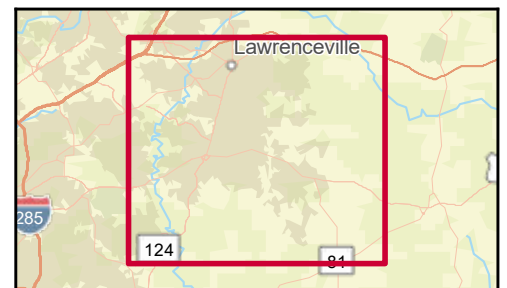
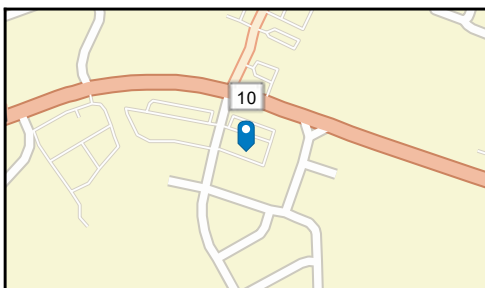
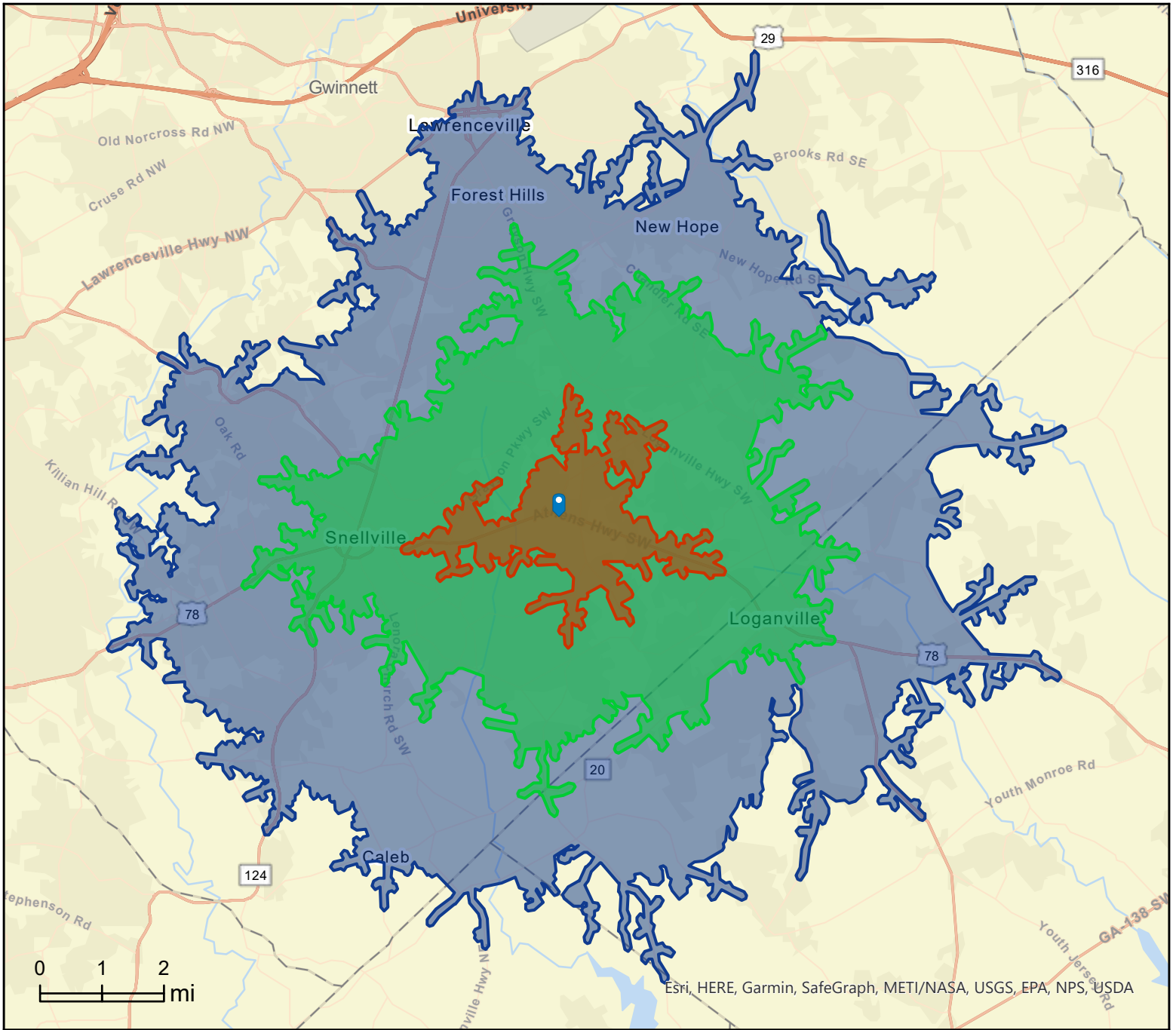


