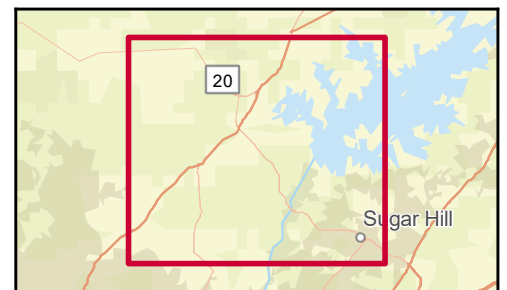
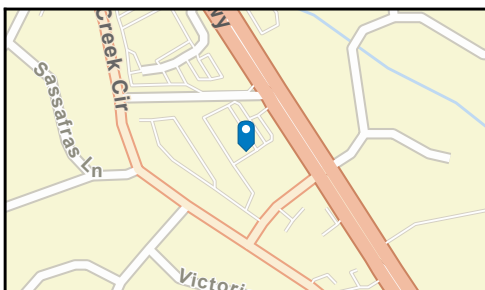
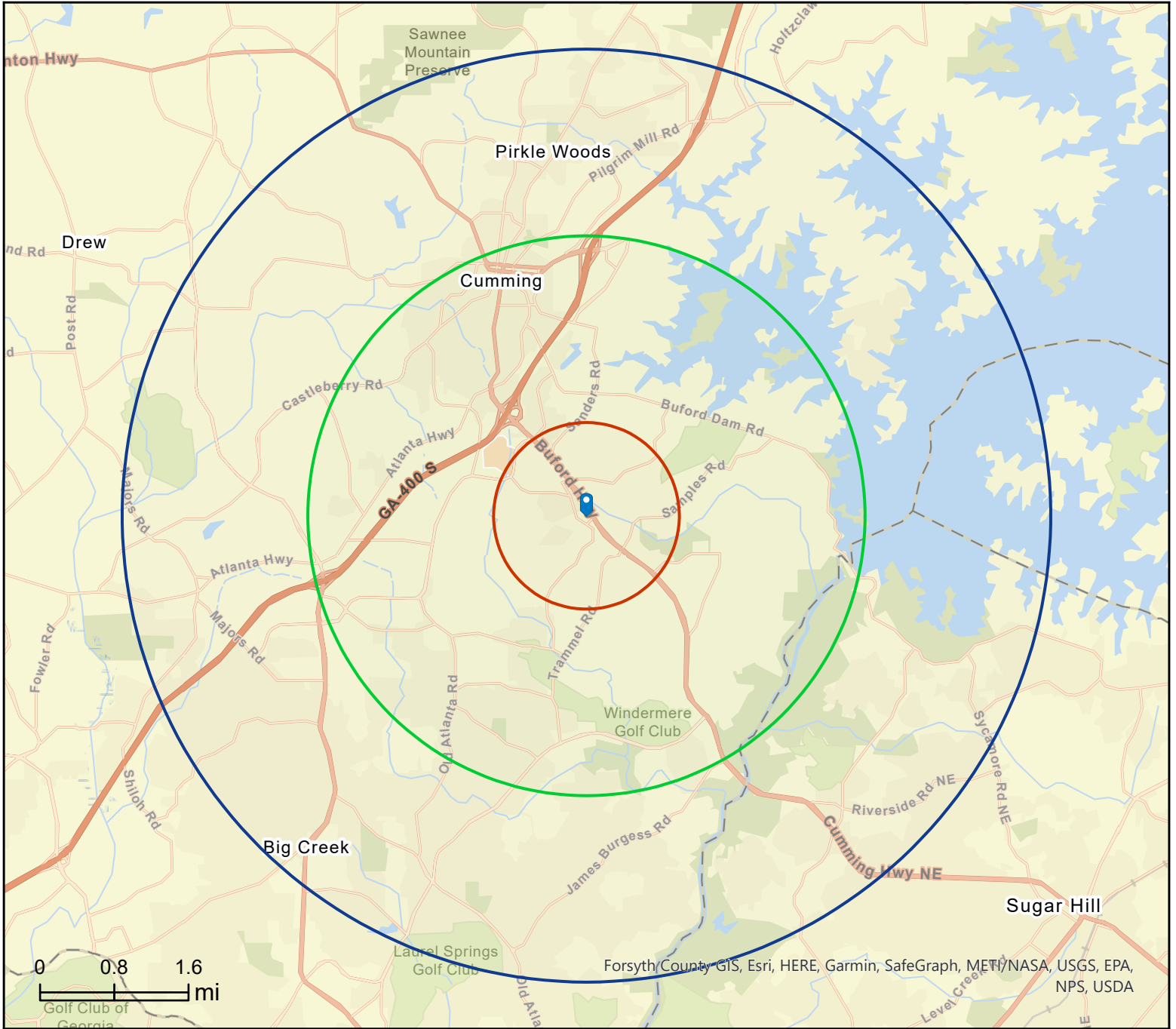


