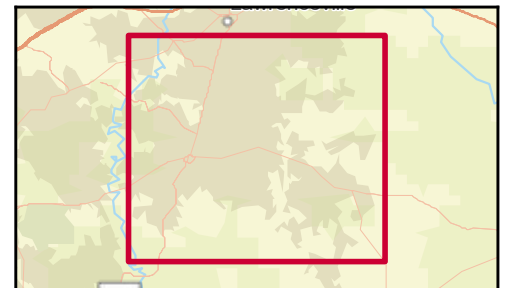
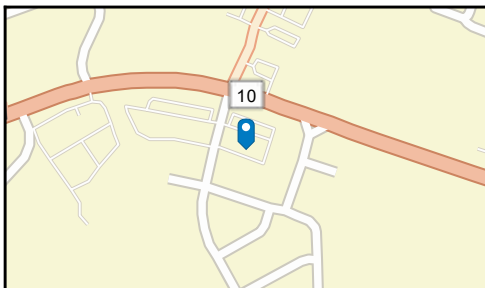
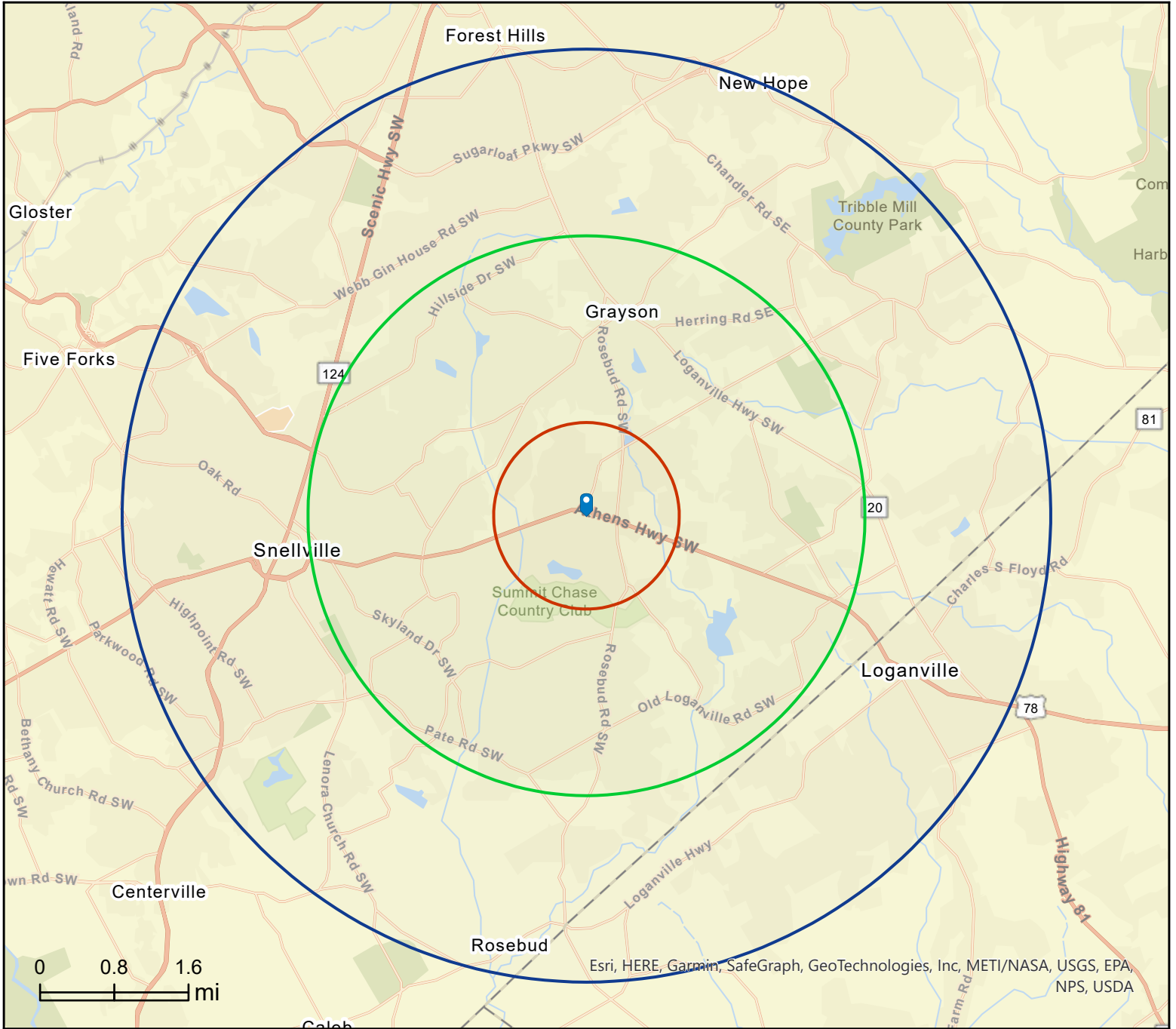


