

Beaver Ruin Village
4155 Lawrenceville Hwy NW, Lilburn, Georgia, 30047
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.90353
Longitude: -84.11934

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	7,030	80,147	224,963
2020 Total Population	8,029	92,952	258,636
2020 Group Quarters	1	478	529
2022 Total Population	8,193	95,030	264,331
2022 Group Quarters	1	478	529
2027 Total Population	8,373	97,589	271,063
2022-2027 Annual Rate	0.44%	0.53%	0.50%
2022 Total Daytime Population	9,165	80,442	230,029
Workers	4,914	30,143	96,823
Residents	4,251	50,299	133,206
Household Summary			
2010 Households	2,484	26,065	75,294
2010 Average Household Size	2.83	3.06	2.98
2020 Total Households	2,765	29,773	86,169
2020 Average Household Size	2.90	3.11	3.00
2022 Total Households	2,804	30,368	88,087
2022 Average Household Size	2.92	3.11	2.99
2027 Total Households	2,854	31,140	90,318
2027 Average Household Size	2.93	3.12	3.00
2022-2027 Annual Rate	0.35%	0.50%	0.50%
2010 Families	1,638	18,933	54,319
2010 Average Family Size	3.49	3.55	3.46
2022 Total Families	1,803	21,410	61,665
2022 Average Family Size	3.65	3.67	3.55
2027 Total Families	1,833	21,873	62,983
2027 Average Family Size	3.66	3.68	3.55
2022-2027 Annual Rate	0.33%	0.43%	0.42%
Housing Unit Summary			
2000 Housing Units	2,250	26,224	70,374
Owner Occupied Housing Units	56.9%	62.4%	63.0%
Renter Occupied Housing Units	38.8%	34.2%	33.5%
Vacant Housing Units	4.3%	3.4%	3.5%
2010 Housing Units	2,646	28,515	82,371
Owner Occupied Housing Units	40.4%	55.3%	54.2%
Renter Occupied Housing Units	53.5%	36.1%	37.2%
Vacant Housing Units	6.1%	8.6%	8.6%
2020 Housing Units	2,843	31,055	90,428
Vacant Housing Units	2.7%	4.1%	4.7%
2022 Housing Units	2,878	31,619	92,271
Owner Occupied Housing Units	41.7%	53.8%	53.1%
Renter Occupied Housing Units	55.7%	42.2%	42.3%
Vacant Housing Units	2.6%	4.0%	4.5%
2027 Housing Units	2,953	32,668	95,291
Owner Occupied Housing Units	42.7%	54.4%	53.4%
Renter Occupied Housing Units	54.0%	40.9%	41.3%
Vacant Housing Units	3.4%	4.7%	5.2%
Median Household Income			
2022	\$53,884	\$59,920	\$63,155
2027	\$58,267	\$71,163	\$76,038
Median Home Value			
2022	\$233,897	\$243,217	\$248,233
2027	\$253,322	\$267,289	\$270,775
Per Capita Income			
2022	\$24,288	\$26,775	\$29,429
2027	\$28,364	\$31,701	\$34,610
Median Age			
2010	31.7	32.0	32.2
2022	33.9	33.9	34.2
2027	34.8	34.6	34.8

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Beaver Ruin Village
4155 Lawrenceville Hwy NW, Lilburn, Georgia, 30047
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.90353
Longitude: -84.11934

