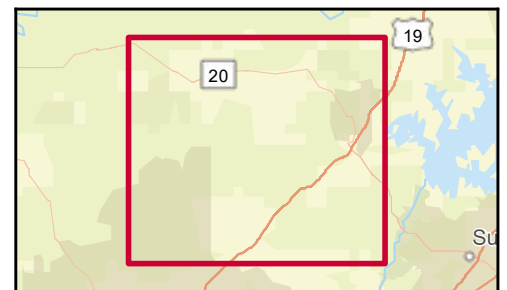
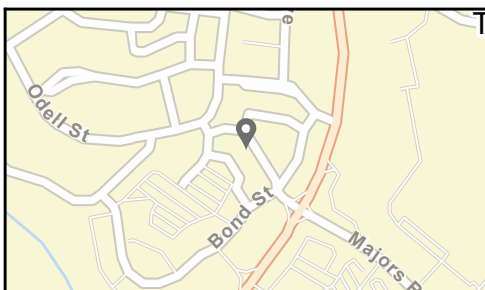
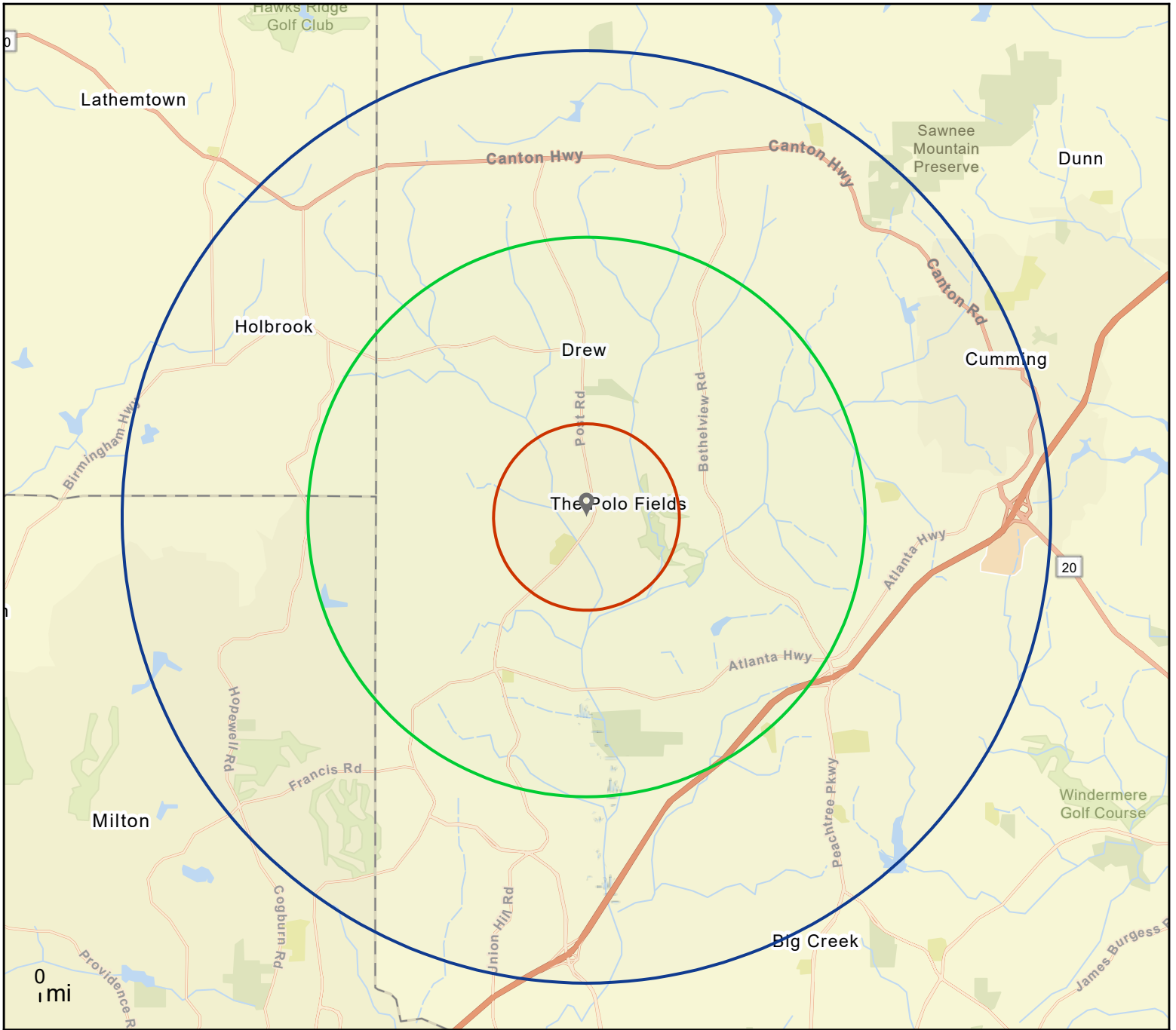


