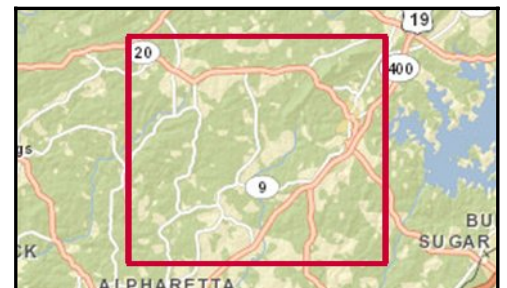
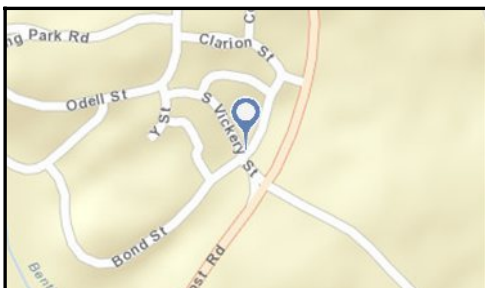
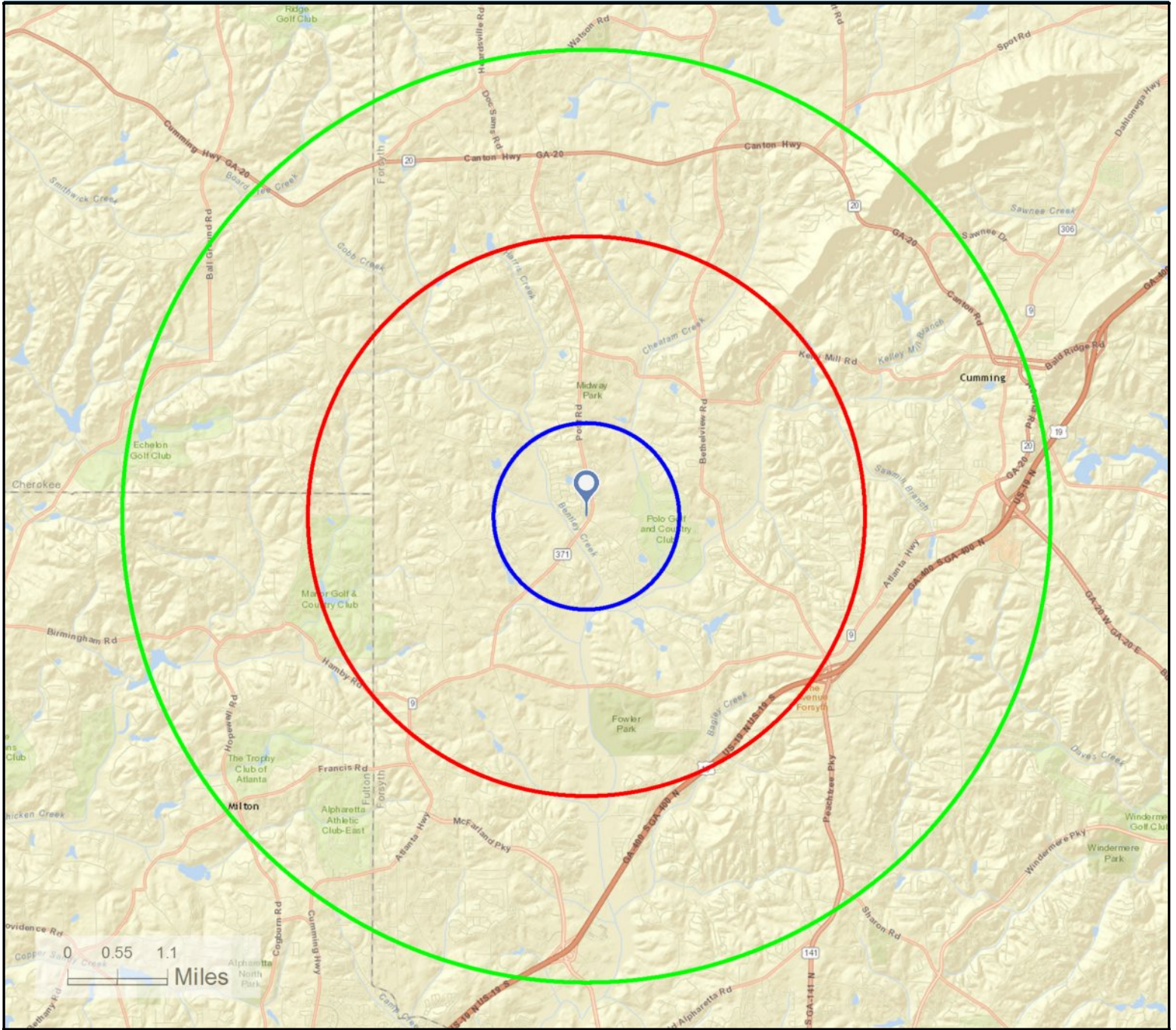




Site Map

Vickery Village
5820 S Vickery St, Cumming, Georgia, 30040
Rings: 1, 3, 5 mile radii

Vickery Village
Latitude: 34.182310
Longitude: -84.21861



February 10, 2015



Executive Summary

Vickery Village
5820 S Vickery St, Cumming, Georgia, 30040
Rings: 1, 3, 5 mile radii

