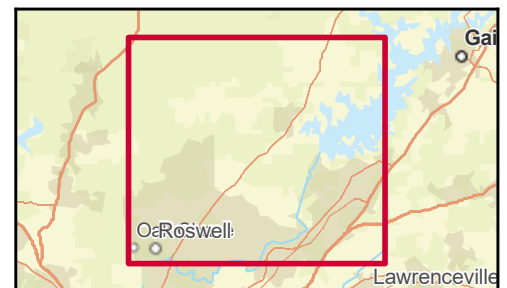
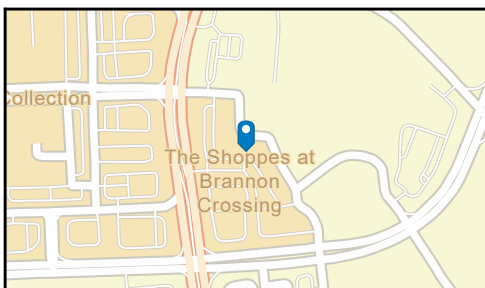
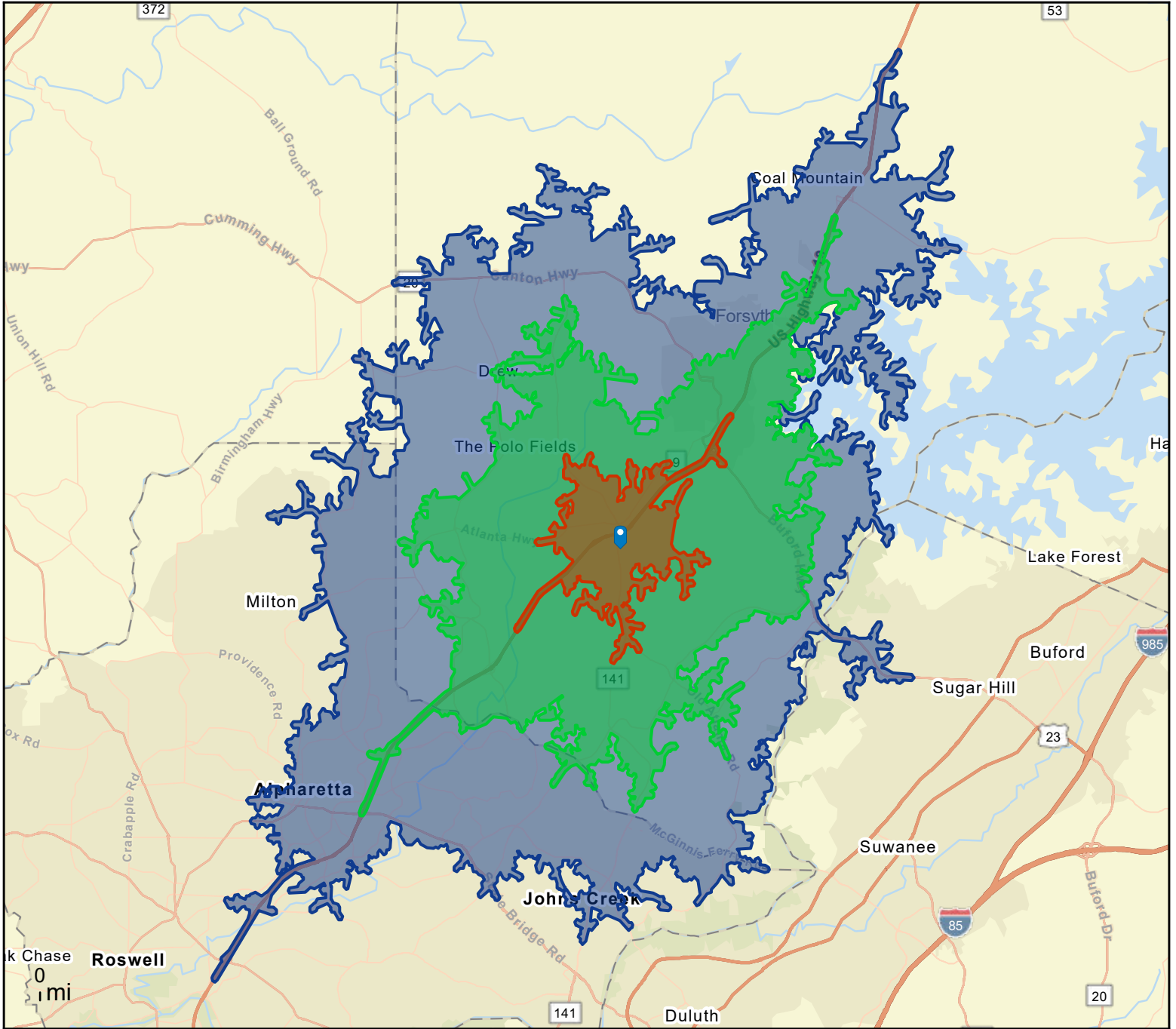


