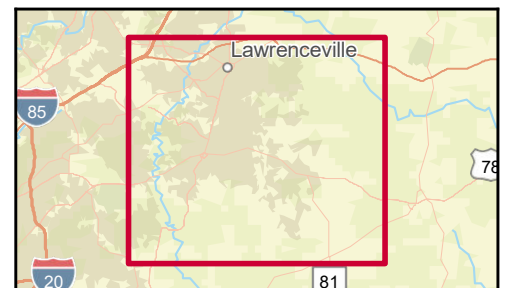
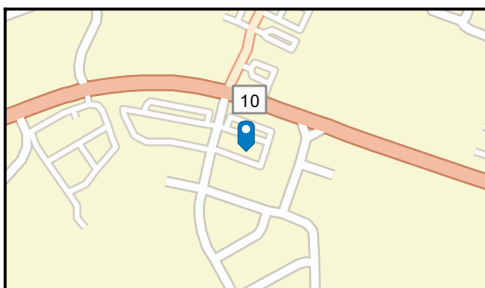
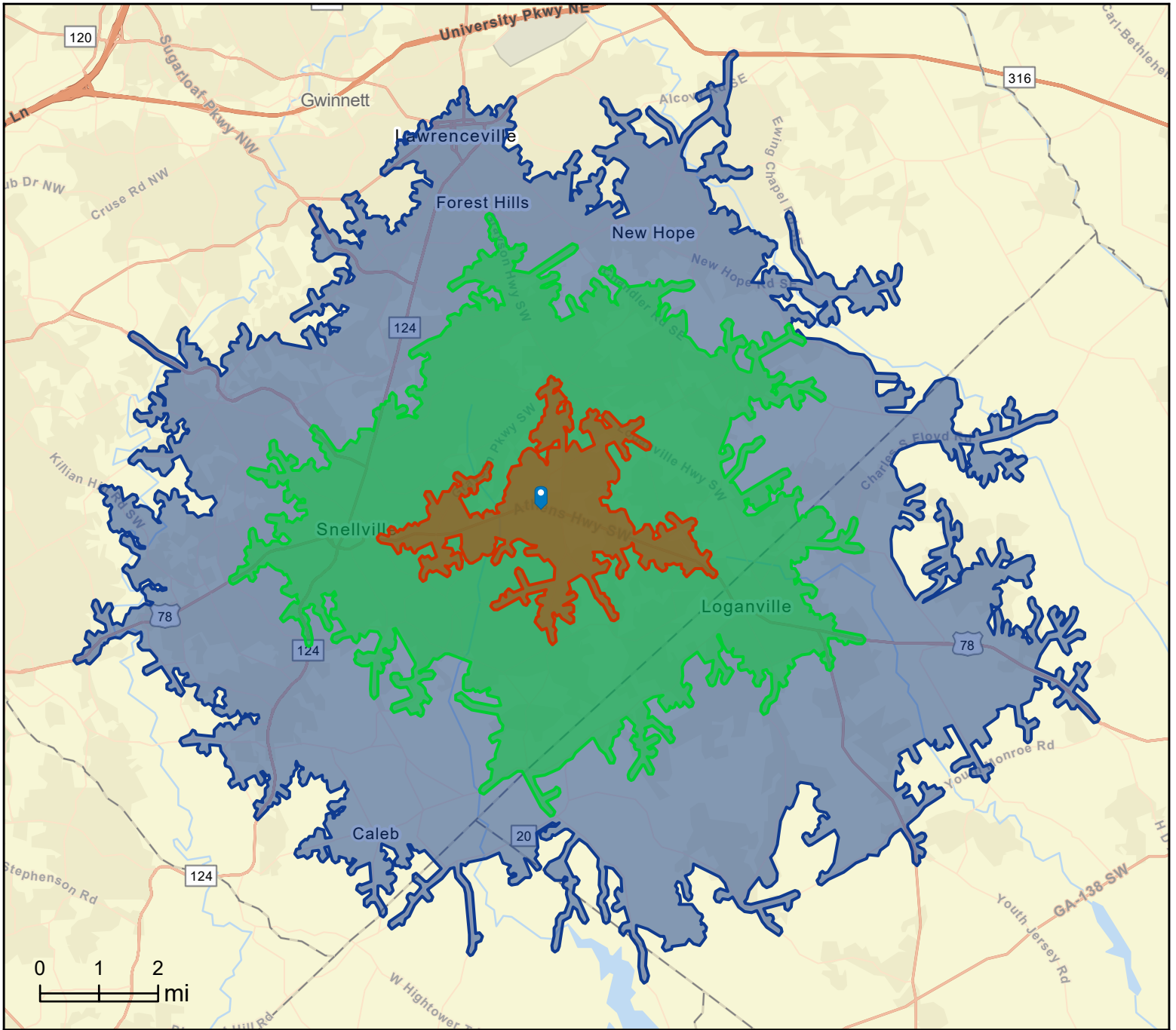


1132 Athens Hwy, Grayson, Georgia, 30017
Drive Time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 33.86255
Longitude: -83.96294





Demographic and Income Profile

1132 Athens Hwy, Grayson, Georgia, 30017
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 33.86255
 Longitude: -83.96294

Summary	Census 2010	2020	2025
Population	12,383	14,964	16,243
Households	4,093	5,003	5,430
Families	3,291	3,970	4,293
Average Household Size	3.02	2.99	2.99
Owner Occupied Housing Units	3,581	4,377	4,737
Renter Occupied Housing Units	512	626	693
Median Age	35.2	35.8	36.6
Trends: 2020-2025 Annual Rate	Area	State	National
Population	1.65%	1.07%	0.72%
Households	1.65%	1.09%	0.72%
Families	1.58%	1.00%	0.64%
Owner HHs	1.59%	1.05%	0.72%
Median Household Income	1.34%	1.75%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	213	4.3%	197	3.6%
\$15,000 - \$24,999	205	4.1%	203	3.7%
\$25,000 - \$34,999	364	7.3%	348	6.4%
\$35,000 - \$49,999	614	12.3%	603	11.1%
\$50,000 - \$74,999	876	17.5%	889	16.4%
\$75,000 - \$99,999	901	18.0%	959	17.7%
\$100,000 - \$149,999	1,347	26.9%	1,605	29.6%
\$150,000 - \$199,999	371	7.4%	483	8.9%
\$200,000+	112	2.2%	142	2.6%
Median Household Income	\$79,883		\$85,375	
Average Household Income	\$86,840		\$95,227	
Per Capita Income	\$28,568		\$31,277	