Vickery Village
Latitude: 34.18231
Longitude: -84.21861

	1 mile	3 mile	5 mile
Population			
2000 Population	2,617	14,792	35,650
2010 Population	4,061	29,688	67,787
2014 Population	4,810	34,327	77,287
2019 Population	5,803	40,867	90,724
2000-2010 Annual Rate	4.49%	7.21%	6.64%
2010-2014 Annual Rate	4.06%	3.48%	3.13%
2014-2019 Annual Rate	3.82%	3.55%	3.26%
2014 Male Population	49.5%	49.8%	49.6%
2014 Female Population	50.5%	50.2%	50.4%
2014 Median Age	41.3	36.7	37.0

In the identified area, the current year population is 77,287. In 2010, the Census count in the area was 67,787. The rate of change since 2010 was 3.13% annually. The five-year projection for the population in the area is 90,724 representing a change of 3.26% annually from 2014 to 2019. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 41.3, compared to U.S. median age of 37.7.

Race and Ethnicity

2014 White Alone	90.7%	81.0%	78.6%
2014 Black Alone	1.7%	3.8%	4.8%
2014 American Indian/Alaska Native Alone	0.2%	0.2%	0.4%
2014 Asian Alone	3.3%	8.6%	8.7%
2014 Pacific Islander Alone	0.2%	0.1%	0.1%
2014 Other Race	2.2%	4.1%	5.4%
2014 Two or More Races	1.6%	2.2%	2.1%
2014 Hispanic Origin (Any Race)	7.6%	11.2%	13.0%

Persons of Hispanic origin represent 13.0% of the population in the identified area compared to 17.5% 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 51.5 in the identified area, compared to 62.6 for the U.S. as a whole.

Households

2000 Households	892	5,143	12,288
2010 Households	1,370	10,079	22,980
2014 Total Households	1,610	11,515	26,008
2019 Total Households	1,932	13,643	30,440
2000-2010 Annual Rate	4.38%	6.96%	6.46%
2010-2014 Annual Rate	3.87%	3.18%	2.96%
2014-2019 Annual Rate	3.71%	3.45%	3.20%
2014 Average Household Size	2.99	2.98	2.95

The household count in this area has changed from 22,980 in 2010 to 26,008 in the current year, a change of 2.96% annually. The five-year projection of households is 30,440, a change of 3.20% annually from the current year total. Average household size is currently 2.95, compared to 2.93 in the year 2010. The number of families in the current year is 20,555 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Executive Summary

Vickery Village
 5820 S Vickery St, Cumming, Georgia, 30040
 Rings: 1, 3, 5 mile radii

Vickery Village
 Latitude: 34.18231
 Longitude: -84.21861

	1 mile	3 mile	5 mile
Median Household Income			
2014 Median Household Income	\$129,833	\$105,147	\$100,361
2019 Median Household Income	\$157,992	\$120,086	\$113,958
2014-2019 Annual Rate	4.00%	2.69%	2.57%
Average Household Income			
2014 Average Household Income	\$154,818	\$127,280	\$122,358
2019 Average Household Income	\$185,281	\$150,173	\$144,850
2014-2019 Annual Rate	3.66%	3.36%	3.43%
Per Capita Income			
2014 Per Capita Income	\$51,391	\$42,600	\$41,316
2019 Per Capita Income	\$61,152	\$50,027	\$48,711
2014-2019 Annual Rate	3.54%	3.27%	3.35%

Current median household income is \$100,361 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$113,958 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$122,358 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$144,850 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$41,316 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$48,711 in five years, compared to \$32,168 for all U.S. households

Housing			
2000 Total Housing Units	910	5,299	12,747
2000 Owner Occupied Housing Units	840	4,685	10,533
2000 Renter Occupied Housing Units	52	458	1,755
2000 Vacant Housing Units	18	156	459
2010 Total Housing Units	1,440	10,585	24,284
2010 Owner Occupied Housing Units	1,273	9,026	19,738
2010 Renter Occupied Housing Units	97	1,053	3,242
2010 Vacant Housing Units	70	506	1,304
2014 Total Housing Units	1,689	12,105	27,367
2014 Owner Occupied Housing Units	1,470	10,103	21,892
2014 Renter Occupied Housing Units	141	1,412	4,117
2014 Vacant Housing Units	79	590	1,359
2019 Total Housing Units	2,014	14,229	31,769
2019 Owner Occupied Housing Units	1,754	11,909	25,575
2019 Renter Occupied Housing Units	179	1,734	4,865
2019 Vacant Housing Units	82	586	1,329

Currently, 80.0% of the 27,367 housing units in the area are owner occupied; 15.0%, renter occupied; and 5.0% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.6% are vacant. In 2010, there were 24,284 housing units in the area - 81.3% owner occupied, 13.4% renter occupied, and 5.4% vacant. The annual rate of change in housing units since 2010 is 5.46%. Median home value in the area is \$288,990, compared to a median home value of \$190,791 for the U.S. In five years, median value is projected to change by 1.47% annually to \$310,904.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Demographic and Income Profile

