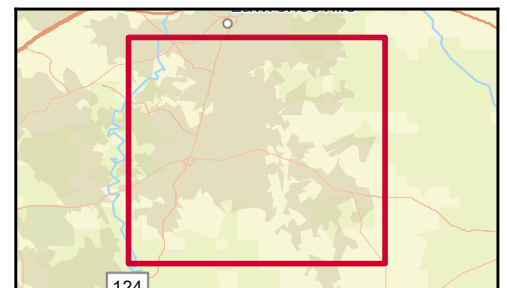
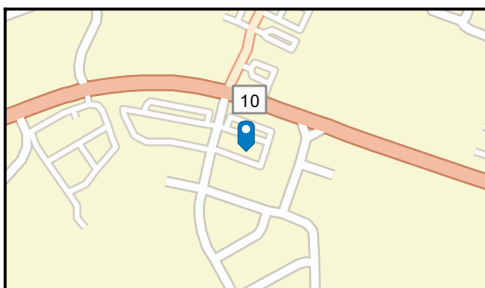
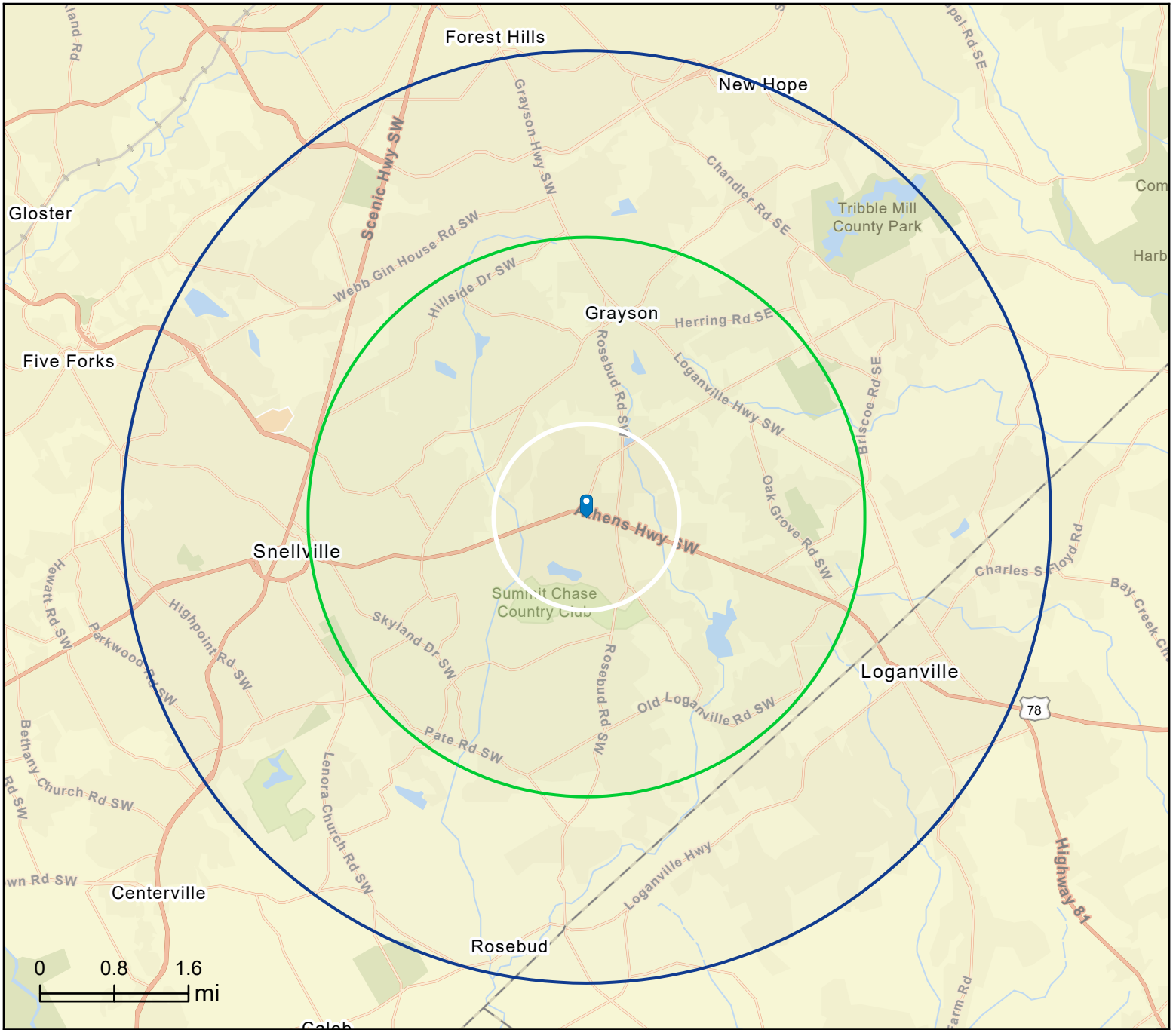


1132 Athens Hwy, Grayson, Georgia, 30017  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.86255  
Longitude: -83.96294





# Demographic and Income Profile

1132 Athens Hwy, Grayson, Georgia, 30017  
 Ring: 1 mile radius

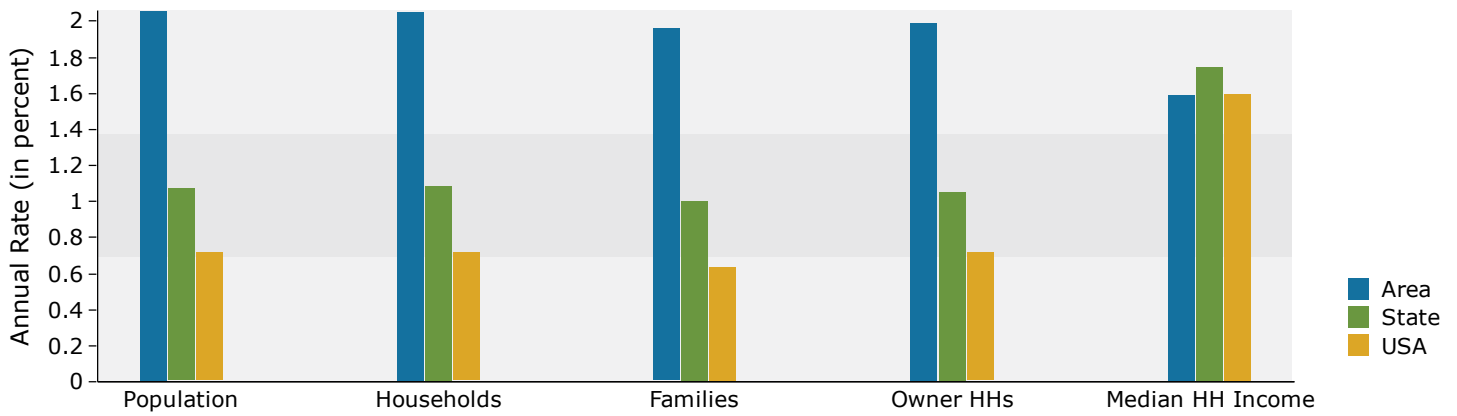
Prepared by Esri  
 Latitude: 33.86255  
 Longitude: -83.96294