Brannon Crossing
405 Peachtree Pkwy, Cumming, Georgia, 30041
Drive time: 5, 10, 15 minute radii

Brannon Crossing
Latitude: 34.15290
Longitude: -84.17289





Market Profile

Brannon Crossing
 405 Peachtree Pkwy, Cumming, Georgia, 30041
 Drive time: 5, 10, 15 minute radii

Brannon Crossing
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	5 minutes	10 minutes	15 minutes
Population Summary			
2010 Total Population	5,203	60,649	196,811
2020 Total Population	8,429	96,763	272,641
2020 Group Quarters	15	738	1,613
2023 Total Population	9,106	106,067	290,462
2023 Group Quarters	15	739	1,612
2028 Total Population	9,873	115,220	307,006
2023-2028 Annual Rate	1.63%	1.67%	1.11%
2023 Total Daytime Population	13,513	120,388	341,554
Workers	8,860	66,012	196,885
Residents	4,653	54,376	144,669
Household Summary			
2010 Households	1,870	20,609	68,958
2010 Average Household Size	2.78	2.92	2.84
2020 Total Households	2,874	32,558	93,490
2020 Average Household Size	2.93	2.95	2.90
2023 Households	3,083	35,878	99,876
2023 Average Household Size	2.95	2.94	2.89
2028 Households	3,317	38,828	105,334
2028 Average Household Size	2.97	2.95	2.90
2023-2028 Annual Rate	1.47%	1.59%	1.07%
2010 Families	1,427	16,309	52,718
2010 Average Family Size	3.19	3.30	3.28
2023 Families	2,299	27,885	75,254
2023 Average Family Size	3.44	3.36	3.38
2028 Families	2,471	30,080	79,350
2028 Average Family Size	3.47	3.38	3.38
2023-2028 Annual Rate	1.45%	1.53%	1.07%
Housing Unit Summary			
2000 Housing Units	787	11,061	44,386
Owner Occupied Housing Units	84.6%	84.0%	77.2%
Renter Occupied Housing Units	10.5%	11.7%	17.8%
Vacant Housing Units	4.8%	4.3%	5.0%
2010 Housing Units	1,995	21,975	73,562
Owner Occupied Housing Units	79.4%	79.9%	72.6%
Renter Occupied Housing Units	14.3%	13.9%	21.2%
Vacant Housing Units	6.3%	6.2%	6.3%
2020 Housing Units	2,995	34,107	98,147
Owner Occupied Housing Units	74.6%	74.9%	70.6%
Renter Occupied Housing Units	21.4%	20.6%	24.7%
Vacant Housing Units	3.0%	4.4%	4.6%
2023 Housing Units	3,158	37,373	104,188
Owner Occupied Housing Units	80.8%	77.6%	74.6%
Renter Occupied Housing Units	16.8%	18.4%	21.3%
Vacant Housing Units	2.4%	4.0%	4.1%
2028 Housing Units	3,369	40,084	109,555
Owner Occupied Housing Units	80.3%	77.3%	74.9%
Renter Occupied Housing Units	18.2%	19.6%	21.2%
Vacant Housing Units	1.5%	3.1%	3.9%

