
\$35,000 - \$49,999	10.5%	10.2%	9.7%
\$50,000 - \$74,999	18.0%	15.5%	16.7%
\$75,000 - \$99,999	16.0%	16.9%	16.7%
\$100,000 - \$149,999	14.3%	20.9%	21.6%
\$150,000 - \$199,999	8.7%	10.0%	11.4%
\$200,000+	4.3%	9.8%	10.9%
Average Household Income	\$80,636	\$105,668	\$112,418
2025 Households by Income			
Household Income Base	3,758	22,267	45,614
<\$15,000	7.2%	4.5%	4.3%
\$15,000 - \$24,999	8.7%	4.4%	3.4%
\$25,000 - \$34,999	9.0%	5.7%	3.8%
\$35,000 - \$49,999	10.3%	9.2%	8.9%
\$50,000 - \$74,999	18.2%	14.4%	15.5%
\$75,000 - \$99,999	16.6%	16.4%	16.2%
\$100,000 - \$149,999	15.5%	22.2%	22.3%
\$150,000 - \$199,999	10.0%	11.7%	12.8%
\$200,000+	4.6%	11.4%	12.8%
Average Household Income	\$88,562	\$117,791	\$124,574
2020 Owner Occupied Housing Units by Value			
Total	2,169	16,297	32,370
<\$50,000	13.6%	7.2%	1.9%
\$50,000 - \$99,999	6.8%	1.7%	1.1%
\$100,000 - \$149,999	9.0%	4.8%	5.0%
\$150,000 - \$199,999	18.9%	19.5%	18.9%
\$200,000 - \$249,999	14.2%	16.7%	17.7%
\$250,000 - \$299,999	14.0%	19.0%	16.9%
\$300,000 - \$399,999	13.4%	19.4%	20.1%
\$400,000 - \$499,999	6.6%	6.5%	8.3%
\$500,000 - \$749,999	3.4%	3.8%	7.4%
\$750,000 - \$999,999	0.1%	0.8%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$222,222	\$268,612	\$309,996
2025 Owner Occupied Housing Units by Value			
Total	2,365	17,806	35,038
<\$50,000	11.4%	5.6%	1.3%
\$50,000 - \$99,999	5.2%	1.3%	0.8%
\$100,000 - \$149,999	7.4%	3.7%	3.7%
\$150,000 - \$199,999	16.5%	15.7%	15.2%
\$200,000 - \$249,999	13.4%	15.5%	16.7%
\$250,000 - \$299,999	14.7%	20.1%	17.5%
\$300,000 - \$399,999	16.8%	22.7%	22.5%
\$400,000 - \$499,999	9.6%	8.4%	9.8%
\$500,000 - \$749,999	4.7%	5.2%	9.2%
\$750,000 - \$999,999	0.2%	1.1%	2.3%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$248,541	\$293,216	\$332,754

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
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	0 - 5 minute	5 - 10 minute	10 - 15 minute
2010 Population by Age			
Total	8,149	48,735	96,983
0 - 4	7.9%	7.9%	6.9%
5 - 9	8.0%	8.9%	8.5%
10 - 14	7.8%	8.5%	8.7%
15 - 24	13.3%	11.8%	12.2%
25 - 34	13.1%	12.7%	12.5%
35 - 44	14.2%	18.0%	18.2%
45 - 54	14.4%	14.9%	16.7%
55 - 64	9.0%	9.3%	9.4%
65 - 74	5.8%	4.8%	4.5%
75 - 84	4.0%	2.5%	1.9%
85 +	2.4%	0.8%	0.5%
18 +	71.8%	70.1%	70.9%
2020 Population by Age			
Total	9,778	60,925	120,662
0 - 4	7.2%	7.0%	6.2%
5 - 9	7.7%	7.6%	6.9%
10 - 14	7.8%	7.9%	7.4%
15 - 24	13.0%	12.4%	12.7%
25 - 34	13.1%	13.6%	14.1%
35 - 44	14.0%	14.4%	14.0%
45 - 54	12.7%	14.7%	15.6%
55 - 64	11.3%	11.6%	12.9%
65 - 74	7.4%	7.0%	6.9%
75 - 84	3.9%	2.9%	2.6%
85 +	2.1%	0.9%	0.7%
18 +	72.9%	73.1%	75.2%
2025 Population by Age			
Total	10,702	67,378	132,184
0 - 4	7.0%	7.3%	6.3%
5 - 9	7.5%	7.5%	6.7%
10 - 14	8.0%	7.8%	7.1%
15 - 24	13.2%	12.0%	11.3%
25 - 34	12.1%	15.6%	15.7%
35 - 44	14.3%	14.5%	14.9%
45 - 54	12.7%	12.6%	13.1%
55 - 64	10.7%	11.1%	12.6%
65 - 74	8.4%	7.3%	8.0%
75 - 84	4.3%	3.5%	3.4%
85 +	1.9%	0.9%	0.8%
18 +	72.9%	73.1%	75.8%
2010 Population by Sex			
Males	4,021	23,929	47,974
Females	4,128	24,808	49,010
2020 Population by Sex			
Males	4,882	29,926	59,286
Females	4,897	30,998	61,377
2025 Population by Sex			
Males	5,354	33,058	64,824
Females	5,345	34,320	67,361