Haw Creek Corners
1370 Buford Hwy, Cumming, Georgia, 30041
Rings: 1, 3, 5 mile radii

Haw Creek Corners
Latitude: 34.16799
Longitude: -84.12357





Executive Summary

Haw Creek Corners
 1370 Buford Hwy, Cumming, Georgia, 30041
 Rings: 1, 3, 5 mile radii

Haw Creek Corners
 Latitude: 34.16799
 Longitude: -84.12357

	1 mile	3 miles	5 miles
Population			
2000 Population	1,358	14,855	40,411
2010 Population	1,821	27,960	80,266
2021 Population	2,647	41,682	114,521
2026 Population	3,256	49,500	134,023
2000-2010 Annual Rate	2.98%	6.53%	7.10%
2010-2021 Annual Rate	3.38%	3.61%	3.21%
2021-2026 Annual Rate	4.23%	3.50%	3.20%
2021 Male Population	48.8%	49.5%	49.5%
2021 Female Population	51.2%	50.5%	50.5%
2021 Median Age	38.7	38.7	38.1

In the identified area, the current year population is 114,521. In 2010, the Census count in the area was 80,266. The rate of change since 2010 was 3.21% annually. The five-year projection for the population in the area is 134,023 representing a change of 3.20% annually from 2021 to 2026. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 38.7, compared to U.S. median age of 38.5.

Race and Ethnicity

2021 White Alone	86.9%	80.0%	77.7%
2021 Black Alone	2.2%	5.8%	6.5%
2021 American Indian/Alaska Native Alone	0.2%	0.4%	0.4%
2021 Asian Alone	2.2%	5.7%	7.2%
2021 Pacific Islander Alone	0.0%	0.0%	0.1%
2021 Other Race	6.1%	5.2%	5.1%
2021 Two or More Races	2.5%	2.9%	3.1%
2021 Hispanic Origin (Any Race)	15.0%	14.2%	13.2%

Persons of Hispanic origin represent 13.2% of the population in the identified area compared to 18.9% 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 52.7 in the identified area, compared to 65.4 for the U.S. as a whole.

Households

2021 Wealth Index	235	188	184
2000 Households	485	5,158	14,226
2010 Households	629	9,822	27,350
2021 Total Households	918	14,552	38,788
2026 Total Households	1,123	17,274	45,371
2000-2010 Annual Rate	2.63%	6.65%	6.75%
2010-2021 Annual Rate	3.42%	3.56%	3.15%
2021-2026 Annual Rate	4.11%	3.49%	3.18%
2021 Average Household Size	2.88	2.84	2.94

The household count in this area has changed from 27,350 in 2010 to 38,788 in the current year, a change of 3.15% annually. The five-year projection of households is 45,371, a change of 3.18% annually from the current year total. Average household size is currently 2.94, compared to 2.91 in the year 2010. The number of families in the current year is 30,023 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.



Executive Summary

Haw Creek Corners
 1370 Buford Hwy, Cumming, Georgia, 30041
 Rings: 1, 3, 5 mile radii

Haw Creek Corners
 Latitude: 34.16799
 Longitude: -84.12357

	1 mile	3 miles	5 miles
Mortgage Income			
2021 Percent of Income for Mortgage	12.4%	14.1%	13.4%
Median Household Income			
2021 Median Household Income	\$128,519	\$112,345	\$115,065
2026 Median Household Income	\$138,184	\$123,061	\$124,312
2021-2026 Annual Rate	1.46%	1.84%	1.56%
Average Household Income			
2021 Average Household Income	\$162,217	\$142,082	\$143,702
2026 Average Household Income	\$175,703	\$156,441	\$157,550
2021-2026 Annual Rate	1.61%	1.94%	1.86%
Per Capita Income			
2021 Per Capita Income	\$52,419	\$49,468	\$48,743
2026 Per Capita Income	\$56,565	\$54,436	\$53,392
2021-2026 Annual Rate	1.53%	1.93%	1.84%