1132 Athens Hwy, Grayson, Georgia, 30017  
Drive time: 5, 10, 15 minute radii

Cooper Village  
Latitude: 33.86254  
Longitude: -83.96299





# Executive Summary

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

Cooper Village  
Latitude: 33.86254  
Longitude: -83.96299

	5 minutes	10 minutes	15 minutes
<b>Population</b>			
2010 Population	9,125	62,026	164,983
2020 Population	11,380	74,851	198,280
2023 Population	12,553	81,979	208,703
2028 Population	13,208	85,492	216,040
2010-2020 Annual Rate	2.23%	1.90%	1.86%
2020-2023 Annual Rate	3.06%	2.84%	1.59%
2023-2028 Annual Rate	1.02%	0.84%	0.69%
2023 Male Population	48.7%	48.2%	48.4%
2023 Female Population	51.3%	51.8%	51.6%
2023 Median Age	35.7	36.9	37.3

In the identified area, the current year population is 208,703. In 2020, the Census count in the area was 198,280. The rate of change since 2020 was 1.59% annually. The five-year projection for the population in the area is 216,040 representing a change of 0.69% annually from 2023 to 2028. Currently, the population is 48.4% male and 51.6% female.

### Median Age

The median age in this area is 37.3, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	29.4%	34.7%	34.9%
2023 Black Alone	46.2%	44.0%	40.4%
2023 American Indian/Alaska Native Alone	0.5%	0.5%	0.6%
2023 Asian Alone	5.0%	5.4%	7.8%
2023 Pacific Islander Alone	0.1%	0.1%	0.1%
2023 Other Race	7.6%	5.9%	7.0%
2023 Two or More Races	11.2%	9.4%	9.3%
2023 Hispanic Origin (Any Race)	17.4%	13.5%	14.7%

Persons of Hispanic origin represent 14.7% 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 77.2 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	76	91	99
2010 Households	2,962	20,746	54,750
2020 Households	3,635	24,099	63,275
2023 Households	4,013	26,218	66,504
2028 Households	4,238	27,501	69,164
2010-2020 Annual Rate	2.07%	1.51%	1.46%
2020-2023 Annual Rate	3.09%	2.63%	1.54%
2023-2028 Annual Rate	1.10%	0.96%	0.79%
2023 Average Household Size	3.13	3.11	3.13

The household count in this area has changed from 63,275 in 2020 to 66,504 in the current year, a change of 1.54% annually. The five-year projection of households is 69,164, a change of 0.79% annually from the current year total. Average household size is currently 3.13, compared to 3.12 in the year 2020. The number of families in the current year is 51,642 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  
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	5 minutes	10 minutes	15 minutes
<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	21.5%	21.2%	22.1%
<b>Median Household Income</b>			
2023 Median Household Income	\$82,366	\$85,287	\$85,484
2028 Median Household Income	\$100,189	\$100,736	\$100,325
2023-2028 Annual Rate	4.00%	3.39%	3.25%
<b>Average Household Income</b>			
2023 Average Household Income	\$97,646	\$105,128	\$108,500
2028 Average Household Income	\$113,577	\$120,944	\$124,655
2023-2028 Annual Rate	3.07%	2.84%	2.81%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$31,254	\$33,763	\$34,666
2028 Per Capita Income	\$36,507	\$39,051	\$40,007
2023-2028 Annual Rate	3.16%	2.95%	2.91%
<b>GINI Index</b>			
2023 Gini Index	34.1	34.8	36.0