1132 Athens Hwy, Grayson, Georgia, 30017
Rings: 1, 3, 5 mile radii

Cooper Village
Latitude: 33.86254
Longitude: -83.96299





Market Profile

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

Cooper Village
Latitude: 33.86254
Longitude: -83.96299

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,512	45,884	114,977
2020 Total Population	7,518	55,008	137,104
2020 Group Quarters	0	328	672
2023 Total Population	7,928	61,244	144,939
2023 Group Quarters	0	333	671
2028 Total Population	8,183	64,062	151,066
2023-2028 Annual Rate	0.64%	0.90%	0.83%
2023 Total Daytime Population	5,154	44,336	117,637
Workers	1,609	14,175	45,672
Residents	3,545	30,161	71,965
Household Summary			
2010 Households	1,862	15,289	38,175
2010 Average Household Size	2.96	2.99	3.00
2020 Total Households	2,444	17,627	43,886
2020 Average Household Size	3.08	3.10	3.11
2023 Total Households	2,564	19,477	46,272
2023 Average Household Size	3.09	3.13	3.12
2028 Total Households	2,654	20,479	48,479
2028 Average Household Size	3.08	3.11	3.10
2023-2028 Annual Rate	0.69%	1.01%	0.94%
2010 Families	1,454	12,209	30,730
2010 Average Family Size	3.37	3.35	3.35
2023 Families	1,942	15,199	36,365
2023 Average Family Size	3.60	3.57	3.54
2028 Families	2,004	15,904	37,937
2028 Average Family Size	3.59	3.56	3.53
2023-2028 Annual Rate	0.63%	0.91%	0.85%
Housing Unit Summary			
2000 Housing Units	936	9,282	24,999
Owner Occupied Housing Units	85.3%	88.6%	86.1%
Renter Occupied Housing Units	10.3%	8.4%	10.8%
Vacant Housing Units	4.5%	3.0%	3.1%
2010 Housing Units	2,082	16,432	40,997
Owner Occupied Housing Units	72.1%	80.4%	79.0%
Renter Occupied Housing Units	17.2%	12.7%	14.1%
Vacant Housing Units	10.6%	7.0%	6.9%
2020 Housing Units	2,528	18,250	45,469
Vacant Housing Units	3.3%	3.4%	3.5%
2023 Housing Units	2,641	20,258	47,899
Owner Occupied Housing Units	80.4%	78.3%	79.5%
Renter Occupied Housing Units	16.7%	17.8%	17.1%
Vacant Housing Units	2.9%	3.9%	3.4%
2028 Housing Units	2,716	21,164	50,030
Owner Occupied Housing Units	82.0%	77.9%	78.8%
Renter Occupied Housing Units	15.7%	18.9%	18.1%
Vacant Housing Units	2.3%	3.2%	3.1%
Median Household Income			
2023	\$88,879	\$86,532	\$88,695
2028	\$102,906	\$101,641	\$102,270
Median Home Value			
2023	\$336,121	\$306,972	\$317,522
2028	\$351,005	\$320,968	\$330,412
Per Capita Income			
2023	\$32,449	\$33,588	\$35,593
2028	\$37,651	\$38,826	\$40,961
Median Age			
2010	32.5	36.3	36.4
2023	35.7	36.9	37.7
2028	35.8	36.6	37.8