Households by Income

Current median household income is \$115,065 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$124,312 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$143,702 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$157,550 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$48,743 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$53,392 in five years, compared to \$39,378 for all U.S. households

Housing			
2021 Housing Affordability Index	188	165	173
2000 Total Housing Units	505	5,459	14,990
2000 Owner Occupied Housing Units	441	4,307	12,119
2000 Renter Occupied Housing Units	45	851	2,107
2000 Vacant Housing Units	19	301	764
2010 Total Housing Units	670	10,584	29,213
2010 Owner Occupied Housing Units	565	7,817	23,151
2010 Renter Occupied Housing Units	64	2,005	4,199
2010 Vacant Housing Units	41	762	1,863
2021 Total Housing Units	947	15,243	40,540
2021 Owner Occupied Housing Units	836	11,733	33,203
2021 Renter Occupied Housing Units	82	2,818	5,585
2021 Vacant Housing Units	29	691	1,752
2026 Total Housing Units	1,157	18,075	47,377
2026 Owner Occupied Housing Units	1,024	14,056	39,012
2026 Renter Occupied Housing Units	99	3,218	6,360
2026 Vacant Housing Units	34	801	2,006

Currently, 81.9% of the 40,540 housing units in the area are owner occupied; 13.8%, renter occupied; and 4.3% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 29,213 housing units in the area - 79.2% owner occupied, 14.4% renter occupied, and 6.4% vacant. The annual rate of change in housing units since 2010 is 15.68%. Median home value in the area is \$368,413, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 0.94% annually to \$386,144.

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.



Market Profile

Haw Creek Corners
 1370 Buford Hwy, Cumming, Georgia, 30041
 Rings: 1, 3, 5 mile radii

Haw Creek Corners
 Latitude: 34.16799
 Longitude: -84.12357

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,358	14,855	40,411
2010 Total Population	1,821	27,960	80,266
2021 Total Population	2,647	41,682	114,521
2021 Group Quarters	0	380	576
2026 Total Population	3,256	49,500	134,023
2021-2026 Annual Rate	4.23%	3.50%	3.20%
2021 Total Daytime Population	2,549	46,336	112,721
Workers	1,053	23,830	51,614
Residents	1,496	22,506	61,107
Household Summary			
2000 Households	485	5,158	14,226
2000 Average Household Size	2.70	2.78	2.79
2010 Households	629	9,822	27,350
2010 Average Household Size	2.90	2.81	2.91
2021 Households	918	14,552	38,788
2021 Average Household Size	2.88	2.84	2.94
2026 Households	1,123	17,274	45,371
2026 Average Household Size	2.90	2.84	2.94
2021-2026 Annual Rate	4.11%	3.49%	3.18%
2010 Families	530	7,391	21,437
2010 Average Family Size	3.12	3.24	3.30
2021 Families	756	10,802	30,023
2021 Average Family Size	3.16	3.30	3.35
2026 Families	918	12,748	34,955
2026 Average Family Size	3.19	3.32	3.37
2021-2026 Annual Rate	3.96%	3.37%	3.09%
Housing Unit Summary			
2000 Housing Units	505	5,459	14,990
Owner Occupied Housing Units	87.3%	78.9%	80.8%
Renter Occupied Housing Units	8.9%	15.6%	14.1%
Vacant Housing Units	3.8%	5.5%	5.1%
2010 Housing Units	670	10,584	29,213
Owner Occupied Housing Units	84.3%	73.9%	79.2%
Renter Occupied Housing Units	9.6%	18.9%	14.4%
Vacant Housing Units	6.1%	7.2%	6.4%
2021 Housing Units	947	15,243	40,540
Owner Occupied Housing Units	88.3%	77.0%	81.9%
Renter Occupied Housing Units	8.7%	18.5%	13.8%
Vacant Housing Units	3.1%	4.5%	4.3%
2026 Housing Units	1,157	18,075	47,377
Owner Occupied Housing Units	88.5%	77.8%	82.3%
Renter Occupied Housing Units	8.6%	17.8%	13.4%
Vacant Housing Units	2.9%	4.4%	4.2%
Median Household Income			
2021	\$128,519	\$112,345	\$115,065
2026	\$138,184	\$123,061	\$124,312
Median Home Value			
2021	\$378,388	\$377,955	\$368,413
2026	\$393,862	\$396,341	\$386,144
Per Capita Income			
2021	\$52,419	\$49,468	\$48,743
2026	\$56,565	\$54,436	\$53,392
Median Age			
2010	37.6	37.4	36.7
2021	38.7	38.7	38.1
2026	39.0	38.4	37.7