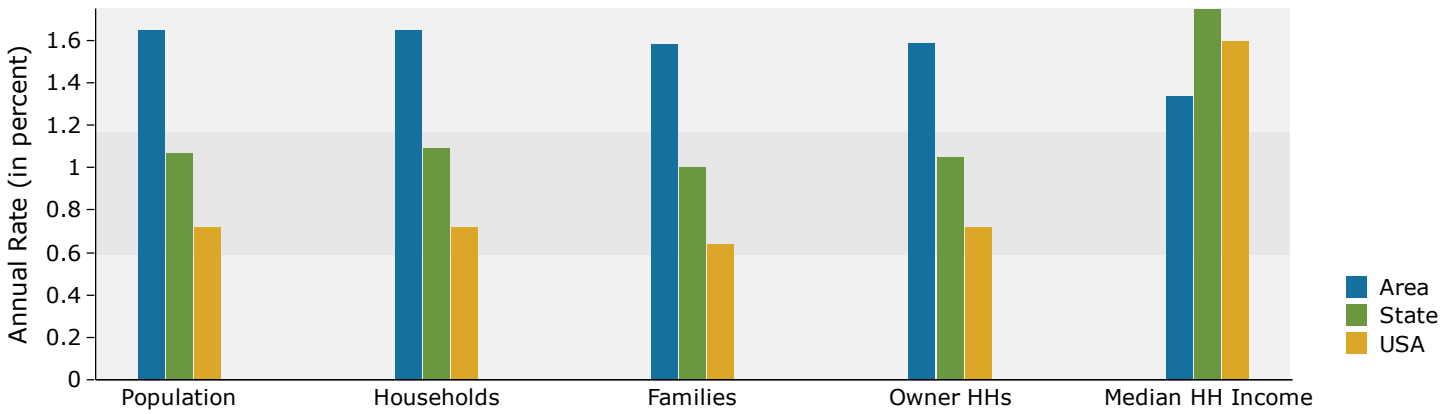
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	886	7.2%	983	6.6%	1,079	6.6%
5 - 9	1,051	8.5%	1,037	6.9%	1,090	6.7%
10 - 14	1,093	8.8%	1,099	7.3%	1,186	7.3%
15 - 19	1,019	8.2%	1,030	6.9%	1,049	6.5%
20 - 24	643	5.2%	920	6.1%	849	5.2%
25 - 34	1,459	11.8%	2,268	15.2%	2,447	15.1%
35 - 44	2,019	16.3%	1,934	12.9%	2,371	14.6%
45 - 54	1,882	15.2%	2,097	14.0%	2,022	12.4%
55 - 64	1,289	10.4%	1,804	12.1%	1,908	11.7%
65 - 74	619	5.0%	1,194	8.0%	1,379	8.5%
75 - 84	317	2.6%	451	3.0%	686	4.2%
85+	106	0.9%	147	1.0%	178	1.1%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,950	56.1%	6,486	43.3%	7,008	43.1%
Black Alone	3,881	31.3%	6,143	41.1%	6,686	41.2%
American Indian Alone	36	0.3%	36	0.2%	39	0.2%
Asian Alone	421	3.4%	643	4.3%	692	4.3%
Pacific Islander Alone	8	0.1%	7	0.0%	8	0.0%
Some Other Race Alone	656	5.3%	974	6.5%	1,077	6.6%
Two or More Races	430	3.5%	674	4.5%	734	4.5%
Hispanic Origin (Any Race)	1,473	11.9%	2,184	14.6%	2,402	14.8%

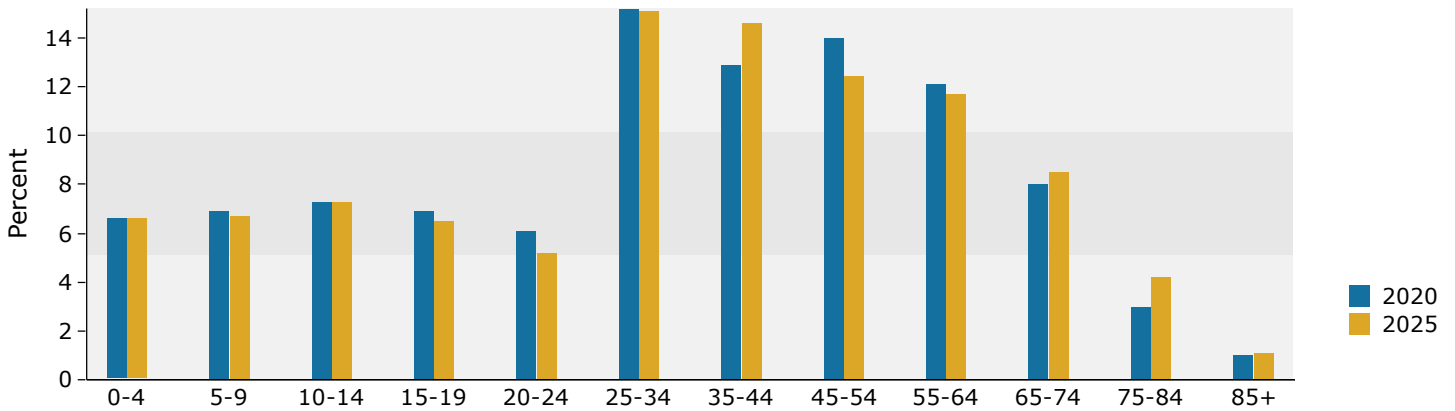
Data Note: Income is expressed in current dollars.