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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

Cooper Village
Latitude: 33.86254
Longitude: -83.96299

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	2,564	19,477	46,272
<\$15,000	2.8%	4.1%	4.3%
\$15,000 - \$24,999	1.7%	3.7%	4.1%
\$25,000 - \$34,999	13.4%	6.6%	6.1%
\$35,000 - \$49,999	7.5%	12.6%	10.6%
\$50,000 - \$74,999	15.2%	15.4%	15.8%
\$75,000 - \$99,999	15.0%	14.5%	14.9%
\$100,000 - \$149,999	28.1%	25.7%	24.4%
\$150,000 - \$199,999	11.7%	10.9%	11.1%
\$200,000+	4.6%	6.6%	8.8%
Average Household Income	\$102,042	\$105,380	\$111,411
2028 Households by Income			
Household Income Base	2,654	20,479	48,479
<\$15,000	2.1%	3.4%	3.4%
\$15,000 - \$24,999	1.2%	2.7%	3.0%
\$25,000 - \$34,999	8.8%	5.1%	4.8%
\$35,000 - \$49,999	6.1%	10.4%	8.5%
\$50,000 - \$74,999	14.4%	13.6%	14.1%
\$75,000 - \$99,999	14.2%	13.2%	14.2%
\$100,000 - \$149,999	30.7%	28.3%	26.7%
\$150,000 - \$199,999	16.9%	15.5%	15.0%
\$200,000+	5.5%	7.8%	10.3%
Average Household Income	\$118,183	\$121,091	\$127,494
2023 Owner Occupied Housing Units by Value			
Total	2,123	15,868	38,070
<\$50,000	2.7%	1.2%	1.2%
\$50,000 - \$99,999	4.8%	1.5%	0.9%
\$100,000 - \$149,999	1.6%	2.8%	1.9%
\$150,000 - \$199,999	6.6%	8.9%	6.7%
\$200,000 - \$249,999	10.1%	14.4%	13.7%
\$250,000 - \$299,999	14.3%	18.8%	19.8%
\$300,000 - \$399,999	27.3%	32.9%	33.6%
\$400,000 - \$499,999	26.9%	14.0%	13.7%
\$500,000 - \$749,999	4.2%	3.9%	6.6%
\$750,000 - \$999,999	1.2%	0.9%	1.2%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.1%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$336,517	\$327,232	\$343,404
2028 Owner Occupied Housing Units by Value			
Total	2,228	16,480	39,413
<\$50,000	2.4%	1.0%	1.0%
\$50,000 - \$99,999	3.6%	1.2%	0.8%
\$100,000 - \$149,999	1.2%	2.4%	1.6%
\$150,000 - \$199,999	5.8%	8.0%	5.9%
\$200,000 - \$249,999	9.4%	12.8%	12.1%
\$250,000 - \$299,999	12.8%	17.1%	17.8%
\$300,000 - \$399,999	29.0%	35.3%	35.7%
\$400,000 - \$499,999	28.0%	15.2%	14.8%
\$500,000 - \$749,999	5.8%	5.0%	8.0%
\$750,000 - \$999,999	1.7%	1.2%	1.5%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.1%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$353,467	\$340,808	\$357,187

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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