Vickery Village
 5820 S Vickery St, Cumming, Georgia, 30040
 Ring: 1 mile radius

Vickery Village
 Latitude: 34.18231
 Longitude: -84.21861

Summary	Census 2010	2014	2019
Population	4,061	4,810	5,803
Households	1,370	1,610	1,932
Families	1,183	1,384	1,655
Average Household Size	2.96	2.99	3.00
Owner Occupied Housing Units	1,273	1,470	1,754
Renter Occupied Housing Units	97	141	179
Median Age	40.3	41.3	41.5
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	3.82%	0.90%	0.73%
Households	3.71%	0.93%	0.75%
Families	3.64%	0.84%	0.66%
Owner HHs	3.60%	0.89%	0.69%
Median Household Income	4.00%	3.11%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	35	2.2%	30	1.6%
\$15,000 - \$24,999	36	2.2%	24	1.2%
\$25,000 - \$34,999	57	3.5%	39	2.0%
\$35,000 - \$49,999	92	5.7%	74	3.8%
\$50,000 - \$74,999	223	13.9%	186	9.6%
\$75,000 - \$99,999	196	12.2%	242	12.5%
\$100,000 - \$149,999	246	15.3%	257	13.3%
\$150,000 - \$199,999	366	22.7%	498	25.8%
\$200,000+	360	22.4%	582	30.1%
Median Household Income	\$129,833		\$157,992	
Average Household Income	\$154,818		\$185,281	
Per Capita Income	\$51,391		\$61,152	

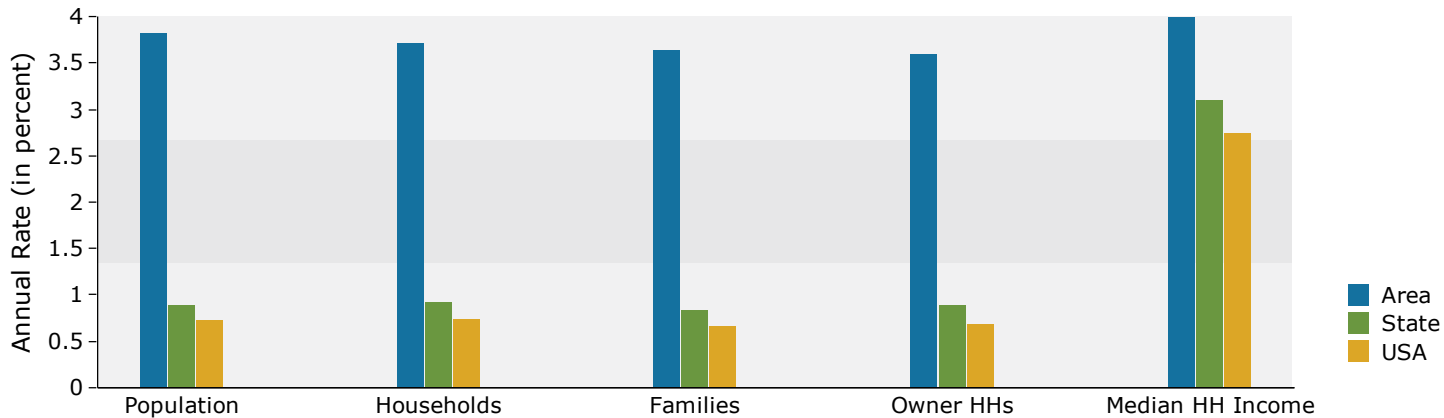
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	228	5.6%	261	5.4%	316	5.4%
5 - 9	405	10.0%	407	8.5%	483	8.3%
10 - 14	420	10.3%	503	10.5%	568	9.8%
15 - 19	285	7.0%	381	7.9%	471	8.1%
20 - 24	96	2.4%	168	3.5%	221	3.8%
25 - 34	262	6.5%	292	6.1%	370	6.4%
35 - 44	753	18.5%	734	15.3%	800	13.8%
45 - 54	689	17.0%	879	18.3%	1,025	17.7%
55 - 64	491	12.1%	623	13.0%	807	13.9%
65 - 74	291	7.2%	392	8.1%	509	8.8%
75 - 84	119	2.9%	139	2.9%	189	3.3%
85+	22	0.5%	31	0.6%	43	0.7%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,779	93.1%	4,363	90.7%	5,063	87.2%
Black Alone	53	1.3%	84	1.7%	144	2.5%
American Indian Alone	8	0.2%	11	0.2%	15	0.3%
Asian Alone	92	2.3%	159	3.3%	292	5.0%
Pacific Islander Alone	5	0.1%	9	0.2%	15	0.3%
Some Other Race Alone	69	1.7%	105	2.2%	155	2.7%
Two or More Races	53	1.3%	78	1.6%	119	2.1%
Hispanic Origin (Any Race)	240	5.9%	365	7.6%	538	9.3%

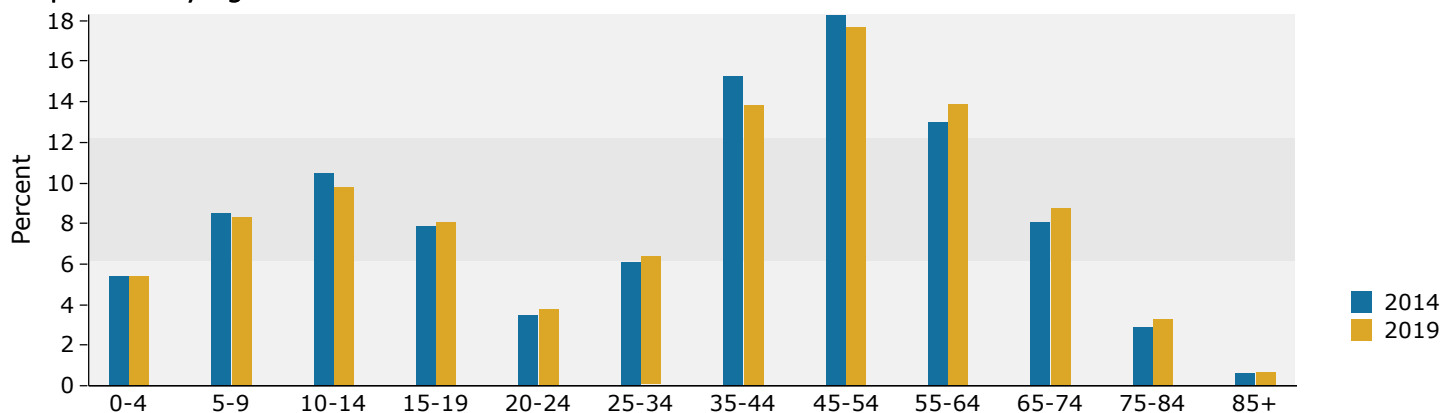
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