5855 S Vickery St, Cumming, Georgia, 30040
Rings: 1, 3, 5 mile radii

Vickery Village
Latitude: 34.18277
Longitude: -84.21924





Executive Summary

5855 S Vickery St, Cumming, Georgia, 30040
Rings: 1, 3, 5 mile radii

Vickery Village
Latitude: 34.18277
Longitude: -84.21924

	1 mile	3 miles	5 miles
Population			
2010 Population	3,758	29,445	67,169
2020 Population	6,330	46,585	105,460
2023 Population	6,655	50,230	114,522
2028 Population	7,062	53,427	122,720
2010-2020 Annual Rate	5.35%	4.69%	4.61%
2020-2023 Annual Rate	1.55%	2.35%	2.57%
2023-2028 Annual Rate	1.19%	1.24%	1.39%
2020 Male Population	48.7%	49.1%	49.1%
2020 Female Population	51.3%	50.9%	50.9%
2020 Median Age	40.3	38.1	38.1
2023 Male Population	49.8%	49.8%	49.8%
2023 Female Population	50.2%	50.2%	50.2%
2023 Median Age	41.7	37.7	37.7

In the identified area, the current year population is 114,522. In 2020, the Census count in the area was 105,460. The rate of change since 2020 was 2.57% annually. The five-year projection for the population in the area is 122,720 representing a change of 1.39% annually from 2023 to 2028. Currently, the population is 49.8% male and 50.2% female.

Median Age

The median age in this area is 37.7, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	73.8%	66.1%	62.4%
2023 Black Alone	3.4%	4.5%	5.0%
2023 American Indian/Alaska Native Alone	0.2%	0.3%	0.5%
2023 Asian Alone	13.7%	16.7%	18.3%
2023 Pacific Islander Alone	0.0%	0.0%	0.0%
2023 Other Race	1.9%	3.7%	4.8%
2023 Two or More Races	6.9%	8.7%	9.0%
2023 Hispanic Origin (Any Race)	6.4%	9.9%	11.7%

Persons of Hispanic origin represent 11.7% 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 65.4 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	228	191	181
2010 Households	1,324	9,948	22,637
2020 Households	2,162	15,114	34,733
2023 Households	2,282	16,227	37,621
2028 Households	2,412	17,183	40,196
2010-2020 Annual Rate	5.03%	4.27%	4.37%
2020-2023 Annual Rate	1.68%	2.21%	2.49%
2023-2028 Annual Rate	1.11%	1.15%	1.33%
2023 Average Household Size	2.92	3.09	3.02

The household count in this area has changed from 34,733 in 2020 to 37,621 in the current year, a change of 2.49% annually. The five-year projection of households is 40,196, a change of 1.33% annually from the current year total. Average household size is currently 3.02, compared to 3.02 in the year 2020. The number of families in the current year is 29,186 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

5855 S Vickery St, Cumming, Georgia, 30040
Rings: 1, 3, 5 mile radii

Vickery Village
Latitude: 34.18277
Longitude: -84.21924

	1 mile	3 miles	5 miles
Mortgage Income			
2023 Percent of Income for Mortgage	20.5%	20.5%	21.7%
Median Household Income			
2023 Median Household Income	\$146,927	\$134,601	\$130,060
2028 Median Household Income	\$156,300	\$148,842	\$145,544
2023-2028 Annual Rate	1.24%	2.03%	2.28%
Average Household Income			
2023 Average Household Income	\$202,399	\$176,458	\$171,224
2028 Average Household Income	\$217,898	\$193,414	\$188,763
2023-2028 Annual Rate	1.49%	1.85%	1.97%
Per Capita Income			
2023 Per Capita Income	\$66,986	\$57,321	\$56,755
2028 Per Capita Income	\$71,767	\$62,551	\$62,405
2023-2028 Annual Rate	1.39%	1.76%	1.92%
GINI Index			
2023 Gini Index	27.3	28.5	30.6

