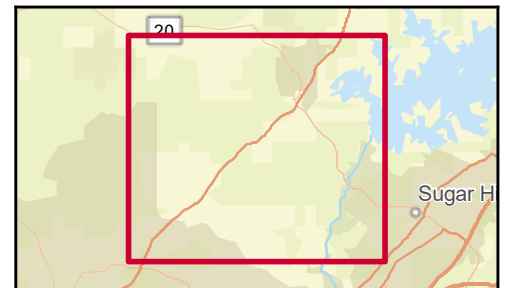
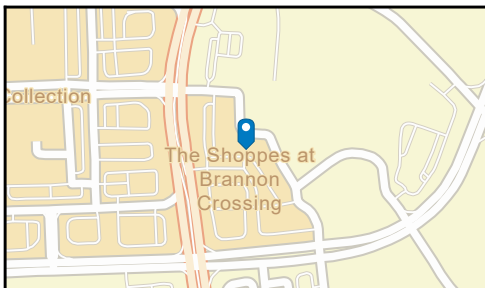
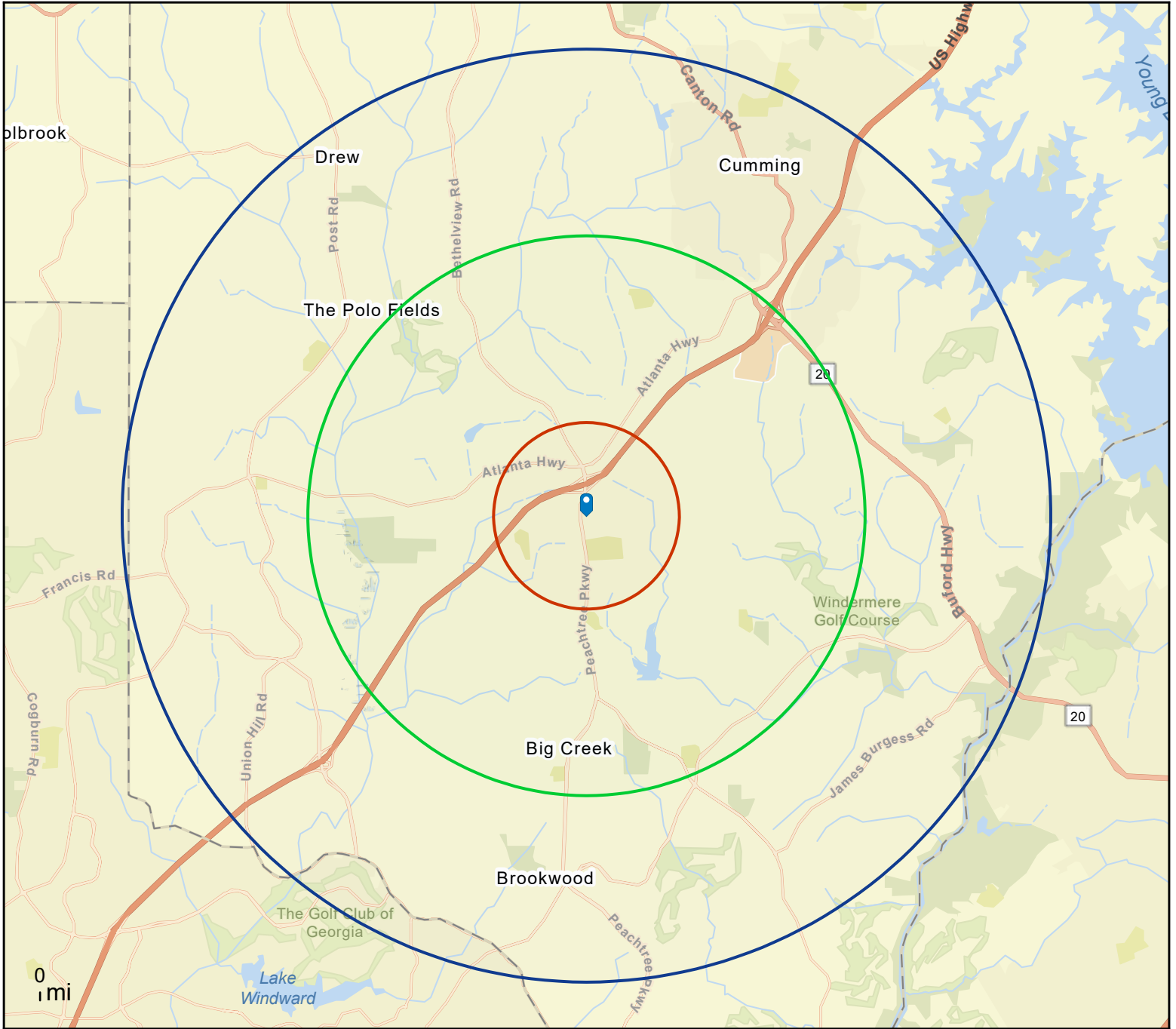