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

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2023 Households by Income			
Household Income Base	3,083	35,878	99,876
<\$15,000	3.8%	3.0%	3.4%
\$15,000 - \$24,999	2.6%	2.6%	2.7%
\$25,000 - \$34,999	1.7%	2.4%	2.6%
\$35,000 - \$49,999	5.7%	4.9%	5.2%
\$50,000 - \$74,999	10.5%	10.4%	10.0%
\$75,000 - \$99,999	14.0%	12.3%	12.2%
\$100,000 - \$149,999	26.8%	21.4%	21.0%
\$150,000 - \$199,999	14.3%	17.7%	17.0%
\$200,000+	20.7%	25.4%	25.9%
Average Household Income	\$153,331	\$169,033	\$169,758
2028 Households by Income			
Household Income Base	3,317	38,828	105,334
<\$15,000	2.7%	2.3%	2.5%
\$15,000 - \$24,999	1.8%	1.8%	1.9%
\$25,000 - \$34,999	1.2%	1.8%	1.9%
\$35,000 - \$49,999	4.3%	3.8%	3.9%
\$50,000 - \$74,999	8.8%	8.8%	8.3%
\$75,000 - \$99,999	12.8%	11.4%	11.2%
\$100,000 - \$149,999	28.6%	21.8%	21.3%
\$150,000 - \$199,999	17.5%	20.8%	20.3%
\$200,000+	22.3%	27.5%	28.6%
Average Household Income	\$169,574	\$186,422	\$189,308
2023 Owner Occupied Housing Units by Value			
Total	2,553	28,987	77,734
<\$50,000	2.8%	1.2%	0.7%
\$50,000 - \$99,999	0.3%	0.4%	0.3%
\$100,000 - \$149,999	0.4%	0.5%	0.5%
\$150,000 - \$199,999	2.0%	1.1%	1.2%
\$200,000 - \$249,999	2.9%	1.5%	2.5%
\$250,000 - \$299,999	7.4%	4.3%	6.0%
\$300,000 - \$399,999	22.8%	20.4%	21.8%
\$400,000 - \$499,999	29.3%	30.3%	23.9%
\$500,000 - \$749,999	28.6%	34.7%	36.0%
\$750,000 - \$999,999	2.6%	3.9%	5.1%
\$1,000,000 - \$1,499,999	0.5%	0.5%	1.2%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.2%
\$2,000,000 +	0.3%	1.0%	0.6%
Average Home Value	\$459,612	\$508,324	\$510,535
2028 Owner Occupied Housing Units by Value			
Total	2,705	30,982	82,088
<\$50,000	2.4%	1.0%	0.5%
\$50,000 - \$99,999	0.2%	0.3%	0.3%
\$100,000 - \$149,999	0.3%	0.4%	0.4%
\$150,000 - \$199,999	1.6%	0.9%	1.0%
\$200,000 - \$249,999	2.5%	1.2%	1.9%
\$250,000 - \$299,999	6.3%	3.5%	4.7%
\$300,000 - \$399,999	22.0%	19.6%	20.9%
\$400,000 - \$499,999	28.9%	29.4%	23.2%
\$500,000 - \$749,999	32.0%	37.8%	39.5%
\$750,000 - \$999,999	2.9%	4.3%	5.5%
\$1,000,000 - \$1,499,999	0.5%	0.6%	1.2%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	0.3%	1.1%	0.7%
Average Home Value	\$474,279	\$521,800	\$526,441

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
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 Drive time: 5, 10, 15 minute radii

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	5 minutes	10 minutes	15 minutes
Median Household Income			
2023	\$116,191	\$129,161	\$128,362
2028	\$126,304	\$144,621	\$146,371
Median Home Value			
2023	\$438,852	\$467,887	\$470,942
2028	\$451,022	\$478,780	\$487,583
Per Capita Income			
2023	\$51,061	\$57,117	\$58,211
2028	\$56,105	\$62,775	\$64,775
Median Age			
2010	34.9	36.5	36.2
2020	37.1	38.1	38.4
2023	37.7	37.9	37.8
2028	37.0	37.6	37.9
2020 Population by Age			
Total	8,429	96,763	272,641
0 - 4	6.7%	5.9%	5.4%
5 - 9	8.8%	8.2%	7.6%
10 - 14	9.0%	9.2%	8.9%
15 - 24	12.1%	12.4%	13.3%
25 - 34	9.7%	9.2%	9.6%
35 - 44	18.4%	17.3%	16.0%
45 - 54	15.0%	15.8%	16.6%
55 - 64	9.3%	10.0%	11.3%
65 - 74	6.3%	6.7%	6.6%
75 - 84	3.8%	4.0%	3.5%
85 +	1.0%	1.3%	1.2%
18 +	70.3%	71.4%	72.6%
2023 Population by Age			
Total	9,106	106,068	290,461
0 - 4	7.1%	6.8%	6.4%
5 - 9	7.9%	8.3%	7.7%
10 - 14	8.1%	8.8%	8.5%
15 - 24	11.4%	11.6%	12.2%
25 - 34	11.2%	10.3%	11.1%
35 - 44	16.4%	15.9%	15.5%
45 - 54	13.8%	14.8%	15.2%
55 - 64	10.7%	11.1%	11.8%
65 - 74	8.2%	7.8%	7.4%
75 - 84	4.1%	3.6%	3.3%
85 +	1.1%	1.0%	0.9%
18 +	72.7%	71.5%	72.6%
2028 Population by Age			
Total	9,873	115,220	307,005
0 - 4	7.2%	7.0%	6.6%
5 - 9	7.7%	8.0%	7.4%
10 - 14	7.6%	8.2%	7.8%
15 - 24	11.4%	11.0%	11.4%
25 - 34	12.9%	11.8%	12.5%
35 - 44	15.2%	15.4%	14.9%
45 - 54	13.1%	13.7%	14.1%
55 - 64	10.1%	11.0%	11.8%
65 - 74	8.1%	8.1%	8.1%
75 - 84	5.1%	4.5%	4.3%
85 +	1.6%	1.2%	1.2%
18 +	73.5%	72.5%	73.9%
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.



