



# Market Profile

2814 Gravel Springs Road Buford GA 30519  
 2814 Gravel Springs Road Buford GA 30519  
 Rings: 1, 3, 5 mile radii

Latitude: 34.0677  
 Longitude: -83.9539

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	1,109	18,584	67,196
2010 Total Population	2,915	39,140	117,175
2019 Total Population	4,269	47,488	139,828
2019 Group Quarters	15	626	1,998
2024 Total Population	4,801	52,258	153,522
2019-2024 Annual Rate	2.38%	1.93%	1.89%
2019 Total Daytime Population	2,586	46,850	117,756
Workers	402	22,121	47,099
Residents	2,184	24,729	70,657
<b>Household Summary</b>			
2000 Households	353	6,243	21,810
2000 Average Household Size	3.13	2.97	3.00
2010 Households	911	12,876	37,827
2010 Average Household Size	3.20	3.04	3.04
2019 Households	1,360	15,636	45,315
2019 Average Household Size	3.13	3.00	3.04
2024 Households	1,529	17,220	49,798
2024 Average Household Size	3.13	3.00	3.04
2019-2024 Annual Rate	2.37%	1.95%	1.90%
2010 Families	726	10,480	30,504
2010 Average Family Size	3.57	3.37	3.39
2019 Families	1,077	12,593	36,059
2019 Average Family Size	3.50	3.34	3.42
2024 Families	1,206	13,807	39,428
2024 Average Family Size	3.51	3.35	3.43
2019-2024 Annual Rate	2.29%	1.86%	1.80%
<b>Housing Unit Summary</b>			
2000 Housing Units	366	6,456	22,960
Owner Occupied Housing Units	91.5%	90.2%	84.8%
Renter Occupied Housing Units	4.6%	6.5%	10.2%
Vacant Housing Units	3.8%	3.3%	5.0%
2010 Housing Units	985	13,714	40,594
Owner Occupied Housing Units	69.7%	77.3%	76.5%
Renter Occupied Housing Units	22.7%	16.6%	16.7%
Vacant Housing Units	7.5%	6.1%	6.8%
2019 Housing Units	1,408	16,020	47,093
Owner Occupied Housing Units	78.1%	82.2%	79.3%
Renter Occupied Housing Units	18.5%	15.4%	16.9%
Vacant Housing Units	3.4%	2.4%	3.8%
2024 Housing Units	1,578	17,571	51,552
Owner Occupied Housing Units	79.7%	83.6%	80.5%
Renter Occupied Housing Units	17.2%	14.4%	16.1%
Vacant Housing Units	3.1%	2.0%	3.4%
<b>Median Household Income</b>			
2019	\$80,928	\$83,446	\$85,267
2024	\$102,358	\$98,955	\$96,237
<b>Median Home Value</b>			
2019	\$256,567	\$241,703	\$238,599
2024	\$286,875	\$273,827	\$271,009
<b>Per Capita Income</b>			
2019	\$37,009	\$34,327	\$34,166
2024	\$45,571	\$40,225	\$38,741
<b>Median Age</b>			
2010	34.6	35.1	35.2
2019	35.1	35.9	36.0
2024	33.7	34.9	35.7