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

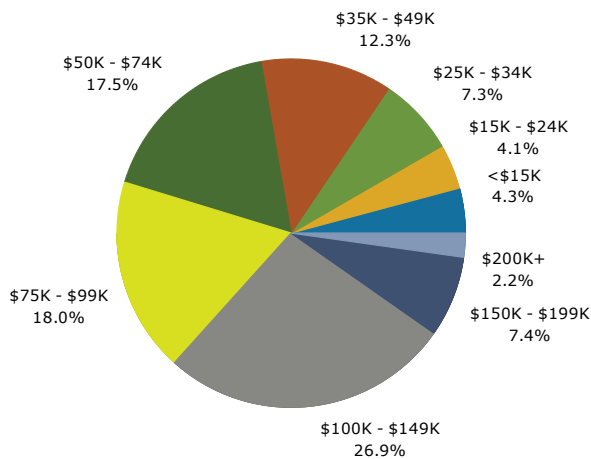
Trends 2020-2025



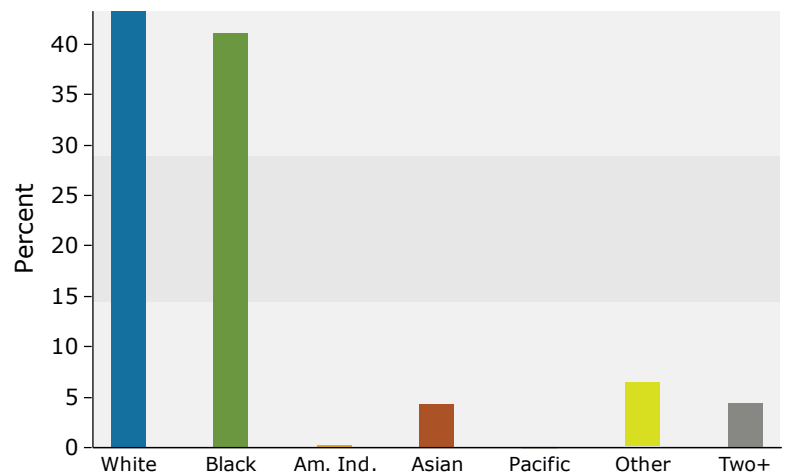
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 14.6%



Demographic and Income Profile

1132 Athens Hwy, Grayson, Georgia, 30017
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.86255
 Longitude: -83.96294

Summary	Census 2010	2020	2025
Population	72,889	84,147	90,916
Households	24,669	28,557	30,841
Families	19,458	22,231	23,909
Average Household Size	2.94	2.94	2.94
Owner Occupied Housing Units	20,455	23,514	25,161
Renter Occupied Housing Units	4,214	5,043	5,681
Median Age	36.2	36.9	36.9

Trends: 2020-2025 Annual Rate	Area	State	National
Population	1.56%	1.07%	0.72%
Households	1.55%	1.09%	0.72%
Families	1.47%	1.00%	0.64%
Owner HHs	1.36%	1.05%	0.72%
Median Household Income	1.15%	1.75%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	1,566	5.5%	1,479	4.8%
\$15,000 - \$24,999	1,305	4.6%	1,306	4.2%
\$25,000 - \$34,999	1,793	6.3%	1,741	5.6%
\$35,000 - \$49,999	3,402	11.9%	3,366	10.9%
\$50,000 - \$74,999	4,915	17.2%	5,028	16.3%
\$75,000 - \$99,999	5,095	17.8%	5,407	17.5%
\$100,000 - \$149,999	6,692	23.4%	7,822	25.4%
\$150,000 - \$199,999	2,442	8.6%	3,061	9.9%
\$200,000+	1,347	4.7%	1,632	5.3%

Median Household Income	\$79,890	\$84,597
Average Household Income	\$92,361	\$100,876
Per Capita Income	\$31,314	\$34,182

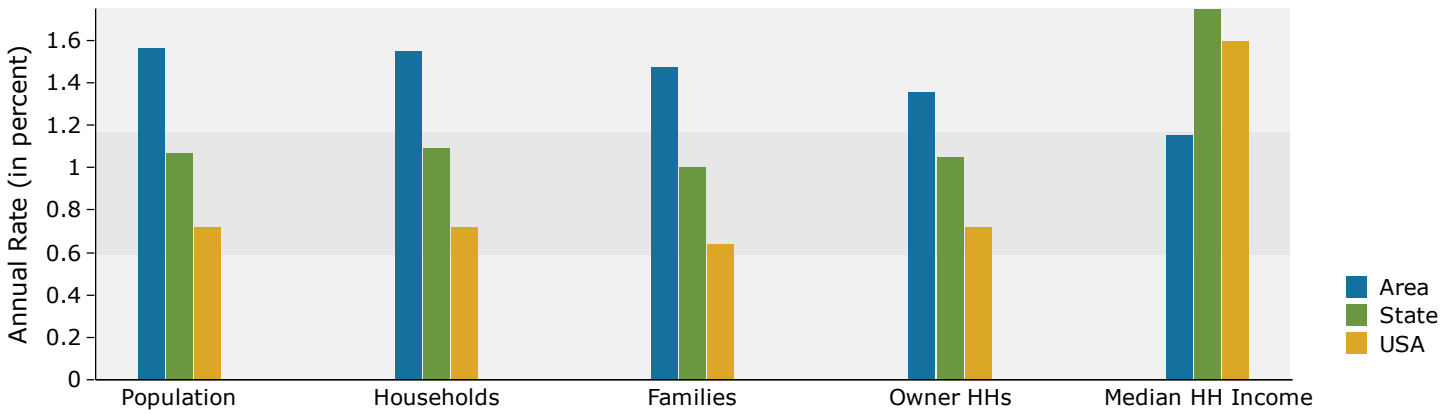
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,966	6.8%	5,282	6.3%	5,826	6.4%
5 - 9	6,027	8.3%	5,801	6.9%	6,105	6.7%
10 - 14	6,403	8.8%	6,052	7.2%	6,517	7.2%
15 - 19	5,888	8.1%	5,657	6.7%	5,696	6.3%
20 - 24	3,560	4.9%	5,000	5.9%	4,538	5.0%
25 - 34	8,259	11.3%	12,310	14.6%	14,032	15.4%
35 - 44	11,609	15.9%	10,821	12.9%	12,901	14.2%
45 - 54	11,432	15.7%	11,751	14.0%	11,213	12.3%
55 - 64	7,645	10.5%	10,785	12.8%	11,022	12.1%
65 - 74	3,978	5.5%	6,712	8.0%	7,921	8.7%
75 - 84	2,254	3.1%	2,899	3.4%	3,965	4.4%
85+	867	1.2%	1,078	1.3%	1,181	1.3%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	43,595	59.8%	40,234	47.8%	43,081	47.4%
Black Alone	22,017	30.2%	33,238	39.5%	36,124	39.7%
American Indian Alone	231	0.3%	234	0.3%	257	0.3%
Asian Alone	2,614	3.6%	4,069	4.8%	4,469	4.9%
Pacific Islander Alone	40	0.1%	43	0.1%	48	0.1%
Some Other Race Alone	2,367	3.2%	3,237	3.8%	3,563	3.9%
Two or More Races	2,025	2.8%	3,091	3.7%	3,375	3.7%
Hispanic Origin (Any Race)	6,064	8.3%	8,445	10.0%	9,289	10.2%