Households by Income

Current median household income is \$130,060 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$145,544 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$171,224 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$188,763 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$56,755 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$62,405 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	121	120	113
2010 Total Housing Units	1,391	10,436	23,897
2010 Owner Occupied Housing Units	1,238	8,905	19,505
2010 Renter Occupied Housing Units	86	1,044	3,133
2010 Vacant Housing Units	67	488	1,260
2020 Total Housing Units	2,209	15,463	35,792
2020 Owner Occupied Housing Units	2,016	13,402	28,621
2020 Renter Occupied Housing Units	146	1,712	6,112
2020 Vacant Housing Units	42	374	1,166
2023 Total Housing Units	2,306	16,447	38,488
2023 Owner Occupied Housing Units	2,180	14,926	32,054
2023 Renter Occupied Housing Units	102	1,301	5,567
2023 Vacant Housing Units	24	220	867
2028 Total Housing Units	2,422	17,298	40,842
2028 Owner Occupied Housing Units	2,308	15,871	34,216
2028 Renter Occupied Housing Units	104	1,312	5,980
2028 Vacant Housing Units	10	115	646

Socioeconomic Status Index

2023 Socioeconomic Status Index	70.1	64.1	61.3
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Currently, 83.3% of the 38,488 housing units in the area are owner occupied; 14.5%, renter occupied; and 2.3% 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 35,792 housing units in the area and 3.3% vacant housing units. The annual rate of change in housing units since 2020 is 2.26%. Median home value in the area is \$469,756, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.49% annually to \$481,470.

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.



Market Profile

5855 S Vickery St, Cumming, Georgia, 30040
Rings: 1, 3, 5 mile radii

Vickery Village
Latitude: 34.18277
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	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	3,758	29,445	67,169
2020 Total Population	6,330	46,585	105,460
2020 Group Quarters	0	43	735
2023 Total Population	6,655	50,230	114,522
2023 Group Quarters	0	41	731
2028 Total Population	7,062	53,427	122,720
2023-2028 Annual Rate	1.19%	1.24%	1.39%
2023 Total Daytime Population	5,364	39,409	115,356
Workers	1,854	13,335	57,342
Residents	3,510	26,074	58,014
Household Summary			
2010 Households	1,324	9,948	22,637
2010 Average Household Size	2.84	2.96	2.94
2020 Total Households	2,162	15,114	34,733
2020 Average Household Size	2.93	3.08	3.02
2023 Households	2,282	16,227	37,621
2023 Average Household Size	2.92	3.09	3.02
2028 Households	2,412	17,183	40,196
2028 Average Household Size	2.93	3.11	3.03
2023-2028 Annual Rate	1.11%	1.15%	1.33%
2010 Families	1,132	8,135	17,991
2010 Average Family Size	3.09	3.28	3.30
2023 Families	1,905	13,005	29,186
2023 Average Family Size	3.22	3.47	3.46
2028 Families	2,009	13,751	31,118
2028 Average Family Size	3.24	3.49	3.47
2023-2028 Annual Rate	1.07%	1.12%	1.29%
Housing Unit Summary			
2000 Housing Units	883	5,159	12,536
Owner Occupied Housing Units	91.7%	88.6%	83.3%
Renter Occupied Housing Units	5.7%	8.4%	13.5%
Vacant Housing Units	2.6%	3.0%	3.2%
2010 Housing Units	1,391	10,436	23,897
Owner Occupied Housing Units	89.0%	85.3%	81.6%
Renter Occupied Housing Units	6.2%	10.0%	13.1%
Vacant Housing Units	4.8%	4.7%	5.3%
2020 Housing Units	2,209	15,463	35,792
Owner Occupied Housing Units	91.3%	86.7%	80.0%
Renter Occupied Housing Units	6.6%	11.1%	17.1%
Vacant Housing Units	1.9%	2.4%	3.3%
2023 Housing Units	2,306	16,447	38,488
Owner Occupied Housing Units	94.5%	90.8%	83.3%
Renter Occupied Housing Units	4.4%	7.9%	14.5%
Vacant Housing Units	1.0%	1.3%	2.3%
2028 Housing Units	2,422	17,298	40,842
Owner Occupied Housing Units	95.3%	91.8%	83.8%
Renter Occupied Housing Units	4.3%	7.6%	14.6%
Vacant Housing Units	0.4%	0.7%	1.6%