Cooper Village
Latitude: 33.86254
Longitude: -83.96299

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	5,508	45,882	114,979
0 - 4	8.8%	6.7%	6.6%
5 - 9	9.5%	8.3%	8.2%
10 - 14	9.0%	8.8%	9.0%
15 - 24	12.7%	13.1%	13.2%
25 - 34	13.8%	11.1%	10.9%
35 - 44	17.4%	16.0%	15.9%
45 - 54	13.4%	15.7%	16.5%
55 - 64	8.1%	10.8%	10.7%
65 - 74	4.2%	5.6%	5.2%
75 - 84	2.3%	2.9%	2.8%
85 +	0.8%	1.1%	1.0%
18 +	67.3%	70.8%	70.6%
2023 Population by Age			
Total	7,928	61,244	144,939
0 - 4	6.6%	6.2%	5.9%
5 - 9	7.3%	6.7%	6.5%
10 - 14	7.8%	7.0%	7.1%
15 - 24	13.0%	12.9%	12.9%
25 - 34	14.4%	14.9%	14.2%
35 - 44	13.9%	13.2%	13.0%
45 - 54	13.5%	13.4%	13.7%
55 - 64	11.3%	12.2%	13.1%
65 - 74	8.2%	8.7%	8.7%
75 - 84	3.2%	3.7%	3.6%
85 +	0.8%	1.2%	1.1%
18 +	74.0%	75.9%	76.1%
2028 Population by Age			
Total	8,183	64,061	151,065
0 - 4	6.8%	6.4%	6.1%
5 - 9	7.0%	6.5%	6.3%
10 - 14	7.4%	6.8%	6.8%
15 - 24	11.8%	11.3%	11.5%
25 - 34	15.6%	16.3%	15.0%
35 - 44	14.5%	14.3%	14.1%
45 - 54	12.4%	12.1%	12.5%
55 - 64	10.9%	11.4%	12.2%
65 - 74	8.1%	8.8%	9.4%
75 - 84	4.3%	4.7%	4.8%
85 +	1.1%	1.4%	1.3%
18 +	74.6%	76.4%	76.8%
2010 Population by Sex			
Males	2,669	21,965	55,106
Females	2,843	23,919	59,871
2023 Population by Sex			
Males	3,887	29,549	70,014
Females	4,041	31,695	74,925
2028 Population by Sex			
Males	4,008	30,900	72,950
Females	4,175	33,162	78,116

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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

Cooper Village
Latitude: 33.86254
Longitude: -83.96299

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	5,512	45,884	114,977
White Alone	46.1%	57.5%	58.7%
Black Alone	39.1%	32.0%	29.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.6%	3.6%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.5%	3.6%	3.3%
Two or More Races	3.4%	2.9%	2.8%
Hispanic Origin	15.4%	9.0%	8.6%
Diversity Index	72.4	63.5	63.3
2020 Population by Race/Ethnicity			
Total	7,518	55,008	137,104
White Alone	27.3%	35.4%	37.6%
Black Alone	49.7%	44.1%	40.0%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	5.1%	4.9%	7.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.5%	5.8%	5.8%
Two or More Races	10.8%	9.2%	8.6%
Hispanic Origin	15.6%	13.1%	12.5%
Diversity Index	74.9	74.2	75.2
2023 Population by Race/Ethnicity			
Total	7,927	61,244	144,939
White Alone	25.4%	33.7%	35.7%
Black Alone	49.7%	44.4%	40.7%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	5.3%	5.3%	7.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.4%	6.2%	6.1%
Two or More Races	11.6%	9.7%	9.1%
Hispanic Origin	17.5%	14.1%	13.4%
Diversity Index	76.3	75.2	76.1
2028 Population by Race/Ethnicity			
Total	8,182	64,061	151,065
White Alone	22.5%	30.6%	32.2%
Black Alone	50.7%	45.6%	42.0%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	5.8%	5.8%	8.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.1%	6.8%	6.7%
Two or More Races	12.4%	10.6%	9.8%
Hispanic Origin	18.7%	15.2%	14.3%
Diversity Index	76.9	76.2	77.2
2010 Population by Relationship and Household Type			
Total	5,512	45,884	114,977
In Households	99.9%	99.6%	99.6%
In Family Households	91.4%	91.4%	91.7%
Householder	26.0%	26.6%	26.8%
Spouse	18.6%	20.5%	20.7%
Child	38.6%	37.0%	37.1%
Other relative	5.6%	5.2%	5.1%
Nonrelative	2.4%	2.1%	2.1%
In Nonfamily Households	8.6%	8.2%	7.9%
In Group Quarters	0.1%	0.4%	0.4%
Institutionalized Population	0.0%	0.3%	0.3%
Noninstitutionalized Population	0.1%	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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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