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	2,804	30,368	88,087
<\$15,000	10.8%	6.1%	6.3%
\$15,000 - \$24,999	7.0%	7.2%	7.1%
\$25,000 - \$34,999	10.5%	9.5%	9.0%
\$35,000 - \$49,999	15.5%	15.0%	14.0%
\$50,000 - \$74,999	26.2%	24.1%	21.7%
\$75,000 - \$99,999	13.6%	12.3%	13.3%
\$100,000 - \$149,999	10.1%	15.1%	16.3%
\$150,000 - \$199,999	3.2%	6.1%	6.9%
\$200,000+	3.0%	4.6%	5.4%
Average Household Income	\$70,787	\$83,741	\$88,177
2027 Households by Income			
Household Income Base	2,854	31,140	90,318
<\$15,000	7.8%	4.3%	4.4%
\$15,000 - \$24,999	6.0%	5.4%	5.0%
\$25,000 - \$34,999	10.5%	8.0%	7.7%
\$35,000 - \$49,999	13.7%	12.1%	12.0%
\$50,000 - \$74,999	26.8%	22.7%	20.3%
\$75,000 - \$99,999	11.5%	12.8%	13.5%
\$100,000 - \$149,999	14.6%	20.5%	21.1%
\$150,000 - \$199,999	5.1%	8.5%	9.6%
\$200,000+	4.0%	5.8%	6.5%
Average Household Income	\$83,000	\$99,285	\$103,726
2022 Owner Occupied Housing Units by Value			
Total	1,200	17,021	49,031
<\$50,000	0.1%	2.3%	2.1%
\$50,000 - \$99,999	0.6%	3.0%	2.1%
\$100,000 - \$149,999	6.3%	7.1%	5.4%
\$150,000 - \$199,999	23.8%	19.0%	16.5%
\$200,000 - \$249,999	28.3%	21.6%	24.8%
\$250,000 - \$299,999	19.2%	18.3%	17.8%
\$300,000 - \$399,999	15.2%	18.3%	19.3%
\$400,000 - \$499,999	1.8%	3.8%	5.9%
\$500,000 - \$749,999	3.2%	2.2%	3.4%
\$750,000 - \$999,999	0.4%	1.1%	0.9%
\$1,000,000 - \$1,499,999	0.2%	1.2%	0.7%
\$1,500,000 - \$1,999,999	0.5%	1.4%	0.6%
\$2,000,000 +	0.3%	0.8%	0.5%
Average Home Value	\$270,621	\$305,947	\$296,615
2027 Owner Occupied Housing Units by Value			
Total	1,260	17,777	50,920
<\$50,000	0.1%	1.2%	1.2%
\$50,000 - \$99,999	0.1%	1.4%	0.9%
\$100,000 - \$149,999	2.3%	3.7%	2.7%
\$150,000 - \$199,999	18.3%	15.3%	12.7%
\$200,000 - \$249,999	27.7%	21.5%	24.5%
\$250,000 - \$299,999	22.7%	20.4%	19.3%
\$300,000 - \$399,999	19.6%	21.8%	23.0%
\$400,000 - \$499,999	2.4%	5.2%	7.4%
\$500,000 - \$749,999	4.8%	3.4%	4.6%
\$750,000 - \$999,999	0.7%	2.0%	1.3%
\$1,000,000 - \$1,499,999	0.3%	1.7%	1.1%
\$1,500,000 - \$1,999,999	0.6%	1.6%	0.7%
\$2,000,000 +	0.4%	1.0%	0.6%
Average Home Value	\$298,234	\$346,468	\$328,632

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

Beaver Ruin Village
4155 Lawrenceville Hwy NW, Lilburn, Georgia, 30047
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.90353
Longitude: -84.11934