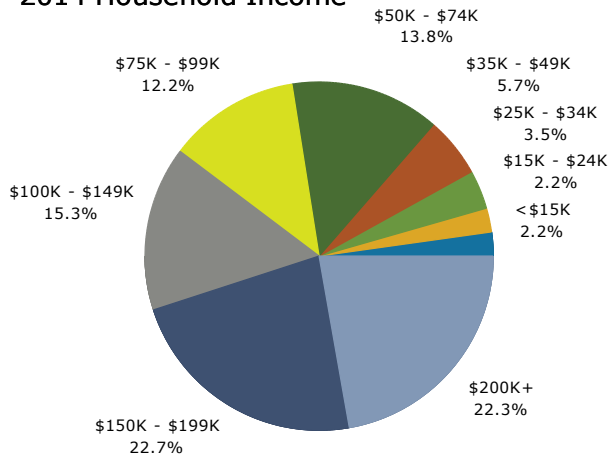
Trends 2014-2019



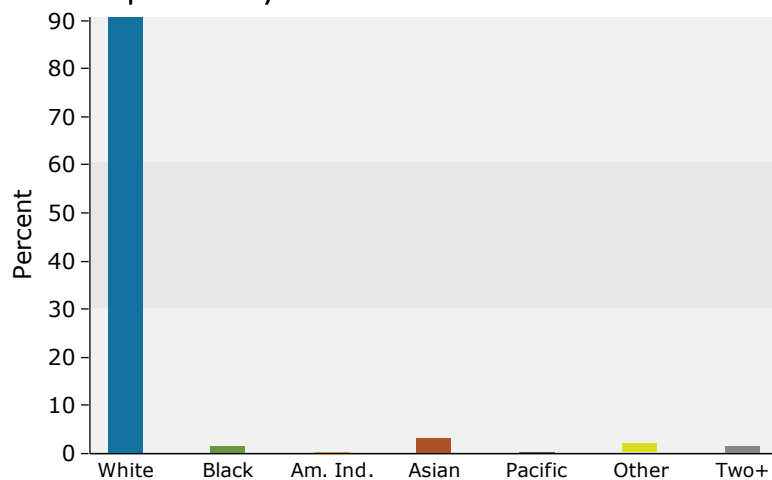
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 7.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Demographic and Income Profile

Vickery Village
 5820 S Vickery St, Cumming, Georgia, 30040
 Ring: 3 mile radius

Vickery Village
 Latitude: 34.18231
 Longitude: -84.21861

Summary	Census 2010	2014	2019
Population	29,688	34,327	40,867
Households	10,079	11,515	13,643
Families	8,246	9,375	11,058
Average Household Size	2.95	2.98	3.00
Owner Occupied Housing Units	9,026	10,103	11,909
Renter Occupied Housing Units	1,053	1,412	1,734
Median Age	36.3	36.7	36.7
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	3.55%	0.90%	0.73%
Households	3.45%	0.93%	0.75%
Families	3.36%	0.84%	0.66%
Owner HHs	3.34%	0.89%	0.69%
Median Household Income	2.69%	3.11%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	604	5.2%	539	4.0%
\$15,000 - \$24,999	421	3.7%	299	2.2%
\$25,000 - \$34,999	527	4.6%	398	2.9%
\$35,000 - \$49,999	734	6.4%	664	4.9%
\$50,000 - \$74,999	1,616	14.0%	1,467	10.8%
\$75,000 - \$99,999	1,469	12.8%	1,979	14.5%
\$100,000 - \$149,999	2,509	21.8%	2,920	21.4%
\$150,000 - \$199,999	2,059	17.9%	2,855	20.9%
\$200,000+	1,576	13.7%	2,522	18.5%
Median Household Income	\$105,147		\$120,086	
Average Household Income	\$127,280		\$150,173	
Per Capita Income	\$42,600		\$50,027	