### Households by Income

Current median household income is \$85,484 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$100,325 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$108,500 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$124,655 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$34,666 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$40,007 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	112	112	107
2010 Total Housing Units	3,258	22,449	59,090
2010 Owner Occupied Housing Units	2,485	17,441	45,055
2010 Renter Occupied Housing Units	476	3,305	9,698
2010 Vacant Housing Units	296	1,703	4,340
2020 Total Housing Units	3,776	25,019	65,644
2020 Vacant Housing Units	141	920	2,369
2023 Total Housing Units	4,248	27,237	68,860
2023 Owner Occupied Housing Units	3,202	21,201	53,383
2023 Renter Occupied Housing Units	811	5,017	13,121
2023 Vacant Housing Units	235	1,019	2,356
2028 Total Housing Units	4,449	28,430	71,447
2028 Owner Occupied Housing Units	3,396	22,021	55,144
2028 Renter Occupied Housing Units	842	5,480	14,020
2028 Vacant Housing Units	211	929	2,283
<b>Socioeconomic Status Index</b>			
2023 Socioeconomic Status Index	54.0	55.9	52.6

Currently, 77.5% of the 68,860 housing units in the area are owner occupied; 19.1%, 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 65,644 housing units in the area and 3.6% vacant housing units. The annual rate of change in housing units since 2020 is 1.48%. Median home value in the area is \$314,366, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.86% annually to \$328,078.

**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.



# Market Profile

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Cooper Village  
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	5 minutes	10 minutes	15 minutes
<b>Population Summary</b>			
2010 Total Population	9,125	62,026	164,983
2020 Total Population	11,380	74,851	198,280
2020 Group Quarters	6	440	848
2023 Total Population	12,553	81,979	208,703
2023 Group Quarters	6	456	848
2028 Total Population	13,208	85,492	216,040
2023-2028 Annual Rate	1.02%	0.84%	0.69%
2023 Total Daytime Population	8,907	64,259	178,045
Workers	3,147	23,618	73,421
Residents	5,760	40,641	104,624
<b>Household Summary</b>			
2010 Households	2,962	20,746	54,750
2010 Average Household Size	3.08	2.98	3.00
2020 Total Households	3,635	24,099	63,275
2020 Average Household Size	3.13	3.09	3.12
2023 Total Households	4,013	26,218	66,504
2023 Average Household Size	3.13	3.11	3.13
2028 Total Households	4,238	27,501	69,164
2028 Average Household Size	3.12	3.09	3.11
2023-2028 Annual Rate	1.10%	0.96%	0.79%
2010 Families	2,343	16,444	43,578
2010 Average Family Size	3.47	3.36	3.37
2023 Families	3,094	20,333	51,642
2023 Average Family Size	3.59	3.56	3.57
2028 Families	3,258	21,236	53,505
2028 Average Family Size	3.58	3.55	3.56
2023-2028 Annual Rate	1.04%	0.87%	0.71%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,690	13,075	37,660
Owner Occupied Housing Units	86.3%	85.3%	83.2%
Renter Occupied Housing Units	9.5%	11.2%	13.8%
Vacant Housing Units	4.2%	3.5%	3.0%
2010 Housing Units	3,258	22,449	59,090
Owner Occupied Housing Units	76.3%	77.7%	76.2%
Renter Occupied Housing Units	14.6%	14.7%	16.4%
Vacant Housing Units	9.1%	7.6%	7.3%
2020 Housing Units	3,776	25,019	65,644
Vacant Housing Units	3.7%	3.7%	3.6%
2023 Housing Units	4,248	27,237	68,860
Owner Occupied Housing Units	75.4%	77.8%	77.5%
Renter Occupied Housing Units	19.1%	18.4%	19.1%
Vacant Housing Units	5.5%	3.7%	3.4%
2028 Housing Units	4,449	28,430	71,447
Owner Occupied Housing Units	76.3%	77.5%	77.2%
Renter Occupied Housing Units	18.9%	19.3%	19.6%
Vacant Housing Units	4.7%	3.3%	3.2%
<b>Median Household Income</b>			
2023	\$82,366	\$85,287	\$85,484
2028	\$100,189	\$100,736	\$100,325
<b>Median Home Value</b>			
2023	\$294,475	\$301,028	\$314,366
2028	\$311,467	\$315,959	\$328,078
<b>Per Capita Income</b>			
2023	\$31,254	\$33,763	\$34,666
2028	\$36,507	\$39,051	\$40,007
<b>Median Age</b>			
2010	33.5	36.0	36.0
2023	35.7	36.9	37.3
2028	35.9	36.7	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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