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	7,031	80,147	224,963
0 - 4	8.6%	8.7%	8.5%
5 - 9	8.4%	8.3%	8.1%
10 - 14	7.7%	7.7%	7.5%
15 - 24	14.3%	14.0%	14.0%
25 - 34	16.5%	16.3%	16.6%
35 - 44	16.2%	15.6%	15.7%
45 - 54	12.2%	13.4%	13.7%
55 - 64	8.0%	9.1%	9.4%
65 - 74	4.4%	4.2%	4.0%
75 - 84	2.7%	1.9%	1.8%
85 +	1.1%	0.8%	0.6%
18 +	71.1%	70.8%	71.4%
2022 Population by Age			
Total	8,192	95,030	264,331
0 - 4	7.1%	7.5%	7.3%
5 - 9	7.3%	7.5%	7.3%
10 - 14	7.2%	7.2%	7.2%
15 - 24	14.6%	13.6%	13.6%
25 - 34	15.5%	16.0%	15.7%
35 - 44	13.5%	14.1%	14.3%
45 - 54	13.0%	12.5%	12.6%
55 - 64	10.1%	10.6%	11.0%
65 - 74	6.8%	7.2%	7.4%
75 - 84	3.4%	2.8%	2.8%
85 +	1.4%	0.9%	0.8%
18 +	74.3%	73.6%	74.0%
2027 Population by Age			
Total	8,374	97,588	271,062
0 - 4	7.0%	7.5%	7.4%
5 - 9	6.9%	7.3%	7.1%
10 - 14	7.2%	7.4%	7.2%
15 - 24	13.9%	13.3%	13.5%
25 - 34	15.2%	15.1%	15.3%
35 - 44	13.7%	14.6%	14.6%
45 - 54	13.0%	12.2%	12.2%
55 - 64	9.9%	10.2%	10.3%
65 - 74	7.5%	7.6%	7.9%
75 - 84	3.9%	3.7%	3.7%
85 +	1.7%	1.0%	0.9%
18 +	74.8%	73.7%	74.3%
2010 Population by Sex			
Males	3,331	39,504	111,821
Females	3,699	40,643	113,142
2022 Population by Sex			
Males	3,938	46,892	131,483
Females	4,255	48,139	132,848
2027 Population by Sex			
Males	4,024	48,177	134,806
Females	4,349	49,412	136,257

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Beaver Ruin Village
4155 Lawrenceville Hwy NW, Lilburn, Georgia, 30047
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.90353
Longitude: -84.11934

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	7,030	80,148	224,964
White Alone	37.4%	44.4%	44.7%
Black Alone	26.2%	22.7%	23.4%
American Indian Alone	1.0%	0.8%	0.7%
Asian Alone	16.3%	12.9%	13.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	15.1%	15.6%	14.0%
Two or More Races	3.9%	3.5%	3.6%
Hispanic Origin	31.6%	34.1%	30.7%
Diversity Index	85.3	84.0	83.1
2020 Population by Race/Ethnicity			
Total	8,029	92,952	258,636
White Alone	19.2%	25.0%	26.3%
Black Alone	25.8%	21.7%	24.0%
American Indian Alone	1.5%	1.4%	1.2%
Asian Alone	18.5%	15.5%	15.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	22.0%	23.4%	20.2%
Two or More Races	12.9%	13.0%	12.3%
Hispanic Origin	39.7%	39.8%	34.8%
Diversity Index	89.4	89.3	88.6
2022 Population by Race/Ethnicity			
Total	8,193	95,030	264,330
White Alone	18.5%	24.2%	25.4%
Black Alone	25.7%	21.8%	24.3%
American Indian Alone	1.6%	1.4%	1.2%
Asian Alone	18.6%	15.6%	16.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	22.4%	23.6%	20.4%
Two or More Races	13.2%	13.3%	12.6%
Hispanic Origin	40.1%	40.1%	35.0%
Diversity Index	89.5	89.4	88.7
2027 Population by Race/Ethnicity			
Total	8,373	97,590	271,063
White Alone	16.3%	21.8%	23.0%
Black Alone	25.6%	21.8%	24.4%
American Indian Alone	1.7%	1.5%	1.3%
Asian Alone	19.1%	16.2%	16.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	23.6%	24.9%	21.6%
Two or More Races	13.6%	13.8%	13.1%
Hispanic Origin	40.8%	40.8%	35.7%
Diversity Index	89.5	89.5	89.0
2010 Population by Relationship and Household Type			
Total	7,030	80,147	224,963
In Households	100.0%	99.5%	99.8%
In Family Households	85.1%	87.8%	87.5%
Householder	23.4%	23.6%	24.2%
Spouse	15.1%	16.3%	16.8%
Child	34.4%	34.9%	34.4%
Other relative	8.5%	8.9%	8.3%
Nonrelative	3.8%	4.0%	3.8%
In Nonfamily Households	14.9%	11.8%	12.4%
In Group Quarters	0.0%	0.5%	0.2%
Institutionalized Population	0.0%	0.4%	0.2%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Beaver Ruin Village
4155 Lawrenceville Hwy NW, Lilburn, Georgia, 30047
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.90353
Longitude: -84.11934