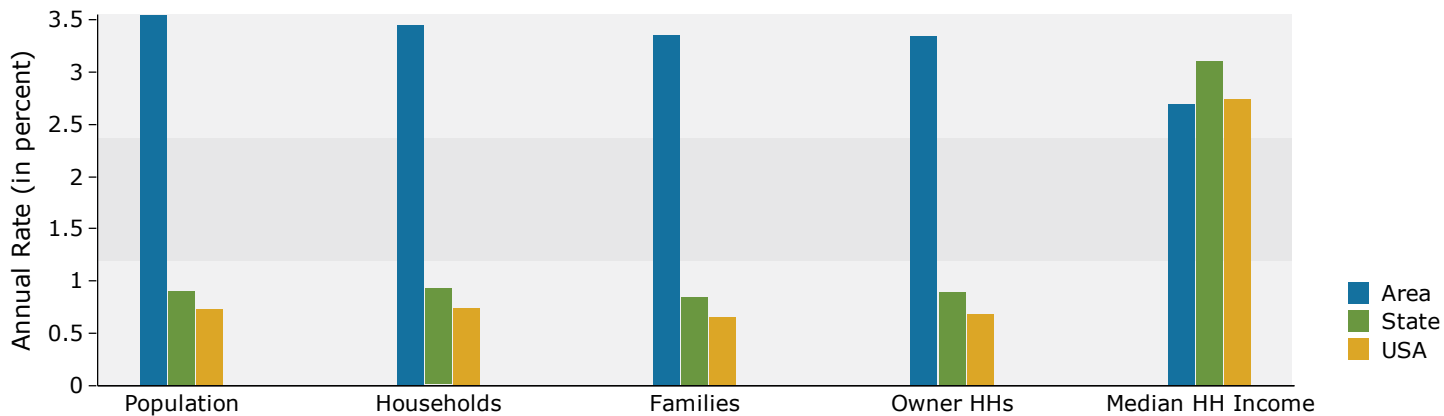
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,518	8.5%	2,747	8.0%	3,257	8.0%
5 - 9	2,919	9.8%	3,170	9.2%	3,679	9.0%
10 - 14	2,532	8.5%	3,087	9.0%	3,715	9.1%
15 - 19	1,756	5.9%	2,170	6.3%	2,729	6.7%
20 - 24	916	3.1%	1,327	3.9%	1,552	3.8%
25 - 34	3,468	11.7%	3,688	10.7%	4,347	10.6%
35 - 44	5,809	19.6%	6,016	17.5%	6,825	16.7%
45 - 54	4,474	15.1%	5,399	15.7%	6,107	14.9%
55 - 64	2,833	9.5%	3,553	10.4%	4,518	11.1%
65 - 74	1,635	5.5%	2,160	6.3%	2,748	6.7%
75 - 84	645	2.2%	790	2.3%	1,116	2.7%
85+	182	0.6%	219	0.6%	274	0.7%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	25,215	84.9%	27,808	81.0%	30,905	75.6%
Black Alone	892	3.0%	1,307	3.8%	2,047	5.0%
American Indian Alone	67	0.2%	82	0.2%	104	0.3%
Asian Alone	1,936	6.5%	2,937	8.6%	4,818	11.8%
Pacific Islander Alone	17	0.1%	28	0.1%	42	0.1%
Some Other Race Alone	1,013	3.4%	1,420	4.1%	1,903	4.7%
Two or More Races	548	1.8%	745	2.2%	1,047	2.6%
Hispanic Origin (Any Race)	2,729	9.2%	3,845	11.2%	5,214	12.8%

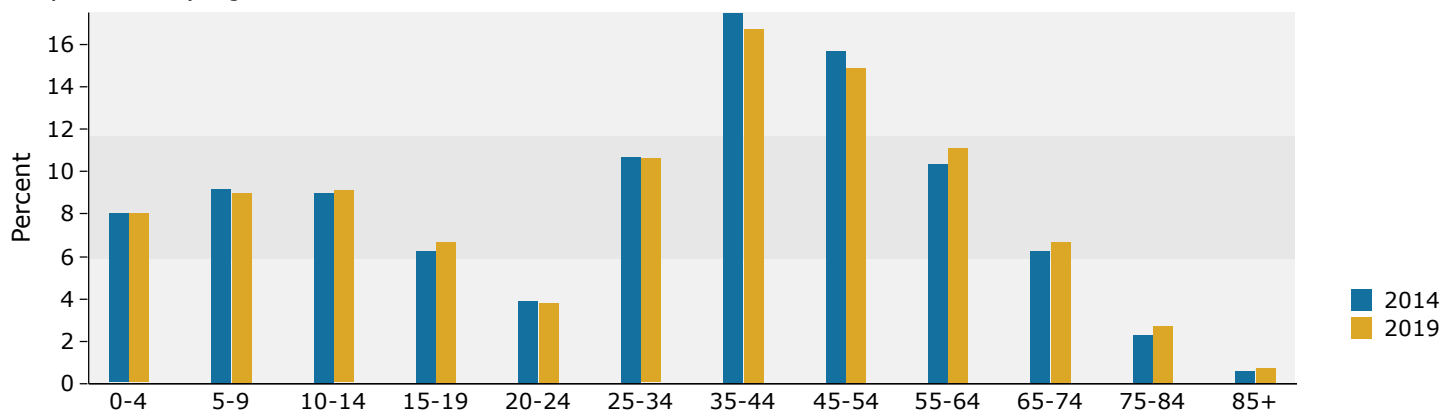
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