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	5 minutes	10 minutes	15 minutes
Males	4,137	47,417	133,309
Females	4,292	49,346	139,332
2023 Population by Sex			
Males	4,515	52,709	143,614
Females	4,591	53,358	146,848
2028 Population by Sex			
Males	4,881	57,081	151,234
Females	4,992	58,139	155,772
2010 Population by Race/Ethnicity			
Total	5,203	60,650	196,810
White Alone	75.5%	81.3%	75.2%
Black Alone	4.7%	3.5%	6.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.9%	9.2%	12.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.4%	3.7%	3.4%
Two or More Races	2.2%	1.9%	2.1%
Hispanic Origin	15.5%	10.1%	9.2%
Diversity Index	56.6	45.0	51.1
2020 Population by Race/Ethnicity			
Total	8,429	96,763	272,641
White Alone	52.2%	56.4%	55.7%
Black Alone	4.5%	4.8%	7.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	28.6%	26.8%	24.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.8%	3.7%	3.9%
Two or More Races	8.3%	7.9%	8.2%
Hispanic Origin	12.1%	9.2%	9.6%
Diversity Index	71.1	66.7	68.3
2023 Population by Race/Ethnicity			
Total	9,106	106,068	290,462
White Alone	52.1%	56.8%	55.3%
Black Alone	4.2%	4.6%	7.0%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	28.2%	26.0%	24.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	4.1%	4.2%
Two or More Races	8.6%	8.1%	8.5%
Hispanic Origin	13.3%	10.3%	10.5%
Diversity Index	72.0	67.4	69.2
2028 Population by Race/Ethnicity			
Total	9,872	115,221	307,005
White Alone	52.0%	56.8%	54.4%
Black Alone	3.9%	4.3%	6.7%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	27.7%	25.3%	24.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.9%	4.6%	4.7%
Two or More Races	8.9%	8.5%	8.9%
Hispanic Origin	14.4%	11.4%	11.5%
Diversity Index	72.8	68.3	70.3