	1 mile	3 miles	5 miles
2022 Population 25+ by Educational Attainment			
Total	5,230	61,009	170,657
Less than 9th Grade	9.8%	11.2%	9.1%
9th - 12th Grade, No Diploma	4.8%	7.8%	6.6%
High School Graduate	28.3%	23.4%	21.8%
GED/Alternative Credential	0.7%	2.5%	2.4%
Some College, No Degree	15.0%	15.8%	15.8%
Associate Degree	6.7%	8.7%	9.4%
Bachelor's Degree	23.8%	20.2%	22.8%
Graduate/Professional Degree	10.8%	10.5%	12.2%
2022 Population 15+ by Marital Status			
Total	6,428	73,890	206,588
Never Married	42.3%	39.4%	37.2%
Married	43.8%	48.7%	50.6%
Widowed	2.5%	3.4%	3.5%
Divorced	11.5%	8.5%	8.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,179	46,937	137,186
Population 16+ Employed	95.9%	97.1%	97.3%
Population 16+ Unemployment rate	4.2%	2.9%	2.7%
Population 16-24 Employed	10.6%	11.9%	12.7%
Population 16-24 Unemployment rate	4.7%	5.3%	4.7%
Population 25-54 Employed	67.9%	69.5%	68.0%
Population 25-54 Unemployment rate	4.9%	2.6%	2.3%
Population 55-64 Employed	15.9%	14.2%	14.5%
Population 55-64 Unemployment rate	2.0%	2.2%	1.7%
Population 65+ Employed	5.5%	4.4%	4.9%
Population 65+ Unemployment rate	0.0%	2.0%	5.2%
2022 Employed Population 16+ by Industry			
Total	4,006	45,587	133,506
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	16.7%	16.7%	13.6%
Manufacturing	7.7%	8.1%	7.5%
Wholesale Trade	1.4%	2.7%	3.1%
Retail Trade	15.4%	11.4%	11.5%
Transportation/Utilities	8.9%	6.2%	7.1%
Information	4.0%	2.6%	2.7%
Finance/Insurance/Real Estate	5.4%	5.4%	6.3%
Services	40.4%	44.2%	45.7%
Public Administration	0.1%	2.4%	2.5%
2022 Employed Population 16+ by Occupation			
Total	4,006	45,588	133,508
White Collar	49.4%	51.4%	56.2%
Management/Business/Financial	12.7%	12.8%	15.4%
Professional	14.4%	17.9%	19.9%
Sales	12.4%	9.3%	10.0%
Administrative Support	9.9%	11.4%	10.9%
Services	17.0%	16.1%	16.0%
Blue Collar	33.6%	32.5%	27.8%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	14.4%	13.6%	10.9%
Installation/Maintenance/Repair	2.9%	3.3%	3.0%
Production	10.7%	6.0%	5.0%
Transportation/Material Moving	5.7%	9.4%	8.7%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Beaver Ruin Village
4155 Lawrenceville Hwy NW, Lilburn, Georgia, 30047
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.90353
Longitude: -84.11934