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Cooper Village  
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	5 minutes	10 minutes	15 minutes
<b>2023 Households by Income</b>			
Household Income Base	4,013	26,218	66,504
<\$15,000	3.8%	4.1%	5.3%
\$15,000 - \$24,999	3.2%	4.1%	4.7%
\$25,000 - \$34,999	10.2%	6.8%	6.1%
\$35,000 - \$49,999	11.7%	11.7%	10.5%
\$50,000 - \$74,999	16.1%	16.3%	16.3%
\$75,000 - \$99,999	13.8%	14.6%	14.6%
\$100,000 - \$149,999	25.2%	24.7%	23.9%
\$150,000 - \$199,999	12.0%	10.9%	10.1%
\$200,000+	4.0%	6.9%	8.6%
Average Household Income	\$97,646	\$105,128	\$108,500
<b>2028 Households by Income</b>			
Household Income Base	4,238	27,501	69,164
<\$15,000	3.0%	3.3%	4.2%
\$15,000 - \$24,999	2.4%	3.0%	3.4%
\$25,000 - \$34,999	6.8%	5.3%	4.8%
\$35,000 - \$49,999	9.7%	9.6%	8.5%
\$50,000 - \$74,999	15.4%	14.5%	14.6%
\$75,000 - \$99,999	12.5%	13.5%	14.2%
\$100,000 - \$149,999	27.8%	27.3%	26.5%
\$150,000 - \$199,999	17.6%	15.2%	13.7%
\$200,000+	4.7%	8.2%	10.1%
Average Household Income	\$113,577	\$120,944	\$124,655
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,202	21,201	53,383
<\$50,000	2.6%	1.3%	1.1%
\$50,000 - \$99,999	3.6%	1.5%	0.9%
\$100,000 - \$149,999	2.3%	2.6%	1.9%
\$150,000 - \$199,999	9.0%	8.9%	6.8%
\$200,000 - \$249,999	15.1%	14.8%	14.4%
\$250,000 - \$299,999	19.6%	20.5%	20.2%
\$300,000 - \$399,999	27.6%	32.6%	33.3%
\$400,000 - \$499,999	15.6%	11.5%	13.0%
\$500,000 - \$749,999	3.5%	4.7%	6.5%
\$750,000 - \$999,999	1.0%	0.8%	1.3%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$309,161	\$325,527	\$341,219
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	3,396	22,021	55,144
<\$50,000	2.3%	1.1%	0.9%
\$50,000 - \$99,999	2.7%	1.2%	0.7%
\$100,000 - \$149,999	1.9%	2.2%	1.6%
\$150,000 - \$199,999	7.9%	7.9%	5.9%
\$200,000 - \$249,999	13.8%	13.3%	12.7%
\$250,000 - \$299,999	18.0%	18.7%	18.2%
\$300,000 - \$399,999	30.3%	34.8%	35.5%
\$400,000 - \$499,999	16.7%	12.7%	14.2%
\$500,000 - \$749,999	4.9%	6.1%	7.9%
\$750,000 - \$999,999	1.4%	1.1%	1.5%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$325,810	\$339,805	\$355,436