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	1,360	15,636	45,315
<\$15,000	3.2%	4.7%	4.7%
\$15,000 - \$24,999	4.4%	4.0%	4.0%
\$25,000 - \$34,999	8.3%	6.8%	6.2%
\$35,000 - \$49,999	12.1%	12.4%	9.7%
\$50,000 - \$74,999	17.8%	16.1%	17.7%
\$75,000 - \$99,999	14.6%	14.9%	16.0%
\$100,000 - \$149,999	16.4%	20.4%	22.9%
\$150,000 - \$199,999	12.4%	11.7%	9.9%
\$200,000+	11.0%	9.1%	9.0%
Average Household Income	\$108,922	\$105,295	\$105,384
<b>2024 Households by Income</b>			
Household Income Base	1,529	17,220	49,798
<\$15,000	2.3%	3.4%	3.6%
\$15,000 - \$24,999	3.3%	3.2%	3.3%
\$25,000 - \$34,999	6.0%	5.3%	5.1%
\$35,000 - \$49,999	9.4%	10.3%	8.3%
\$50,000 - \$74,999	14.3%	13.6%	15.8%
\$75,000 - \$99,999	13.5%	14.5%	15.7%
\$100,000 - \$149,999	18.6%	22.9%	25.3%
\$150,000 - \$199,999	17.1%	14.9%	12.2%
\$200,000+	15.7%	11.8%	10.7%
Average Household Income	\$134,146	\$123,303	\$119,430
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,099	13,174	37,368
<\$50,000	2.5%	2.8%	3.6%
\$50,000 - \$99,999	1.5%	1.4%	1.7%
\$100,000 - \$149,999	4.5%	6.8%	6.9%
\$150,000 - \$199,999	19.7%	23.2%	23.3%
\$200,000 - \$249,999	19.1%	19.0%	18.8%
\$250,000 - \$299,999	19.7%	18.4%	17.1%
\$300,000 - \$399,999	18.2%	16.2%	17.3%
\$400,000 - \$499,999	7.6%	6.7%	6.4%
\$500,000 - \$749,999	7.1%	5.0%	4.2%
\$750,000 - \$999,999	0.0%	0.4%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$281,210	\$269,417	\$267,387
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,257	14,690	41,503
<\$50,000	1.4%	1.7%	2.6%
\$50,000 - \$99,999	0.8%	0.7%	1.1%
\$100,000 - \$149,999	2.9%	4.4%	4.4%
\$150,000 - \$199,999	14.4%	17.5%	17.9%
\$200,000 - \$249,999	16.4%	17.0%	16.8%
\$250,000 - \$299,999	19.1%	18.3%	17.3%
\$300,000 - \$399,999	20.8%	19.9%	21.9%
\$400,000 - \$499,999	10.7%	9.5%	9.2%
\$500,000 - \$749,999	13.4%	9.6%	7.2%
\$750,000 - \$999,999	0.0%	1.0%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$324,265	\$314,090	\$308,303

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	2,918	39,139	117,174
0 - 4	7.7%	7.2%	6.9%
5 - 9	8.5%	8.6%	8.6%
10 - 14	8.5%	9.2%	9.1%
15 - 24	12.9%	13.0%	13.1%
25 - 34	13.1%	11.8%	11.8%
35 - 44	17.6%	17.7%	17.7%
45 - 54	14.9%	15.9%	16.5%
55 - 64	9.4%	9.2%	9.0%
65 - 74	4.8%	4.6%	4.5%
75 - 84	2.2%	2.2%	2.2%
85 +	0.4%	0.5%	0.6%
18 +	70.2%	69.5%	70.0%
<b>2019 Population by Age</b>			
Total	4,270	47,489	139,827
0 - 4	6.9%	6.5%	6.4%
5 - 9	7.1%	7.3%	7.3%
10 - 14	7.2%	7.9%	8.0%
15 - 24	12.7%	12.9%	12.8%
25 - 34	15.9%	14.2%	14.1%
35 - 44	13.3%	14.4%	14.7%
45 - 54	14.7%	15.2%	15.0%
55 - 64	11.7%	11.8%	11.9%
65 - 74	7.0%	6.7%	6.5%
75 - 84	2.8%	2.5%	2.5%
85 +	0.7%	0.7%	0.8%
18 +	74.7%	73.7%	73.8%
<b>2024 Population by Age</b>			
Total	4,801	52,256	153,522
0 - 4	7.5%	6.9%	6.7%
5 - 9	7.2%	7.3%	7.2%
10 - 14	7.2%	7.8%	7.5%
15 - 24	11.6%	11.8%	11.8%
25 - 34	19.4%	16.5%	15.8%
35 - 44	14.2%	15.1%	15.5%
45 - 54	11.3%	12.7%	12.9%
55 - 64	11.0%	11.2%	11.5%
65 - 74	6.7%	7.1%	7.3%
75 - 84	3.1%	2.9%	3.1%
85 +	0.8%	0.8%	0.8%
18 +	74.2%	73.7%	74.3%
<b>2010 Population by Sex</b>			
Males	1,421	19,117	58,324
Females	1,494	20,023	58,851
<b>2019 Population by Sex</b>			
Males	2,078	23,423	69,175
Females	2,191	24,065	70,653
<b>2024 Population by Sex</b>			
Males	2,329	25,691	75,778
Females	2,472	26,567	77,743

