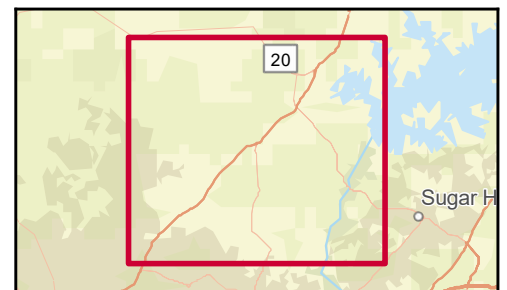
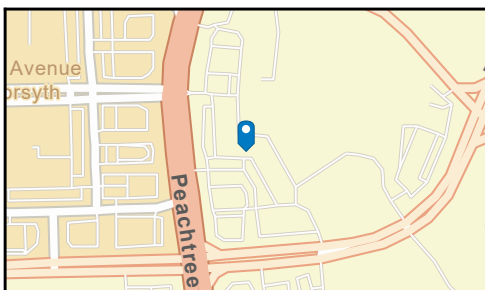
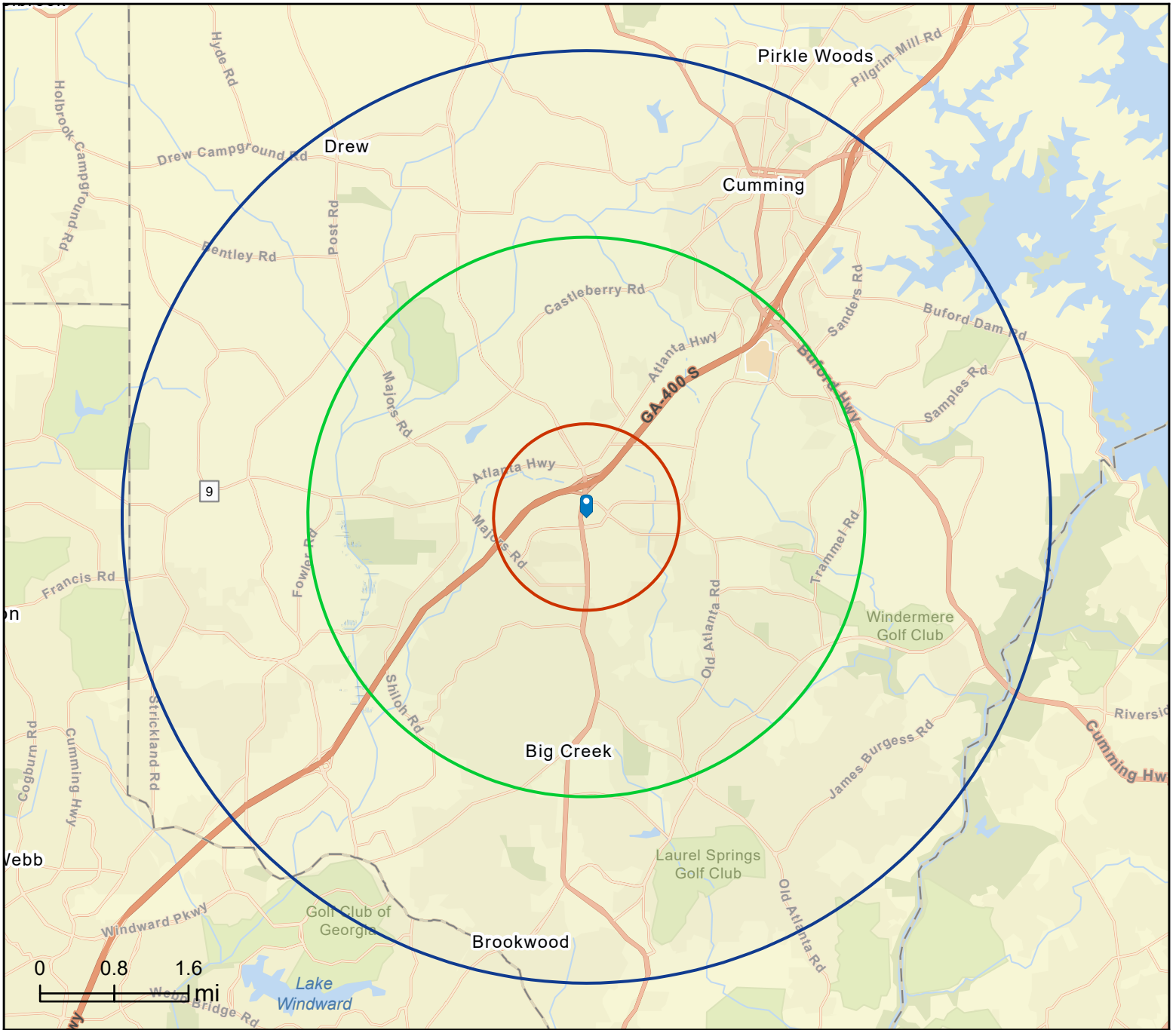


405 Peachtree Pkwy, Cumming, Georgia, 30041
Rings: 1, 3, 5 mile radii

Brannon Crossing
Latitude: 34.15290
Longitude: -84.17289





Demographic and Income Profile

405 Peachtree Pkwy, Cumming, Georgia, 30041
 Ring: 1 mile radius

Brannon Crossing
 Latitude: 34.15290
 Longitude: -84.17289

Summary	Census 2010	2020	2025
Population	2,137	3,375	3,954
Households	836	1,296	1,501
Families	613	950	1,094
Average Household Size	2.56	2.60	2.63
Owner Occupied Housing Units	688	1,121	1,299
Renter Occupied Housing Units	148	175	202
Median Age	36.2	38.5	37.6
Trends: 2020-2025 Annual Rate	Area	State	National
Population	3.22%	1.07%	0.72%
Households	2.98%	1.09%	0.72%
Families	2.86%	1.00%	0.64%
Owner HHs	2.99%	1.05%	0.72%
Median Household Income	1.55%	1.75%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	68	5.2%	60	4.0%
\$15,000 - \$24,999	39	3.0%	38	2.5%
\$25,000 - \$34,999	63	4.9%	62	4.1%
\$35,000 - \$49,999	96	7.4%	99	6.6%
\$50,000 - \$74,999	209	16.1%	223	14.9%
\$75,000 - \$99,999	191	14.7%	214	14.3%
\$100,000 - \$149,999	295	22.8%	369	24.6%
\$150,000 - \$199,999	166	12.8%	227	15.1%
\$200,000+	169	13.0%	209	13.9%
Median Household Income	\$96,986		\$104,744	
Average Household Income	\$120,472		\$132,069	
Per Capita Income	\$44,090		\$48,134	