Summary	Census 2010	2020	2025			
Population	5,677	7,342	8,131			
Households	1,962	2,529	2,799			
Families	1,594	2,027	2,234			
Average Household Size	2.89	2.90	2.90			
Owner Occupied Housing Units	1,722	2,236	2,468			
Renter Occupied Housing Units	240	293	331			
Median Age	35.1	35.3	36.2			
Trends: 2020-2025 Annual Rate	Area	State	National			
Population	2.06%	1.07%	0.72%			
Households	2.05%	1.09%	0.72%			
Families	1.96%	1.00%	0.64%			
Owner HHs	1.99%	1.05%	0.72%			
Median Household Income	1.59%	1.75%	1.60%			
Households by Income	2020		2025			
	Number	Percent	Number	Percent		
<\$15,000	73	2.9%	69	2.5%		
\$15,000 - \$24,999	106	4.2%	107	3.8%		
\$25,000 - \$34,999	205	8.1%	199	7.1%		
\$35,000 - \$49,999	306	12.1%	306	10.9%		
\$50,000 - \$74,999	400	15.8%	411	14.7%		
\$75,000 - \$99,999	419	16.6%	451	16.1%		
\$100,000 - \$149,999	740	29.3%	889	31.8%		
\$150,000 - \$199,999	202	8.0%	267	9.5%		
\$200,000+	77	3.0%	101	3.6%		
Median Household Income	\$83,530		\$90,384			
Average Household Income	\$90,934		\$99,807			
Per Capita Income	\$29,928		\$32,823			
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	422	7.4%	500	6.8%	555	6.8%
5 - 9	489	8.6%	531	7.2%	563	6.9%
10 - 14	508	8.9%	564	7.7%	616	7.6%
15 - 19	469	8.3%	513	7.0%	543	6.7%
20 - 24	280	4.9%	451	6.1%	423	5.2%
25 - 34	666	11.7%	1,084	14.8%	1,205	14.8%
35 - 44	955	16.8%	963	13.1%	1,182	14.5%
45 - 54	857	15.1%	1,044	14.2%	1,030	12.7%
55 - 64	569	10.0%	857	11.7%	937	11.5%
65 - 74	280	4.9%	561	7.6%	669	8.2%
75 - 84	137	2.4%	210	2.9%	322	4.0%
85+	47	0.8%	65	0.9%	85	1.0%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,116	54.9%	3,111	42.4%	3,430	42.2%
Black Alone	1,848	32.5%	3,044	41.5%	3,384	41.6%
American Indian Alone	16	0.3%	16	0.2%	18	0.2%
Asian Alone	200	3.5%	310	4.2%	341	4.2%
Pacific Islander Alone	4	0.1%	3	0.0%	4	0.0%
Some Other Race Alone	293	5.2%	517	7.0%	578	7.1%
Two or More Races	201	3.5%	340	4.6%	377	4.6%
Hispanic Origin (Any Race)	637	11.2%	1,105	15.1%	1,232	15.2%

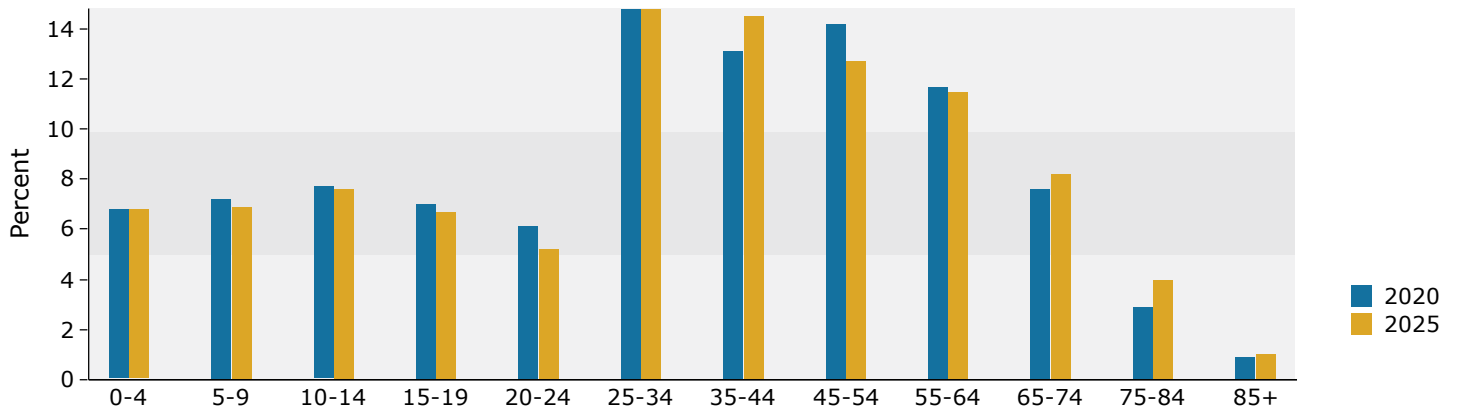
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