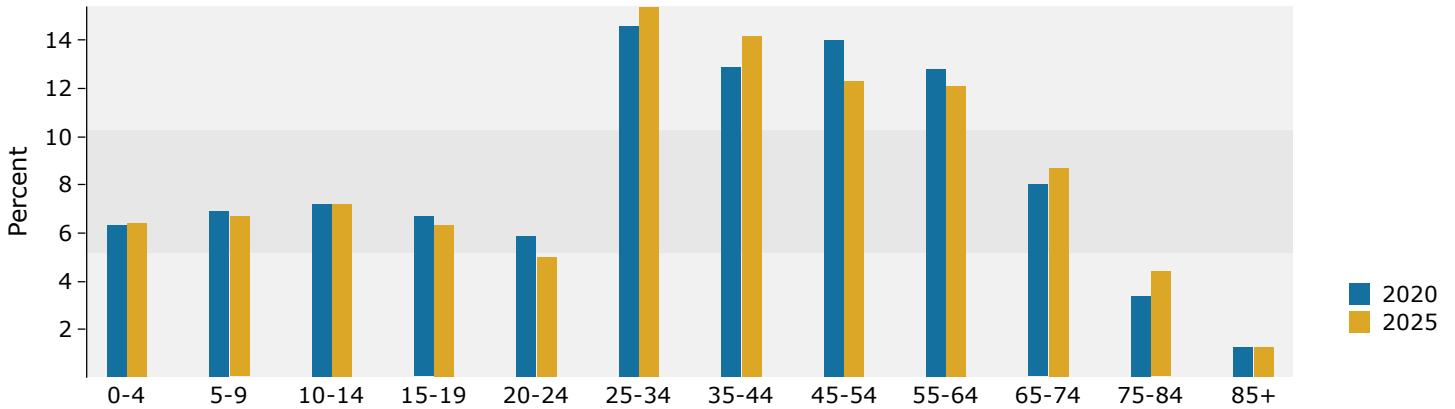
Data Note: Income is expressed in current dollars.

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

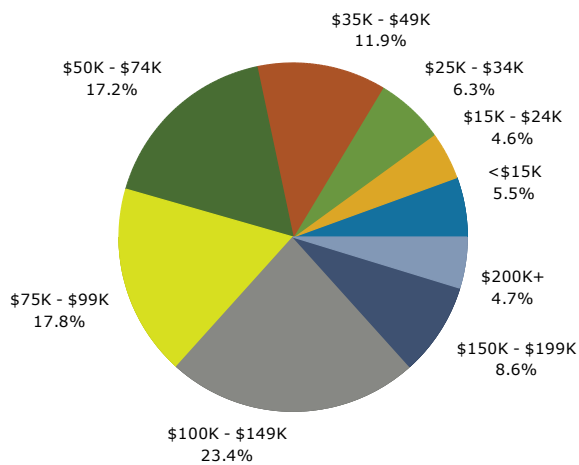
Trends 2020-2025



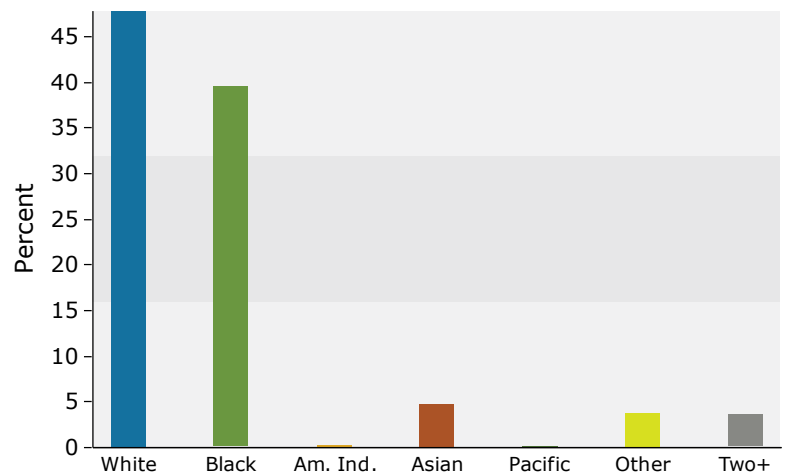
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 10.0%



Demographic and Income Profile

1132 Athens Hwy, Grayson, Georgia, 30017
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 33.86255
 Longitude: -83.96294

Summary	Census 2010	2020	2025
Population	183,323	210,188	226,715
Households	60,902	69,960	75,495
Families	48,687	55,254	59,308
Average Household Size	3.00	3.00	2.99
Owner Occupied Housing Units	50,512	57,508	61,322
Renter Occupied Housing Units	10,390	12,452	14,173
Median Age	36.0	37.0	37.0

Trends: 2020-2025 Annual Rate	Area	State	National
Population	1.53%	1.07%	0.72%
Households	1.53%	1.09%	0.72%
Families	1.43%	1.00%	0.64%
Owner HHs	1.29%	1.05%	0.72%
Median Household Income	1.14%	1.75%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	4,398	6.3%	4,132	5.5%
\$15,000 - \$24,999	3,624	5.2%	3,591	4.8%
\$25,000 - \$34,999	4,143	5.9%	4,044	5.4%
\$35,000 - \$49,999	7,891	11.3%	7,814	10.4%
\$50,000 - \$74,999	11,975	17.1%	12,280	16.3%
\$75,000 - \$99,999	12,422	17.8%	13,233	17.5%
\$100,000 - \$149,999	14,832	21.2%	17,231	22.8%
\$150,000 - \$199,999	6,405	9.2%	7,954	10.5%
\$200,000+	4,272	6.1%	5,215	6.9%
Median Household Income	\$79,535		\$84,171	
Average Household Income	\$95,091		\$104,301	
Per Capita Income	\$31,643		\$34,725	