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



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2010 Population by Race/Ethnicity			
Total	8,149	48,736	96,985
White Alone	64.4%	69.0%	71.3%
Black Alone	15.2%	11.5%	11.7%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	2.4%	10.5%	10.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	14.8%	6.2%	3.6%
Two or More Races	2.7%	2.5%	2.4%
Hispanic Origin	26.0%	14.6%	10.8%
Diversity Index	73.0	62.5	56.9
2020 Population by Race/Ethnicity			
Total	9,780	60,924	120,662
White Alone	55.7%	58.6%	61.7%
Black Alone	18.7%	16.1%	15.7%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	3.3%	13.8%	14.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	18.1%	7.8%	4.3%
Two or More Races	3.8%	3.5%	3.4%
Hispanic Origin	31.7%	18.3%	13.2%
Diversity Index	80.4	72.8	67.2
2025 Population by Race/Ethnicity			
Total	10,699	67,377	132,186
White Alone	55.5%	58.2%	61.2%
Black Alone	18.6%	16.2%	15.9%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	3.2%	13.8%	14.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	18.3%	8.0%	4.5%
Two or More Races	3.8%	3.5%	3.5%
Hispanic Origin	32.0%	18.8%	13.7%
Diversity Index	80.6	73.3	67.8
2010 Population by Relationship and Household Type			
Total	8,149	48,737	96,984
In Households	99.3%	99.8%	98.7%
In Family Households	85.3%	90.4%	89.4%
Householder	24.0%	26.3%	26.5%
Spouse	16.3%	20.9%	21.4%
Child	35.7%	36.0%	35.3%
Other relative	6.2%	5.0%	4.4%
Nonrelative	3.1%	2.2%	1.8%
In Nonfamily Households	14.0%	9.4%	9.3%
In Group Quarters	0.7%	0.2%	1.3%
Institutionalized Population	0.7%	0.1%	1.0%
Noninstitutionalized Population	0.0%	0.0%	0.3%

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.



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2020 Population 25+ by Educational Attainment			
Total	6,294	39,610	80,603
Less than 9th Grade	10.3%	3.8%	2.5%
9th - 12th Grade, No Diploma	11.5%	5.1%	4.0%
High School Graduate	28.7%	20.6%	16.1%
GED/Alternative Credential	3.7%	3.5%	3.5%
Some College, No Degree	16.3%	17.7%	18.5%
Associate Degree	4.1%	8.5%	10.4%
Bachelor's Degree	18.3%	26.2%	29.7%
Graduate/Professional Degree	7.2%	14.6%	15.3%
2020 Population 15+ by Marital Status			
Total	7,568	47,194	95,909
Never Married	35.3%	32.0%	28.9%
Married	47.5%	53.3%	58.3%
Widowed	7.7%	4.3%	3.3%
Divorced	9.6%	10.4%	9.4%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,043	31,677	64,666
Population 16+ Employed	85.8%	87.5%	88.1%
Population 16+ Unemployment rate	14.2%	12.5%	11.9%
Population 16-24 Employed	14.1%	10.6%	10.2%
Population 16-24 Unemployment rate	23.9%	20.3%	20.5%
Population 25-54 Employed	66.8%	69.8%	69.7%
Population 25-54 Unemployment rate	12.8%	11.6%	10.7%
Population 55-64 Employed	15.4%	15.9%	17.2%
Population 55-64 Unemployment rate	10.0%	10.5%	10.9%
Population 65+ Employed	3.7%	3.7%	2.9%
Population 65+ Unemployment rate	13.8%	12.0%	12.3%
2020 Employed Population 16+ by Industry			
Total	4,329	27,729	56,976
Agriculture/Mining	0.0%	0.3%	0.2%
Construction	19.7%	9.2%	7.4%
Manufacturing	13.6%	12.3%	10.4%
Wholesale Trade	2.3%	3.5%	4.3%
Retail Trade	9.3%	10.1%	10.8%
Transportation/Utilities	3.0%	5.1%	4.0%
Information	1.2%	2.4%	2.9%
Finance/Insurance/Real Estate	5.0%	9.0%	8.7%
Services	44.3%	46.0%	47.7%
Public Administration	1.5%	2.2%	3.7%
2020 Employed Population 16+ by Occupation			
Total	4,329	27,729	56,977
White Collar	43.8%	68.7%	72.7%
Management/Business/Financial	10.1%	20.1%	21.3%
Professional	14.6%	25.8%	24.6%
Sales	9.6%	10.8%	13.9%
Administrative Support	9.5%	12.0%	13.0%
Services	21.2%	13.2%	11.8%
Blue Collar	35.0%	18.1%	15.5%
Farming/Forestry/Fishing	0.0%	0.3%	0.0%
Construction/Extraction	17.0%	5.8%	4.8%
Installation/Maintenance/Repair	3.6%	2.3%	2.1%
Production	6.4%	5.3%	3.9%
Transportation/Material Moving	8.0%	4.5%	4.7%