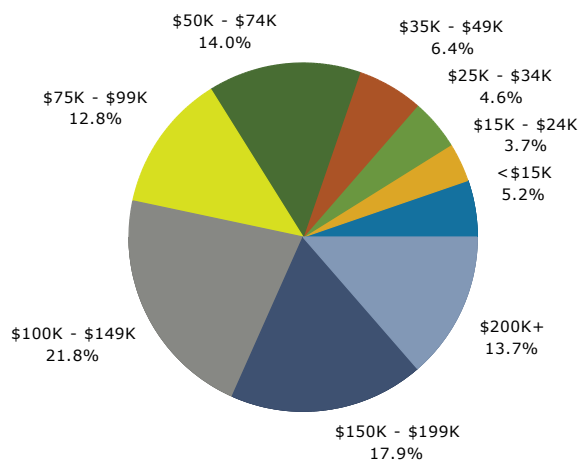
Trends 2014-2019



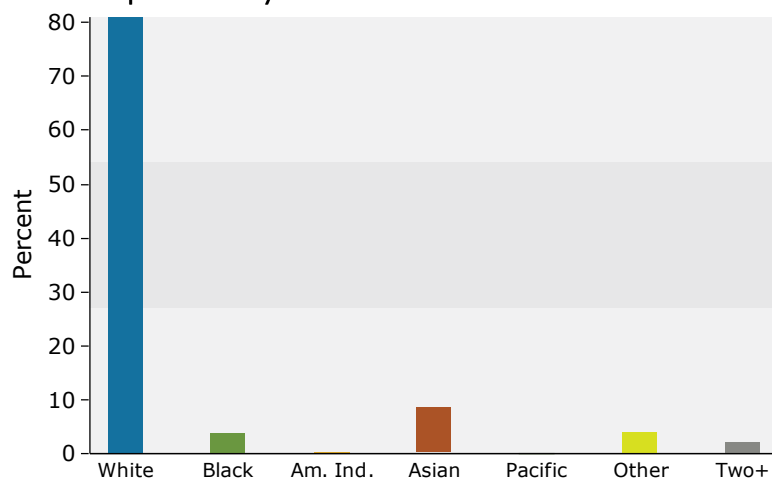
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 11.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Demographic and Income Profile

Vickery Village
 5820 S Vickery St, Cumming, Georgia, 30040
 Ring: 5 mile radius

Vickery Village
 Latitude: 34.18231
 Longitude: -84.21861

Summary	Census 2010	2014	2019
Population	67,787	77,287	90,724
Households	22,980	26,008	30,440
Families	18,232	20,555	23,971
Average Household Size	2.93	2.95	2.97
Owner Occupied Housing Units	19,738	21,892	25,575
Renter Occupied Housing Units	3,242	4,117	4,865
Median Age	36.4	37.0	37.1
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	3.26%	0.90%	0.73%
Households	3.20%	0.93%	0.75%
Families	3.12%	0.84%	0.66%
Owner HHs	3.16%	0.89%	0.69%
Median Household Income	2.57%	3.11%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	1,598	6.1%	1,434	4.7%
\$15,000 - \$24,999	1,220	4.7%	865	2.8%
\$25,000 - \$34,999	1,396	5.4%	1,069	3.5%
\$35,000 - \$49,999	1,836	7.1%	1,678	5.5%
\$50,000 - \$74,999	3,526	13.6%	3,287	10.8%
\$75,000 - \$99,999	3,367	12.9%	4,529	14.9%
\$100,000 - \$149,999	5,380	20.7%	6,336	20.8%
\$150,000 - \$199,999	4,169	16.0%	5,771	19.0%
\$200,000+	3,517	13.5%	5,471	18.0%
Median Household Income	\$100,361		\$113,958	
Average Household Income	\$122,358		\$144,850	
Per Capita Income	\$41,316		\$48,711	

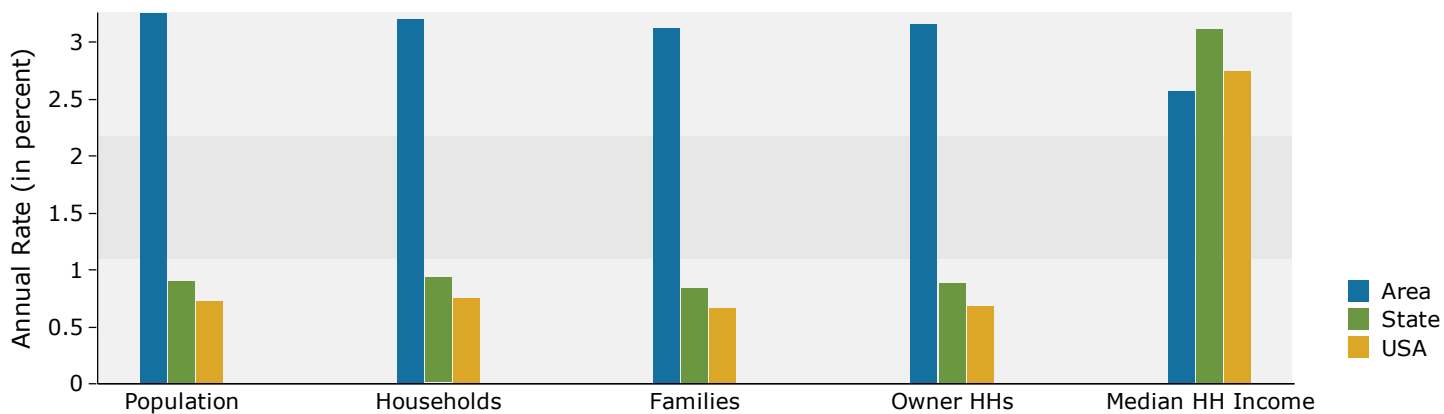
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,574	8.2%	5,922	7.7%	6,893	7.6%
5 - 9	6,314	9.3%	6,783	8.8%	7,812	8.6%
10 - 14	5,684	8.4%	6,884	8.9%	8,317	9.2%
15 - 19	4,031	5.9%	5,050	6.5%	6,184	6.8%
20 - 24	2,435	3.6%	3,278	4.2%	3,705	4.1%
25 - 34	8,140	12.0%	8,314	10.8%	9,477	10.4%
35 - 44	12,757	18.8%	12,952	16.8%	14,453	15.9%
45 - 54	10,373	15.3%	12,335	16.0%	13,850	15.3%
55 - 64	6,441	9.5%	8,119	10.5%	10,260	11.3%
65 - 74	3,693	5.4%	4,902	6.3%	6,228	6.9%
75 - 84	1,739	2.6%	2,034	2.6%	2,683	3.0%
85+	606	0.9%	712	0.9%	862	1.0%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	55,896	82.5%	60,714	78.6%	66,378	73.2%
Black Alone	2,675	3.9%	3,715	4.8%	5,495	6.1%
American Indian Alone	232	0.3%	281	0.4%	351	0.4%
Asian Alone	4,567	6.7%	6,735	8.7%	10,798	11.9%
Pacific Islander Alone	30	0.0%	47	0.1%	70	0.1%
Some Other Race Alone	3,158	4.7%	4,172	5.4%	5,410	6.0%
Two or More Races	1,228	1.8%	1,623	2.1%	2,221	2.4%
Hispanic Origin (Any Race)	7,580	11.2%	10,078	13.0%	13,154	14.5%