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Haw Creek Corners
 1370 Buford Hwy, Cumming, Georgia, 30041
 Rings: 1, 3, 5 mile radii

Haw Creek Corners
 Latitude: 34.16799
 Longitude: -84.12357

	1 mile	3 miles	5 miles
2021 Households by Income			
Household Income Base	918	14,552	38,788
<\$15,000	0.9%	3.7%	3.5%
\$15,000 - \$24,999	2.5%	4.6%	3.7%
\$25,000 - \$34,999	4.6%	4.8%	3.8%
\$35,000 - \$49,999	4.9%	7.1%	6.3%
\$50,000 - \$74,999	8.7%	13.0%	13.0%
\$75,000 - \$99,999	13.8%	10.3%	10.8%
\$100,000 - \$149,999	21.9%	19.4%	21.9%
\$150,000 - \$199,999	14.8%	15.7%	16.4%
\$200,000+	27.9%	21.3%	20.4%
Average Household Income	\$162,217	\$142,082	\$143,702
2026 Households by Income			
Household Income Base	1,123	17,274	45,371
<\$15,000	0.7%	2.8%	2.7%
\$15,000 - \$24,999	2.0%	3.6%	2.9%
\$25,000 - \$34,999	3.7%	3.9%	3.1%
\$35,000 - \$49,999	3.7%	6.0%	5.2%
\$50,000 - \$74,999	7.5%	12.5%	12.1%
\$75,000 - \$99,999	12.9%	9.7%	10.4%
\$100,000 - \$149,999	23.5%	20.3%	23.1%
\$150,000 - \$199,999	16.7%	18.1%	18.6%
\$200,000+	29.2%	23.0%	22.0%
Average Household Income	\$175,703	\$156,441	\$157,550
2021 Owner Occupied Housing Units by Value			
Total	836	11,733	33,203
<\$50,000	1.2%	0.6%	0.6%
\$50,000 - \$99,999	0.2%	0.7%	0.5%
\$100,000 - \$149,999	0.6%	2.9%	2.9%
\$150,000 - \$199,999	1.9%	6.5%	5.8%
\$200,000 - \$249,999	5.6%	10.1%	10.2%
\$250,000 - \$299,999	14.8%	9.8%	11.4%
\$300,000 - \$399,999	32.7%	25.1%	27.0%
\$400,000 - \$499,999	18.9%	22.6%	20.4%
\$500,000 - \$749,999	22.0%	18.4%	16.7%
\$750,000 - \$999,999	1.3%	2.7%	3.1%
\$1,000,000 - \$1,499,999	0.5%	0.4%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$417,793	\$406,243	\$405,934
2026 Owner Occupied Housing Units by Value			
Total	1,024	14,056	39,012
<\$50,000	0.6%	0.3%	0.3%
\$50,000 - \$99,999	0.1%	0.3%	0.2%
\$100,000 - \$149,999	0.3%	1.4%	1.4%
\$150,000 - \$199,999	1.2%	4.8%	4.0%
\$200,000 - \$249,999	4.2%	9.2%	9.0%
\$250,000 - \$299,999	13.1%	9.0%	10.8%
\$300,000 - \$399,999	32.6%	26.0%	28.2%
\$400,000 - \$499,999	20.7%	24.4%	22.3%
\$500,000 - \$749,999	25.1%	20.7%	18.8%
\$750,000 - \$999,999	1.5%	3.2%	3.6%
\$1,000,000 - \$1,499,999	0.6%	0.4%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.2%	0.4%	0.4%
Average Home Value	\$436,366	\$427,725	\$428,296

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Haw Creek Corners
 1370 Buford Hwy, Cumming, Georgia, 30041
 Rings: 1, 3, 5 mile radii