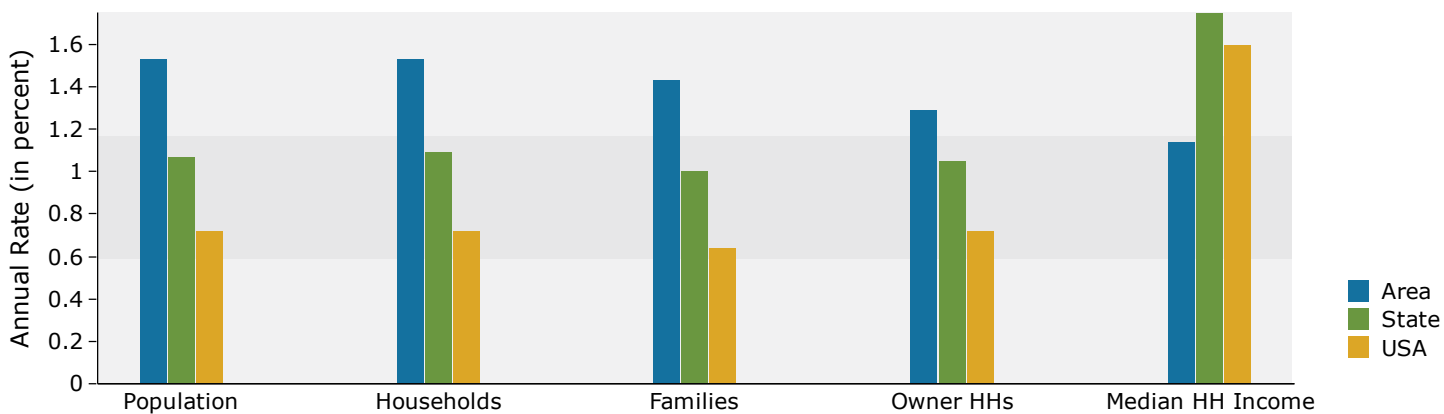
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	12,435	6.8%	13,103	6.2%	14,388	6.3%
5 - 9	15,042	8.2%	14,442	6.9%	15,163	6.7%
10 - 14	16,281	8.9%	15,349	7.3%	16,194	7.1%
15 - 19	14,948	8.2%	14,370	6.8%	14,576	6.4%
20 - 24	9,307	5.1%	12,535	6.0%	11,639	5.1%
25 - 34	20,707	11.3%	29,819	14.2%	34,359	15.2%
35 - 44	29,310	16.0%	27,558	13.1%	31,951	14.1%
45 - 54	29,478	16.1%	29,684	14.1%	28,354	12.5%
55 - 64	19,706	10.7%	27,329	13.0%	27,752	12.2%
65 - 74	9,383	5.1%	16,945	8.1%	20,164	8.9%
75 - 84	4,947	2.7%	6,722	3.2%	9,584	4.2%
85+	1,779	1.0%	2,332	1.1%	2,591	1.1%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	106,030	57.8%	98,668	46.9%	105,525	46.5%
Black Alone	54,604	29.8%	79,507	37.8%	86,234	38.0%
American Indian Alone	623	0.3%	636	0.3%	706	0.3%
Asian Alone	9,803	5.3%	14,369	6.8%	15,536	6.9%
Pacific Islander Alone	85	0.0%	94	0.0%	103	0.0%
Some Other Race Alone	6,903	3.8%	9,135	4.3%	10,141	4.5%
Two or More Races	5,276	2.9%	7,779	3.7%	8,470	3.7%
Hispanic Origin (Any Race)	17,476	9.5%	23,493	11.2%	26,102	11.5%

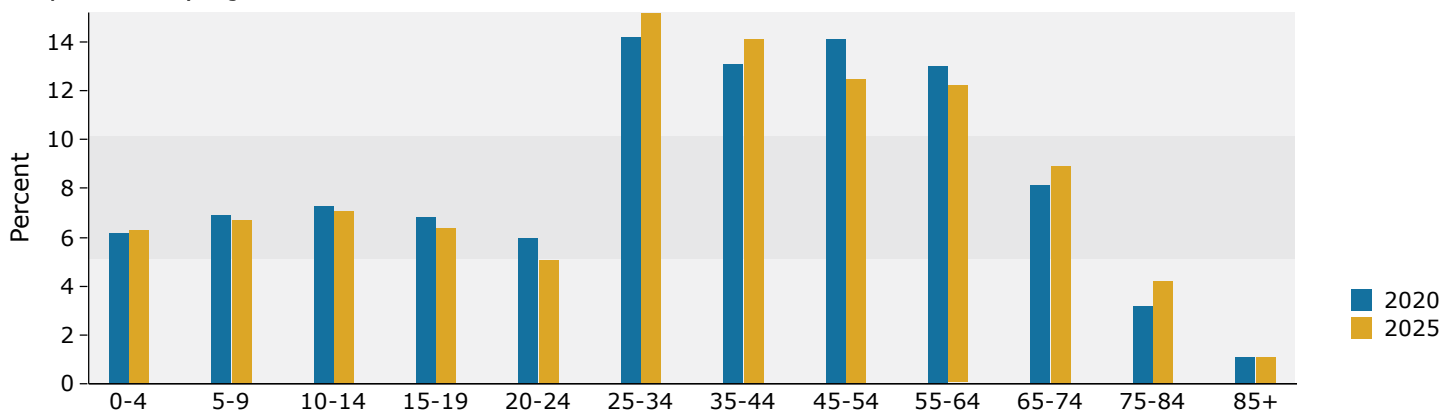
Data Note: Income is expressed in current dollars.