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<b>2010 Population by Race/Ethnicity</b>			
Total	2,916	39,140	117,175
White Alone	64.3%	70.7%	69.2%
Black Alone	16.1%	13.7%	14.8%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	12.2%	8.4%	8.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.1%	4.2%	4.8%
Two or More Races	2.8%	2.5%	2.6%
Hispanic Origin	11.2%	11.9%	12.6%
Diversity Index	63.6	58.5	60.4
<b>2019 Population by Race/Ethnicity</b>			
Total	4,269	47,489	139,828
White Alone	54.5%	60.4%	59.9%
Black Alone	21.6%	19.7%	19.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	15.2%	11.1%	10.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.6%	5.0%	5.8%
Two or More Races	3.7%	3.5%	3.5%
Hispanic Origin	13.1%	14.3%	15.2%
Diversity Index	71.7	68.6	69.7
<b>2024 Population by Race/Ethnicity</b>			
Total	4,801	52,259	153,521
White Alone	48.2%	54.2%	54.0%
Black Alone	25.3%	23.3%	23.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	17.1%	12.7%	12.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.7%	5.3%	6.1%
Two or More Races	4.3%	4.0%	4.1%
Hispanic Origin	14.2%	15.6%	16.6%
Diversity Index	75.4	73.2	73.9
<b>2010 Population by Relationship and Household Type</b>			
Total	2,915	39,140	117,175
In Households	100.0%	99.9%	98.2%
In Family Households	90.9%	92.1%	90.3%
Householder	27.0%	26.8%	26.0%
Spouse	21.0%	21.6%	21.0%
Child	36.0%	37.2%	36.7%
Other relative	4.9%	4.6%	4.7%
Nonrelative	2.1%	1.9%	1.9%
In Nonfamily Households	9.1%	7.8%	7.9%
In Group Quarters	0.0%	0.1%	1.8%
Institutionalized Population	0.0%	0.1%	1.6%
Noninstitutionalized Population	0.0%	0.0%	0.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	2,820	31,040	91,594
Less than 9th Grade	1.8%	3.6%	4.0%
9th - 12th Grade, No Diploma	4.7%	5.4%	5.1%
High School Graduate	26.8%	19.8%	20.0%
GED/Alternative Credential	3.7%	4.6%	3.7%
Some College, No Degree	19.0%	19.1%	19.5%
Associate Degree	3.9%	8.4%	9.4%
Bachelor's Degree	27.6%	25.8%	25.3%
Graduate/Professional Degree	12.6%	13.3%	13.0%
<b>2019 Population 15+ by Marital Status</b>			
Total	3,361	37,160	109,543
Never Married	37.1%	31.7%	30.2%
Married	50.9%	55.8%	56.9%
Widowed	2.0%	3.3%	3.6%
Divorced	10.0%	9.2%	9.2%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.9%	96.6%	96.7%
Civilian Unemployed (Unemployment Rate)	3.1%	3.4%	3.3%
<b>2019 Employed Population 16+ by Industry</b>			
Total	2,122	23,237	70,105
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	8.4%	7.6%	7.8%
Manufacturing	10.5%	9.9%	10.0%
Wholesale Trade	2.2%	4.0%	4.4%
Retail Trade	9.9%	11.0%	11.7%
Transportation/Utilities	4.0%	4.2%	4.8%
Information	3.5%	3.0%	2.5%
Finance/Insurance/Real Estate	10.7%	9.8%	8.0%
Services	47.7%	46.8%	47.4%
Public Administration	2.9%	3.5%	3.3%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	2,123	23,238	70,106
White Collar	71.1%	69.7%	67.5%
Management/Business/Financial	18.0%	18.4%	17.8%
Professional	24.4%	22.6%	22.7%
Sales	11.8%	14.4%	13.9%
Administrative Support	16.8%	14.2%	13.1%
Services	13.0%	15.1%	15.7%
Blue Collar	16.0%	15.2%	16.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	5.7%	5.1%	5.2%
Installation/Maintenance/Repair	1.3%	1.9%	2.5%
Production	4.3%	2.8%	4.0%
Transportation/Material Moving	4.6%	5.3%	5.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,915	39,140	117,175
Population Inside Urbanized Area	100.0%	100.0%	99.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.6%