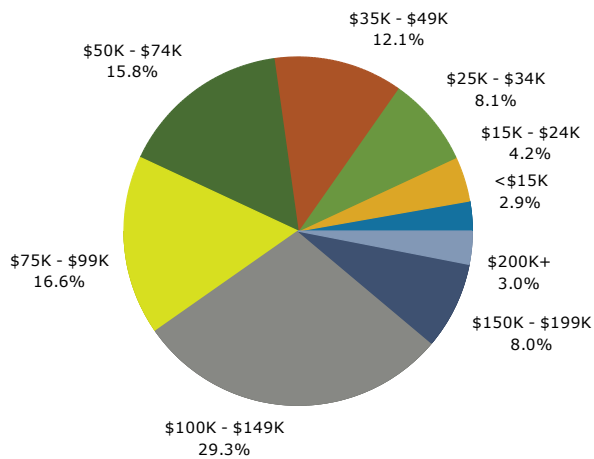
## Trends 2020-2025



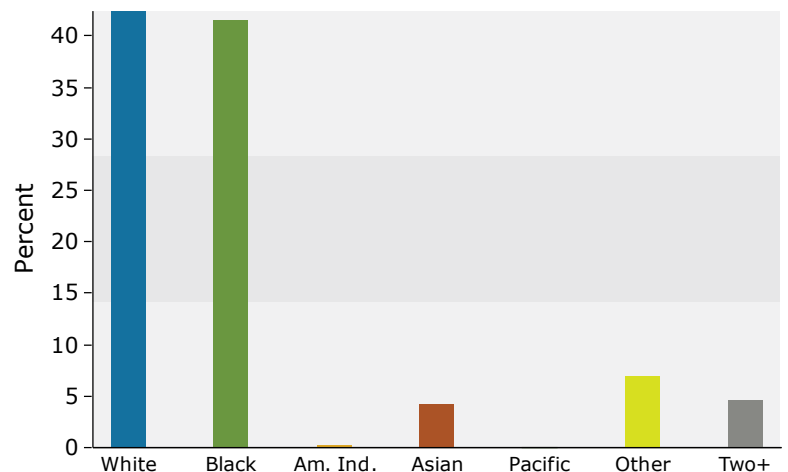
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 15.1%



# Demographic and Income Profile

1132 Athens Hwy, Grayson, Georgia, 30017  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 33.86255  
 Longitude: -83.96294

Summary	Census 2010	2020	2025
Population	44,822	51,763	55,699
Households	14,904	17,278	18,575
Families	11,837	13,548	14,501
Average Household Size	2.99	2.98	2.99
Owner Occupied Housing Units	12,780	14,729	15,711
Renter Occupied Housing Units	2,124	2,549	2,864
Median Age	36.1	36.7	36.8

Trends: 2020-2025 Annual Rate	Area	State	National
Population	1.48%	1.07%	0.72%
Households	1.46%	1.09%	0.72%
Families	1.37%	1.00%	0.64%
Owner HHs	1.30%	1.05%	0.72%
Median Household Income	1.14%	1.75%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	878	5.1%	825	4.4%
\$15,000 - \$24,999	715	4.1%	706	3.8%
\$25,000 - \$34,999	1,191	6.9%	1,151	6.2%
\$35,000 - \$49,999	2,095	12.1%	2,064	11.1%
\$50,000 - \$74,999	2,975	17.2%	3,030	16.3%
\$75,000 - \$99,999	3,130	18.1%	3,309	17.8%
\$100,000 - \$149,999	4,123	23.9%	4,829	26.0%
\$150,000 - \$199,999	1,428	8.3%	1,789	9.6%
\$200,000+	743	4.3%	873	4.7%
Median Household Income	\$79,796		\$84,444	
Average Household Income	\$91,529		\$99,624	
Per Capita Income	\$30,611		\$33,294	

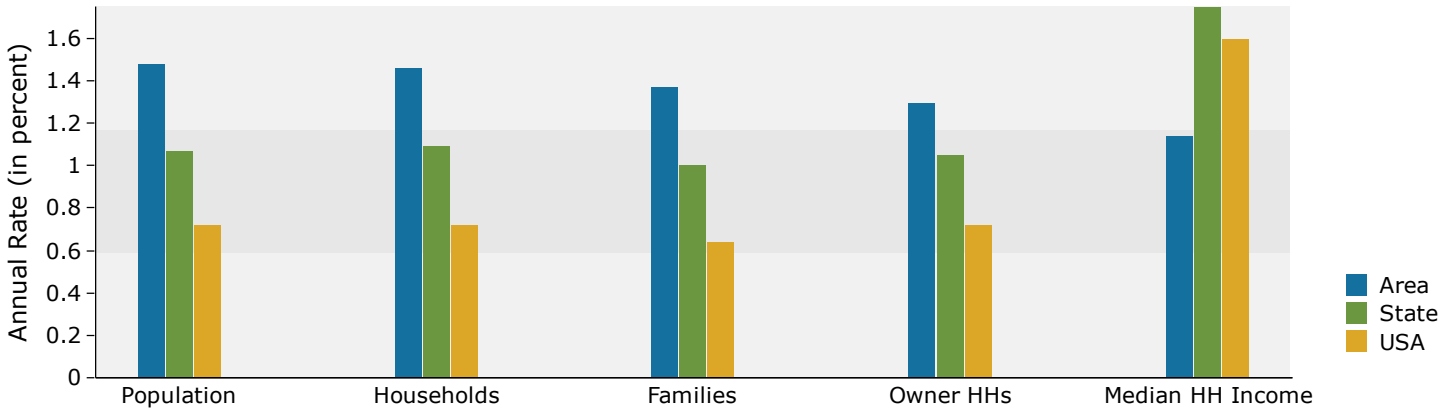
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,040	6.8%	3,236	6.3%	3,565	6.4%
5 - 9	3,693	8.2%	3,520	6.8%	3,677	6.6%
10 - 14	3,946	8.8%	3,706	7.2%	3,969	7.1%
15 - 19	3,663	8.2%	3,496	6.8%	3,508	6.3%
20 - 24	2,247	5.0%	3,205	6.2%	2,890	5.2%
25 - 34	5,029	11.2%	7,620	14.7%	8,661	15.6%
35 - 44	7,128	15.9%	6,532	12.6%	7,863	14.1%
45 - 54	7,015	15.7%	7,267	14.0%	6,893	12.4%
55 - 64	4,772	10.6%	6,524	12.6%	6,582	11.8%
65 - 74	2,451	5.5%	4,229	8.2%	4,903	8.8%
75 - 84	1,345	3.0%	1,788	3.5%	2,460	4.4%
85+	493	1.1%	639	1.2%	726	1.3%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	25,757	57.5%	23,075	44.6%	24,725	44.4%
Black Alone	14,430	32.2%	21,937	42.4%	23,663	42.5%
American Indian Alone	133	0.3%	128	0.2%	138	0.2%
Asian Alone	1,549	3.5%	2,380	4.6%	2,560	4.6%
Pacific Islander Alone	25	0.1%	25	0.0%	27	0.0%
Some Other Race Alone	1,611	3.6%	2,211	4.3%	2,418	4.3%
Two or More Races	1,317	2.9%	2,007	3.9%	2,167	3.9%
Hispanic Origin (Any Race)	4,064	9.1%	5,636	10.9%	6,133	11.0%