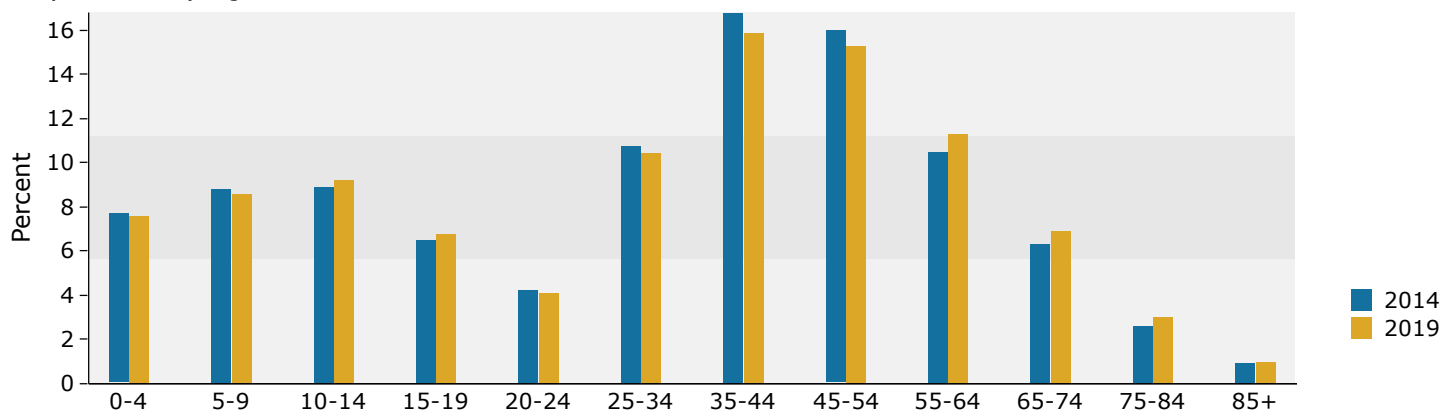
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