Brannon Crossing
405 Peachtree Pkwy, Cumming, Georgia, 30041
Rings: 1, 3, 5 mile radii

Brannon Crossing
Latitude: 34.15290
Longitude: -84.17289





Market Profile

Brannon Crossing
 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			
2010 Total Population	2,061	30,508	90,665
2020 Total Population	3,621	51,529	137,677
2020 Group Quarters	13	165	981
2023 Total Population	4,109	55,369	149,568
2023 Group Quarters	13	172	980
2028 Total Population	4,579	59,756	161,044
2023-2028 Annual Rate	2.19%	1.54%	1.49%
2023 Total Daytime Population	8,954	53,035	156,748
Workers	6,771	24,475	80,134
Residents	2,183	28,560	76,614
Household Summary			
2010 Households	805	10,338	29,966
2010 Average Household Size	2.56	2.94	3.01
2020 Total Households	1,273	16,910	45,058
2020 Average Household Size	2.83	3.04	3.03
2023 Households	1,414	18,091	49,080
2023 Average Household Size	2.90	3.05	3.03
2028 Households	1,557	19,423	52,671
2028 Average Household Size	2.93	3.07	3.04
2023-2028 Annual Rate	1.95%	1.43%	1.42%
2010 Families	596	8,251	24,397
2010 Average Family Size	2.98	3.31	3.34
2023 Families	1,020	14,126	39,048
2023 Average Family Size	3.44	3.49	3.42
2028 Families	1,124	15,152	41,775
2028 Average Family Size	3.48	3.51	3.44
2023-2028 Annual Rate	1.96%	1.41%	1.36%
Housing Unit Summary			
2000 Housing Units	349	4,506	16,570
Owner Occupied Housing Units	84.2%	83.2%	84.7%
Renter Occupied Housing Units	10.9%	12.7%	11.6%
Vacant Housing Units	4.9%	4.1%	3.7%
2010 Housing Units	853	10,882	31,718
Owner Occupied Housing Units	77.8%	83.7%	82.3%
Renter Occupied Housing Units	16.5%	11.3%	12.2%
Vacant Housing Units	5.6%	5.0%	5.5%
2020 Housing Units	1,315	17,370	46,925
Owner Occupied Housing Units	75.1%	79.1%	77.8%
Renter Occupied Housing Units	21.7%	18.2%	18.2%
Vacant Housing Units	2.9%	2.9%	4.0%
2023 Housing Units	1,440	18,398	50,773
Owner Occupied Housing Units	80.3%	83.4%	80.9%
Renter Occupied Housing Units	17.9%	14.9%	15.7%
Vacant Housing Units	1.8%	1.7%	3.3%
2028 Housing Units	1,570	19,601	54,086
Owner Occupied Housing Units	78.0%	83.0%	80.9%
Renter Occupied Housing Units	21.2%	16.1%	16.4%
Vacant Housing Units	0.8%	0.9%	2.6%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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