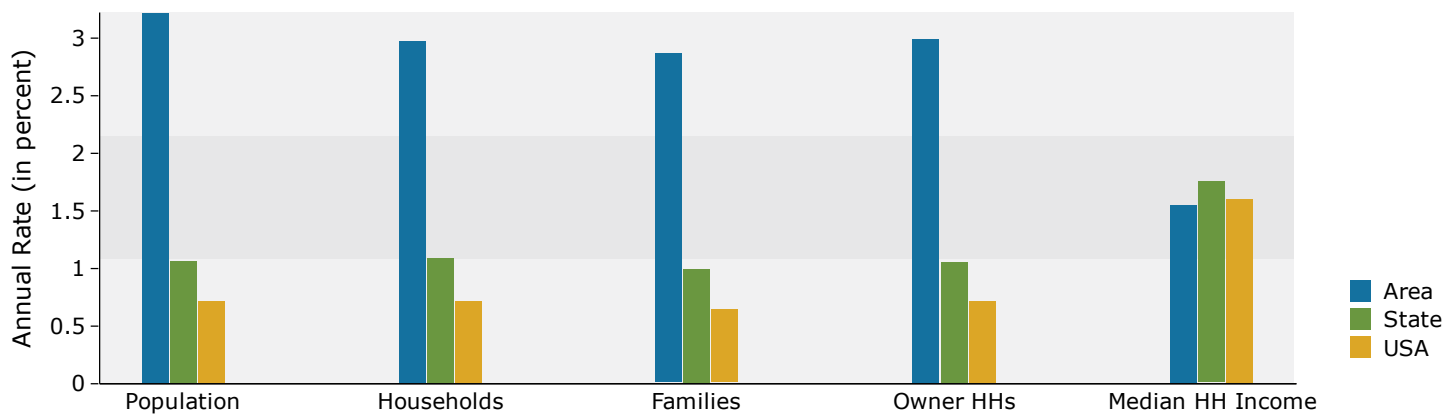
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	182	8.5%	233	6.9%	271	6.9%
5 - 9	187	8.8%	248	7.3%	286	7.2%
10 - 14	145	6.8%	266	7.9%	296	7.5%
15 - 19	104	4.9%	239	7.1%	263	6.7%
20 - 24	83	3.9%	172	5.1%	214	5.4%
25 - 34	319	14.9%	381	11.3%	509	12.9%
35 - 44	386	18.1%	469	13.9%	516	13.1%
45 - 54	290	13.6%	517	15.3%	529	13.4%
55 - 64	208	9.7%	405	12.0%	479	12.1%
65 - 74	142	6.6%	265	7.8%	331	8.4%
75 - 84	64	3.0%	135	4.0%	193	4.9%
85+	27	1.3%	47	1.4%	64	1.6%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,593	74.6%	2,524	74.8%	2,915	73.7%
Black Alone	97	4.5%	211	6.3%	263	6.7%
American Indian Alone	10	0.5%	16	0.5%	19	0.5%
Asian Alone	192	9.0%	203	6.0%	216	5.5%
Pacific Islander Alone	0	0.0%	2	0.1%	2	0.1%
Some Other Race Alone	198	9.3%	324	9.6%	419	10.6%
Two or More Races	46	2.2%	95	2.8%	120	3.0%
Hispanic Origin (Any Race)	382	17.9%	662	19.6%	859	21.7%

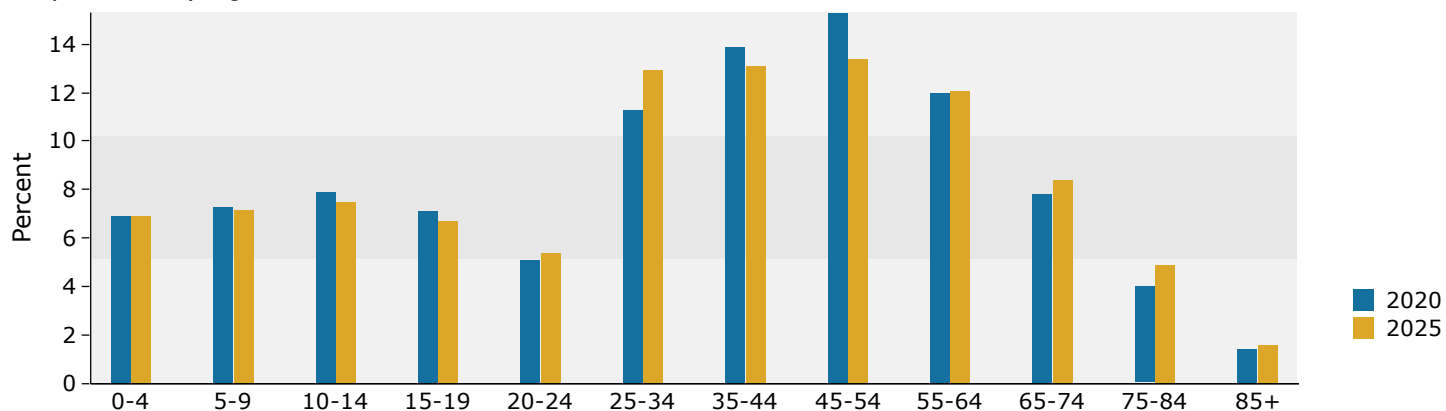
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