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

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	5 minutes	10 minutes	15 minutes
2020 Population by Relationship and Household Type			
Total	8,429	96,763	272,641
In Households	99.8%	99.2%	99.4%
Householder	33.6%	33.6%	34.2%
Opposite-Sex Spouse	22.1%	22.7%	22.3%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.1%	1.0%	1.1%
Same-Sex Unmarried Partner	0.0%	0.1%	0.1%
Biological Child	34.7%	34.1%	33.6%
Adopted Child	0.5%	0.5%	0.6%
Stepchild	0.7%	0.8%	0.8%
Grandchild	1.0%	0.9%	0.9%
Brother or Sister	0.7%	0.7%	0.7%
Parent	1.5%	1.4%	1.4%
Parent-in-law	0.6%	0.6%	0.6%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	1.0%	0.9%	0.9%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	1.9%	1.6%	1.8%
In Group Quarters	0.2%	0.8%	0.6%
Institutionalized	0.0%	0.6%	0.5%
Noninstitutionalized	0.2%	0.1%	0.1%
2023 Population 25+ by Educational Attainment			
Total	5,968	68,494	189,224
Less than 9th Grade	3.5%	2.0%	2.0%
9th - 12th Grade, No Diploma	2.1%	2.4%	2.2%
High School Graduate	11.2%	8.4%	8.6%
GED/Alternative Credential	3.8%	2.5%	1.8%
Some College, No Degree	10.8%	12.1%	11.9%
Associate Degree	7.3%	6.7%	6.5%
Bachelor's Degree	38.8%	40.8%	40.8%
Graduate/Professional Degree	22.5%	25.1%	26.3%
2023 Population 15+ by Marital Status			
Total	7,006	80,746	224,666
Never Married	21.9%	23.6%	24.5%
Married	64.1%	64.6%	64.2%
Widowed	4.9%	3.9%	3.4%
Divorced	9.1%	7.9%	8.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,694	53,892	152,499
Population 16+ Employed	96.3%	97.0%	96.8%
Population 16+ Unemployment rate	3.6%	3.0%	3.2%
Population 16-24 Employed	11.1%	11.5%	11.8%
Population 16-24 Unemployment rate	4.8%	4.9%	5.7%
Population 25-54 Employed	69.6%	68.3%	66.8%
Population 25-54 Unemployment rate	2.9%	2.6%	2.8%
Population 55-64 Employed	15.2%	16.1%	16.7%
Population 55-64 Unemployment rate	4.7%	2.8%	3.2%
Population 65+ Employed	4.2%	4.1%	4.7%
Population 65+ Unemployment rate	8.7%	3.7%	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.



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2023 Employed Population 16+ by Industry			
Total	4,522	52,295	147,593
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	3.3%	5.0%	4.4%
Manufacturing	8.1%	8.4%	8.9%
Wholesale Trade	1.6%	2.0%	2.5%
Retail Trade	9.2%	10.7%	10.0%
Transportation/Utilities	5.1%	5.2%	4.7%
Information	4.0%	5.2%	4.8%
Finance/Insurance/Real Estate	9.0%	9.1%	10.1%
Services	58.3%	52.6%	52.8%
Public Administration	1.3%	1.6%	1.6%
2023 Employed Population 16+ by Occupation			
Total	4,521	52,294	147,594
White Collar	75.2%	79.6%	81.2%
Management/Business/Financial	27.2%	28.2%	29.8%
Professional	32.3%	33.8%	32.9%
Sales	8.4%	10.5%	10.9%
Administrative Support	7.4%	7.1%	7.6%
Services	14.4%	10.1%	9.7%
Blue Collar	10.4%	10.3%	9.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.7%	2.3%	1.9%
Installation/Maintenance/Repair	1.5%	1.2%	1.2%
Production	1.2%	2.4%	1.9%
Transportation/Material Moving	5.9%	4.4%	4.0%
2020 Households by Type			
Total	2,874	32,558	93,490
Married Couple Households	65.8%	67.6%	65.5%
With Own Children <18	39.9%	39.7%	36.4%
Without Own Children <18	25.8%	28.0%	29.1%
Cohabiting Couple Households	3.5%	3.2%	3.4%
With Own Children <18	1.1%	1.0%	1.0%
Without Own Children <18	2.3%	2.3%	2.4%
Male Householder, No Spouse/Partner	11.2%	10.8%	11.9%
Living Alone	6.6%	6.6%	7.4%
65 Years and over	2.1%	1.7%	1.6%
With Own Children <18	1.8%	1.5%	1.5%
Without Own Children <18, With Relatives	1.8%	1.8%	1.9%
No Relatives Present	1.0%	1.0%	1.1%
Female Householder, No Spouse/Partner	19.5%	18.4%	19.3%
Living Alone	10.6%	10.2%	10.4%
65 Years and over	5.3%	5.4%	4.9%
With Own Children <18	4.3%	3.7%	4.1%
Without Own Children <18, With Relatives	4.1%	3.9%	4.2%
No Relatives Present	0.5%	0.5%	0.6%
2020 Households by Size			
Total	2,874	32,558	93,490
1 Person Household	17.2%	16.7%	17.8%
2 Person Household	25.3%	26.6%	27.5%
3 Person Household	19.6%	19.2%	19.0%
4 Person Household	25.7%	25.2%	23.6%
5 Person Household	7.4%	7.8%	7.9%
6 Person Household	3.3%	2.9%	2.9%
7 + Person Household	1.6%	1.5%	1.4%