Cooper Village
Latitude: 33.86254
Longitude: -83.96299

	1 mile	3 miles	5 miles
2023 Population 25+ by Educational Attainment			
Total	5,181	41,209	97,907
Less than 9th Grade	2.6%	1.6%	2.0%
9th - 12th Grade, No Diploma	3.6%	3.4%	4.0%
High School Graduate	25.2%	21.3%	19.7%
GED/Alternative Credential	4.8%	3.8%	3.1%
Some College, No Degree	11.7%	18.6%	18.4%
Associate Degree	8.8%	9.6%	10.3%
Bachelor's Degree	29.3%	27.9%	27.8%
Graduate/Professional Degree	14.0%	13.8%	14.6%
2023 Population 15+ by Marital Status			
Total	6,210	49,086	116,637
Never Married	43.2%	34.1%	31.6%
Married	43.9%	54.3%	55.2%
Widowed	1.0%	3.2%	3.6%
Divorced	11.9%	8.5%	9.6%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,613	32,970	76,913
Population 16+ Employed	96.2%	95.7%	96.4%
Population 16+ Unemployment rate	3.8%	4.3%	3.6%
Population 16-24 Employed	12.6%	11.7%	11.4%
Population 16-24 Unemployment rate	23.2%	15.8%	11.7%
Population 25-54 Employed	66.6%	64.9%	64.8%
Population 25-54 Unemployment rate	0.2%	2.0%	2.3%
Population 55-64 Employed	15.8%	18.1%	18.6%
Population 55-64 Unemployment rate	0.1%	4.1%	3.1%
Population 65+ Employed	5.0%	5.3%	5.2%
Population 65+ Unemployment rate	0.0%	2.5%	1.8%
2023 Employed Population 16+ by Industry			
Total	4,436	31,561	74,129
Agriculture/Mining	1.7%	0.5%	0.3%
Construction	7.6%	5.4%	5.3%
Manufacturing	3.0%	6.7%	8.3%
Wholesale Trade	2.8%	2.7%	2.6%
Retail Trade	9.4%	11.9%	12.6%
Transportation/Utilities	9.2%	7.8%	7.2%
Information	2.2%	3.5%	3.4%
Finance/Insurance/Real Estate	4.3%	5.3%	5.6%
Services	56.7%	50.8%	49.6%
Public Administration	3.1%	5.4%	5.0%
2023 Employed Population 16+ by Occupation			
Total	4,437	31,560	74,129
White Collar	55.9%	66.4%	67.3%
Management/Business/Financial	18.0%	19.7%	19.0%
Professional	26.3%	24.9%	27.0%
Sales	4.1%	9.1%	9.5%
Administrative Support	7.5%	12.6%	11.7%
Services	24.1%	16.0%	14.3%
Blue Collar	20.0%	17.6%	18.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.9%	3.4%	3.0%
Installation/Maintenance/Repair	2.0%	3.2%	3.2%
Production	2.6%	2.3%	3.0%
Transportation/Material Moving	9.6%	8.7%	9.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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

Cooper Village
Latitude: 33.86254
Longitude: -83.96299

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,861	15,285	38,174
Households with 1 Person	18.2%	16.8%	16.3%
Households with 2+ People	81.8%	83.2%	83.7%
Family Households	78.1%	79.9%	80.5%
Husband-wife Families	56.5%	61.7%	62.1%
With Related Children	34.9%	33.1%	33.8%
Other Family (No Spouse Present)	21.6%	18.2%	18.4%
Other Family with Male Householder	5.6%	4.1%	4.2%
With Related Children	4.1%	2.7%	2.7%
Other Family with Female Householder	16.0%	14.1%	14.1%
With Related Children	11.8%	9.6%	9.8%
Nonfamily Households	3.7%	3.4%	3.2%
All Households with Children	51.3%	45.8%	46.8%
Multigenerational Households	6.5%	6.5%	6.3%
Unmarried Partner Households	4.6%	4.6%	4.4%
Male-female	3.9%	3.7%	3.6%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	1,860	15,290	38,175
1 Person Household	18.0%	16.7%	16.3%
2 Person Household	26.8%	29.1%	29.0%
3 Person Household	19.7%	19.9%	19.8%
4 Person Household	18.3%	18.1%	19.1%
5 Person Household	9.9%	9.3%	9.5%
6 Person Household	4.6%	4.0%	3.9%
7 + Person Household	2.7%	2.7%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	1,861	15,291	38,179
Owner Occupied	80.7%	86.4%	84.8%
Owned with a Mortgage/Loan	68.6%	74.2%	73.3%
Owned Free and Clear	12.2%	12.1%	11.5%
Renter Occupied	19.3%	13.6%	15.2%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	107	112	110
Percent of Income for Mortgage	22.7%	21.3%	21.5%
Wealth Index	81	92	104
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,082	16,432	40,997
Housing Units Inside Urbanized Area	100.0%	100.0%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.5%
2010 Population By Urban/ Rural Status			
Total Population	5,512	45,884	114,977
Population Inside Urbanized Area	100.0%	100.0%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.5%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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