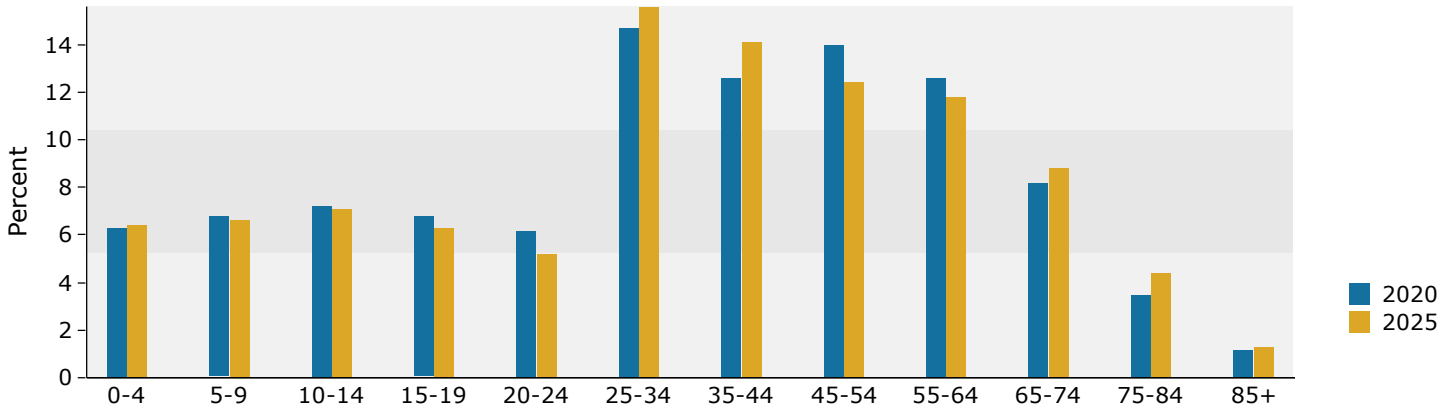
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

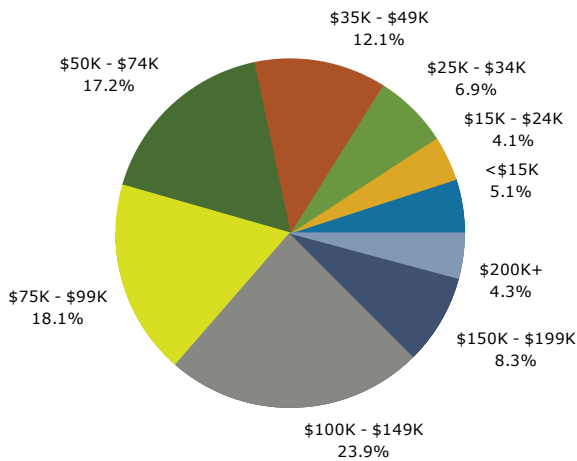
## Trends 2020-2025



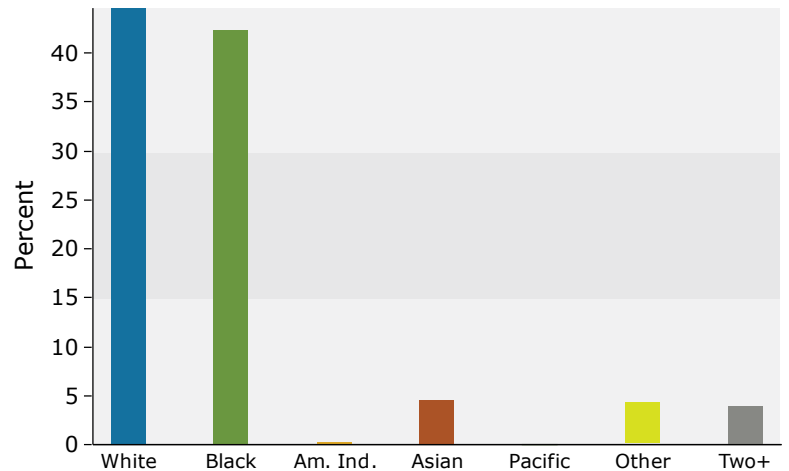
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 10.9%



# Demographic and Income Profile

1132 Athens Hwy, Grayson, Georgia, 30017  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 33.86255  
 Longitude: -83.96294

Summary	Census 2010	2020	2025
Population	115,717	132,792	142,757
Households	38,553	44,465	47,801
Families	30,942	35,232	37,712
Average Household Size	2.99	2.98	2.98
Owner Occupied Housing Units	32,625	37,438	39,960
Renter Occupied Housing Units	5,928	7,027	7,841
Median Age	36.4	37.3	37.4

Trends: 2020-2025 Annual Rate	Area	State	National
Population	1.46%	1.07%	0.72%
Households	1.46%	1.09%	0.72%
Families	1.37%	1.00%	0.64%
Owner HHs	1.31%	1.05%	0.72%
Median Household Income	1.13%	1.75%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	2,316	5.2%	2,175	4.6%
\$15,000 - \$24,999	1,881	4.2%	1,859	3.9%
\$25,000 - \$34,999	2,638	5.9%	2,539	5.3%
\$35,000 - \$49,999	5,125	11.5%	5,043	10.5%
\$50,000 - \$74,999	7,533	16.9%	7,658	16.0%
\$75,000 - \$99,999	8,235	18.5%	8,704	18.2%
\$100,000 - \$149,999	9,964	22.4%	11,507	24.1%
\$150,000 - \$199,999	4,114	9.3%	5,086	10.6%
\$200,000+	2,658	6.0%	3,231	6.8%
Median Household Income	\$81,534		\$86,259	
Average Household Income	\$96,680		\$105,796	
Per Capita Income	\$32,345		\$35,386	