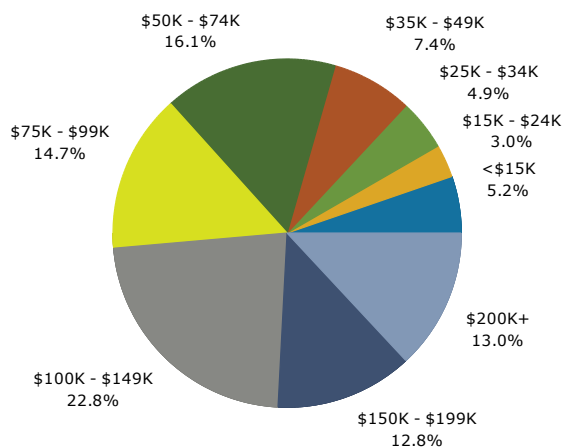
Trends 2020-2025



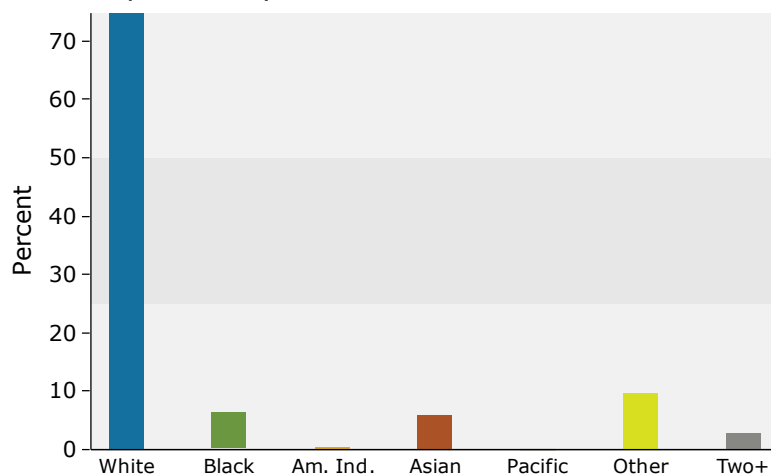
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 19.6%



Demographic and Income Profile

405 Peachtree Pkwy, Cumming, Georgia, 30041
 Ring: 3 mile radius

Brannon Crossing
 Latitude: 34.15290
 Longitude: -84.17289

Summary	Census 2010	2020	2025
Population	31,702	51,890	62,967
Households	10,800	17,507	21,172
Families	8,624	13,824	16,637
Average Household Size	2.93	2.96	2.97
Owner Occupied Housing Units	9,604	15,334	18,492
Renter Occupied Housing Units	1,196	2,173	2,680
Median Age	36.1	37.0	36.4

Trends: 2020-2025 Annual Rate	Area	State	National
Population	3.95%	1.07%	0.72%
Households	3.87%	1.09%	0.72%
Families	3.77%	1.00%	0.64%
Owner HHs	3.82%	1.05%	0.72%
Median Household Income	1.30%	1.75%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	547	3.1%	539	2.5%
\$15,000 - \$24,999	503	2.9%	518	2.4%
\$25,000 - \$34,999	586	3.3%	600	2.8%
\$35,000 - \$49,999	1,241	7.1%	1,323	6.2%
\$50,000 - \$74,999	1,836	10.5%	2,037	9.6%
\$75,000 - \$99,999	2,065	11.8%	2,367	11.2%
\$100,000 - \$149,999	4,303	24.6%	5,210	24.6%
\$150,000 - \$199,999	2,373	13.6%	3,083	14.6%
\$200,000+	4,054	23.2%	5,495	26.0%
Median Household Income	\$117,470		\$125,329	
Average Household Income	\$150,955		\$165,980	
Per Capita Income	\$51,086		\$55,975	

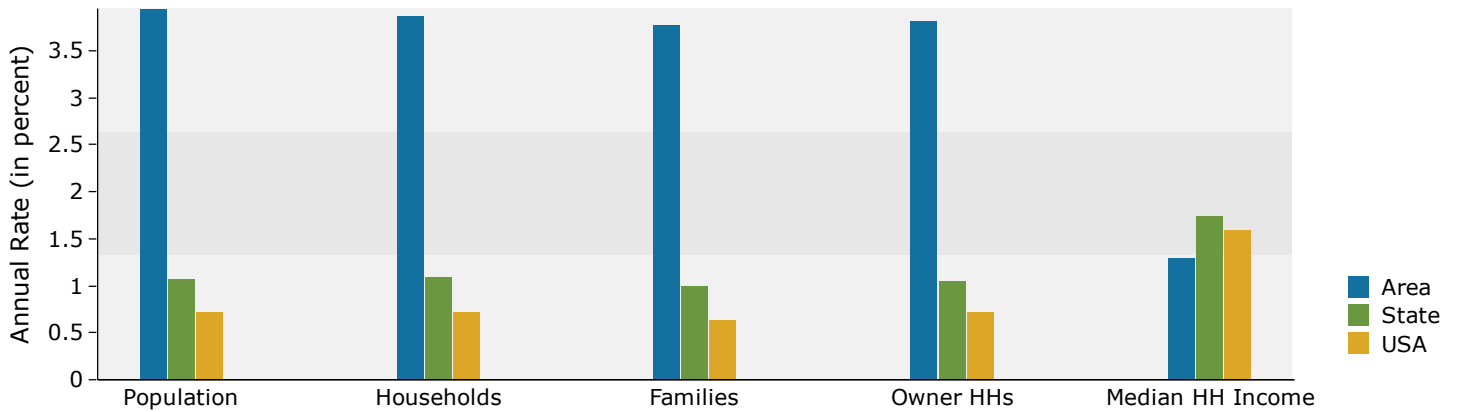
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,717	8.6%	3,855	7.4%	4,764	7.6%
5 - 9	3,263	10.3%	4,567	8.8%	5,433	8.6%
10 - 14	2,674	8.4%	4,714	9.1%	5,383	8.5%
15 - 19	1,717	5.4%	3,620	7.0%	4,158	6.6%
20 - 24	1,003	3.2%	2,294	4.4%	2,729	4.3%
25 - 34	3,780	11.9%	5,346	10.3%	7,630	12.1%
35 - 44	6,325	20.0%	8,283	16.0%	9,942	15.8%
45 - 54	4,584	14.5%	7,978	15.4%	8,545	13.6%
55 - 64	2,866	9.0%	5,552	10.7%	6,728	10.7%
65 - 74	1,806	5.7%	3,567	6.9%	4,599	7.3%
75 - 84	755	2.4%	1,653	3.2%	2,419	3.8%
85+	213	0.7%	462	0.9%	636	1.0%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	25,053	79.0%	39,831	76.8%	47,583	75.6%
Black Alone	1,140	3.6%	3,360	6.5%	4,561	7.2%
American Indian Alone	93	0.3%	194	0.4%	248	0.4%
Asian Alone	3,544	11.2%	4,607	8.9%	5,294	8.4%
Pacific Islander Alone	14	0.0%	41	0.1%	58	0.1%
Some Other Race Alone	1,266	4.0%	2,289	4.4%	3,095	4.9%
Two or More Races	593	1.9%	1,567	3.0%	2,128	3.4%
Hispanic Origin (Any Race)	3,196	10.1%	6,004	11.6%	8,133	12.9%