Brannon Crossing
 Latitude: 34.15290
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	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	1,414	18,091	49,080
<\$15,000	3.5%	3.0%	2.9%
\$15,000 - \$24,999	3.0%	2.5%	2.6%
\$25,000 - \$34,999	1.3%	1.8%	2.2%
\$35,000 - \$49,999	6.5%	4.7%	4.3%
\$50,000 - \$74,999	11.9%	10.4%	9.5%
\$75,000 - \$99,999	14.8%	12.1%	11.4%
\$100,000 - \$149,999	30.0%	21.6%	21.2%
\$150,000 - \$199,999	11.6%	17.6%	18.3%
\$200,000+	17.5%	26.4%	27.5%
Average Household Income	\$143,565	\$171,744	\$175,978
2028 Households by Income			
Household Income Base	1,557	19,423	52,671
<\$15,000	2.4%	2.2%	2.2%
\$15,000 - \$24,999	2.1%	1.7%	1.8%
\$25,000 - \$34,999	0.9%	1.3%	1.6%
\$35,000 - \$49,999	4.8%	3.6%	3.4%
\$50,000 - \$74,999	9.8%	8.7%	8.0%
\$75,000 - \$99,999	13.7%	10.9%	10.5%
\$100,000 - \$149,999	32.6%	22.3%	21.4%
\$150,000 - \$199,999	15.0%	20.8%	21.5%
\$200,000+	18.8%	28.5%	29.7%
Average Household Income	\$159,325	\$189,303	\$193,511
2023 Owner Occupied Housing Units by Value			
Total	1,156	15,346	41,087
<\$50,000	2.5%	1.1%	1.0%
\$50,000 - \$99,999	0.6%	0.4%	0.3%
\$100,000 - \$149,999	0.4%	0.2%	0.2%
\$150,000 - \$199,999	2.4%	0.9%	0.8%
\$200,000 - \$249,999	3.9%	1.6%	1.3%
\$250,000 - \$299,999	9.2%	4.5%	3.8%
\$300,000 - \$399,999	22.6%	21.5%	20.2%
\$400,000 - \$499,999	27.6%	31.1%	28.9%
\$500,000 - \$749,999	29.8%	33.4%	38.1%
\$750,000 - \$999,999	0.7%	3.7%	3.8%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.1%	1.1%	0.7%
Average Home Value	\$441,133	\$505,845	\$514,134
2028 Owner Occupied Housing Units by Value			
Total	1,224	16,264	43,780
<\$50,000	2.2%	0.9%	0.8%
\$50,000 - \$99,999	0.4%	0.3%	0.3%
\$100,000 - \$149,999	0.3%	0.2%	0.2%
\$150,000 - \$199,999	2.0%	0.7%	0.6%
\$200,000 - \$249,999	3.3%	1.3%	1.0%
\$250,000 - \$299,999	7.8%	3.7%	3.1%
\$300,000 - \$399,999	22.1%	20.7%	19.3%
\$400,000 - \$499,999	27.1%	30.0%	27.9%
\$500,000 - \$749,999	33.7%	36.4%	41.1%
\$750,000 - \$999,999	0.7%	4.1%	4.1%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.1%	1.2%	0.8%
Average Home Value	\$455,699	\$519,319	\$526,446

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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

Brannon Crossing
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	1 mile	3 miles	5 miles
Median Household Income			
2023	\$110,031	\$131,736	\$136,902
2028	\$118,522	\$147,809	\$151,832
Median Home Value			
2023	\$430,408	\$463,476	\$477,214
2028	\$443,675	\$473,889	\$488,624
Per Capita Income			
2023	\$49,472	\$56,885	\$57,773
2028	\$54,365	\$62,339	\$63,345
Median Age			
2010	35.8	36.1	36.6
2020	37.4	37.7	38.3
2023	40.2	37.5	37.8
2028	39.7	37.2	37.5
2020 Population by Age			
Total	3,621	51,529	137,677
0 - 4	6.6%	6.1%	5.6%
5 - 9	8.7%	8.7%	8.2%
10 - 14	8.7%	9.5%	9.6%
15 - 24	11.9%	12.0%	13.1%
25 - 34	9.8%	8.9%	8.2%
35 - 44	18.0%	18.5%	16.8%
45 - 54	14.0%	15.7%	16.7%
55 - 64	8.9%	9.3%	10.2%
65 - 74	7.0%	6.4%	6.5%
75 - 84	5.1%	3.8%	3.8%
85 +	1.4%	1.1%	1.2%
18 +	70.7%	70.4%	71.0%
2023 Population by Age			
Total	4,108	55,368	149,570
0 - 4	6.3%	7.1%	6.8%
5 - 9	6.8%	8.5%	8.3%
10 - 14	7.4%	8.8%	9.1%
15 - 24	11.6%	11.4%	11.9%
25 - 34	11.1%	10.5%	9.9%
35 - 44	14.2%	16.3%	15.6%
45 - 54	14.1%	14.5%	15.3%
55 - 64	12.1%	10.7%	11.2%
65 - 74	9.4%	7.6%	7.5%
75 - 84	5.2%	3.7%	3.5%
85 +	1.8%	1.0%	0.9%
18 +	75.3%	71.1%	71.0%
2028 Population by Age			
Total	4,577	59,756	161,045
0 - 4	6.3%	7.2%	6.9%
5 - 9	6.6%	8.2%	8.1%
10 - 14	7.0%	8.2%	8.4%
15 - 24	11.4%	10.9%	11.3%
25 - 34	12.1%	11.9%	11.6%
35 - 44	13.3%	15.9%	15.0%
45 - 54	13.1%	13.5%	13.9%
55 - 64	11.6%	10.5%	11.3%
65 - 74	9.6%	7.9%	7.9%
75 - 84	6.6%	4.6%	4.4%
85 +	2.4%	1.3%	1.2%
18 +	76.3%	72.1%	72.1%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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