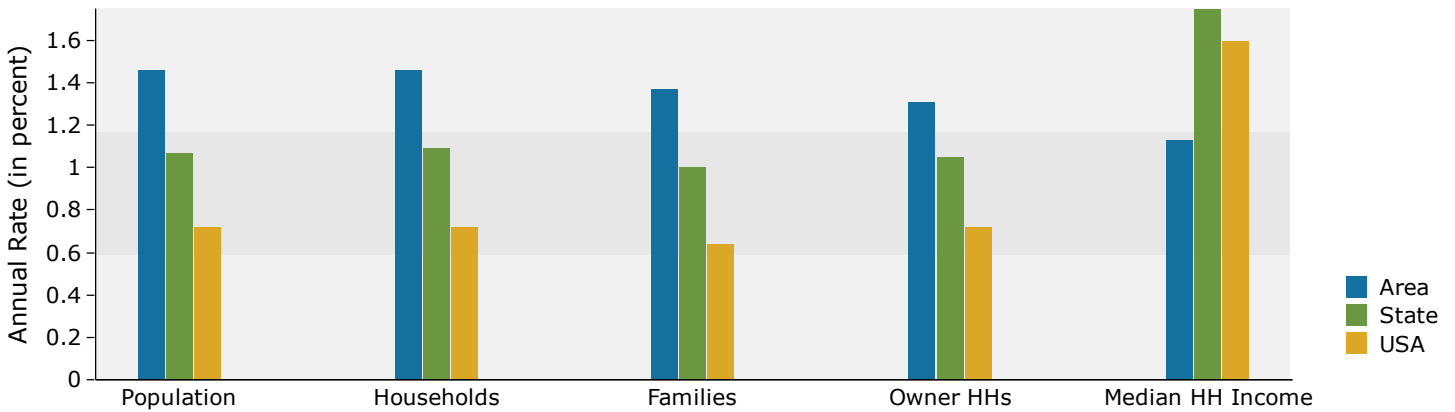
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,681	6.6%	8,135	6.1%	8,908	6.2%
5 - 9	9,489	8.2%	9,116	6.9%	9,543	6.7%
10 - 14	10,322	8.9%	9,741	7.3%	10,272	7.2%
15 - 19	9,552	8.3%	9,092	6.8%	9,144	6.4%
20 - 24	5,651	4.9%	7,727	5.8%	7,023	4.9%
25 - 34	12,677	11.0%	18,752	14.1%	21,197	14.8%
35 - 44	18,393	15.9%	17,242	13.0%	20,378	14.3%
45 - 54	19,027	16.4%	18,968	14.3%	18,053	12.6%
55 - 64	12,464	10.8%	17,570	13.2%	17,702	12.4%
65 - 74	6,003	5.2%	10,529	7.9%	12,694	8.9%
75 - 84	3,253	2.8%	4,371	3.3%	6,107	4.3%
85+	1,204	1.0%	1,549	1.2%	1,733	1.2%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	68,204	58.9%	62,796	47.3%	66,975	46.9%
Black Alone	34,030	29.4%	50,539	38.1%	54,651	38.3%
American Indian Alone	378	0.3%	386	0.3%	422	0.3%
Asian Alone	5,891	5.1%	8,825	6.6%	9,533	6.7%
Pacific Islander Alone	59	0.1%	61	0.0%	67	0.0%
Some Other Race Alone	3,885	3.4%	5,263	4.0%	5,766	4.0%
Two or More Races	3,269	2.8%	4,923	3.7%	5,343	3.7%
Hispanic Origin (Any Race)	10,091	8.7%	13,877	10.5%	15,190	10.6%

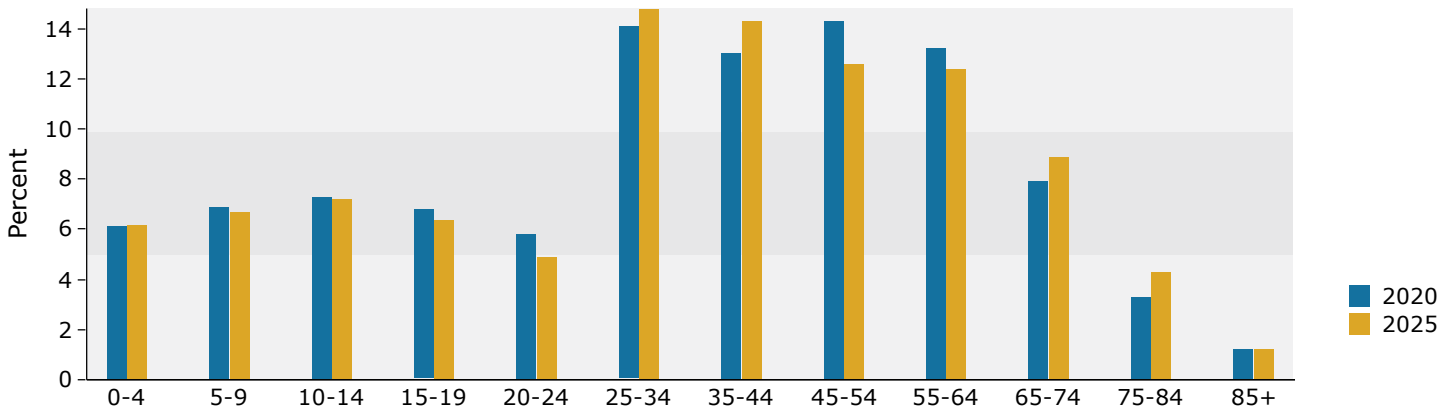
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

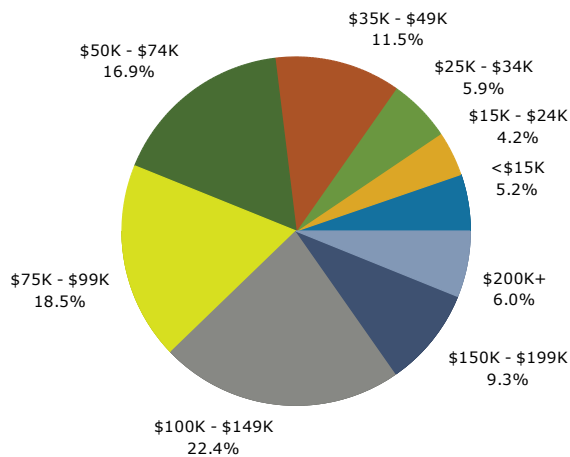
## Trends 2020-2025



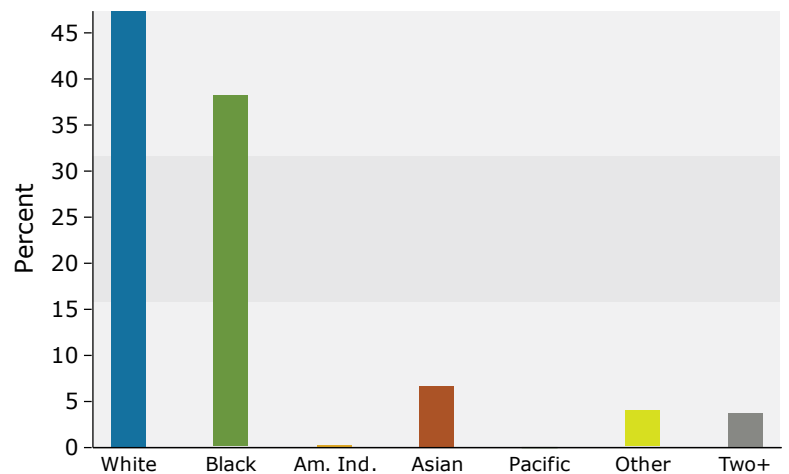
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 10.5%