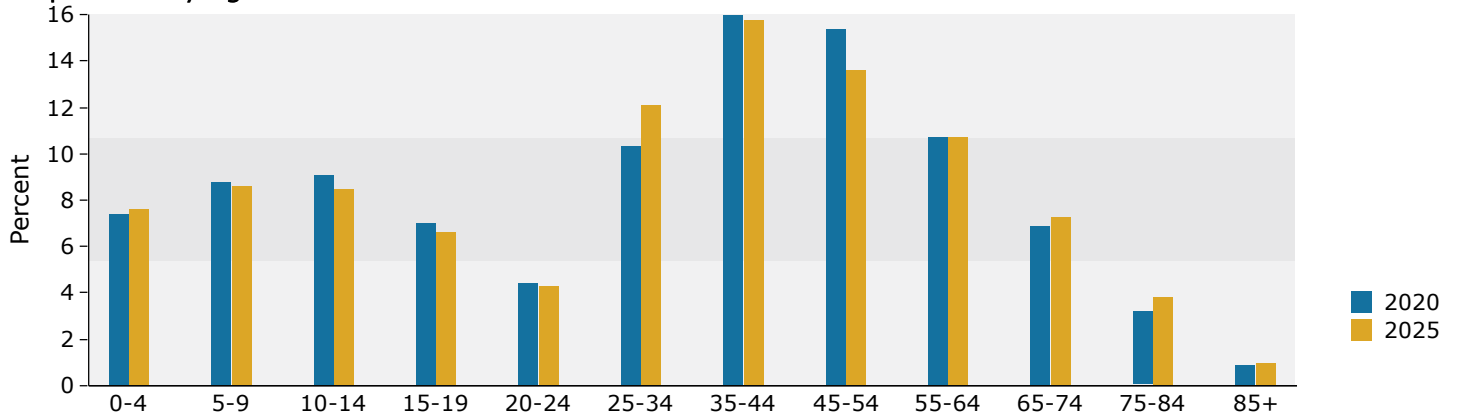
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

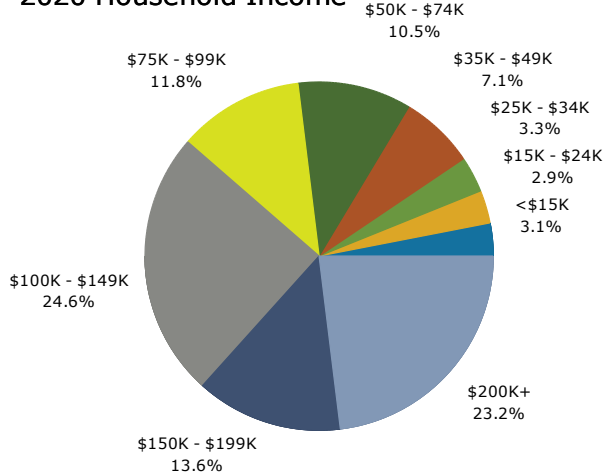
Trends 2020-2025



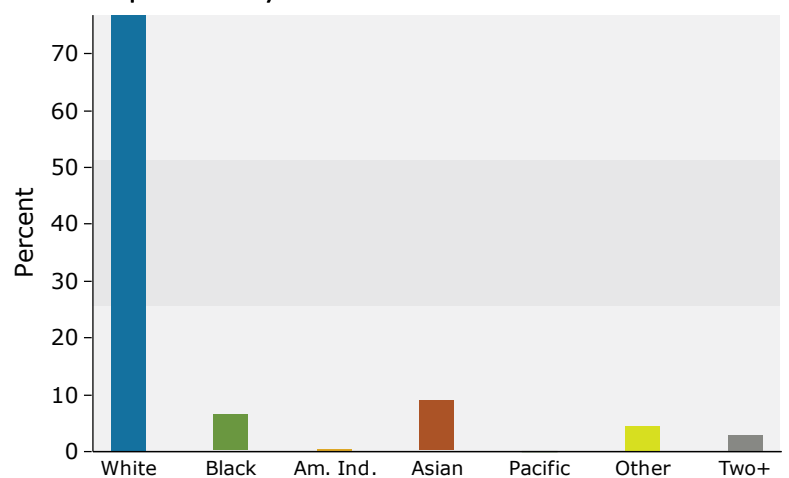
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 11.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Demographic and Income Profile

405 Peachtree Pkwy, Cumming, Georgia, 30041
 Ring: 5 mile radius

Brannon Crossing
 Latitude: 34.15290
 Longitude: -84.17289

Summary	Census 2010	2020	2025
Population	92,045	140,323	167,856
Households	30,434	46,283	55,353
Families	24,804	37,291	44,370
Average Household Size	3.00	3.02	3.02
Owner Occupied Housing Units	26,571	40,015	47,448
Renter Occupied Housing Units	3,863	6,268	7,905
Median Age	36.6	37.4	37.2

Trends: 2020-2025 Annual Rate	Area	State	National
Population	3.65%	1.07%	0.72%
Households	3.64%	1.09%	0.72%
Families	3.54%	1.00%	0.64%
Owner HHs	3.47%	1.05%	0.72%
Median Household Income	1.25%	1.75%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	1,293	2.8%	1,330	2.4%
\$15,000 - \$24,999	1,481	3.2%	1,544	2.8%
\$25,000 - \$34,999	1,454	3.1%	1,522	2.7%
\$35,000 - \$49,999	3,016	6.5%	3,261	5.9%
\$50,000 - \$74,999	4,652	10.1%	5,202	9.4%
\$75,000 - \$99,999	5,293	11.4%	5,977	10.8%
\$100,000 - \$149,999	11,064	23.9%	12,971	23.4%
\$150,000 - \$199,999	6,333	13.7%	7,938	14.3%
\$200,000+	11,698	25.3%	15,608	28.2%
Median Household Income	\$121,408		\$129,191	
Average Household Income	\$156,798		\$171,609	
Per Capita Income	\$51,741		\$56,604	