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	1 mile	3 miles	5 miles
Males	1,751	25,314	67,505
Females	1,870	26,215	70,172
2023 Population by Sex			
Males	2,014	27,432	74,209
Females	2,095	27,937	75,359
2028 Population by Sex			
Males	2,233	29,519	79,606
Females	2,346	30,237	81,439
2010 Population by Race/Ethnicity			
Total	2,061	30,508	90,664
White Alone	75.1%	79.0%	81.5%
Black Alone	4.3%	3.7%	3.4%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	8.6%	11.0%	9.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.5%	4.2%	3.4%
Two or More Races	2.1%	1.8%	1.9%
Hispanic Origin	18.2%	10.4%	9.3%
Diversity Index	59.2	47.9	43.8
2020 Population by Race/Ethnicity			
Total	3,621	51,529	137,677
White Alone	51.8%	52.1%	57.5%
Black Alone	4.3%	4.3%	4.9%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	28.4%	32.0%	25.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.5%	3.6%	3.5%
Two or More Races	8.4%	7.6%	7.8%
Hispanic Origin	13.1%	9.0%	8.9%
Diversity Index	72.0	68.0	65.8
2023 Population by Race/Ethnicity			
Total	4,109	55,369	149,569
White Alone	51.6%	52.3%	57.8%
Black Alone	3.9%	4.0%	4.7%
American Indian Alone	0.7%	0.4%	0.4%
Asian Alone	28.2%	31.4%	25.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.9%	3.9%	3.8%
Two or More Races	8.6%	7.9%	8.1%
Hispanic Origin	14.2%	10.0%	9.8%
Diversity Index	72.7	68.7	66.4
2028 Population by Race/Ethnicity			
Total	4,577	59,757	161,044
White Alone	51.4%	52.3%	57.8%
Black Alone	3.6%	3.8%	4.4%
American Indian Alone	0.7%	0.5%	0.4%
Asian Alone	28.0%	30.9%	24.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	7.4%	4.3%	4.3%
Two or More Races	8.8%	8.2%	8.4%
Hispanic Origin	15.2%	10.9%	10.9%
Diversity Index	73.5	69.5	67.3

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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