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,484	26,064	75,297
Households with 1 Person	27.9%	21.3%	21.5%
Households with 2+ People	72.1%	78.7%	78.5%
Family Households	65.9%	72.6%	72.1%
Husband-wife Families	42.7%	50.2%	50.1%
With Related Children	25.3%	29.0%	28.1%
Other Family (No Spouse Present)	23.2%	22.5%	22.1%
Other Family with Male Householder	6.0%	6.4%	6.3%
With Related Children	3.7%	3.8%	3.7%
Other Family with Female Householder	17.3%	16.0%	15.8%
With Related Children	12.7%	11.7%	11.4%
Nonfamily Households	6.1%	6.1%	6.4%
All Households with Children	42.1%	45.2%	43.8%
Multigenerational Households	6.1%	6.9%	6.2%
Unmarried Partner Households	6.5%	6.7%	6.6%
Male-female	5.7%	5.8%	5.7%
Same-sex	0.8%	0.9%	0.9%
2010 Households by Size			
Total	2,484	26,063	75,294
1 Person Household	27.9%	21.3%	21.5%
2 Person Household	24.3%	25.8%	27.1%
3 Person Household	16.9%	17.5%	18.0%
4 Person Household	14.8%	16.0%	16.0%
5 Person Household	8.7%	10.0%	9.2%
6 Person Household	3.7%	4.8%	4.3%
7 + Person Household	3.7%	4.6%	4.0%
2010 Households by Tenure and Mortgage Status			
Total	2,484	26,064	75,296
Owner Occupied	43.0%	60.5%	59.3%
Owned with a Mortgage/Loan	36.6%	51.5%	50.0%
Owned Free and Clear	6.4%	9.0%	9.2%
Renter Occupied	57.0%	39.5%	40.7%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	102	108	112
Percent of Income for Mortgage	22.9%	21.4%	20.7%
Wealth Index	49	68	75
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,646	28,515	82,371
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	7,030	80,147	224,963
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Beaver Ruin Village
4155 Lawrenceville Hwy NW, Lilburn, Georgia, 30047
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 33.90353
Longitude: -84.11934

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Urban Edge Families (7C)	Urban Edge Families (7C)	Urban Edge Families (7C)
2.	Metro Fusion (11C)	NeWest Residents (13C)	Home Improvement (4B)
3.	Retirement Communities (9E)	Metro Fusion (11C)	NeWest Residents (13C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$4,680,035	\$60,082,713	\$184,116,916
Average Spent	\$1,669.06	\$1,978.49	\$2,090.17
Spending Potential Index	69	82	87
Education: Total \$	\$3,568,714	\$45,867,771	\$142,277,773
Average Spent	\$1,272.72	\$1,510.40	\$1,615.20
Spending Potential Index	65	77	82
Entertainment/Recreation: Total \$	\$6,755,773	\$86,155,943	\$263,052,530
Average Spent	\$2,409.33	\$2,837.06	\$2,986.28
Spending Potential Index	66	77	81
Food at Home: Total \$	\$12,085,804	\$152,915,724	\$466,404,529
Average Spent	\$4,310.20	\$5,035.42	\$5,294.82
Spending Potential Index	70	81	86
Food Away from Home: Total \$	\$8,540,412	\$109,357,057	\$334,158,049
Average Spent	\$3,045.80	\$3,601.06	\$3,793.50
Spending Potential Index	71	83	88
Health Care: Total \$	\$13,189,441	\$166,208,000	\$503,338,994
Average Spent	\$4,703.79	\$5,473.13	\$5,714.11
Spending Potential Index	66	77	81
HH Furnishings & Equipment: Total \$	\$4,856,323	\$62,682,661	\$190,972,422
Average Spent	\$1,731.93	\$2,064.10	\$2,168.00
Spending Potential Index	68	81	85
Personal Care Products & Services: Total \$	\$1,985,962	\$25,095,654	\$76,602,470
Average Spent	\$708.26	\$826.38	\$869.62
Spending Potential Index	69	81	85
Shelter: Total \$	\$44,974,366	\$568,127,653	\$1,740,586,034
Average Spent	\$16,039.36	\$18,708.10	\$19,759.85
Spending Potential Index	70	82	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,054,440	\$65,162,916	\$197,823,003
Average Spent	\$1,802.58	\$2,145.78	\$2,245.77
Spending Potential Index	66	79	83
Travel: Total \$	\$5,348,703	\$68,641,671	\$209,526,156
Average Spent	\$1,907.53	\$2,260.33	\$2,378.63
Spending Potential Index	66	79	83
Vehicle Maintenance & Repairs: Total \$	\$2,447,731	\$31,244,728	\$94,992,448
Average Spent	\$872.94	\$1,028.87	\$1,078.39
Spending Potential Index	69	82	86

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.