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

April 22, 2024



Market Profile

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	5 minutes	10 minutes	15 minutes
2020 Households by Tenure and Mortgage Status			
Total	2,874	32,558	93,490
Owner Occupied	77.7%	78.4%	74.1%
Owned with a Mortgage/Loan	63.4%	64.6%	60.3%
Owned Free and Clear	14.3%	13.9%	13.8%
Renter Occupied	22.3%	21.6%	25.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	108	112	111
Percent of Income for Mortgage	22.7%	21.8%	22.0%
Wealth Index	153	173	173
2020 Housing Units By Urban/ Rural Status			
Total	2,995	34,107	98,147
Urban Housing Units	100.0%	100.0%	99.8%
Rural Housing Units	0.0%	0.0%	0.2%
2020 Population By Urban/ Rural Status			
Total	8,429	96,763	272,641
Urban Population	100.0%	100.0%	99.8%
Rural Population	0.0%	0.0%	0.2%

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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	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Up and Coming Families (7A)	Boomburbs (1C)	Boomburbs (1C)
2.	Enterprising Professionals (2D)	Up and Coming Families (7A)	Professional Pride (1B)
3.	Boomburbs (1C)	Professional Pride (1B)	Enterprising Professionals (2D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$9,667,362	\$121,905,226	\$342,343,562
Average Spent	\$3,135.70	\$3,397.77	\$3,427.69
Spending Potential Index	143	155	156
Education: Total \$	\$7,735,817	\$100,970,968	\$289,443,285
Average Spent	\$2,509.18	\$2,814.29	\$2,898.03
Spending Potential Index	140	157	162
Entertainment/Recreation: Total \$	\$16,506,897	\$212,477,891	\$589,118,987
Average Spent	\$5,354.17	\$5,922.23	\$5,898.50
Spending Potential Index	142	157	156
Food at Home: Total \$	\$28,571,268	\$359,928,077	\$1,010,989,819
Average Spent	\$9,267.36	\$10,032.00	\$10,122.45
Spending Potential Index	136	148	149
Food Away from Home: Total \$	\$16,716,459	\$210,846,387	\$588,219,721
Average Spent	\$5,422.14	\$5,876.76	\$5,889.50
Spending Potential Index	146	158	158
Health Care: Total \$	\$30,742,416	\$394,814,344	\$1,091,422,872
Average Spent	\$9,971.59	\$11,004.36	\$10,927.78
Spending Potential Index	136	150	149
HH Furnishings & Equipment: Total \$	\$13,130,527	\$167,175,096	\$466,394,104
Average Spent	\$4,259.01	\$4,659.54	\$4,669.73
Spending Potential Index	144	158	158
Personal Care Products & Services: Total \$	\$4,234,084	\$53,645,252	\$149,631,530
Average Spent	\$1,373.36	\$1,495.21	\$1,498.17
Spending Potential Index	144	156	157
Shelter: Total \$	\$108,752,573	\$1,375,564,031	\$3,858,170,507
Average Spent	\$35,274.92	\$38,340.04	\$38,629.61
Spending Potential Index	142	155	156
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,013,400	\$182,786,987	\$498,468,067
Average Spent	\$4,545.38	\$5,094.68	\$4,990.87
Spending Potential Index	145	163	160
Travel: Total \$	\$10,277,608	\$133,301,566	\$371,060,283
Average Spent	\$3,333.64	\$3,715.41	\$3,715.21
Spending Potential Index	148	165	165
Vehicle Maintenance & Repairs: Total \$	\$5,658,867	\$71,763,511	\$198,119,819
Average Spent	\$1,835.51	\$2,000.21	\$1,983.66
Spending Potential Index	140	153	151

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
Drive time: 5, 10, 15 minute radii

Brannon Crossing
Latitude: 34.15290
Longitude: -84.17289

	5 minutes	10 minutes	15 minutes
Population			
2010 Population	5,203	60,649	196,811
2020 Population	8,429	96,763	272,641
2023 Population	9,106	106,067	290,462
2028 Population	9,873	115,220	307,006
2010-2020 Annual Rate	4.94%	4.78%	3.31%
2020-2023 Annual Rate	2.41%	2.87%	1.97%
2023-2028 Annual Rate	1.63%	1.67%	1.11%
2020 Male Population	49.1%	49.0%	48.9%
2020 Female Population	50.9%	51.0%	51.1%
2020 Median Age	37.1	38.1	38.4
2023 Male Population	49.6%	49.7%	49.4%
2023 Female Population	50.4%	50.3%	50.6%
2023 Median Age	37.7	37.9	37.8