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	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	3,621	51,529	137,677
In Households	99.6%	99.7%	99.3%
Householder	34.7%	33.1%	32.7%
Opposite-Sex Spouse	21.8%	23.0%	22.9%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.1%	0.9%	0.9%
Same-Sex Unmarried Partner	0.1%	0.0%	0.0%
Biological Child	33.1%	35.1%	34.9%
Adopted Child	0.5%	0.4%	0.6%
Stepchild	0.9%	0.7%	0.8%
Grandchild	1.2%	0.8%	0.9%
Brother or Sister	0.6%	0.6%	0.6%
Parent	1.5%	1.5%	1.4%
Parent-in-law	0.7%	0.6%	0.6%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.3%
Other Relatives	1.1%	0.9%	0.9%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	1.9%	1.5%	1.6%
In Group Quarters	0.4%	0.3%	0.7%
Institutionalized	0.0%	0.2%	0.6%
Noninstitutionalized	0.4%	0.1%	0.1%
2023 Population 25+ by Educational Attainment			
Total	2,790	35,564	95,587
Less than 9th Grade	2.9%	2.4%	1.8%
9th - 12th Grade, No Diploma	1.7%	2.3%	2.1%
High School Graduate	13.0%	7.7%	8.5%
GED/Alternative Credential	4.3%	2.0%	2.2%
Some College, No Degree	10.1%	11.3%	11.4%
Associate Degree	7.2%	6.2%	6.8%
Bachelor's Degree	39.1%	41.7%	42.1%
Graduate/Professional Degree	21.5%	26.3%	25.0%
2023 Population 15+ by Marital Status			
Total	3,266	41,891	113,412
Never Married	22.4%	22.6%	23.6%
Married	62.1%	66.7%	65.3%
Widowed	6.8%	3.6%	3.6%
Divorced	8.6%	7.1%	7.5%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,030	28,030	76,139
Population 16+ Employed	96.3%	97.0%	96.9%
Population 16+ Unemployment rate	3.7%	3.0%	3.1%
Population 16-24 Employed	11.6%	10.7%	12.2%
Population 16-24 Unemployment rate	2.6%	4.6%	4.8%
Population 25-54 Employed	67.7%	69.9%	67.5%
Population 25-54 Unemployment rate	2.8%	2.5%	2.8%
Population 55-64 Employed	17.0%	15.3%	16.2%
Population 55-64 Unemployment rate	6.7%	3.4%	2.9%
Population 65+ Employed	3.7%	4.0%	4.1%
Population 65+ Unemployment rate	10.0%	4.8%	3.1%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	1,955	27,193	73,776
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	3.6%	4.7%	5.0%
Manufacturing	8.0%	7.8%	8.9%
Wholesale Trade	1.6%	2.1%	2.0%
Retail Trade	9.4%	10.0%	10.1%
Transportation/Utilities	4.6%	5.0%	5.0%
Information	3.9%	5.8%	5.0%
Finance/Insurance/Real Estate	6.5%	8.4%	9.6%
Services	61.6%	54.6%	52.7%
Public Administration	0.5%	1.4%	1.6%
2023 Employed Population 16+ by Occupation			
Total	1,956	27,195	73,777
White Collar	71.1%	80.1%	80.4%
Management/Business/Financial	24.9%	28.3%	28.2%
Professional	31.0%	35.7%	33.4%
Sales	7.8%	9.5%	11.7%
Administrative Support	7.5%	6.6%	7.1%
Services	17.2%	9.9%	10.2%
Blue Collar	11.8%	10.0%	9.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.7%	2.2%	2.2%
Installation/Maintenance/Repair	1.6%	1.2%	1.1%
Production	1.0%	2.0%	2.2%
Transportation/Material Moving	7.5%	4.6%	3.9%
2020 Households by Type			
Total	1,273	16,910	45,058
Married Couple Households	62.8%	69.7%	70.3%
With Own Children <18	37.2%	42.9%	41.3%
Without Own Children <18	25.7%	26.8%	29.0%
Cohabiting Couple Households	3.6%	3.0%	3.0%
With Own Children <18	1.3%	1.0%	0.9%
Without Own Children <18	2.4%	2.0%	2.1%
Male Householder, No Spouse/Partner	11.0%	10.0%	9.8%
Living Alone	6.4%	5.9%	5.8%
65 Years and over	2.0%	1.7%	1.6%
With Own Children <18	1.9%	1.4%	1.4%
Without Own Children <18, With Relatives	1.7%	1.8%	1.7%
No Relatives Present	0.9%	0.9%	0.9%
Female Householder, No Spouse/Partner	22.5%	17.3%	16.9%
Living Alone	12.8%	9.6%	9.1%
65 Years and over	7.1%	5.1%	4.8%
With Own Children <18	4.6%	3.7%	3.7%
Without Own Children <18, With Relatives	4.6%	3.6%	3.7%
No Relatives Present	0.5%	0.5%	0.5%
2020 Households by Size			
Total	1,273	16,910	45,058
1 Person Household	19.3%	15.4%	14.9%
2 Person Household	26.2%	25.4%	26.2%
3 Person Household	18.9%	19.7%	19.3%
4 Person Household	23.6%	27.5%	26.5%
5 Person Household	7.1%	7.5%	8.5%
6 Person Household	3.5%	3.0%	3.1%
7 + Person Household	1.4%	1.4%	1.5%