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



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2010 Households by Type			
Total	2,922	16,246	33,075
Households with 1 Person	26.9%	17.3%	16.8%
Households with 2+ People	73.1%	82.7%	83.2%
Family Households	68.2%	78.1%	78.4%
Husband-wife Families	46.6%	61.9%	63.3%
With Related Children	25.1%	35.7%	36.0%
Other Family (No Spouse Present)	21.6%	16.2%	15.1%
Other Family with Male Householder	6.0%	4.8%	4.1%
With Related Children	3.4%	2.8%	2.5%
Other Family with Female Householder	15.6%	11.4%	11.0%
With Related Children	10.9%	7.8%	7.6%
Nonfamily Households	4.9%	4.6%	4.7%
All Households with Children	39.9%	46.8%	46.5%
Multigenerational Households	5.9%	5.3%	4.8%
Unmarried Partner Households	5.6%	5.0%	4.6%
Male-female	5.0%	4.2%	3.9%
Same-sex	0.7%	0.8%	0.7%
2010 Households by Size			
Total	2,922	16,250	33,076
1 Person Household	26.9%	17.3%	16.8%
2 Person Household	25.7%	28.7%	29.6%
3 Person Household	15.3%	19.0%	19.4%
4 Person Household	16.1%	20.0%	20.5%
5 Person Household	8.7%	9.3%	8.7%
6 Person Household	4.4%	3.6%	3.2%
7 + Person Household	3.0%	2.1%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	2,922	16,247	33,076
Owner Occupied	58.2%	79.0%	79.2%
Owned with a Mortgage/Loan	42.4%	67.6%	70.4%
Owned Free and Clear	15.8%	11.5%	8.8%
Renter Occupied	41.8%	21.0%	20.8%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	172	179	177
Percent of Income for Mortgage	13.6%	12.4%	12.5%
Wealth Index	82	118	125
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,362	17,594	35,457
Housing Units Inside Urbanized Area	99.0%	99.1%	98.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.0%	0.9%	1.6%
2010 Population By Urban/ Rural Status			
Total Population	8,149	48,737	96,984
Population Inside Urbanized Area	99.2%	99.4%	98.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.8%	0.6%	1.3%

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.



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Top 3 Tapestry Segments			
1.	Soccer Moms (4A)Up and Coming Families (7A)		Soccer Moms (4A)
2.	Hardscrabble Road (8G)	Soccer Moms (4A)	Up and Coming Families (7A)
3.	American Dreamers (7C)	American Dreamers (7C)	Professional Pride (1B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$6,961,207	\$52,317,815	\$112,702,119
Average Spent	\$2,015.40	\$2,591.92	\$2,710.81
Spending Potential Index	94	121	126
Education: Total \$	\$5,163,250	\$38,897,288	\$89,685,264
Average Spent	\$1,494.86	\$1,927.04	\$2,157.19
Spending Potential Index	84	108	121
Entertainment/Recreation: Total \$	\$9,893,094	\$76,292,241	\$166,832,050
Average Spent	\$2,864.24	\$3,779.65	\$4,012.80
Spending Potential Index	88	116	124
Food at Home: Total \$	\$17,016,553	\$125,058,822	\$268,166,823
Average Spent	\$4,926.62	\$6,195.63	\$6,450.19
Spending Potential Index	92	116	121
Food Away from Home: Total \$	\$12,174,671	\$91,078,705	\$196,181,828
Average Spent	\$3,524.80	\$4,512.20	\$4,718.75
Spending Potential Index	94	120	125
Health Care: Total \$	\$18,066,078	\$135,830,075	\$292,893,536
Average Spent	\$5,230.48	\$6,729.26	\$7,044.94
Spending Potential Index	91	117	123
HH Furnishings & Equipment: Total \$	\$6,969,756	\$54,215,058	\$116,994,381
Average Spent	\$2,017.88	\$2,685.91	\$2,814.06
Spending Potential Index	92	123	129
Personal Care Products & Services: Total \$	\$2,958,449	\$22,657,355	\$48,992,949
Average Spent	\$856.53	\$1,122.48	\$1,178.42
Spending Potential Index	93	122	128
Shelter: Total \$	\$60,243,305	\$447,304,167	\$975,003,302
Average Spent	\$17,441.61	\$22,160.23	\$23,451.67
Spending Potential Index	90	114	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,126,016	\$58,741,569	\$126,464,731
Average Spent	\$2,063.12	\$2,910.16	\$3,041.85
Spending Potential Index	88	124	130
Travel: Total \$	\$7,123,118	\$57,041,741	\$126,847,409
Average Spent	\$2,062.28	\$2,825.95	\$3,051.05
Spending Potential Index	86	117	127
Vehicle Maintenance & Repairs: Total \$	\$3,613,982	\$27,306,175	\$58,772,217
Average Spent	\$1,046.32	\$1,352.80	\$1,413.64
Spending Potential Index	90	117	122

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.