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

5855 S Vickery St, Cumming, Georgia, 30040
 Rings: 1, 3, 5 mile radii

Vickery Village
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	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	2,282	16,227	37,621
<\$15,000	2.6%	2.0%	2.9%
\$15,000 - \$24,999	0.5%	2.2%	3.0%
\$25,000 - \$34,999	2.3%	1.8%	2.2%
\$35,000 - \$49,999	3.5%	4.5%	4.8%
\$50,000 - \$74,999	8.2%	8.9%	10.2%
\$75,000 - \$99,999	10.0%	11.5%	11.7%
\$100,000 - \$149,999	24.0%	24.7%	22.0%
\$150,000 - \$199,999	16.2%	18.5%	17.2%
\$200,000+	32.8%	26.0%	26.1%
Average Household Income	\$202,399	\$176,458	\$171,224
2028 Households by Income			
Household Income Base	2,412	17,183	40,196
<\$15,000	2.0%	1.5%	2.2%
\$15,000 - \$24,999	0.3%	1.5%	2.1%
\$25,000 - \$34,999	1.8%	1.3%	1.6%
\$35,000 - \$49,999	2.7%	3.3%	3.7%
\$50,000 - \$74,999	6.6%	7.0%	8.4%
\$75,000 - \$99,999	9.2%	10.4%	10.7%
\$100,000 - \$149,999	24.0%	25.4%	22.7%
\$150,000 - \$199,999	19.0%	21.8%	20.5%
\$200,000+	34.2%	27.8%	28.1%
Average Household Income	\$217,898	\$193,414	\$188,763
2023 Owner Occupied Housing Units by Value			
Total	2,180	14,926	32,054
<\$50,000	0.4%	1.6%	1.1%
\$50,000 - \$99,999	0.2%	0.2%	0.4%
\$100,000 - \$149,999	0.0%	0.2%	0.3%
\$150,000 - \$199,999	0.2%	0.8%	0.9%
\$200,000 - \$249,999	0.6%	1.5%	1.7%
\$250,000 - \$299,999	2.4%	5.2%	4.7%
\$300,000 - \$399,999	18.0%	23.2%	21.6%
\$400,000 - \$499,999	28.2%	28.7%	27.5%
\$500,000 - \$749,999	44.8%	33.2%	32.6%
\$750,000 - \$999,999	4.1%	3.8%	6.1%
\$1,000,000 - \$1,499,999	1.1%	1.2%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.2%	0.8%
Average Home Value	\$528,222	\$492,845	\$522,223
2028 Owner Occupied Housing Units by Value			
Total	2,308	15,871	34,216
<\$50,000	0.3%	1.3%	0.9%
\$50,000 - \$99,999	0.1%	0.2%	0.3%
\$100,000 - \$149,999	0.0%	0.1%	0.2%
\$150,000 - \$199,999	0.2%	0.6%	0.7%
\$200,000 - \$249,999	0.5%	1.2%	1.4%
\$250,000 - \$299,999	1.9%	4.3%	3.9%
\$300,000 - \$399,999	17.0%	22.4%	20.8%
\$400,000 - \$499,999	27.5%	28.1%	26.8%
\$500,000 - \$749,999	46.9%	36.0%	35.3%
\$750,000 - \$999,999	4.2%	4.1%	6.6%
\$1,000,000 - \$1,499,999	1.2%	1.3%	2.1%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.2%	0.9%
Average Home Value	\$536,307	\$505,179	\$536,772