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

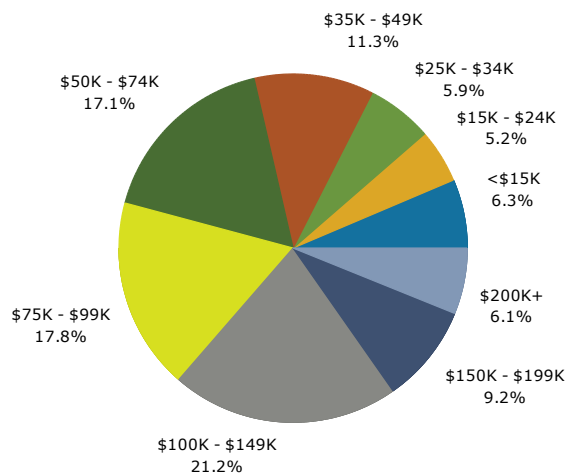
Trends 2020-2025



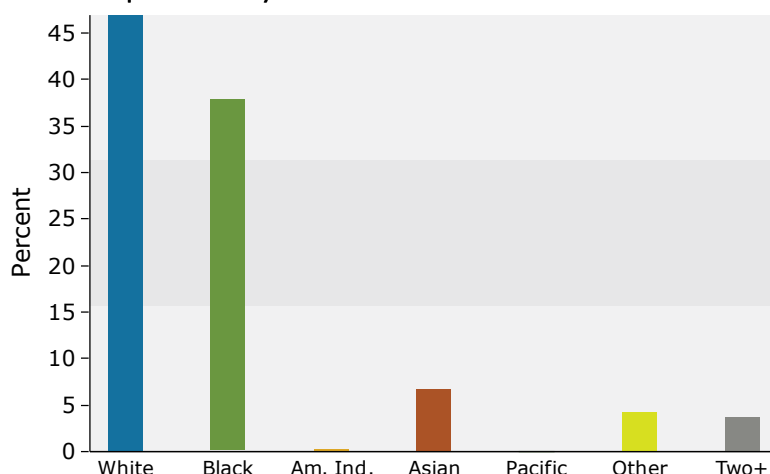
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 11.2%

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



Market Profile

1132 Athens Hwy, Grayson, Georgia, 30017
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 33.86255
 Longitude: -83.96294

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	7,623	44,724	121,419
2010 Total Population	12,383	72,889	183,323
2020 Total Population	14,964	84,147	210,188
2020 Group Quarters	8	306	608
2025 Total Population	16,243	90,916	226,715
2020-2025 Annual Rate	1.65%	1.56%	1.53%
2020 Total Daytime Population	13,111	78,783	194,189
Workers	5,131	33,607	80,048
Residents	7,980	45,176	114,141
Household Summary			
2000 Households	2,466	15,061	40,366
2000 Average Household Size	3.09	2.96	2.99
2010 Households	4,093	24,669	60,902
2010 Average Household Size	3.02	2.94	3.00
2020 Households	5,003	28,557	69,960
2020 Average Household Size	2.99	2.94	3.00
2025 Households	5,430	30,841	75,495
2025 Average Household Size	2.99	2.94	2.99
2020-2025 Annual Rate	1.65%	1.55%	1.53%
2010 Families	3,291	19,458	48,687
2010 Average Family Size	3.38	3.33	3.36
2020 Families	3,970	22,231	55,254
2020 Average Family Size	3.36	3.35	3.38
2025 Families	4,293	23,909	59,308
2025 Average Family Size	3.37	3.36	3.38
2020-2025 Annual Rate	1.58%	1.47%	1.43%
Housing Unit Summary			
2000 Housing Units	2,564	15,533	41,564
Owner Occupied Housing Units	89.2%	85.3%	83.6%
Renter Occupied Housing Units	7.0%	11.7%	13.5%
Vacant Housing Units	3.8%	3.0%	2.9%
2010 Housing Units	4,488	26,591	65,570
Owner Occupied Housing Units	79.8%	76.9%	77.0%
Renter Occupied Housing Units	11.4%	15.8%	15.8%
Vacant Housing Units	8.8%	7.2%	7.1%
2020 Housing Units	5,269	30,034	73,504
Owner Occupied Housing Units	83.1%	78.3%	78.2%
Renter Occupied Housing Units	11.9%	16.8%	16.9%
Vacant Housing Units	5.0%	4.9%	4.8%
2025 Housing Units	5,715	32,366	79,152
Owner Occupied Housing Units	82.9%	77.7%	77.5%
Renter Occupied Housing Units	12.1%	17.6%	17.9%
Vacant Housing Units	5.0%	4.7%	4.6%
Median Household Income			
2020	\$79,883	\$79,890	\$79,535
2025	\$85,375	\$84,597	\$84,171
Median Home Value			
2020	\$202,351	\$208,007	\$213,271
2025	\$219,330	\$224,418	\$231,439
Per Capita Income			
2020	\$28,568	\$31,314	\$31,643
2025	\$31,277	\$34,182	\$34,725
Median Age			
2010	35.2	36.2	36.0
2020	35.8	36.9	37.0
2025	36.6	36.9	37.0

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
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 33.86255
 Longitude: -83.96294

	5 minutes	10 minutes	15 minutes
2020 Households by Income			
Household Income Base	5,003	28,557	69,960
<\$15,000	4.3%	5.5%	6.3%
\$15,000 - \$24,999	4.1%	4.6%	5.2%
\$25,000 - \$34,999	7.3%	6.3%	5.9%
\$35,000 - \$49,999	12.3%	11.9%	11.3%
\$50,000 - \$74,999	17.5%	17.2%	17.1%
\$75,000 - \$99,999	18.0%	17.8%	17.8%
\$100,000 - \$149,999	26.9%	23.4%	21.2%
\$150,000 - \$199,999	7.4%	8.6%	9.2%
\$200,000+	2.2%	4.7%	6.1%
Average Household Income	\$86,840	\$92,361	\$95,091
2025 Households by Income			
Household Income Base	5,430	30,841	75,495
<\$15,000	3.6%	4.8%	5.5%
\$15,000 - \$24,999	3.7%	4.2%	4.8%
\$25,000 - \$34,999	6.4%	5.6%	5.4%
\$35,000 - \$49,999	11.1%	10.9%	10.4%
\$50,000 - \$74,999	16.4%	16.3%	16.3%
\$75,000 - \$99,999	17.7%	17.5%	17.5%
\$100,000 - \$149,999	29.6%	25.4%	22.8%
\$150,000 - \$199,999	8.9%	9.9%	10.5%
\$200,000+	2.6%	5.3%	6.9%
Average Household Income	\$95,227	\$100,876	\$104,301
2020 Owner Occupied Housing Units by Value			
Total	4,377	23,514	57,508
<\$50,000	3.2%	2.5%	2.8%
\$50,000 - \$99,999	2.8%	3.7%	4.2%
\$100,000 - \$149,999	11.3%	11.8%	11.0%
\$150,000 - \$199,999	31.6%	28.7%	26.7%
\$200,000 - \$249,999	23.3%	20.5%	19.6%
\$250,000 - \$299,999	11.7%	13.0%	13.4%
\$300,000 - \$399,999	7.9%	11.6%	12.6%
\$400,000 - \$499,999	7.0%	5.7%	5.1%
\$500,000 - \$749,999	0.5%	1.6%	3.6%
\$750,000 - \$999,999	0.5%	0.6%	0.5%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$225,668	\$235,542	\$243,976
2025 Owner Occupied Housing Units by Value			
Total	4,737	25,161	61,322
<\$50,000	2.5%	2.0%	2.2%
\$50,000 - \$99,999	2.0%	2.9%	3.2%
\$100,000 - \$149,999	8.8%	9.6%	8.9%
\$150,000 - \$199,999	27.3%	25.3%	23.1%
\$200,000 - \$249,999	24.6%	21.2%	20.0%
\$250,000 - \$299,999	13.6%	14.5%	15.0%
\$300,000 - \$399,999	10.0%	13.9%	15.2%
\$400,000 - \$499,999	9.6%	7.3%	6.5%
\$500,000 - \$749,999	0.8%	2.2%	4.8%
\$750,000 - \$999,999	0.7%	1.0%	0.8%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$245,599	\$254,471	\$264,772