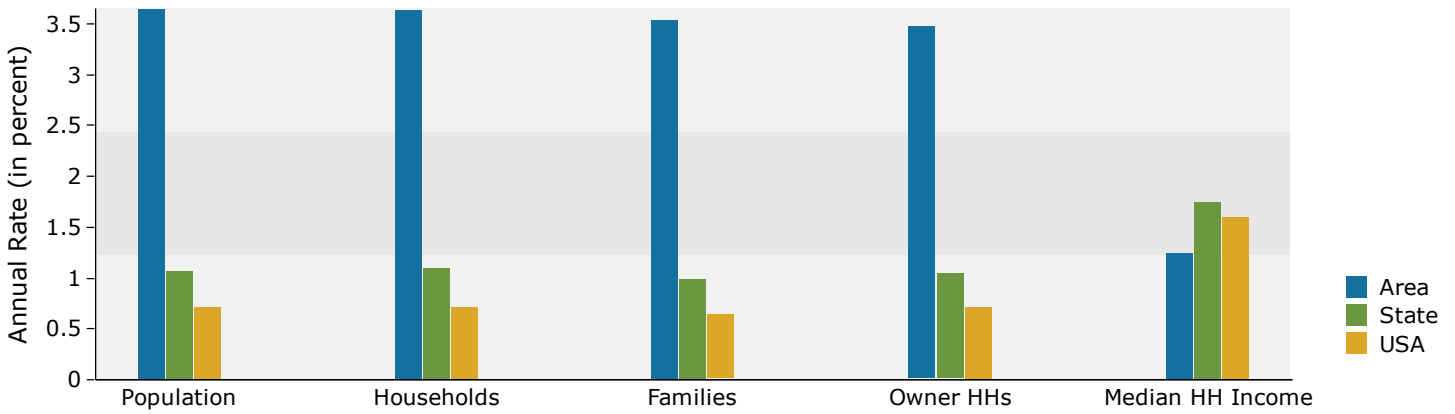
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,314	7.9%	9,938	7.1%	12,121	7.2%
5 - 9	9,439	10.3%	12,348	8.8%	14,465	8.6%
10 - 14	8,566	9.3%	12,941	9.2%	14,603	8.7%
15 - 19	5,540	6.0%	10,006	7.1%	11,350	6.8%
20 - 24	2,913	3.2%	6,139	4.4%	6,937	4.1%
25 - 34	9,431	10.2%	13,835	9.9%	18,744	11.2%
35 - 44	18,336	19.9%	22,052	15.7%	26,634	15.9%
45 - 54	14,438	15.7%	22,171	15.8%	23,365	13.9%
55 - 64	8,363	9.1%	15,756	11.2%	19,027	11.3%
65 - 74	4,845	5.3%	9,632	6.9%	12,709	7.6%
75 - 84	2,118	2.3%	4,203	3.0%	6,206	3.7%
85+	741	0.8%	1,303	0.9%	1,696	1.0%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	75,241	81.7%	110,495	78.7%	130,026	77.5%
Black Alone	3,133	3.4%	8,472	6.0%	11,373	6.8%
American Indian Alone	271	0.3%	508	0.4%	647	0.4%
Asian Alone	8,568	9.3%	11,077	7.9%	12,738	7.6%
Pacific Islander Alone	34	0.0%	93	0.1%	129	0.1%
Some Other Race Alone	3,090	3.4%	5,431	3.9%	7,253	4.3%
Two or More Races	1,708	1.9%	4,245	3.0%	5,690	3.4%
Hispanic Origin (Any Race)	8,466	9.2%	15,060	10.7%	20,110	12.0%

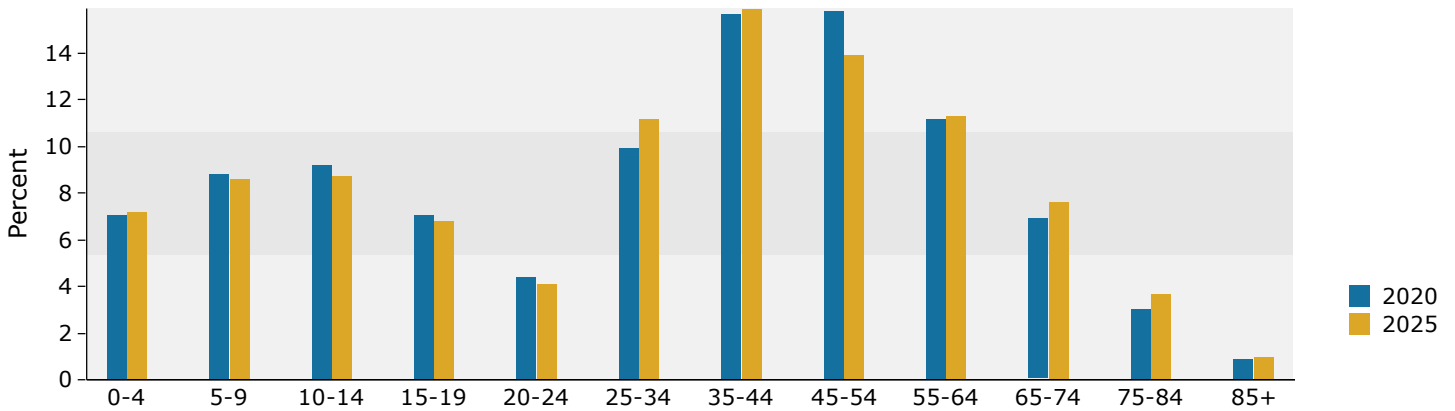
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

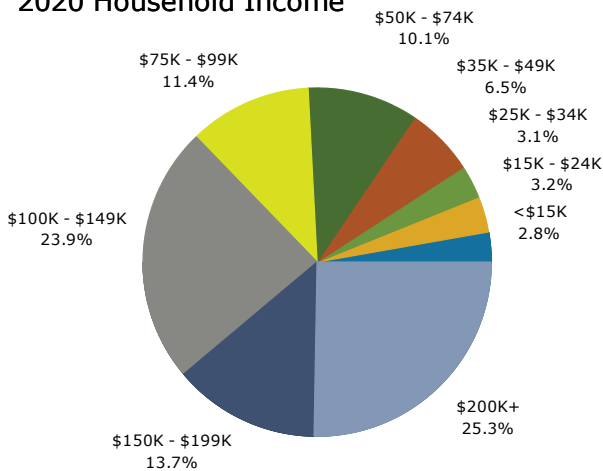
Trends 2020-2025



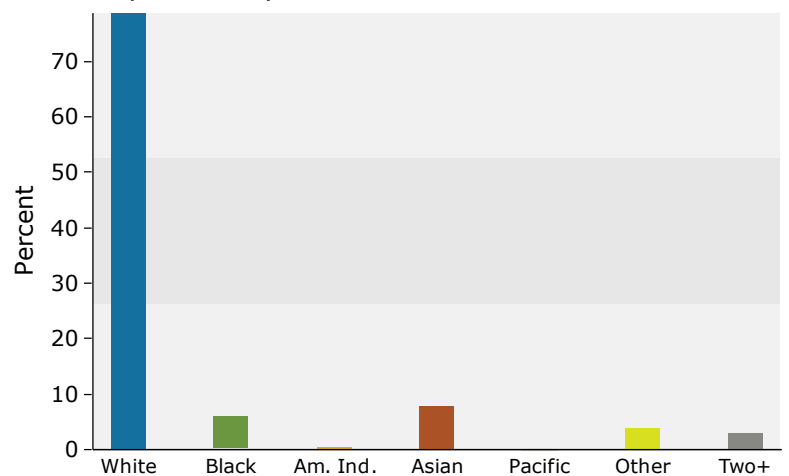
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 10.7%



