

Executive Summary

Drive Times: 5, 10, 15 drive time minute radii

1635 Grayson Hwy, Grayson, GA 30017,

Latitude: 33.9058

Longitude: -83.9668

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	8,834	60,604	166,020
2020 Population	11,277	73,466	201,511
2025 Population	13,748	84,429	222,191
2030 Population	15,000	90,747	236,775
2010-2020 Annual Rate	2.47%	1.94%	1.96%
2020-2025 Annual Rate	3.85%	2.68%	1.88%
2025-2030 Annual Rate	1.76%	1.45%	1.28%
2020 Male Population	47.6%	47.5%	47.7%
2020 Female Population	52.4%	52.5%	52.3%
2020 Median Age	40.3	38.1	36.4
2025 Male Population	48.3%	48.3%	48.3%
2025 Female Population	51.7%	51.7%	51.7%
2025 Median Age	40.5	38.5	37.0

In the identified area, the current year population is 222,191. In 2020, the Census count in the area was 201,511. The rate of change since 2020 was 1.88% annually. The five-year projection for the population in the area is 236,775 representing a change of 1.28% annually from 2025 to 2030. Currently, the population is 48.3% male and 51.7% female.

Median Age

The median age in this area is 37.0, compared to U.S. median age of 39.6.

Race and Ethnicity

2025 White Alone	36.9%	32.6%	31.1%
2025 Black Alone	36.9%	38.3%	39.4%
2025 American Indian/Alaska Native Alone	0.5%	0.7%	0.7%
2025 Asian Alone	10.1%	10.1%	8.9%
2025 Pacific Islander Alone	0.0%	0.0%	0.0%
2025 Other Race	6.0%	8.1%	9.3%
2025 Two or More Races	9.5%	10.2%	10.5%
2025 Hispanic Origin (Any Race)	13.5%	17.1%	19.1%

Persons of Hispanic origin represent 19.1% of the population in the identified area compared to 19.7% 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 80.7 in the identified area, compared to 72.7 for the U.S. as a whole.

Households

2025 Wealth Index	120	101	94
2010 Households	2,930	19,862	54,234
2020 Households	3,602	23,220	63,301
2025 Households	4,495	26,920	70,135
2030 Households	4,960	29,085	75,136
2010-2020 Annual Rate	2.09%	1.57%	1.56%
2020-2025 Annual Rate	4.31%	2.86%	1.97%
2025-2030 Annual Rate	1.99%	1.56%	1.39%
2025 Average Household Size	3.04	3.13	3.16

The household count in this area has changed from 63,301 in 2020 to 70,135 in the current year, a change of 1.97% annually. The five-year projection of households is 75,136, a change of 1.39% annually from the current year total. Average household size is currently 3.16, compared to 3.17 in the year 2020. The number of families in the current year is 55,329 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 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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Mortgage Income			
2025 Percent of Income for Mortgage	25.9%	27.8%	26.6%
Median Household Income			
2025 Median Household Income	\$104,267	\$95,069	\$93,943
2030 Median Household Income	\$120,877	\$107,093	\$105,900
2025-2030 Annual Rate	3.00%	2.41%	2.43%
Average Household Income			
2025 Average Household Income	\$129,257	\$115,325	\$113,111
2030 Average Household Income	\$142,610	\$127,268	\$123,961
2025-2030 Annual Rate	1.99%	1.99%	1.85%
Per Capita Income			
2025 Per Capita Income	\$42,721	\$37,079	\$35,730
2030 Per Capita Income	\$47,656	\$41,133	\$39,367
2025-2030 Annual Rate	2.21%	2.10%	1.96%
GINI Index			
2025 Gini Index	36.2	38.8	38.2
Households by Income			

Current median household income is \$93,943 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$105,900 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$113,111 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$123,961 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$35,730 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$39,367 in five years, compared to \$50,744 for all U.S. households.

Housing			
2025 Housing Affordability Index	89	83	86
2010 Total Housing Units	3,105	21,516	58,622
2010 Owner Occupied Housing Units	2,328	16,193	43,443
2010 Renter Occupied Housing Units	602	3,669	10,791
2010 Vacant Housing Units	175	1,654	4,388
2020 Total Housing Units	3,760	24,156	65,693
2020 Owner Occupied Housing Units	2,881	17,988	47,766
2020 Renter Occupied Housing Units	721	5,232	15,535
2020 Vacant Housing Units	156	890	2,344
2025 Total Housing Units	4,674	27,870	72,664
2025 Owner Occupied Housing Units	3,387	20,679	53,351
2025 Renter Occupied Housing Units	1,108	6,241	16,784
2025 Vacant Housing Units	179	950	2,529
2030 Total Housing Units	5,139	29,952	77,592
2030 Owner Occupied Housing Units	3,781	22,518	57,498
2030 Renter Occupied Housing Units	1,179	6,567	17,638
2030 Vacant Housing Units	179	867	2,456
Socioeconomic Status Index			
2025 Socioeconomic Status Index	53.9	49.7	49.8

Currently, 73.4% of the 72,664 housing units in the area are owner occupied; 23.1%, renter occupied; and 3.5% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 9.8% are vacant. In 2020, there were 65,693 housing units in the area and 3.6% vacant housing units. The annual rate of change in housing units since 2020 is 1.94%. Median home value in the area is \$399,374, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 1.87% annually to \$438,058.

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