# Market Profile

1132 Athens Hwy, Grayson, Georgia, 30017  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.86255  
Longitude: -83.96294

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	2,856	26,990	74,279
2010 Total Population	5,677	44,822	115,717
2020 Total Population	7,342	51,763	132,792
2020 Group Quarters	2	203	447
2025 Total Population	8,131	55,699	142,757
2020-2025 Annual Rate	2.06%	1.48%	1.46%
2020 Total Daytime Population	6,369	45,222	120,901
Workers	2,451	17,603	49,993
Residents	3,918	27,619	70,908
<b>Household Summary</b>			
2000 Households	994	8,902	24,489
2000 Average Household Size	2.87	3.02	3.02
2010 Households	1,962	14,904	38,553
2010 Average Household Size	2.89	2.99	2.99
2020 Households	2,529	17,278	44,465
2020 Average Household Size	2.90	2.98	2.98
2025 Households	2,799	18,575	47,801
2025 Average Household Size	2.90	2.99	2.98
2020-2025 Annual Rate	2.05%	1.46%	1.46%
2010 Families	1,594	11,837	30,942
2010 Average Family Size	3.22	3.37	3.35
2020 Families	2,027	13,548	35,232
2020 Average Family Size	3.25	3.38	3.36
2025 Families	2,234	14,501	37,712
2025 Average Family Size	3.26	3.40	3.36
2020-2025 Annual Rate	1.96%	1.37%	1.37%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,069	9,171	25,223
Owner Occupied Housing Units	85.7%	88.7%	86.2%
Renter Occupied Housing Units	7.2%	8.4%	10.9%
Vacant Housing Units	7.1%	2.9%	2.9%
2010 Housing Units	2,229	16,029	41,398
Owner Occupied Housing Units	77.3%	79.7%	78.8%
Renter Occupied Housing Units	10.8%	13.3%	14.3%
Vacant Housing Units	12.0%	7.0%	6.9%
2020 Housing Units	2,684	18,172	46,590
Owner Occupied Housing Units	83.3%	81.1%	80.4%
Renter Occupied Housing Units	10.9%	14.0%	15.1%
Vacant Housing Units	5.8%	4.9%	4.6%
2025 Housing Units	2,968	19,497	49,998
Owner Occupied Housing Units	83.2%	80.6%	79.9%
Renter Occupied Housing Units	11.2%	14.7%	15.7%
Vacant Housing Units	5.7%	4.7%	4.4%
<b>Median Household Income</b>			
2020	\$83,530	\$79,796	\$81,534
2025	\$90,384	\$84,444	\$86,259
<b>Median Home Value</b>			
2020	\$220,236	\$203,133	\$214,920
2025	\$238,652	\$219,270	\$231,215
<b>Per Capita Income</b>			
2020	\$29,928	\$30,611	\$32,345
2025	\$32,823	\$33,294	\$35,386
<b>Median Age</b>			
2010	35.1	36.1	36.4
2020	35.3	36.7	37.3
2025	36.2	36.8	37.4

**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

1132 Athens Hwy, Grayson, Georgia, 30017  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.86255  
Longitude: -83.96294

	1 mile	3 miles	5 miles
<b>2020 Households by Income</b>			
Household Income Base	2,529	17,278	44,465
<\$15,000	2.9%	5.1%	5.2%
\$15,000 - \$24,999	4.2%	4.1%	4.2%
\$25,000 - \$34,999	8.1%	6.9%	5.9%
\$35,000 - \$49,999	12.1%	12.1%	11.5%
\$50,000 - \$74,999	15.8%	17.2%	16.9%
\$75,000 - \$99,999	16.6%	18.1%	18.5%
\$100,000 - \$149,999	29.3%	23.9%	22.4%
\$150,000 - \$199,999	8.0%	8.3%	9.3%
\$200,000+	3.0%	4.3%	6.0%
Average Household Income	\$90,934	\$91,529	\$96,680
<b>2025 Households by Income</b>			
Household Income Base	2,799	18,575	47,801
<\$15,000	2.5%	4.4%	4.6%
\$15,000 - \$24,999	3.8%	3.8%	3.9%
\$25,000 - \$34,999	7.1%	6.2%	5.3%
\$35,000 - \$49,999	10.9%	11.1%	10.5%
\$50,000 - \$74,999	14.7%	16.3%	16.0%
\$75,000 - \$99,999	16.1%	17.8%	18.2%
\$100,000 - \$149,999	31.8%	26.0%	24.1%
\$150,000 - \$199,999	9.5%	9.6%	10.6%
\$200,000+	3.6%	4.7%	6.8%
Average Household Income	\$99,807	\$99,624	\$105,796
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	2,236	14,729	37,438
<\$50,000	3.6%	2.8%	2.5%
\$50,000 - \$99,999	2.3%	3.2%	3.8%
\$100,000 - \$149,999	9.0%	12.5%	11.0%
\$150,000 - \$199,999	25.8%	30.2%	26.5%
\$200,000 - \$249,999	22.8%	21.5%	20.8%
\$250,000 - \$299,999	14.3%	11.2%	13.1%
\$300,000 - \$399,999	10.1%	9.6%	12.5%
\$400,000 - \$499,999	10.4%	7.0%	5.9%
\$500,000 - \$749,999	0.8%	1.2%	3.1%
\$750,000 - \$999,999	0.7%	0.7%	0.6%
\$1,000,000 - \$1,499,999	0.3%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$245,628	\$232,917	\$244,904
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	2,468	15,711	39,960
<\$50,000	2.6%	2.1%	1.9%
\$50,000 - \$99,999	1.6%	2.4%	2.9%
\$100,000 - \$149,999	6.6%	10.1%	8.9%
\$150,000 - \$199,999	21.2%	26.7%	23.0%
\$200,000 - \$249,999	23.3%	22.6%	21.2%
\$250,000 - \$299,999	16.1%	12.7%	14.5%
\$300,000 - \$399,999	12.3%	11.6%	14.9%
\$400,000 - \$499,999	13.8%	8.9%	7.4%
\$500,000 - \$749,999	1.1%	1.6%	4.0%
\$750,000 - \$999,999	1.0%	1.1%	0.9%
\$1,000,000 - \$1,499,999	0.3%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$269,097	\$252,231	\$264,671