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April 22, 2024



Market Profile

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	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	1,273	16,910	45,058
Owner Occupied	77.6%	81.3%	81.1%
Owned with a Mortgage/Loan	61.3%	67.0%	66.9%
Owned Free and Clear	16.3%	14.3%	14.2%
Renter Occupied	22.4%	18.7%	18.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	104	116	117
Percent of Income for Mortgage	23.5%	21.1%	20.9%
Wealth Index	144	179	184
2020 Housing Units By Urban/ Rural Status			
Total	1,315	17,370	46,925
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	3,621	51,529	137,677
Urban Population	100.0%	100.0%	100.0%
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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Up and Coming Families (7A)	Boomburbs (1C)	Boomburbs (1C)
2.	Golden Years (9B)	Up and Coming Families (7A)	Professional Pride (1B)
3.	Workday Drive (4A)	Professional Pride (1B)	Up and Coming Families (7A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$4,144,869	\$62,670,653	\$173,071,535
Average Spent	\$2,931.31	\$3,464.19	\$3,526.31
Spending Potential Index	133	158	160
Education: Total \$	\$3,320,761	\$51,592,332	\$145,361,076
Average Spent	\$2,348.49	\$2,851.82	\$2,961.72
Spending Potential Index	131	159	165
Entertainment/Recreation: Total \$	\$7,145,182	\$108,701,784	\$302,125,176
Average Spent	\$5,053.17	\$6,008.61	\$6,155.77
Spending Potential Index	134	159	163
Food at Home: Total \$	\$12,389,675	\$184,689,796	\$509,933,647
Average Spent	\$8,762.15	\$10,208.93	\$10,389.85
Spending Potential Index	129	150	153
Food Away from Home: Total \$	\$7,141,256	\$108,404,885	\$299,144,635
Average Spent	\$5,050.39	\$5,992.20	\$6,095.04
Spending Potential Index	136	161	164
Health Care: Total \$	\$13,608,166	\$201,826,142	\$559,644,385
Average Spent	\$9,623.88	\$11,156.16	\$11,402.70
Spending Potential Index	131	152	155
HH Furnishings & Equipment: Total \$	\$5,672,270	\$85,844,027	\$237,648,805
Average Spent	\$4,011.51	\$4,745.12	\$4,842.07
Spending Potential Index	136	161	164
Personal Care Products & Services: Total \$	\$1,830,046	\$27,536,607	\$76,064,715
Average Spent	\$1,294.23	\$1,522.12	\$1,549.81
Spending Potential Index	135	159	162
Shelter: Total \$	\$46,637,916	\$705,824,177	\$1,952,405,915
Average Spent	\$32,982.97	\$39,015.21	\$39,780.07
Spending Potential Index	133	157	161
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,213,756	\$93,380,500	\$260,362,283
Average Spent	\$4,394.45	\$5,161.71	\$5,304.85
Spending Potential Index	140	165	170
Travel: Total \$	\$4,385,037	\$68,213,955	\$190,244,880
Average Spent	\$3,101.16	\$3,770.60	\$3,876.22
Spending Potential Index	138	168	172
Vehicle Maintenance & Repairs: Total \$	\$2,465,206	\$36,775,944	\$101,495,206
Average Spent	\$1,743.43	\$2,032.83	\$2,067.95
Spending Potential Index	133	155	158

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Executive Summary

Brannon Crossing
 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			
2010 Population	2,061	30,508	90,665
2020 Population	3,621	51,529	137,677
2023 Population	4,109	55,369	149,568
2028 Population	4,579	59,756	161,044
2010-2020 Annual Rate	5.80%	5.38%	4.27%
2020-2023 Annual Rate	3.97%	2.24%	2.58%
2023-2028 Annual Rate	2.19%	1.54%	1.49%
2020 Male Population	48.4%	49.1%	49.0%
2020 Female Population	51.6%	50.9%	51.0%
2020 Median Age	37.4	37.7	38.3
2023 Male Population	49.0%	49.5%	49.6%
2023 Female Population	51.0%	50.5%	50.4%
2023 Median Age	40.2	37.5	37.8