Haw Creek Corners
 Latitude: 34.16799
 Longitude: -84.12357

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	1,822	27,964	80,264
0 - 4	7.1%	7.4%	7.8%
5 - 9	10.7%	9.4%	9.8%
10 - 14	9.8%	8.3%	8.7%
15 - 24	10.6%	9.7%	9.6%
25 - 34	7.6%	10.9%	11.1%
35 - 44	18.2%	18.8%	19.0%
45 - 54	17.2%	15.3%	15.4%
55 - 64	10.1%	10.1%	9.5%
65 - 74	5.4%	6.2%	5.7%
75 - 84	2.6%	2.9%	2.6%
85 +	0.7%	1.1%	0.9%
18 +	67.5%	70.9%	69.6%
2021 Population by Age			
Total	2,647	41,681	114,520
0 - 4	6.3%	6.5%	6.8%
5 - 9	8.3%	7.8%	8.2%
10 - 14	8.4%	8.3%	8.7%
15 - 24	11.1%	11.6%	11.6%
25 - 34	10.6%	10.5%	10.4%
35 - 44	14.9%	14.9%	15.2%
45 - 54	14.3%	15.1%	15.2%
55 - 64	13.1%	12.0%	11.6%
65 - 74	8.4%	8.1%	7.7%
75 - 84	3.6%	4.0%	3.6%
85 +	1.0%	1.2%	1.1%
18 +	72.5%	72.9%	71.8%
2026 Population by Age			
Total	3,256	49,500	134,025
0 - 4	6.4%	6.6%	7.0%
5 - 9	8.0%	7.7%	8.0%
10 - 14	7.9%	8.0%	8.2%
15 - 24	10.0%	11.1%	11.1%
25 - 34	11.1%	11.3%	11.6%
35 - 44	15.9%	15.4%	15.3%
45 - 54	12.7%	13.4%	13.5%
55 - 64	12.5%	12.0%	11.5%
65 - 74	9.6%	8.6%	8.2%
75 - 84	4.8%	4.7%	4.4%
85 +	1.1%	1.3%	1.2%
18 +	73.7%	73.5%	72.5%
2010 Population by Sex			
Males	891	13,754	39,611
Females	930	14,206	40,655
2021 Population by Sex			
Males	1,291	20,650	56,650
Females	1,356	21,032	57,871
2026 Population by Sex			
Males	1,589	24,602	66,332
Females	1,667	24,898	67,691

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Haw Creek Corners
 1370 Buford Hwy, Cumming, Georgia, 30041
 Rings: 1, 3, 5 mile radii

Haw Creek Corners
 Latitude: 34.16799
 Longitude: -84.12357

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	1,820	27,960	80,266
White Alone	89.3%	84.6%	82.1%
Black Alone	1.1%	3.0%	3.7%
American Indian Alone	0.1%	0.4%	0.3%
Asian Alone	2.7%	6.0%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.3%	4.3%	4.4%
Two or More Races	1.5%	1.7%	1.9%
Hispanic Origin	13.1%	11.9%	11.2%
Diversity Index	38.4	43.1	45.4
2021 Population by Race/Ethnicity			
Total	2,648	41,683	114,521
White Alone	86.9%	80.0%	77.7%
Black Alone	2.2%	5.8%	6.5%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	2.2%	5.7%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	6.1%	5.2%	5.1%
Two or More Races	2.5%	2.9%	3.1%
Hispanic Origin	15.0%	14.2%	13.2%
Diversity Index	43.6	51.1	52.7
2026 Population by Race/Ethnicity			
Total	3,256	49,499	134,023
White Alone	85.4%	78.6%	76.5%
Black Alone	2.5%	6.4%	7.0%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	2.1%	5.5%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	7.1%	5.9%	5.6%
Two or More Races	2.8%	3.2%	3.5%
Hispanic Origin	17.2%	15.8%	14.4%
Diversity Index	47.8	54.2	55.2
2010 Population by Relationship and Household Type			
Total	1,821	27,960	80,266
In Households	100.0%	98.6%	99.3%
In Family Households	93.6%	87.7%	90.0%
Householder	27.2%	26.4%	26.7%
Spouse	23.2%	22.1%	22.8%
Child	37.2%	33.3%	34.8%
Other relative	3.2%	3.9%	3.8%
Nonrelative	2.7%	2.0%	1.9%
In Nonfamily Households	6.4%	11.0%	9.3%
In Group Quarters	0.0%	1.4%	0.7%
Institutionalized Population	0.0%	1.3%	0.6%
Noninstitutionalized Population	0.0%	0.0%	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Haw Creek Corners
 1370 Buford Hwy, Cumming, Georgia, 30041
 Rings: 1, 3, 5 mile radii