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<b>2010 Households by Type</b>			
Total	910	12,877	37,826
Households with 1 Person	15.3%	14.6%	15.4%
Households with 2+ People	84.7%	85.4%	84.6%
Family Households	79.8%	81.4%	80.6%
Husband-wife Families	62.2%	65.7%	65.3%
With Related Children	35.6%	38.0%	38.3%
Other Family (No Spouse Present)	17.6%	15.6%	15.3%
Other Family with Male Householder	4.0%	4.0%	4.2%
With Related Children	2.4%	2.5%	2.6%
Other Family with Female Householder	13.6%	11.6%	11.1%
With Related Children	9.6%	8.1%	7.7%
Nonfamily Households	4.9%	4.1%	3.9%
All Households with Children	48.1%	49.1%	49.0%
Multigenerational Households	5.3%	5.4%	5.5%
Unmarried Partner Households	5.2%	4.5%	4.2%
Male-female	4.5%	3.9%	3.6%
Same-sex	0.7%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	911	12,875	37,827
1 Person Household	15.3%	14.6%	15.4%
2 Person Household	30.5%	28.9%	27.7%
3 Person Household	19.8%	19.4%	19.3%
4 Person Household	20.7%	21.7%	21.7%
5 Person Household	8.8%	9.4%	9.8%
6 Person Household	3.2%	3.9%	3.9%
7 + Person Household	1.8%	2.1%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	911	12,876	37,827
Owner Occupied	75.4%	82.3%	82.1%
Owned with a Mortgage/Loan	66.2%	73.1%	72.0%
Owned Free and Clear	9.2%	9.2%	10.0%
Renter Occupied	24.6%	17.7%	17.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	985	13,714	40,594
Housing Units Inside Urbanized Area	100.0%	100.0%	99.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.6%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Up and Coming Families (7A)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Soccer Moms (4A)	Up and Coming Families (7A)	Up and Coming Families (7A)
3.	Middleburg (4C)	Middleburg (4C)	Boomburbs (1C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,716,796	\$40,840,603	\$118,813,196
Average Spent	\$2,732.94	\$2,611.96	\$2,621.94
Spending Potential Index	128	122	122
Education: Total \$	\$2,438,014	\$27,873,797	\$82,546,467
Average Spent	\$1,792.66	\$1,782.67	\$1,821.61
Spending Potential Index	112	112	114
Entertainment/Recreation: Total \$	\$5,526,566	\$61,284,795	\$177,150,289
Average Spent	\$4,063.65	\$3,919.47	\$3,909.31
Spending Potential Index	124	120	120
Food at Home: Total \$	\$8,674,734	\$95,437,990	\$276,323,267
Average Spent	\$6,378.48	\$6,103.73	\$6,097.83
Spending Potential Index	123	118	118
Food Away from Home: Total \$	\$6,426,840	\$70,654,643	\$204,940,858
Average Spent	\$4,725.62	\$4,518.72	\$4,522.58
Spending Potential Index	129	123	123
Health Care: Total \$	\$9,949,550	\$110,583,218	\$317,658,403
Average Spent	\$7,315.85	\$7,072.35	\$7,010.01
Spending Potential Index	123	119	118
HH Furnishings & Equipment: Total \$	\$3,835,270	\$42,190,294	\$121,672,085
Average Spent	\$2,820.05	\$2,698.28	\$2,685.03
Spending Potential Index	132	127	126
Personal Care Products & Services: Total \$	\$1,597,039	\$17,625,948	\$50,911,483
Average Spent	\$1,174.29	\$1,127.27	\$1,123.50
Spending Potential Index	132	127	127
Shelter: Total \$	\$30,360,834	\$336,552,914	\$979,872,898
Average Spent	\$22,324.14	\$21,524.23	\$21,623.59
Spending Potential Index	121	116	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,256,032	\$47,014,566	\$134,878,338
Average Spent	\$3,129.44	\$3,006.82	\$2,976.46
Spending Potential Index	126	121	120
Travel: Total \$	\$3,861,095	\$43,178,173	\$125,071,787
Average Spent	\$2,839.04	\$2,761.46	\$2,760.05
Spending Potential Index	127	123	123
Vehicle Maintenance & Repairs: Total \$	\$1,951,221	\$21,479,099	\$61,769,914
Average Spent	\$1,434.72	\$1,373.70	\$1,363.12
Spending Potential Index	125	120	119

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.