**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

1132 Athens Hwy, Grayson, Georgia, 30017  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.86255  
Longitude: -83.96294

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	5,679	44,821	115,718
0 - 4	7.4%	6.8%	6.6%
5 - 9	8.6%	8.2%	8.2%
10 - 14	8.9%	8.8%	8.9%
15 - 24	13.2%	13.2%	13.1%
25 - 34	11.7%	11.2%	11.0%
35 - 44	16.8%	15.9%	15.9%
45 - 54	15.1%	15.7%	16.4%
55 - 64	10.0%	10.6%	10.8%
65 - 74	4.9%	5.5%	5.2%
75 - 84	2.4%	3.0%	2.8%
85 +	0.8%	1.1%	1.0%
18 +	69.5%	70.7%	70.7%
<b>2020 Population by Age</b>			
Total	7,343	51,762	132,792
0 - 4	6.8%	6.3%	6.1%
5 - 9	7.2%	6.8%	6.9%
10 - 14	7.7%	7.2%	7.3%
15 - 24	13.1%	12.9%	12.7%
25 - 34	14.8%	14.7%	14.1%
35 - 44	13.1%	12.6%	13.0%
45 - 54	14.2%	14.0%	14.3%
55 - 64	11.7%	12.6%	13.2%
65 - 74	7.6%	8.2%	7.9%
75 - 84	2.9%	3.5%	3.3%
85 +	0.9%	1.2%	1.2%
18 +	73.9%	75.5%	75.3%
<b>2025 Population by Age</b>			
Total	8,130	55,697	142,754
0 - 4	6.8%	6.4%	6.2%
5 - 9	6.9%	6.6%	6.7%
10 - 14	7.6%	7.1%	7.2%
15 - 24	11.9%	11.5%	11.3%
25 - 34	14.8%	15.6%	14.8%
35 - 44	14.5%	14.1%	14.3%
45 - 54	12.7%	12.4%	12.6%
55 - 64	11.5%	11.8%	12.4%
65 - 74	8.2%	8.8%	8.9%
75 - 84	4.0%	4.4%	4.3%
85 +	1.0%	1.3%	1.2%
18 +	74.5%	75.9%	75.7%
<b>2010 Population by Sex</b>			
Males	2,761	21,446	55,453
Females	2,916	23,376	60,264
<b>2020 Population by Sex</b>			
Males	3,585	24,821	63,749
Females	3,757	26,942	69,043
<b>2025 Population by Sex</b>			
Males	3,975	26,793	68,736
Females	4,156	28,906	74,021

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

1132 Athens Hwy, Grayson, Georgia, 30017  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.86255  
Longitude: -83.96294

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	5,678	44,822	115,716
White Alone	54.9%	57.5%	58.9%
Black Alone	32.5%	32.2%	29.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.5%	3.5%	5.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.2%	3.6%	3.4%
Two or More Races	3.5%	2.9%	2.8%
Hispanic Origin	11.2%	9.1%	8.7%
Diversity Index	67.3	63.7	63.3
<b>2020 Population by Race/Ethnicity</b>			
Total	7,341	51,763	132,793
White Alone	42.4%	44.6%	47.3%
Black Alone	41.5%	42.4%	38.1%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	4.2%	4.6%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.0%	4.3%	4.0%
Two or More Races	4.6%	3.9%	3.7%
Hispanic Origin	15.0%	10.9%	10.5%
Diversity Index	73.7	69.3	69.7
<b>2025 Population by Race/Ethnicity</b>			
Total	8,132	55,698	142,757
White Alone	42.2%	44.4%	46.9%
Black Alone	41.6%	42.5%	38.3%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	4.2%	4.6%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.1%	4.3%	4.0%
Two or More Races	4.6%	3.9%	3.7%
Hispanic Origin	15.2%	11.0%	10.6%
Diversity Index	73.8	69.5	69.9
<b>2010 Population by Relationship and Household Type</b>			
Total	5,677	44,822	115,717
In Households	100.0%	99.5%	99.6%
In Family Households	92.5%	91.1%	91.6%
Householder	26.7%	26.5%	26.7%
Spouse	20.5%	20.3%	20.6%
Child	38.0%	37.0%	37.1%
Other relative	5.3%	5.2%	5.1%
Nonrelative	2.1%	2.2%	2.1%
In Nonfamily Households	7.4%	8.4%	8.0%
In Group Quarters	0.0%	0.5%	0.4%
Institutionalized Population	0.0%	0.3%	0.3%
Noninstitutionalized Population	0.0%	0.1%	0.1%