In the identified area, the current year population is 149,568. In 2020, the Census count in the area was 137,677. The rate of change since 2020 was 2.58% annually. The five-year projection for the population in the area is 161,044 representing a change of 1.49% annually from 2023 to 2028. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 37.8, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	51.6%	52.3%	57.8%
2023 Black Alone	3.9%	4.0%	4.7%
2023 American Indian/Alaska Native Alone	0.7%	0.4%	0.4%
2023 Asian Alone	28.2%	31.4%	25.2%
2023 Pacific Islander Alone	0.1%	0.0%	0.0%
2023 Other Race	6.9%	3.9%	3.8%
2023 Two or More Races	8.6%	7.9%	8.1%
2023 Hispanic Origin (Any Race)	14.2%	10.0%	9.8%

Persons of Hispanic origin represent 9.8% of the population in the identified area compared to 19.4% 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 66.4 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	144	179	184
2010 Households	805	10,338	29,966
2020 Households	1,273	16,910	45,058
2023 Households	1,414	18,091	49,080
2028 Households	1,557	19,423	52,671
2010-2020 Annual Rate	4.69%	5.04%	4.16%
2020-2023 Annual Rate	3.28%	2.10%	2.67%
2023-2028 Annual Rate	1.95%	1.43%	1.42%
2023 Average Household Size	2.90	3.05	3.03

The household count in this area has changed from 45,058 in 2020 to 49,080 in the current year, a change of 2.67% annually. The five-year projection of households is 52,671, a change of 1.42% annually from the current year total. Average household size is currently 3.03, compared to 3.03 in the year 2020. The number of families in the current year is 39,048 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 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.



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Mortgage Income			
2023 Percent of Income for Mortgage	23.5%	21.1%	20.9%
Median Household Income			
2023 Median Household Income	\$110,031	\$131,736	\$136,902
2028 Median Household Income	\$118,522	\$147,809	\$151,832
2023-2028 Annual Rate	1.50%	2.33%	2.09%
Average Household Income			
2023 Average Household Income	\$143,565	\$171,744	\$175,978
2028 Average Household Income	\$159,325	\$189,303	\$193,511
2023-2028 Annual Rate	2.11%	1.97%	1.92%
Per Capita Income			
2023 Per Capita Income	\$49,472	\$56,885	\$57,773
2028 Per Capita Income	\$54,365	\$62,339	\$63,345
2023-2028 Annual Rate	1.90%	1.85%	1.86%
GINI Index			
2023 Gini Index	31.3	30.2	29.8

Households by Income

Current median household income is \$136,902 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$151,832 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$175,978 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$193,511 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$57,773 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$63,345 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	104	116	117
2010 Total Housing Units	853	10,882	31,718
2010 Owner Occupied Housing Units	664	9,109	26,103
2010 Renter Occupied Housing Units	141	1,232	3,861
2010 Vacant Housing Units	48	544	1,752
2020 Total Housing Units	1,315	17,370	46,925
2020 Owner Occupied Housing Units	988	13,745	36,529
2020 Renter Occupied Housing Units	285	3,165	8,529
2020 Vacant Housing Units	38	505	1,861
2023 Total Housing Units	1,440	18,398	50,773
2023 Owner Occupied Housing Units	1,156	15,346	41,087
2023 Renter Occupied Housing Units	258	2,745	7,993
2023 Vacant Housing Units	26	307	1,693
2028 Total Housing Units	1,570	19,601	54,086
2028 Owner Occupied Housing Units	1,224	16,264	43,780
2028 Renter Occupied Housing Units	333	3,159	8,890
2028 Vacant Housing Units	13	178	1,415

Socioeconomic Status Index

2023 Socioeconomic Status Index	60.5	62.7	64.1
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Currently, 80.9% of the 50,773 housing units in the area are owner occupied; 15.7%, renter occupied; and 3.3% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 46,925 housing units in the area and 4.0% vacant housing units. The annual rate of change in housing units since 2020 is 2.45%. Median home value in the area is \$477,214, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.47% annually to \$488,624.

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 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.