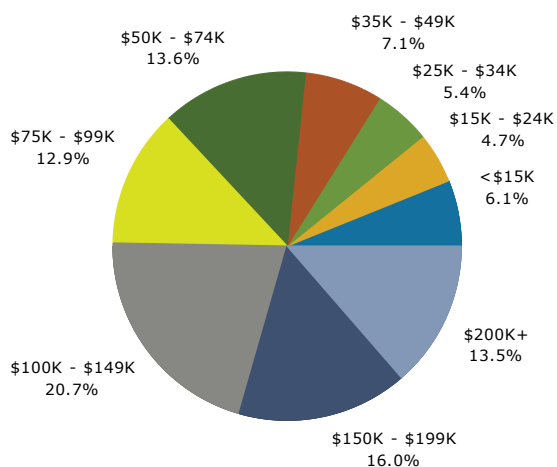
Trends 2014-2019



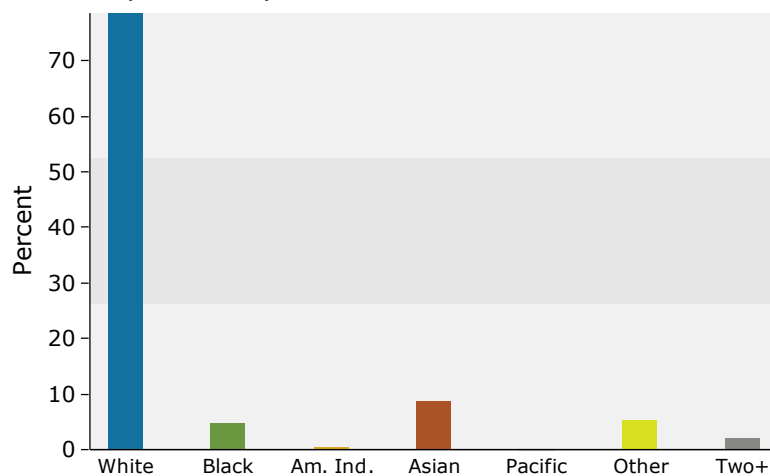
Population by Age



2014 Household Income



2014 Population by Race

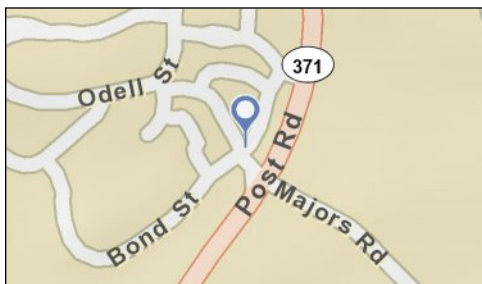
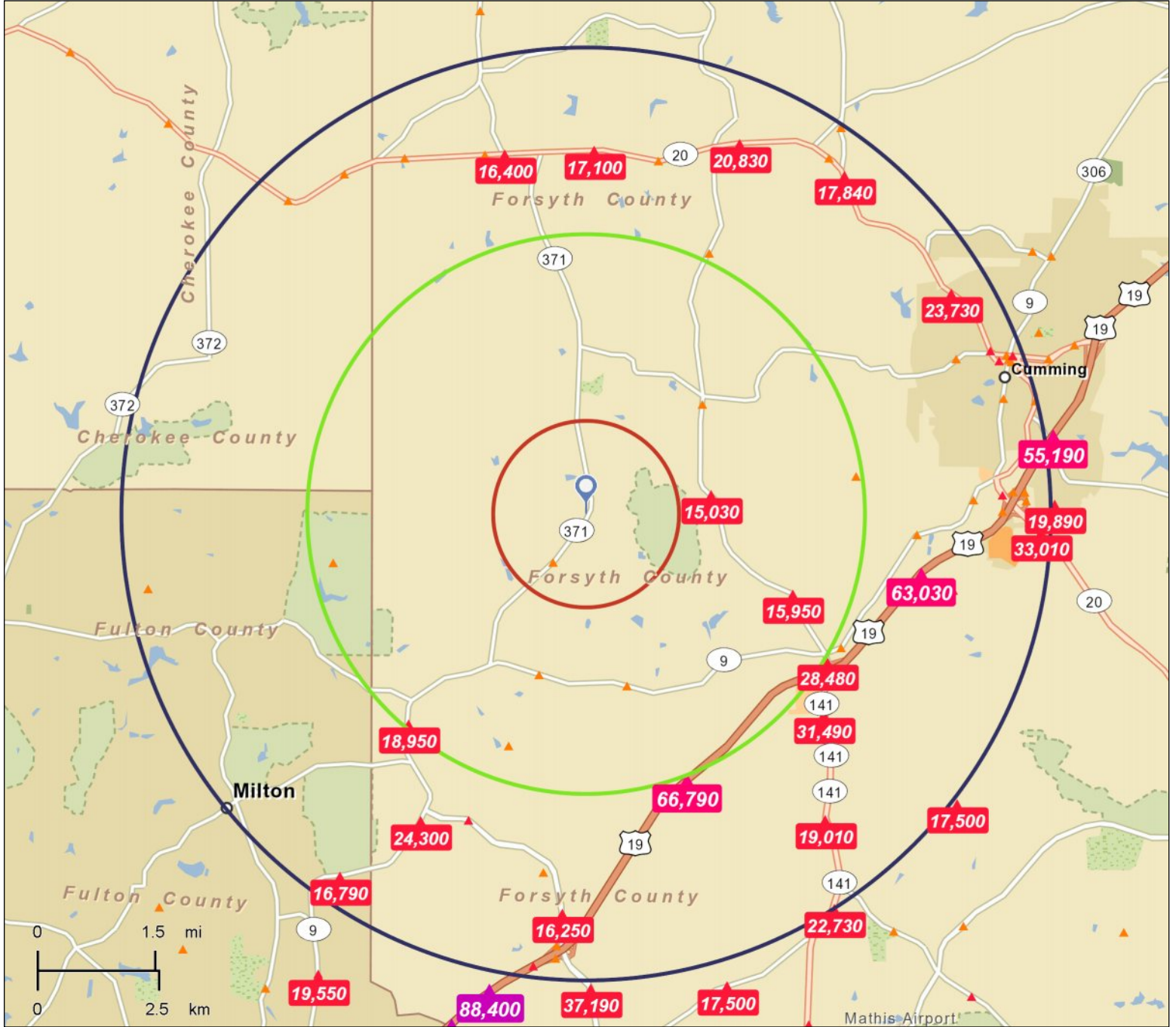


2014 Percent Hispanic Origin: 13.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

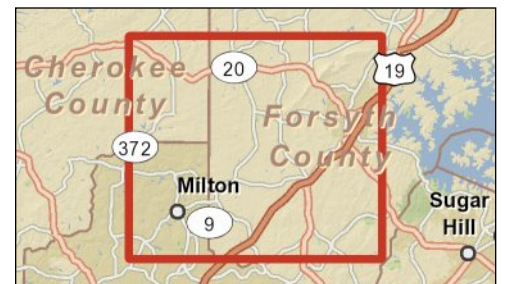
Vickery Village
 5820 S Vickery St, Cumming, Georgia, 30040
 Ring: 1, 3, 5 Miles

Vickery Village
 Latitude: 34.182308
 Longitude: -84.218613



Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.

February 10, 2015

Made with Esri Business Analyst