Haw Creek Corners
 Latitude: 34.16799
 Longitude: -84.12357

	1 mile	3 miles	5 miles
2021 Population 25+ by Educational Attainment			
Total	1,744	27,387	74,151
Less than 9th Grade	0.6%	2.6%	2.7%
9th - 12th Grade, No Diploma	0.5%	2.8%	2.9%
High School Graduate	11.1%	11.6%	11.3%
GED/Alternative Credential	2.1%	2.3%	2.2%
Some College, No Degree	15.5%	15.3%	15.3%
Associate Degree	4.4%	6.3%	7.1%
Bachelor's Degree	45.0%	37.4%	37.3%
Graduate/Professional Degree	20.8%	21.5%	21.2%
2021 Population 15+ by Marital Status			
Total	2,038	32,238	87,425
Never Married	22.5%	24.6%	23.9%
Married	69.6%	62.3%	64.8%
Widowed	2.9%	4.0%	3.5%
Divorced	5.0%	9.0%	7.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,191	19,758	55,096
Population 16+ Employed	97.4%	97.3%	97.5%
Population 16+ Unemployment rate	2.6%	2.7%	2.5%
Population 16-24 Employed	8.2%	10.4%	10.3%
Population 16-24 Unemployment rate	2.1%	5.1%	5.5%
Population 25-54 Employed	66.6%	67.9%	68.4%
Population 25-54 Unemployment rate	3.4%	2.2%	2.1%
Population 55-64 Employed	23.0%	18.4%	17.7%
Population 55-64 Unemployment rate	0.4%	1.2%	1.4%
Population 65+ Employed	2.1%	3.3%	3.6%
Population 65+ Unemployment rate	4.0%	12.2%	6.3%
2021 Employed Population 16+ by Industry			
Total	1,160	19,223	53,696
Agriculture/Mining	0.7%	0.3%	0.3%
Construction	4.7%	5.2%	5.8%
Manufacturing	10.3%	11.4%	9.5%
Wholesale Trade	4.9%	4.4%	3.8%
Retail Trade	11.6%	10.2%	10.2%
Transportation/Utilities	3.9%	2.8%	3.4%
Information	5.2%	4.5%	4.5%
Finance/Insurance/Real Estate	6.0%	11.1%	10.6%
Services	52.1%	48.5%	50.0%
Public Administration	0.6%	1.7%	1.8%
2021 Employed Population 16+ by Occupation			
Total	1,160	19,222	53,697
White Collar	79.0%	80.5%	80.5%
Management/Business/Financial	31.7%	30.6%	30.7%
Professional	29.9%	29.2%	29.7%
Sales	9.7%	11.7%	11.4%
Administrative Support	7.7%	9.0%	8.8%
Services	9.8%	7.8%	8.1%
Blue Collar	11.2%	11.7%	11.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.9%	1.6%	2.8%
Installation/Maintenance/Repair	0.7%	1.4%	1.6%
Production	2.0%	3.4%	2.9%
Transportation/Material Moving	7.6%	5.2%	3.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 08, 2021



Market Profile

Haw Creek Corners
 1370 Buford Hwy, Cumming, Georgia, 30041
 Rings: 1, 3, 5 mile radii