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
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 33.86255
 Longitude: -83.96294

	5 minutes	10 minutes	15 minutes
2010 Population by Age			
Total	12,382	72,889	183,324
0 - 4	7.2%	6.8%	6.8%
5 - 9	8.5%	8.3%	8.2%
10 - 14	8.8%	8.8%	8.9%
15 - 24	13.4%	13.0%	13.2%
25 - 34	11.8%	11.3%	11.3%
35 - 44	16.3%	15.9%	16.0%
45 - 54	15.2%	15.7%	16.1%
55 - 64	10.4%	10.5%	10.7%
65 - 74	5.0%	5.5%	5.1%
75 - 84	2.6%	3.1%	2.7%
85 +	0.9%	1.2%	1.0%
18 +	70.1%	70.7%	70.6%
2020 Population by Age			
Total	14,964	84,148	210,188
0 - 4	6.6%	6.3%	6.2%
5 - 9	6.9%	6.9%	6.9%
10 - 14	7.3%	7.2%	7.3%
15 - 24	13.0%	12.7%	12.8%
25 - 34	15.2%	14.6%	14.2%
35 - 44	12.9%	12.9%	13.1%
45 - 54	14.0%	14.0%	14.1%
55 - 64	12.1%	12.8%	13.0%
65 - 74	8.0%	8.0%	8.1%
75 - 84	3.0%	3.4%	3.2%
85 +	1.0%	1.3%	1.1%
18 +	74.8%	75.4%	75.2%
2025 Population by Age			
Total	16,244	90,917	226,715
0 - 4	6.6%	6.4%	6.3%
5 - 9	6.7%	6.7%	6.7%
10 - 14	7.3%	7.2%	7.1%
15 - 24	11.7%	11.3%	11.6%
25 - 34	15.1%	15.4%	15.2%
35 - 44	14.6%	14.2%	14.1%
45 - 54	12.4%	12.3%	12.5%
55 - 64	11.7%	12.1%	12.2%
65 - 74	8.5%	8.7%	8.9%
75 - 84	4.2%	4.4%	4.2%
85 +	1.1%	1.3%	1.1%
18 +	75.3%	75.7%	75.7%
2010 Population by Sex			
Males	5,993	34,777	88,076
Females	6,390	38,112	95,247
2020 Population by Sex			
Males	7,252	40,253	101,103
Females	7,712	43,894	109,084
2025 Population by Sex			
Males	7,892	43,625	109,397
Females	8,351	47,291	117,318

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	12,382	72,889	183,324
White Alone	56.1%	59.8%	57.8%
Black Alone	31.3%	30.2%	29.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.4%	3.6%	5.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.3%	3.2%	3.8%
Two or More Races	3.5%	2.8%	2.9%
Hispanic Origin	11.9%	8.3%	9.5%
Diversity Index	67.2	61.8	64.7
2020 Population by Race/Ethnicity			
Total	14,963	84,146	210,188
White Alone	43.3%	47.8%	46.9%
Black Alone	41.1%	39.5%	37.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	4.3%	4.8%	6.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.5%	3.8%	4.3%
Two or More Races	4.5%	3.7%	3.7%
Hispanic Origin	14.6%	10.0%	11.2%
Diversity Index	73.1	68.3	70.5
2025 Population by Race/Ethnicity			
Total	16,244	90,917	226,715
White Alone	43.1%	47.4%	46.5%
Black Alone	41.2%	39.7%	38.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	4.3%	4.9%	6.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.6%	3.9%	4.5%
Two or More Races	4.5%	3.7%	3.7%
Hispanic Origin	14.8%	10.2%	11.5%
Diversity Index	73.3	68.6	70.9
2010 Population by Relationship and Household Type			
Total	12,383	72,889	183,323
In Households	99.9%	99.6%	99.7%
In Family Households	92.1%	90.9%	91.4%
Householder	26.4%	26.7%	26.5%
Spouse	20.4%	20.3%	20.2%
Child	37.8%	36.9%	37.1%
Other relative	5.2%	5.0%	5.4%
Nonrelative	2.3%	2.1%	2.2%
In Nonfamily Households	7.9%	8.7%	8.2%
In Group Quarters	0.1%	0.4%	0.3%
Institutionalized Population	0.0%	0.3%	0.2%
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.