Market Profile

405 Peachtree Pkwy, Cumming, Georgia, 30041
Rings: 1, 3, 5 mile radii

Brannon Crossing
Latitude: 34.15290
Longitude: -84.17289

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	855	12,814	48,212
2010 Total Population	2,137	31,702	92,045
2020 Total Population	3,375	51,890	140,323
2020 Group Quarters	0	20	641
2025 Total Population	3,954	62,967	167,856
2020-2025 Annual Rate	3.22%	3.95%	3.65%
2020 Total Daytime Population	5,853	52,508	146,901
Workers	3,909	21,918	63,976
Residents	1,944	30,590	82,925
Household Summary			
2000 Households	309	4,351	16,288
2000 Average Household Size	2.70	2.90	2.92
2010 Households	836	10,800	30,434
2010 Average Household Size	2.56	2.93	3.00
2020 Households	1,296	17,507	46,283
2020 Average Household Size	2.60	2.96	3.02
2025 Households	1,501	21,172	55,353
2025 Average Household Size	2.63	2.97	3.02
2020-2025 Annual Rate	2.98%	3.87%	3.64%
2010 Families	613	8,624	24,804
2010 Average Family Size	3.00	3.30	3.34
2020 Families	950	13,824	37,291
2020 Average Family Size	3.05	3.35	3.38
2025 Families	1,094	16,637	44,370
2025 Average Family Size	3.09	3.37	3.39
2020-2025 Annual Rate	2.86%	3.77%	3.54%
Housing Unit Summary			
2000 Housing Units	332	4,528	16,838
Owner Occupied Housing Units	81.9%	83.5%	85.2%
Renter Occupied Housing Units	11.1%	12.5%	11.6%
Vacant Housing Units	6.9%	3.9%	3.3%
2010 Housing Units	923	11,358	32,112
Owner Occupied Housing Units	74.5%	84.6%	82.7%
Renter Occupied Housing Units	16.0%	10.5%	12.0%
Vacant Housing Units	9.4%	4.9%	5.2%
2020 Housing Units	1,381	18,405	48,650
Owner Occupied Housing Units	81.2%	83.3%	82.3%
Renter Occupied Housing Units	12.7%	11.8%	12.9%
Vacant Housing Units	6.2%	4.9%	4.9%
2025 Housing Units	1,597	22,208	58,032
Owner Occupied Housing Units	81.3%	83.3%	81.8%
Renter Occupied Housing Units	12.6%	12.1%	13.6%
Vacant Housing Units	6.0%	4.7%	4.6%
Median Household Income			
2020	\$96,986	\$117,470	\$121,408
2025	\$104,744	\$125,329	\$129,191
Median Home Value			
2020	\$312,274	\$349,803	\$359,538
2025	\$327,673	\$360,649	\$371,139
Per Capita Income			
2020	\$44,090	\$51,086	\$51,741
2025	\$48,134	\$55,975	\$56,604
Median Age			
2010	36.2	36.1	36.6
2020	38.5	37.0	37.4
2025	37.6	36.4	37.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

405 Peachtree Pkwy, Cumming, Georgia, 30041
Rings: 1, 3, 5 mile radii

Brannon Crossing
Latitude: 34.15290
Longitude: -84.17289

	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	1,296	17,507	46,283
<\$15,000	5.2%	3.1%	2.8%
\$15,000 - \$24,999	3.0%	2.9%	3.2%
\$25,000 - \$34,999	4.9%	3.3%	3.1%
\$35,000 - \$49,999	7.4%	7.1%	6.5%
\$50,000 - \$74,999	16.1%	10.5%	10.1%
\$75,000 - \$99,999	14.7%	11.8%	11.4%
\$100,000 - \$149,999	22.8%	24.6%	23.9%
\$150,000 - \$199,999	12.8%	13.6%	13.7%
\$200,000+	13.0%	23.2%	25.3%
Average Household Income	\$120,472	\$150,955	\$156,798
2025 Households by Income			
Household Income Base	1,501	21,172	55,353
<\$15,000	4.0%	2.5%	2.4%
\$15,000 - \$24,999	2.5%	2.4%	2.8%
\$25,000 - \$34,999	4.1%	2.8%	2.7%
\$35,000 - \$49,999	6.6%	6.2%	5.9%
\$50,000 - \$74,999	14.9%	9.6%	9.4%
\$75,000 - \$99,999	14.3%	11.2%	10.8%
\$100,000 - \$149,999	24.6%	24.6%	23.4%
\$150,000 - \$199,999	15.1%	14.6%	14.3%
\$200,000+	13.9%	26.0%	28.2%
Average Household Income	\$132,069	\$165,980	\$171,609
2020 Owner Occupied Housing Units by Value			
Total	1,121	15,334	40,015
<\$50,000	3.1%	0.9%	0.8%
\$50,000 - \$99,999	0.4%	0.8%	0.5%
\$100,000 - \$149,999	3.6%	1.7%	1.7%
\$150,000 - \$199,999	9.7%	5.5%	4.5%
\$200,000 - \$249,999	15.3%	12.5%	11.4%
\$250,000 - \$299,999	13.6%	12.0%	12.5%
\$300,000 - \$399,999	34.5%	33.0%	31.2%
\$400,000 - \$499,999	11.9%	19.5%	18.9%
\$500,000 - \$749,999	6.2%	10.4%	14.9%
\$750,000 - \$999,999	1.0%	2.8%	2.7%
\$1,000,000 - \$1,499,999	0.5%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$324,978	\$378,152	\$395,369
2025 Owner Occupied Housing Units by Value			
Total	1,299	18,492	47,448
<\$50,000	2.2%	0.6%	0.5%
\$50,000 - \$99,999	0.3%	0.6%	0.4%
\$100,000 - \$149,999	2.5%	1.3%	1.2%
\$150,000 - \$199,999	7.3%	4.4%	3.5%
\$200,000 - \$249,999	13.6%	11.3%	10.0%
\$250,000 - \$299,999	13.9%	11.4%	11.7%
\$300,000 - \$399,999	36.7%	33.6%	31.8%
\$400,000 - \$499,999	13.8%	21.0%	20.2%
\$500,000 - \$749,999	7.7%	11.7%	16.6%
\$750,000 - \$999,999	1.2%	3.3%	3.1%
\$1,000,000 - \$1,499,999	0.6%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$345,846	\$392,961	\$410,532