In the identified area, the current year population is 290,462. In 2020, the Census count in the area was 272,641. The rate of change since 2020 was 1.97% annually. The five-year projection for the population in the area is 307,006 representing a change of 1.11% annually from 2023 to 2028. Currently, the population is 49.4% male and 50.6% 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	52.1%	56.8%	55.3%
2023 Black Alone	4.2%	4.6%	7.0%
2023 American Indian/Alaska Native Alone	0.5%	0.4%	0.4%
2023 Asian Alone	28.2%	26.0%	24.6%
2023 Pacific Islander Alone	0.0%	0.0%	0.0%
2023 Other Race	6.4%	4.1%	4.2%
2023 Two or More Races	8.6%	8.1%	8.5%
2023 Hispanic Origin (Any Race)	13.3%	10.3%	10.5%

Persons of Hispanic origin represent 10.5% 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 69.2 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	153	173	173
2010 Households	1,870	20,609	68,958
2020 Households	2,874	32,558	93,490
2023 Households	3,083	35,878	99,876
2028 Households	3,317	38,828	105,334
2010-2020 Annual Rate	4.39%	4.68%	3.09%
2020-2023 Annual Rate	2.18%	3.03%	2.05%
2023-2028 Annual Rate	1.47%	1.59%	1.07%
2023 Average Household Size	2.95	2.94	2.89

The household count in this area has changed from 93,490 in 2020 to 99,876 in the current year, a change of 2.05% annually. The five-year projection of households is 105,334, a change of 1.07% annually from the current year total. Average household size is currently 2.89, compared to 2.90 in the year 2020. The number of families in the current year is 75,254 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.



Executive Summary

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	5 minutes	10 minutes	15 minutes
Mortgage Income			
2023 Percent of Income for Mortgage	22.7%	21.8%	22.0%
Median Household Income			
2023 Median Household Income	\$116,191	\$129,161	\$128,362
2028 Median Household Income	\$126,304	\$144,621	\$146,371
2023-2028 Annual Rate	1.68%	2.29%	2.66%
Average Household Income			
2023 Average Household Income	\$153,331	\$169,033	\$169,758
2028 Average Household Income	\$169,574	\$186,422	\$189,308
2023-2028 Annual Rate	2.03%	1.98%	2.20%
Per Capita Income			
2023 Per Capita Income	\$51,061	\$57,117	\$58,211
2028 Per Capita Income	\$56,105	\$62,775	\$64,775
2023-2028 Annual Rate	1.90%	1.91%	2.16%
GINI Index			
2023 Gini Index	31.2	30.7	31.2

Households by Income

Current median household income is \$128,362 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$146,371 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$169,758 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$189,308 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$58,211 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$64,775 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	108	112	111
2010 Total Housing Units	1,995	21,975	73,562
2010 Owner Occupied Housing Units	1,585	17,561	53,388
2010 Renter Occupied Housing Units	285	3,047	15,567
2010 Vacant Housing Units	125	1,366	4,604
2020 Total Housing Units	2,995	34,107	98,147
2020 Owner Occupied Housing Units	2,233	25,538	69,265
2020 Renter Occupied Housing Units	641	7,020	24,225
2020 Vacant Housing Units	89	1,516	4,505
2023 Total Housing Units	3,158	37,373	104,188
2023 Owner Occupied Housing Units	2,553	28,987	77,734
2023 Renter Occupied Housing Units	530	6,891	22,142
2023 Vacant Housing Units	75	1,495	4,312
2028 Total Housing Units	3,369	40,084	109,555
2028 Owner Occupied Housing Units	2,705	30,982	82,088
2028 Renter Occupied Housing Units	612	7,846	23,246
2028 Vacant Housing Units	52	1,256	4,221

Socioeconomic Status Index

2023 Socioeconomic Status Index	60.2	63.6	61.5
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Currently, 74.6% of the 104,188 housing units in the area are owner occupied; 21.3%, renter occupied; and 4.1% 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 98,147 housing units in the area and 4.6% vacant housing units. The annual rate of change in housing units since 2020 is 1.85%. Median home value in the area is \$470,942, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.70% annually to \$487,583.

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.