**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

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Cooper Village  
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	5 minutes	10 minutes	15 minutes
<b>2010 Population by Age</b>			
Total	9,129	62,023	164,980
0 - 4	8.1%	6.8%	6.8%
5 - 9	9.3%	8.3%	8.2%
10 - 14	9.1%	8.8%	8.8%
15 - 24	12.9%	13.0%	13.2%
25 - 34	12.8%	11.3%	11.3%
35 - 44	16.9%	16.1%	16.0%
45 - 54	14.3%	15.7%	16.1%
55 - 64	8.9%	10.4%	10.7%
65 - 74	4.5%	5.4%	5.1%
75 - 84	2.4%	3.0%	2.7%
85 +	0.7%	1.1%	1.0%
18 +	68.1%	70.6%	70.6%
<b>2023 Population by Age</b>			
Total	12,554	81,982	208,703
0 - 4	6.6%	6.2%	6.1%
5 - 9	7.1%	6.6%	6.6%
10 - 14	7.6%	7.0%	7.1%
15 - 24	13.1%	12.9%	13.0%
25 - 34	14.5%	14.9%	14.4%
35 - 44	14.1%	13.1%	13.2%
45 - 54	13.4%	13.3%	13.5%
55 - 64	11.2%	12.3%	12.7%
65 - 74	8.3%	8.6%	8.8%
75 - 84	3.2%	3.7%	3.6%
85 +	0.9%	1.2%	1.1%
18 +	74.4%	75.9%	75.9%
<b>2028 Population by Age</b>			
Total	13,209	85,494	216,039
0 - 4	6.8%	6.4%	6.2%
5 - 9	6.9%	6.4%	6.4%
10 - 14	7.3%	6.8%	6.8%
15 - 24	11.9%	11.4%	11.7%
25 - 34	15.6%	16.2%	15.2%
35 - 44	14.9%	14.1%	14.0%
45 - 54	12.4%	12.1%	12.4%
55 - 64	10.7%	11.5%	11.9%
65 - 74	8.0%	8.8%	9.3%
75 - 84	4.3%	4.7%	4.7%
85 +	1.1%	1.4%	1.3%
18 +	74.9%	76.5%	76.6%
<b>2010 Population by Sex</b>			
Males	4,412	29,645	79,218
Females	4,712	32,381	85,765
<b>2023 Population by Sex</b>			
Males	6,114	39,478	100,909
Females	6,439	42,501	107,794
<b>2028 Population by Sex</b>			
Males	6,430	41,164	104,412
Females	6,778	44,328	111,628

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

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 Drive time: 5, 10, 15 minute radii