Cooper Village
Latitude: 33.86254
Longitude: -83.96299

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Workday Drive (4A)	Workday Drive (4A)	Workday Drive (4A)
2.	Middleburg (4C)	Up and Coming Families (7A)	Up and Coming Families (7A)
3.	Up and Coming Families (7A)	Rustbelt Traditions (5D)	Home Improvement (4B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$5,297,509	\$41,659,086	\$104,418,549
Average Spent	\$2,066.11	\$2,138.89	\$2,256.62
Spending Potential Index	94	97	103
Education: Total \$	\$4,095,103	\$32,002,385	\$82,341,927
Average Spent	\$1,597.15	\$1,643.09	\$1,779.52
Spending Potential Index	89	92	99
Entertainment/Recreation: Total \$	\$9,262,362	\$72,826,070	\$181,955,089
Average Spent	\$3,612.47	\$3,739.08	\$3,932.29
Spending Potential Index	96	99	104
Food at Home: Total \$	\$15,872,529	\$124,636,305	\$313,698,485
Average Spent	\$6,190.53	\$6,399.15	\$6,779.45
Spending Potential Index	91	94	100
Food Away from Home: Total \$	\$9,145,955	\$72,001,605	\$179,890,871
Average Spent	\$3,567.07	\$3,696.75	\$3,887.68
Spending Potential Index	96	99	104
Health Care: Total \$	\$17,789,789	\$139,886,351	\$350,076,070
Average Spent	\$6,938.30	\$7,182.13	\$7,565.61
Spending Potential Index	94	98	103
HH Furnishings & Equipment: Total \$	\$7,327,353	\$57,534,793	\$143,958,117
Average Spent	\$2,857.78	\$2,953.99	\$3,111.13
Spending Potential Index	97	100	105
Personal Care Products & Services: Total \$	\$2,332,429	\$18,393,826	\$46,129,928
Average Spent	\$909.68	\$944.39	\$996.93
Spending Potential Index	95	99	104
Shelter: Total \$	\$59,070,771	\$465,257,551	\$1,170,442,043
Average Spent	\$23,038.52	\$23,887.54	\$25,294.82
Spending Potential Index	93	96	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,975,233	\$62,908,743	\$156,875,888
Average Spent	\$3,110.47	\$3,229.90	\$3,390.30
Spending Potential Index	99	103	108
Travel: Total \$	\$5,707,208	\$44,681,267	\$111,910,850
Average Spent	\$2,225.90	\$2,294.05	\$2,418.54
Spending Potential Index	99	102	107
Vehicle Maintenance & Repairs: Total \$	\$3,214,087	\$25,349,847	\$63,176,039
Average Spent	\$1,253.54	\$1,301.53	\$1,365.32
Spending Potential Index	96	99	104

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Executive Summary

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

Cooper Village
Latitude: 33.86254
Longitude: -83.96299

	1 mile	3 miles	5 miles
Population			
2010 Population	5,512	45,884	114,977
2020 Population	7,518	55,008	137,104
2023 Population	7,928	61,244	144,939
2028 Population	8,183	64,062	151,066
2010-2020 Annual Rate	3.15%	1.83%	1.78%
2020-2023 Annual Rate	1.65%	3.36%	1.72%
2023-2028 Annual Rate	0.64%	0.90%	0.83%
2023 Male Population	49.0%	48.2%	48.3%
2023 Female Population	51.0%	51.8%	51.7%
2023 Median Age	35.7	36.9	37.7

In the identified area, the current year population is 144,939. In 2020, the Census count in the area was 137,104. The rate of change since 2020 was 1.72% annually. The five-year projection for the population in the area is 151,066 representing a change of 0.83% annually from 2023 to 2028. Currently, the population is 48.3% male and 51.7% female.