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2020 Population 25+ by Educational Attainment			
Total	9,895	56,356	140,389
Less than 9th Grade	4.1%	2.4%	2.8%
9th - 12th Grade, No Diploma	3.9%	3.9%	4.4%
High School Graduate	21.6%	20.9%	21.2%
GED/Alternative Credential	2.2%	2.8%	3.2%
Some College, No Degree	21.5%	21.8%	21.0%
Associate Degree	12.5%	12.1%	11.2%
Bachelor's Degree	23.5%	23.4%	22.7%
Graduate/Professional Degree	10.6%	12.6%	13.5%
2020 Population 15+ by Marital Status			
Total	11,844	67,013	167,294
Never Married	32.1%	30.6%	31.7%
Married	52.3%	54.1%	54.5%
Widowed	4.6%	4.5%	4.1%
Divorced	11.0%	10.8%	9.7%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,079	44,899	110,821
Population 16+ Employed	86.9%	87.4%	87.3%
Population 16+ Unemployment rate	13.1%	12.6%	12.7%
Population 16-24 Employed	10.6%	10.1%	9.8%
Population 16-24 Unemployment rate	24.3%	22.1%	21.7%
Population 25-54 Employed	70.5%	69.1%	68.5%
Population 25-54 Unemployment rate	11.4%	11.3%	11.5%
Population 55-64 Employed	14.1%	16.5%	17.4%
Population 55-64 Unemployment rate	13.1%	12.3%	12.0%
Population 65+ Employed	4.7%	4.4%	4.3%
Population 65+ Unemployment rate	9.8%	10.4%	10.7%
2020 Employed Population 16+ by Industry			
Total	7,017	39,231	96,753
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	6.2%	6.5%	7.4%
Manufacturing	7.0%	7.5%	7.9%
Wholesale Trade	4.3%	3.4%	3.4%
Retail Trade	8.4%	9.9%	10.5%
Transportation/Utilities	5.5%	4.8%	5.5%
Information	4.6%	4.0%	3.4%
Finance/Insurance/Real Estate	8.0%	7.6%	7.8%
Services	51.9%	51.9%	49.8%
Public Administration	3.9%	4.1%	4.3%
2020 Employed Population 16+ by Occupation			
Total	7,016	39,230	96,750
White Collar	72.5%	69.5%	68.3%
Management/Business/Financial	21.6%	19.1%	17.5%
Professional	23.7%	24.7%	24.1%
Sales	10.3%	10.3%	10.9%
Administrative Support	16.9%	15.4%	15.7%
Services	14.5%	14.8%	14.0%
Blue Collar	13.0%	15.8%	17.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.3%	3.3%	4.6%
Installation/Maintenance/Repair	2.2%	3.3%	3.1%
Production	2.4%	3.0%	3.8%
Transportation/Material Moving	5.2%	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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2010 Households by Type			
Total	4,093	24,668	60,902
Households with 1 Person	16.0%	17.7%	16.6%
Households with 2+ People	84.0%	82.3%	83.4%
Family Households	80.4%	78.9%	79.9%
Husband-wife Families	62.0%	60.1%	60.9%
With Related Children	34.4%	32.3%	33.2%
Other Family (No Spouse Present)	18.4%	18.8%	19.0%
Other Family with Male Householder	4.5%	4.3%	4.5%
With Related Children	3.0%	2.7%	2.8%
Other Family with Female Householder	14.0%	14.5%	14.6%
With Related Children	9.6%	10.2%	10.0%
Nonfamily Households	3.6%	3.4%	3.5%
All Households with Children	47.3%	45.6%	46.5%
Multigenerational Households	6.6%	6.2%	6.5%
Unmarried Partner Households	4.7%	4.6%	4.5%
Male-female	3.9%	3.8%	3.8%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	4,093	24,668	60,900
1 Person Household	16.0%	17.7%	16.6%
2 Person Household	28.0%	29.1%	28.8%
3 Person Household	20.3%	19.7%	19.6%
4 Person Household	18.9%	18.2%	18.9%
5 Person Household	9.6%	9.1%	9.6%
6 Person Household	4.3%	3.9%	4.0%
7 + Person Household	3.0%	2.4%	2.6%
2010 Households by Tenure and Mortgage Status			
Total	4,093	24,669	60,902
Owner Occupied	87.5%	82.9%	82.9%
Owned with a Mortgage/Loan	75.3%	71.0%	71.6%
Owned Free and Clear	12.1%	11.9%	11.3%
Renter Occupied	12.5%	17.1%	17.1%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	207	203	196
Percent of Income for Mortgage	10.6%	10.9%	11.2%
Wealth Index	81	96	103
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,488	26,591	65,570
Housing Units Inside Urbanized Area	100.0%	99.4%	96.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.6%	3.1%
2010 Population By Urban/ Rural Status			
Total Population	12,383	72,889	183,323
Population Inside Urbanized Area	100.0%	99.4%	96.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.6%	3.1%

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)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
3.	Middleburg (4C)	Middleburg (4C)	Home Improvement (4B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$10,456,566	\$63,619,752	\$160,177,311
Average Spent	\$2,090.06	\$2,227.82	\$2,289.56
Spending Potential Index	97	104	107
Education: Total \$	\$8,037,798	\$49,135,699	\$124,989,588
Average Spent	\$1,606.60	\$1,720.62	\$1,786.59
Spending Potential Index	90	96	100
Entertainment/Recreation: Total \$	\$15,616,353	\$94,842,253	\$238,832,827
Average Spent	\$3,121.40	\$3,321.16	\$3,413.85
Spending Potential Index	96	102	105
Food at Home: Total \$	\$25,144,398	\$153,167,773	\$386,554,502
Average Spent	\$5,025.86	\$5,363.58	\$5,525.36
Spending Potential Index	94	100	103
Food Away from Home: Total \$	\$18,243,963	\$110,769,871	\$279,185,894
Average Spent	\$3,646.60	\$3,878.90	\$3,990.65
Spending Potential Index	97	103	106
Health Care: Total \$	\$27,907,071	\$169,764,797	\$427,153,366
Average Spent	\$5,578.07	\$5,944.77	\$6,105.68
Spending Potential Index	97	103	106
HH Furnishings & Equipment: Total \$	\$10,992,319	\$66,696,957	\$167,901,872
Average Spent	\$2,197.15	\$2,335.57	\$2,399.97
Spending Potential Index	101	107	110
Personal Care Products & Services: Total \$	\$4,573,422	\$27,790,992	\$69,893,005
Average Spent	\$914.14	\$973.18	\$999.04
Spending Potential Index	99	106	109
Shelter: Total \$	\$90,039,080	\$549,351,997	\$1,389,143,438
Average Spent	\$17,997.02	\$19,237.03	\$19,856.25
Spending Potential Index	93	99	103
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,050,752	\$72,598,015	\$182,736,524
Average Spent	\$2,408.71	\$2,542.21	\$2,612.01
Spending Potential Index	103	109	112
Travel: Total \$	\$11,778,920	\$71,309,069	\$180,111,635
Average Spent	\$2,354.37	\$2,497.08	\$2,574.49
Spending Potential Index	98	104	107
Vehicle Maintenance & Repairs: Total \$	\$5,568,558	\$33,942,894	\$85,354,364
Average Spent	\$1,113.04	\$1,188.60	\$1,220.05
Spending Potential Index	96	103	105

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.