Cooper Village  
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	5 minutes	10 minutes	15 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	9,126	62,026	164,982
White Alone	52.9%	58.7%	57.2%
Black Alone	32.8%	31.3%	30.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.4%	3.4%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	7.2%	3.4%	3.9%
Two or More Races	3.4%	2.8%	2.9%
Hispanic Origin	15.2%	8.6%	9.7%
Diversity Index	70.7	62.4	65.1
<b>2020 Population by Race/Ethnicity</b>			
Total	11,380	74,851	198,280
White Alone	31.2%	36.5%	36.6%
Black Alone	46.0%	43.5%	40.0%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	4.7%	4.9%	7.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.0%	5.6%	6.6%
Two or More Races	10.6%	8.9%	8.9%
Hispanic Origin	16.1%	12.5%	13.8%
Diversity Index	76.2	73.7	76.3
<b>2023 Population by Race/Ethnicity</b>			
Total	12,553	81,979	208,705
White Alone	29.4%	34.7%	34.9%
Black Alone	46.2%	44.0%	40.4%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	5.0%	5.4%	7.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.6%	5.9%	7.0%
Two or More Races	11.2%	9.4%	9.3%
Hispanic Origin	17.4%	13.5%	14.7%
Diversity Index	77.2	74.7	77.2
<b>2028 Population by Race/Ethnicity</b>			
Total	13,208	85,492	216,040
White Alone	26.4%	31.5%	31.5%
Black Alone	47.2%	45.2%	41.6%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	5.4%	5.9%	8.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.4%	6.5%	7.6%
Two or More Races	12.0%	10.2%	10.0%
Hispanic Origin	18.7%	14.5%	15.7%
Diversity Index	77.9	75.8	78.3
<b>2010 Population by Relationship and Household Type</b>			
Total	9,125	62,025	164,982
In Households	99.9%	99.6%	99.6%
In Family Households	91.8%	91.1%	91.2%
Householder	25.9%	26.6%	26.5%
Spouse	19.2%	20.3%	20.1%
Child	38.7%	37.1%	37.1%
Other relative	5.4%	5.0%	5.3%
Nonrelative	2.6%	2.1%	2.2%
In Nonfamily Households	8.2%	8.5%	8.4%
In Group Quarters	0.1%	0.4%	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:** 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  
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Cooper Village  
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	5 minutes	10 minutes	15 minutes
<b>2023 Population 25+ by Educational Attainment</b>			
Total	8,231	55,135	140,384
Less than 9th Grade	2.6%	1.8%	2.6%
9th - 12th Grade, No Diploma	3.5%	3.7%	3.8%
High School Graduate	24.1%	21.2%	20.7%
GED/Alternative Credential	4.4%	3.4%	3.2%
Some College, No Degree	13.9%	18.7%	19.2%
Associate Degree	9.9%	10.6%	9.9%
Bachelor's Degree	31.1%	28.0%	26.3%
Graduate/Professional Degree	10.4%	12.5%	14.2%
<b>2023 Population 15+ by Marital Status</b>			
Total	9,878	65,746	167,471
Never Married	37.5%	32.7%	32.3%
Married	51.0%	54.9%	54.6%
Widowed	1.7%	3.3%	3.7%
Divorced	9.8%	9.0%	9.3%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	7,222	43,716	109,778
Population 16+ Employed	95.4%	96.0%	96.4%
Population 16+ Unemployment rate	4.6%	4.0%	3.6%
Population 16-24 Employed	13.1%	11.9%	11.7%
Population 16-24 Unemployment rate	20.6%	13.6%	10.6%
Population 25-54 Employed	65.7%	64.8%	65.3%
Population 25-54 Unemployment rate	1.8%	2.1%	2.6%
Population 55-64 Employed	16.3%	18.1%	17.9%
Population 55-64 Unemployment rate	1.0%	3.8%	2.9%
Population 65+ Employed	4.9%	5.2%	5.1%
Population 65+ Unemployment rate	1.7%	2.5%	2.6%
<b>2023 Employed Population 16+ by Industry</b>			
Total	6,887	41,988	105,784
Agriculture/Mining	1.1%	0.4%	0.3%
Construction	7.7%	5.5%	6.4%
Manufacturing	4.2%	7.3%	8.1%
Wholesale Trade	3.1%	2.6%	2.5%
Retail Trade	10.0%	12.1%	12.0%
Transportation/Utilities	7.7%	8.0%	7.3%
Information	3.1%	3.5%	3.0%
Finance/Insurance/Real Estate	5.0%	5.2%	5.9%
Services	54.0%	49.8%	49.8%
Public Administration	4.1%	5.6%	4.6%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	6,886	41,987	105,785
White Collar	59.3%	66.4%	65.0%
Management/Business/Financial	18.7%	19.0%	17.9%
Professional	24.7%	25.8%	26.2%
Sales	5.6%	9.1%	8.9%
Administrative Support	10.4%	12.5%	12.0%
Services	20.8%	15.3%	14.7%
Blue Collar	19.8%	18.3%	20.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	6.2%	3.2%	4.1%
Installation/Maintenance/Repair	2.8%	3.3%	3.2%
Production	1.5%	2.8%	3.6%
Transportation/Material Moving	9.3%	9.0%	9.3%

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  
 Drive time: 5, 10, 15 minute radii