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

5855 S Vickery St, Cumming, Georgia, 30040
Rings: 1, 3, 5 mile radii

Vickery Village
Latitude: 34.18277
Longitude: -84.21924

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$146,927	\$134,601	\$130,060
2028	\$156,300	\$148,842	\$145,544
Median Home Value			
2023	\$500,000	\$459,998	\$469,756
2028	\$512,927	\$470,565	\$481,470
Per Capita Income			
2023	\$66,986	\$57,321	\$56,755
2028	\$71,767	\$62,551	\$62,405
Median Age			
2010	40.8	36.4	36.4
2020	40.3	38.1	38.1
2023	41.7	37.7	37.7
2028	42.3	37.9	37.6
2020 Population by Age			
Total	6,330	46,585	105,460
0 - 4	6.0%	6.6%	6.3%
5 - 9	8.2%	8.4%	8.1%
10 - 14	8.6%	9.1%	8.8%
15 - 24	12.3%	12.1%	12.3%
25 - 34	6.7%	8.7%	9.4%
35 - 44	15.4%	16.6%	16.6%
45 - 54	15.7%	15.9%	15.6%
55 - 64	11.7%	10.7%	10.8%
65 - 74	9.7%	7.3%	7.1%
75 - 84	4.8%	3.6%	3.8%
85 +	0.9%	0.9%	1.1%
18 +	72.0%	70.6%	71.6%
2023 Population by Age			
Total	6,655	50,229	114,521
0 - 4	5.2%	7.0%	6.9%
5 - 9	7.5%	8.4%	8.1%
10 - 14	8.9%	8.8%	8.5%
15 - 24	12.7%	11.4%	11.6%
25 - 34	7.8%	10.2%	11.0%
35 - 44	12.8%	16.2%	15.5%
45 - 54	16.7%	14.8%	14.5%
55 - 64	14.2%	11.4%	11.6%
65 - 74	9.7%	7.7%	7.9%
75 - 84	3.9%	3.3%	3.6%
85 +	0.8%	0.7%	1.0%
18 +	73.0%	71.3%	72.1%
2028 Population by Age			
Total	7,062	53,425	122,720
0 - 4	5.3%	7.1%	7.0%
5 - 9	7.1%	8.1%	7.8%
10 - 14	8.0%	8.1%	7.9%
15 - 24	11.3%	10.9%	11.1%
25 - 34	9.6%	11.4%	12.0%
35 - 44	12.2%	15.7%	15.2%
45 - 54	14.7%	13.8%	13.4%
55 - 64	15.0%	11.6%	11.4%
65 - 74	10.5%	8.2%	8.3%
75 - 84	5.2%	4.2%	4.5%
85 +	1.0%	0.9%	1.2%
18 +	74.9%	72.4%	72.9%
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.



Market Profile

5855 S Vickery St, Cumming, Georgia, 30040
Rings: 1, 3, 5 mile radii

Vickery Village
Latitude: 34.18277
Longitude: -84.21924

	1 mile	3 miles	5 miles
Males	3,080	22,868	51,796
Females	3,250	23,717	53,664
2023 Population by Sex			
Males	3,313	25,038	56,982
Females	3,342	25,192	57,540
2028 Population by Sex			
Males	3,511	26,612	60,924
Females	3,551	26,816	61,797
2010 Population by Race/Ethnicity			
Total	3,757	29,446	67,169
White Alone	94.4%	84.7%	82.9%
Black Alone	1.1%	3.1%	3.8%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	1.9%	6.6%	6.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.1%	3.5%	4.7%
Two or More Races	1.3%	1.9%	1.8%
Hispanic Origin	4.7%	9.3%	11.2%
Diversity Index	18.8	39.8	44.4
2020 Population by Race/Ethnicity			
Total	6,330	46,585	105,460
White Alone	73.8%	66.0%	62.4%
Black Alone	3.6%	4.8%	5.3%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	13.9%	17.0%	18.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	3.4%	4.4%
Two or More Races	6.8%	8.4%	8.7%
Hispanic Origin	5.8%	8.9%	10.7%
Diversity Index	49.2	60.2	64.6
2023 Population by Race/Ethnicity			
Total	6,656	50,230	114,522
White Alone	73.8%	66.1%	62.4%
Black Alone	3.4%	4.5%	5.0%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	13.7%	16.7%	18.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	3.7%	4.8%
Two or More Races	6.9%	8.7%	9.0%
Hispanic Origin	6.4%	9.9%	11.7%
Diversity Index	49.9	61.0	65.4
2028 Population by Race/Ethnicity			
Total	7,061	53,428	122,722
White Alone	74.0%	66.0%	62.1%
Black Alone	3.3%	4.3%	4.7%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	13.2%	16.2%	17.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	4.1%	5.3%
Two or More Races	7.2%	9.0%	9.4%
Hispanic Origin	7.1%	10.9%	12.8%
Diversity Index	50.4	61.8	66.5