Haw Creek Corners
 Latitude: 34.16799
 Longitude: -84.12357

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	629	9,821	27,350
Households with 1 Person	13.4%	20.2%	17.4%
Households with 2+ People	86.6%	79.8%	82.6%
Family Households	84.3%	75.3%	78.4%
Husband-wife Families	71.9%	63.1%	66.8%
With Related Children	41.7%	35.0%	38.6%
Other Family (No Spouse Present)	12.4%	12.2%	11.6%
Other Family with Male Householder	3.3%	3.5%	3.5%
With Related Children	1.9%	2.0%	2.2%
Other Family with Female Householder	9.1%	8.7%	8.1%
With Related Children	6.7%	5.7%	5.3%
Nonfamily Households	2.4%	4.5%	4.2%
All Households with Children	50.9%	43.3%	46.6%
Multigenerational Households	4.6%	3.3%	3.6%
Unmarried Partner Households	3.5%	3.9%	3.9%
Male-female	3.0%	3.3%	3.3%
Same-sex	0.5%	0.6%	0.7%
2010 Households by Size			
Total	629	9,821	27,349
1 Person Household	13.4%	20.2%	17.4%
2 Person Household	29.1%	30.7%	30.1%
3 Person Household	17.3%	16.9%	17.8%
4 Person Household	24.8%	19.6%	21.3%
5 Person Household	9.5%	8.2%	8.7%
6 Person Household	4.1%	2.8%	2.9%
7 + Person Household	1.7%	1.6%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	629	9,822	27,350
Owner Occupied	89.8%	79.6%	84.6%
Owned with a Mortgage/Loan	74.7%	67.5%	73.1%
Owned Free and Clear	15.1%	12.0%	11.6%
Renter Occupied	10.2%	20.4%	15.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	188	165	173
Percent of Income for Mortgage	12.4%	14.1%	13.4%
Wealth Index	235	188	184
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	670	10,584	29,213
Housing Units Inside Urbanized Area	88.7%	98.5%	98.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	11.3%	1.5%	1.9%
2010 Population By Urban/ Rural Status			
Total Population	1,821	27,960	80,266
Population Inside Urbanized Area	87.8%	98.3%	98.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	12.2%	1.7%	1.6%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Haw Creek Corners
 1370 Buford Hwy, Cumming, Georgia, 30041
 Rings: 1, 3, 5 mile radii

Haw Creek Corners
 Latitude: 34.16799
 Longitude: -84.12357

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Workday Drive (4A)	Boomburbs (1C)	Boomburbs (1C)
2.	Savvy Suburbanites (1D)	Up and Coming Families (7A)	Up and Coming Families (7A)
3.	Boomburbs (1C)	Green Acres (6A)	Professional Pride (1B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$3,311,993	\$46,502,021	\$125,459,106
Average Spent	\$3,607.84	\$3,195.58	\$3,234.48
Spending Potential Index	170	151	153
Education: Total \$	\$2,801,313	\$37,708,013	\$101,555,538
Average Spent	\$3,051.54	\$2,591.26	\$2,618.22
Spending Potential Index	177	150	152
Entertainment/Recreation: Total \$	\$5,112,100	\$71,221,904	\$191,151,124
Average Spent	\$5,568.74	\$4,894.30	\$4,928.10
Spending Potential Index	172	151	153
Food at Home: Total \$	\$8,190,959	\$115,746,276	\$310,628,863
Average Spent	\$8,922.61	\$7,953.98	\$8,008.38
Spending Potential Index	164	146	147
Food Away from Home: Total \$	\$5,900,553	\$83,296,223	\$224,816,790
Average Spent	\$6,427.62	\$5,724.04	\$5,796.04
Spending Potential Index	169	151	153
Health Care: Total \$	\$9,658,605	\$135,555,298	\$362,243,791
Average Spent	\$10,521.36	\$9,315.23	\$9,339.07
Spending Potential Index	169	149	150
HH Furnishings & Equipment: Total \$	\$3,692,384	\$51,335,194	\$138,258,276
Average Spent	\$4,022.20	\$3,527.71	\$3,564.46
Spending Potential Index	178	156	158
Personal Care Products & Services: Total \$	\$1,416,567	\$19,841,066	\$53,451,926
Average Spent	\$1,543.10	\$1,363.46	\$1,378.05
Spending Potential Index	172	152	154
Shelter: Total \$	\$31,405,707	\$439,881,360	\$1,184,861,683
Average Spent	\$34,211.01	\$30,228.24	\$30,547.12
Spending Potential Index	170	150	152
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,006,301	\$56,902,504	\$152,510,074
Average Spent	\$4,364.16	\$3,910.29	\$3,931.89
Spending Potential Index	183	164	164
Travel: Total \$	\$4,281,320	\$58,580,951	\$157,973,139
Average Spent	\$4,663.75	\$4,025.63	\$4,072.73
Spending Potential Index	184	159	161
Vehicle Maintenance & Repairs: Total \$	\$1,715,695	\$24,405,682	\$65,247,328
Average Spent	\$1,868.95	\$1,677.14	\$1,682.15
Spending Potential Index	169	151	152

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.