Cooper Village  
 Latitude: 33.86254  
 Longitude: -83.96299

	5 minutes	10 minutes	15 minutes
<b>2010 Households by Type</b>			
Total	2,960	20,746	54,751
Households with 1 Person	17.2%	17.3%	16.9%
Households with 2+ People	82.8%	82.7%	83.1%
Family Households	79.2%	79.3%	79.6%
Husband-wife Families	59.1%	60.3%	60.5%
With Related Children	35.7%	32.7%	33.0%
Other Family (No Spouse Present)	20.1%	18.9%	19.1%
Other Family with Male Householder	4.9%	4.3%	4.4%
With Related Children	3.4%	2.8%	2.8%
Other Family with Female Householder	15.1%	14.6%	14.7%
With Related Children	10.9%	10.2%	10.1%
Nonfamily Households	3.6%	3.5%	3.5%
All Households with Children	50.6%	46.1%	46.4%
Multigenerational Households	6.7%	6.4%	6.5%
Unmarried Partner Households	4.8%	4.7%	4.5%
Male-female	4.0%	3.9%	3.8%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	2,961	20,747	54,750
1 Person Household	17.0%	17.3%	16.9%
2 Person Household	26.4%	29.0%	28.7%
3 Person Household	20.1%	19.9%	19.5%
4 Person Household	19.0%	18.1%	18.7%
5 Person Household	9.8%	9.2%	9.6%
6 Person Household	4.7%	4.0%	4.0%
7 + Person Household	3.0%	2.5%	2.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,961	20,746	54,753
Owner Occupied	83.9%	84.1%	82.3%
Owned with a Mortgage/Loan	71.5%	72.3%	71.1%
Owned Free and Clear	12.5%	11.8%	11.2%
Renter Occupied	16.1%	15.9%	17.7%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	112	112	107
Percent of Income for Mortgage	21.5%	21.2%	22.1%
Wealth Index	76	91	99
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,258	22,449	59,090
Housing Units Inside Urbanized Area	100.0%	100.0%	98.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	1.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,125	62,026	164,983
Population Inside Urbanized Area	100.0%	100.0%	98.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	1.7%

**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  
 Drive time: 5, 10, 15 minute radii

Cooper Village  
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	5 minutes	10 minutes	15 minutes
<b>Top 3 Tapestry Segments</b>			
1.	Workday Drive (4A)	Workday Drive (4A)	Workday Drive (4A)
2.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
3.	Middleburg (4C)	Rustbelt Traditions (5D)	Home Improvement (4B)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,961,917	\$56,135,617	\$146,918,094
Average Spent	\$1,984.03	\$2,141.11	\$2,209.16
Spending Potential Index	90	97	100
Education: Total \$	\$6,063,937	\$43,076,567	\$114,094,007
Average Spent	\$1,511.07	\$1,643.01	\$1,715.60
Spending Potential Index	84	92	96
Entertainment/Recreation: Total \$	\$13,903,734	\$97,602,001	\$254,723,884
Average Spent	\$3,464.67	\$3,722.71	\$3,830.20
Spending Potential Index	92	98	101
Food at Home: Total \$	\$23,824,635	\$168,042,122	\$442,267,272
Average Spent	\$5,936.86	\$6,409.42	\$6,650.24
Spending Potential Index	87	94	98
Food Away from Home: Total \$	\$13,797,748	\$96,888,898	\$253,658,999
Average Spent	\$3,438.26	\$3,695.51	\$3,814.19
Spending Potential Index	92	99	102
Health Care: Total \$	\$26,680,754	\$187,699,114	\$491,243,010
Average Spent	\$6,648.58	\$7,159.17	\$7,386.67
Spending Potential Index	90	97	100
HH Furnishings & Equipment: Total \$	\$11,002,481	\$77,218,102	\$201,764,918
Average Spent	\$2,741.71	\$2,945.23	\$3,033.88
Spending Potential Index	93	100	103
Personal Care Products & Services: Total \$	\$3,506,289	\$24,737,601	\$64,877,007
Average Spent	\$873.73	\$943.54	\$975.54
Spending Potential Index	91	99	102
Shelter: Total \$	\$88,769,150	\$626,255,954	\$1,645,540,468
Average Spent	\$22,120.40	\$23,886.49	\$24,743.48
Spending Potential Index	89	96	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,994,345	\$83,824,431	\$219,001,671
Average Spent	\$2,988.87	\$3,197.21	\$3,293.06
Spending Potential Index	96	102	105
Travel: Total \$	\$8,543,371	\$59,851,177	\$156,044,699
Average Spent	\$2,128.92	\$2,282.83	\$2,346.40
Spending Potential Index	95	101	104
Vehicle Maintenance & Repairs: Total \$	\$4,850,795	\$34,075,376	\$89,216,737
Average Spent	\$1,208.77	\$1,299.69	\$1,341.52
Spending Potential Index	92	99	102

**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.