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

5855 S Vickery St, Cumming, Georgia, 30040
Rings: 1, 3, 5 mile radii

Vickery Village
Latitude: 34.18277
Longitude: -84.21924

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	6,330	46,585	105,460
In Households	100.0%	99.9%	99.3%
Householder	33.2%	32.5%	33.3%
Opposite-Sex Spouse	25.7%	23.8%	22.8%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	0.7%	0.9%	1.0%
Same-Sex Unmarried Partner	0.0%	0.1%	0.1%
Biological Child	33.7%	34.9%	33.7%
Adopted Child	0.8%	0.7%	0.7%
Stepchild	1.1%	1.0%	0.9%
Grandchild	1.1%	1.0%	1.0%
Brother or Sister	0.3%	0.6%	0.7%
Parent	1.1%	1.3%	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	0.5%	0.9%	0.9%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	1.0%	1.3%	1.8%
In Group Quarters	0.0%	0.1%	0.7%
Institutionalized	0.0%	0.1%	0.6%
Noninstitutionalized	0.0%	0.0%	0.1%
2023 Population 25+ by Educational Attainment			
Total	4,374	32,354	74,454
Less than 9th Grade	0.2%	2.5%	2.6%
9th - 12th Grade, No Diploma	2.1%	2.5%	2.9%
High School Graduate	7.1%	9.0%	10.1%
GED/Alternative Credential	0.2%	2.4%	2.3%
Some College, No Degree	12.9%	12.1%	11.8%
Associate Degree	7.0%	6.6%	6.5%
Bachelor's Degree	49.1%	43.3%	40.7%
Graduate/Professional Degree	21.5%	21.6%	23.2%
2023 Population 15+ by Marital Status			
Total	5,220	38,094	87,696
Never Married	17.1%	20.3%	21.8%
Married	74.1%	68.8%	66.1%
Widowed	2.3%	3.0%	3.7%
Divorced	6.5%	8.0%	8.3%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,283	25,446	58,976
Population 16+ Employed	96.6%	96.2%	96.9%
Population 16+ Unemployment rate	3.4%	3.8%	3.1%
Population 16-24 Employed	13.2%	11.3%	11.6%
Population 16-24 Unemployment rate	3.7%	6.0%	4.7%
Population 25-54 Employed	61.1%	67.5%	66.9%
Population 25-54 Unemployment rate	3.2%	3.5%	2.9%
Population 55-64 Employed	20.1%	17.2%	17.0%
Population 55-64 Unemployment rate	4.2%	3.3%	2.8%
Population 65+ Employed	5.6%	4.0%	4.5%
Population 65+ Unemployment rate	0.6%	4.1%	2.4%