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

March 18, 2021



Market Profile

405 Peachtree Pkwy, Cumming, Georgia, 30041
Rings: 1, 3, 5 mile radii

Brannon Crossing
Latitude: 34.15290
Longitude: -84.17289

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	2,138	31,703	92,043
0 - 4	8.5%	8.6%	7.9%
5 - 9	8.7%	10.3%	10.3%
10 - 14	6.8%	8.4%	9.3%
15 - 24	8.7%	8.6%	9.2%
25 - 34	14.9%	11.9%	10.2%
35 - 44	18.1%	20.0%	19.9%
45 - 54	13.6%	14.5%	15.7%
55 - 64	9.7%	9.0%	9.1%
65 - 74	6.6%	5.7%	5.3%
75 - 84	3.0%	2.4%	2.3%
85 +	1.3%	0.7%	0.8%
18 +	72.5%	68.8%	68.1%
2020 Population by Age			
Total	3,377	51,891	140,324
0 - 4	6.9%	7.4%	7.1%
5 - 9	7.3%	8.8%	8.8%
10 - 14	7.9%	9.1%	9.2%
15 - 24	12.2%	11.4%	11.5%
25 - 34	11.3%	10.3%	9.9%
35 - 44	13.9%	16.0%	15.7%
45 - 54	15.3%	15.4%	15.8%
55 - 64	12.0%	10.7%	11.2%
65 - 74	7.8%	6.9%	6.9%
75 - 84	4.0%	3.2%	3.0%
85 +	1.4%	0.9%	0.9%
18 +	73.4%	70.1%	70.2%
2025 Population by Age			
Total	3,951	62,966	167,857
0 - 4	6.9%	7.6%	7.2%
5 - 9	7.2%	8.6%	8.6%
10 - 14	7.5%	8.5%	8.7%
15 - 24	12.1%	10.9%	10.9%
25 - 34	12.9%	12.1%	11.2%
35 - 44	13.1%	15.8%	15.9%
45 - 54	13.4%	13.6%	13.9%
55 - 64	12.1%	10.7%	11.3%
65 - 74	8.4%	7.3%	7.6%
75 - 84	4.9%	3.8%	3.7%
85 +	1.6%	1.0%	1.0%
18 +	74.3%	70.9%	71.0%
2010 Population by Sex			
Males	1,040	15,603	45,470
Females	1,097	16,099	46,575
2020 Population by Sex			
Males	1,655	25,656	69,362
Females	1,720	26,234	70,961
2025 Population by Sex			
Males	1,943	31,182	82,996
Females	2,010	31,786	84,860

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

405 Peachtree Pkwy, Cumming, Georgia, 30041
Rings: 1, 3, 5 mile radii

Brannon Crossing
Latitude: 34.15290
Longitude: -84.17289

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	2,136	31,703	92,045
White Alone	74.6%	79.0%	81.7%
Black Alone	4.5%	3.6%	3.4%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	9.0%	11.2%	9.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.3%	4.0%	3.4%
Two or More Races	2.2%	1.9%	1.9%
Hispanic Origin	17.9%	10.1%	9.2%
Diversity Index	60.0	47.7	43.5
2020 Population by Race/Ethnicity			
Total	3,375	51,889	140,321
White Alone	74.8%	76.8%	78.7%
Black Alone	6.3%	6.5%	6.0%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	6.0%	8.9%	7.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.6%	4.4%	3.9%
Two or More Races	2.8%	3.0%	3.0%
Hispanic Origin	19.6%	11.6%	10.7%
Diversity Index	61.2	52.2	49.1
2025 Population by Race/Ethnicity			
Total	3,954	62,967	167,856
White Alone	73.7%	75.6%	77.5%
Black Alone	6.7%	7.2%	6.8%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	5.5%	8.4%	7.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.6%	4.9%	4.3%
Two or More Races	3.0%	3.4%	3.4%
Hispanic Origin	21.7%	12.9%	12.0%
Diversity Index	63.6	54.8	51.8
2010 Population by Relationship and Household Type			
Total	2,137	31,702	92,045
In Households	100.0%	99.9%	99.3%
In Family Households	87.9%	91.3%	91.6%
Householder	27.2%	27.2%	27.0%
Spouse	22.3%	23.5%	23.5%
Child	32.0%	35.3%	36.1%
Other relative	4.4%	3.7%	3.4%
Nonrelative	2.0%	1.5%	1.5%
In Nonfamily Households	12.1%	8.6%	7.8%
In Group Quarters	0.0%	0.1%	0.7%
Institutionalized Population	0.0%	0.0%	0.5%
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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Market Profile