Median Age

The median age in this area is 37.7, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	25.4%	33.7%	35.7%
2023 Black Alone	49.7%	44.4%	40.7%
2023 American Indian/Alaska Native Alone	0.5%	0.5%	0.5%
2023 Asian Alone	5.3%	5.3%	7.9%
2023 Pacific Islander Alone	0.0%	0.1%	0.1%
2023 Other Race	7.4%	6.2%	6.1%
2023 Two or More Races	11.6%	9.7%	9.1%
2023 Hispanic Origin (Any Race)	17.5%	14.1%	13.4%

Persons of Hispanic origin represent 13.4% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 76.1 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	81	92	104
2010 Households	1,862	15,289	38,175
2020 Households	2,444	17,627	43,886
2023 Households	2,564	19,477	46,272
2028 Households	2,654	20,479	48,479
2010-2020 Annual Rate	2.76%	1.43%	1.40%
2020-2023 Annual Rate	1.49%	3.12%	1.64%
2023-2028 Annual Rate	0.69%	1.01%	0.94%
2023 Average Household Size	3.09	3.13	3.12

The household count in this area has changed from 43,886 in 2020 to 46,272 in the current year, a change of 1.64% annually. The five-year projection of households is 48,479, a change of 0.94% annually from the current year total. Average household size is currently 3.12, compared to 3.11 in the year 2020. The number of families in the current year is 36,365 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



Executive Summary

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

Cooper Village
Latitude: 33.86254
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	1 mile	3 miles	5 miles
Mortgage Income			
2023 Percent of Income for Mortgage	22.7%	21.3%	21.5%
Median Household Income			
2023 Median Household Income	\$88,879	\$86,532	\$88,695
2028 Median Household Income	\$102,906	\$101,641	\$102,270
2023-2028 Annual Rate	2.97%	3.27%	2.89%
Average Household Income			
2023 Average Household Income	\$102,042	\$105,380	\$111,411
2028 Average Household Income	\$118,183	\$121,091	\$127,494
2023-2028 Annual Rate	2.98%	2.82%	2.73%
Per Capita Income			
2023 Per Capita Income	\$32,449	\$33,588	\$35,593
2028 Per Capita Income	\$37,651	\$38,826	\$40,961
2023-2028 Annual Rate	3.02%	2.94%	2.85%
GINI Index			
2023 Gini Index	32.6	34.4	35.0

Households by Income

Current median household income is \$88,695 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$102,270 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$111,411 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$127,494 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$35,593 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$40,961 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	107	112	110
2010 Total Housing Units	2,082	16,432	40,997
2010 Owner Occupied Housing Units	1,502	13,212	32,385
2010 Renter Occupied Housing Units	359	2,079	5,794
2010 Vacant Housing Units	220	1,143	2,822
2020 Total Housing Units	2,528	18,250	45,469
2020 Vacant Housing Units	84	623	1,583
2023 Total Housing Units	2,641	20,258	47,899
2023 Owner Occupied Housing Units	2,123	15,868	38,070
2023 Renter Occupied Housing Units	441	3,609	8,202
2023 Vacant Housing Units	77	781	1,627
2028 Total Housing Units	2,716	21,164	50,030
2028 Owner Occupied Housing Units	2,228	16,480	39,413
2028 Renter Occupied Housing Units	426	3,999	9,066
2028 Vacant Housing Units	62	685	1,551
Socioeconomic Status Index			
2023 Socioeconomic Status Index	53.9	56.6	54.7

Currently, 79.5% of the 47,899 housing units in the area are owner occupied; 17.1%, renter occupied; and 3.4% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 45,469 housing units in the area and 3.5% vacant housing units. The annual rate of change in housing units since 2020 is 1.61%. Median home value in the area is \$317,522, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.80% annually to \$330,412.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.