**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

1132 Athens Hwy, Grayson, Georgia, 30017  
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
<b>2020 Population 25+ by Educational Attainment</b>			
Total	4,781	34,599	88,980
Less than 9th Grade	5.5%	2.6%	2.3%
9th - 12th Grade, No Diploma	3.7%	3.9%	4.1%
High School Graduate	21.0%	20.5%	20.4%
GED/Alternative Credential	1.5%	2.6%	3.0%
Some College, No Degree	17.9%	21.8%	21.1%
Associate Degree	12.1%	12.5%	11.2%
Bachelor's Degree	27.4%	23.8%	24.3%
Graduate/Professional Degree	10.9%	12.3%	13.5%
<b>2020 Population 15+ by Marital Status</b>			
Total	5,747	41,301	105,800
Never Married	30.8%	31.4%	30.7%
Married	52.2%	52.6%	55.1%
Widowed	5.1%	4.7%	4.1%
Divorced	12.0%	11.3%	10.1%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,001	27,903	71,192
Population 16+ Employed	86.3%	87.1%	87.5%
Population 16+ Unemployment rate	13.7%	12.9%	12.5%
Population 16-24 Employed	10.6%	10.3%	9.8%
Population 16-24 Unemployment rate	27.0%	22.8%	21.9%
Population 25-54 Employed	71.3%	69.2%	68.5%
Population 25-54 Unemployment rate	11.4%	11.5%	11.3%
Population 55-64 Employed	13.3%	15.7%	17.6%
Population 55-64 Unemployment rate	14.6%	12.4%	11.7%
Population 65+ Employed	4.8%	4.8%	4.0%
Population 65+ Unemployment rate	9.4%	10.4%	10.7%
<b>2020 Employed Population 16+ by Industry</b>			
Total	3,452	24,310	62,310
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	5.6%	6.2%	6.6%
Manufacturing	7.8%	7.5%	7.5%
Wholesale Trade	5.0%	3.4%	3.4%
Retail Trade	6.1%	9.1%	10.6%
Transportation/Utilities	6.8%	4.7%	4.9%
Information	5.9%	4.0%	3.6%
Finance/Insurance/Real Estate	7.9%	7.6%	7.7%
Services	51.9%	53.0%	51.4%
Public Administration	3.0%	4.4%	4.1%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	3,452	24,311	62,311
White Collar	73.5%	69.8%	69.9%
Management/Business/Financial	22.2%	20.3%	18.8%
Professional	24.9%	24.9%	24.6%
Sales	10.3%	9.6%	10.8%
Administrative Support	16.2%	15.1%	15.7%
Services	15.2%	15.5%	13.9%
Blue Collar	11.3%	14.7%	16.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.8%	3.3%	3.7%
Installation/Maintenance/Repair	1.1%	2.7%	3.1%
Production	2.1%	2.6%	3.2%
Transportation/Material Moving	5.3%	6.1%	6.1%

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

March 09, 2021



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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	1,962	14,904	38,553
Households with 1 Person	15.5%	17.1%	16.5%
Households with 2+ People	84.5%	82.9%	83.5%
Family Households	81.2%	79.4%	80.3%
Husband-wife Families	62.5%	61.0%	61.9%
With Related Children	35.2%	32.9%	33.5%
Other Family (No Spouse Present)	18.8%	18.4%	18.4%
Other Family with Male Householder	4.8%	4.2%	4.2%
With Related Children	3.1%	2.7%	2.7%
Other Family with Female Householder	14.0%	14.2%	14.2%
With Related Children	9.6%	9.8%	9.8%
Nonfamily Households	3.3%	3.4%	3.3%
All Households with Children	48.4%	45.8%	46.4%
Multigenerational Households	6.5%	6.5%	6.3%
Unmarried Partner Households	4.6%	4.6%	4.4%
Male-female	3.8%	3.8%	3.6%
Same-sex	0.8%	0.9%	0.8%
<b>2010 Households by Size</b>			
Total	1,961	14,905	38,554
1 Person Household	15.5%	17.1%	16.5%
2 Person Household	28.3%	28.9%	29.1%
3 Person Household	20.3%	19.9%	19.7%
4 Person Household	19.1%	18.0%	19.0%
5 Person Household	10.0%	9.3%	9.5%
6 Person Household	4.2%	4.0%	3.9%
7 + Person Household	2.7%	2.8%	2.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,962	14,904	38,553
Owner Occupied	87.8%	85.7%	84.6%
Owned with a Mortgage/Loan	75.5%	73.8%	73.3%
Owned Free and Clear	12.3%	12.0%	11.4%
Renter Occupied	12.2%	14.3%	15.4%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	198	207	199
Percent of Income for Mortgage	11.0%	10.6%	11.0%
Wealth Index	89	94	106
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,229	16,029	41,398
Housing Units Inside Urbanized Area	100.0%	100.0%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,677	44,822	115,717
Population Inside Urbanized Area	100.0%	100.0%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	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.



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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Middleburg (4C)	Up and Coming Families (7A)	Up and Coming Families (7A)
3.	Up and Coming Families (7A)	Rustbelt Traditions (5D)	Middleburg (4C)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,539,345	\$38,143,053	\$103,218,596
Average Spent	\$2,190.33	\$2,207.61	\$2,321.34
Spending Potential Index	102	103	108
Education: Total \$	\$4,272,868	\$29,289,950	\$81,279,806
Average Spent	\$1,689.55	\$1,695.22	\$1,827.95
Spending Potential Index	94	95	102
Entertainment/Recreation: Total \$	\$8,262,822	\$56,967,123	\$154,220,484
Average Spent	\$3,267.23	\$3,297.09	\$3,468.36
Spending Potential Index	101	101	107
Food at Home: Total \$	\$13,286,681	\$91,626,726	\$248,352,728
Average Spent	\$5,253.73	\$5,303.09	\$5,585.35
Spending Potential Index	98	99	105
Food Away from Home: Total \$	\$9,665,645	\$66,327,813	\$179,704,031
Average Spent	\$3,821.92	\$3,838.86	\$4,041.47
Spending Potential Index	101	102	107
Health Care: Total \$	\$14,735,041	\$101,908,186	\$275,243,101
Average Spent	\$5,826.43	\$5,898.15	\$6,190.11
Spending Potential Index	101	103	108
HH Furnishings & Equipment: Total \$	\$5,816,924	\$40,129,107	\$108,396,694
Average Spent	\$2,300.09	\$2,322.56	\$2,437.80
Spending Potential Index	105	106	112
Personal Care Products & Services: Total \$	\$2,421,381	\$16,686,668	\$45,084,426
Average Spent	\$957.45	\$965.78	\$1,013.93
Spending Potential Index	104	105	110
Shelter: Total \$	\$47,542,573	\$328,220,192	\$895,654,343
Average Spent	\$18,798.96	\$18,996.42	\$20,142.91
Spending Potential Index	97	98	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,361,496	\$43,951,464	\$117,953,063
Average Spent	\$2,515.42	\$2,543.78	\$2,652.72
Spending Potential Index	107	109	113
Travel: Total \$	\$6,238,679	\$42,827,438	\$116,807,255
Average Spent	\$2,466.86	\$2,478.73	\$2,626.95
Spending Potential Index	102	103	109
Vehicle Maintenance & Repairs: Total \$	\$2,945,545	\$20,366,207	\$54,939,519
Average Spent	\$1,164.71	\$1,178.74	\$1,235.57
Spending Potential Index	100	102	107

**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.

March 09, 2021