405 Peachtree Pkwy, Cumming, Georgia, 30041
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	1 mile	3 miles	5 miles
2020 Population 25+ by Educational Attainment			
Total	2,219	32,842	88,951
Less than 9th Grade	5.9%	3.0%	2.3%
9th - 12th Grade, No Diploma	2.3%	2.6%	2.0%
High School Graduate	12.5%	9.9%	10.4%
GED/Alternative Credential	4.9%	2.4%	1.9%
Some College, No Degree	18.6%	14.4%	14.0%
Associate Degree	7.0%	6.4%	6.8%
Bachelor's Degree	32.4%	37.9%	39.8%
Graduate/Professional Degree	16.4%	23.4%	22.7%
2020 Population 15+ by Marital Status			
Total	2,629	38,754	105,095
Never Married	27.4%	22.6%	23.3%
Married	56.9%	66.6%	65.9%
Widowed	4.6%	3.2%	3.2%
Divorced	11.1%	7.6%	7.6%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,661	24,015	64,778
Population 16+ Employed	87.1%	89.2%	89.0%
Population 16+ Unemployment rate	12.9%	10.8%	11.0%
Population 16-24 Employed	9.9%	8.5%	8.1%
Population 16-24 Unemployment rate	21.4%	18.3%	19.6%
Population 25-54 Employed	67.3%	71.5%	70.7%
Population 25-54 Unemployment rate	12.3%	10.2%	10.1%
Population 55-64 Employed	18.9%	16.7%	17.5%
Population 55-64 Unemployment rate	10.5%	9.4%	10.1%
Population 65+ Employed	3.9%	3.3%	3.7%
Population 65+ Unemployment rate	9.5%	10.4%	11.3%
2020 Employed Population 16+ by Industry			
Total	1,447	21,423	57,667
Agriculture/Mining	0.3%	0.3%	0.4%
Construction	8.9%	4.9%	5.3%
Manufacturing	8.3%	9.4%	10.3%
Wholesale Trade	2.8%	3.7%	3.5%
Retail Trade	9.8%	8.3%	8.5%
Transportation/Utilities	3.2%	3.6%	3.5%
Information	7.3%	5.5%	5.4%
Finance/Insurance/Real Estate	4.7%	9.7%	11.1%
Services	53.5%	52.9%	50.3%
Public Administration	1.2%	1.7%	1.6%
2020 Employed Population 16+ by Occupation			
Total	1,447	21,424	57,669
White Collar	74.6%	81.8%	80.6%
Management/Business/Financial	19.8%	27.6%	28.9%
Professional	30.7%	32.6%	28.8%
Sales	13.8%	12.2%	13.4%
Administrative Support	10.2%	9.4%	9.5%
Services	12.5%	8.7%	8.9%
Blue Collar	12.9%	9.5%	10.6%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	3.5%	1.9%	2.5%
Installation/Maintenance/Repair	0.3%	1.2%	1.6%
Production	2.9%	2.5%	3.2%
Transportation/Material Moving	6.2%	3.7%	3.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

March 18, 2021



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2010 Households by Type			
Total	836	10,800	30,433
Households with 1 Person	21.8%	16.4%	15.0%
Households with 2+ People	78.2%	83.6%	85.0%
Family Households	73.3%	79.9%	81.5%
Husband-wife Families	60.2%	68.9%	70.9%
With Related Children	32.3%	41.0%	42.8%
Other Family (No Spouse Present)	13.2%	11.0%	10.6%
Other Family with Male Householder	3.9%	3.0%	3.1%
With Related Children	2.5%	1.9%	1.9%
Other Family with Female Householder	9.2%	8.0%	7.5%
With Related Children	5.4%	5.3%	5.1%
Nonfamily Households	4.9%	3.8%	3.5%
All Households with Children	40.6%	48.5%	50.2%
Multigenerational Households	2.9%	3.5%	3.3%
Unmarried Partner Households	4.5%	3.6%	3.3%
Male-female	3.7%	2.8%	2.7%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	834	10,800	30,434
1 Person Household	21.8%	16.4%	15.0%
2 Person Household	31.7%	29.5%	28.9%
3 Person Household	18.3%	18.8%	18.7%
4 Person Household	17.7%	22.5%	23.6%
5 Person Household	7.0%	8.5%	9.3%
6 Person Household	2.0%	2.8%	3.0%
7 + Person Household	1.4%	1.5%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	836	10,800	30,434
Owner Occupied	82.3%	88.9%	87.3%
Owned with a Mortgage/Loan	70.0%	77.4%	76.1%
Owned Free and Clear	12.2%	11.5%	11.2%
Renter Occupied	17.7%	11.1%	12.7%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	174	188	189
Percent of Income for Mortgage	13.5%	12.4%	12.4%
Wealth Index	157	194	207
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	923	11,358	32,112
Housing Units Inside Urbanized Area	88.3%	96.6%	98.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	11.7%	3.4%	1.3%
2010 Population By Urban/ Rural Status			
Total Population	2,137	31,702	92,045
Population Inside Urbanized Area	92.7%	97.4%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	7.3%	2.6%	1.1%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Up and Coming Families (7A)	Boomburbs (1C)	Boomburbs (1C)
2.	Soccer Moms (4A)	Up and Coming Families (7A)	Professional Pride (1B)
3.	Golden Years (9B)	Soccer Moms (4A)	Up and Coming Families (7A)
2020 Consumer Spending			
Apparel & Services: Total \$	\$3,768,967	\$63,352,847	\$173,132,466
Average Spent	\$2,908.15	\$3,618.72	\$3,740.74
Spending Potential Index	136	169	174
Education: Total \$	\$2,968,470	\$52,111,596	\$146,284,861
Average Spent	\$2,290.49	\$2,976.61	\$3,160.66
Spending Potential Index	128	166	177
Entertainment/Recreation: Total \$	\$5,580,465	\$93,369,254	\$256,214,277
Average Spent	\$4,305.91	\$5,333.25	\$5,535.82
Spending Potential Index	133	164	170
Food at Home: Total \$	\$9,033,056	\$148,959,808	\$405,561,704
Average Spent	\$6,969.95	\$8,508.59	\$8,762.65
Spending Potential Index	131	159	164
Food Away from Home: Total \$	\$6,527,586	\$110,074,537	\$300,219,107
Average Spent	\$5,036.72	\$6,287.46	\$6,486.60
Spending Potential Index	134	167	172
Health Care: Total \$	\$9,885,255	\$161,667,405	\$441,561,789
Average Spent	\$7,627.51	\$9,234.44	\$9,540.47
Spending Potential Index	133	161	166
HH Furnishings & Equipment: Total \$	\$3,934,224	\$65,565,903	\$179,581,571
Average Spent	\$3,035.67	\$3,745.12	\$3,880.08
Spending Potential Index	139	171	178
Personal Care Products & Services: Total \$	\$1,640,473	\$27,551,014	\$75,346,189
Average Spent	\$1,265.80	\$1,573.71	\$1,627.95
Spending Potential Index	138	171	177
Shelter: Total \$	\$32,886,018	\$553,649,814	\$1,512,099,684
Average Spent	\$25,375.01	\$31,624.48	\$32,670.74
Spending Potential Index	131	163	169
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,277,962	\$71,136,051	\$195,476,409
Average Spent	\$3,300.90	\$4,063.29	\$4,223.50
Spending Potential Index	141	174	180
Travel: Total \$	\$4,244,152	\$72,473,784	\$199,724,071
Average Spent	\$3,274.81	\$4,139.70	\$4,315.28
Spending Potential Index	136	172	179
Vehicle Maintenance & Repairs: Total \$	\$1,996,717	\$32,428,501	\$88,451,931
Average Spent	\$1,540.68	\$1,852.32	\$1,911.11
Spending Potential Index	133	160	165

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

March 18, 2021