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

May 23, 2024



Market Profile

5855 S Vickery St, Cumming, Georgia, 30040
Rings: 1, 3, 5 mile radii

Vickery Village
Latitude: 34.18277
Longitude: -84.21924

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	3,173	24,483	57,151
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	5.1%	5.8%	5.6%
Manufacturing	12.5%	8.8%	8.8%
Wholesale Trade	1.4%	2.0%	2.3%
Retail Trade	6.3%	8.3%	10.1%
Transportation/Utilities	5.4%	4.8%	4.9%
Information	4.3%	3.8%	4.0%
Finance/Insurance/Real Estate	12.1%	11.8%	10.6%
Services	51.3%	52.8%	51.8%
Public Administration	1.1%	1.7%	1.7%
2023 Employed Population 16+ by Occupation			
Total	3,173	24,483	57,151
White Collar	79.8%	77.9%	77.8%
Management/Business/Financial	34.1%	30.2%	29.0%
Professional	28.9%	29.9%	29.9%
Sales	10.4%	11.0%	11.7%
Administrative Support	6.4%	6.7%	7.3%
Services	10.9%	11.4%	11.4%
Blue Collar	9.3%	10.7%	10.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.6%	3.3%	2.9%
Installation/Maintenance/Repair	1.8%	1.4%	1.4%
Production	2.0%	2.3%	2.4%
Transportation/Material Moving	3.9%	3.7%	4.1%
2020 Households by Type			
Total	2,162	15,114	34,733
Married Couple Households	77.8%	73.5%	69.1%
With Own Children <18	39.3%	40.9%	38.3%
Without Own Children <18	38.6%	32.5%	30.8%
Cohabiting Couple Households	2.4%	3.0%	3.3%
With Own Children <18	0.7%	1.0%	1.1%
Without Own Children <18	1.6%	1.9%	2.2%
Male Householder, No Spouse/Partner	6.6%	8.6%	10.2%
Living Alone	3.5%	4.9%	6.0%
65 Years and over	1.1%	1.4%	1.6%
With Own Children <18	1.2%	1.5%	1.5%
Without Own Children <18, With Relatives	1.5%	1.6%	1.8%
No Relatives Present	0.4%	0.6%	0.9%
Female Householder, No Spouse/Partner	13.2%	15.0%	17.5%
Living Alone	6.9%	7.5%	9.2%
65 Years and over	3.7%	3.9%	4.9%
With Own Children <18	3.2%	3.6%	3.7%
Without Own Children <18, With Relatives	3.0%	3.5%	3.9%
No Relatives Present	0.1%	0.3%	0.5%
2020 Households by Size			
Total	2,162	15,114	34,733
1 Person Household	10.4%	12.5%	15.2%
2 Person Household	33.1%	28.8%	28.5%
3 Person Household	18.2%	19.4%	19.3%
4 Person Household	24.7%	25.3%	23.9%
5 Person Household	9.5%	9.5%	8.5%
6 Person Household	2.9%	3.2%	3.0%
7 + Person Household	1.1%	1.3%	1.5%

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

May 23, 2024



Market Profile

5855 S Vickery St, Cumming, Georgia, 30040
 Rings: 1, 3, 5 mile radii

Vickery Village
 Latitude: 34.18277
 Longitude: -84.21924

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	2,162	15,114	34,733
Owner Occupied	93.2%	88.7%	82.4%
Owned with a Mortgage/Loan	76.2%	74.1%	67.6%
Owned Free and Clear	17.1%	14.6%	14.8%
Renter Occupied	6.8%	11.3%	17.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	121	120	113
Percent of Income for Mortgage	20.5%	20.5%	21.7%
Wealth Index	228	191	181
2020 Housing Units By Urban/ Rural Status			
Total	2,209	15,463	35,792
Urban Housing Units	100.0%	99.3%	98.1%
Rural Housing Units	0.0%	0.7%	1.9%
2020 Population By Urban/ Rural Status			
Total	6,330	46,585	105,460
Urban Population	100.0%	99.3%	98.2%
Rural Population	0.0%	0.7%	1.8%

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.



Market Profile

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Rings: 1, 3, 5 mile radii

Vickery Village
Latitude: 34.18277
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Professional Pride (1B)	Boomburbs (1C)	Boomburbs (1C)
2.	Boomburbs (1C)	Professional Pride (1B)	Professional Pride (1B)
3.	Top Tier (1A)	Up and Coming Families (7A)	Up and Coming Families (7A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$9,101,716	\$57,529,329	\$129,814,244
Average Spent	\$3,988.48	\$3,545.28	\$3,450.58
Spending Potential Index	181	161	157
Education: Total \$	\$8,730,999	\$48,939,197	\$107,807,020
Average Spent	\$3,826.03	\$3,015.91	\$2,865.61
Spending Potential Index	213	168	160
Entertainment/Recreation: Total \$	\$15,855,688	\$99,693,424	\$225,455,909
Average Spent	\$6,948.15	\$6,143.68	\$5,992.82
Spending Potential Index	184	162	158
Food at Home: Total \$	\$26,632,102	\$168,399,407	\$383,514,683
Average Spent	\$11,670.51	\$10,377.73	\$10,194.17
Spending Potential Index	172	153	150
Food Away from Home: Total \$	\$15,420,363	\$99,187,682	\$223,605,681
Average Spent	\$6,757.39	\$6,112.51	\$5,943.64
Spending Potential Index	181	164	160
Health Care: Total \$	\$29,090,077	\$183,772,021	\$421,683,808
Average Spent	\$12,747.62	\$11,325.08	\$11,208.73
Spending Potential Index	173	154	152
HH Furnishings & Equipment: Total \$	\$12,562,599	\$78,860,258	\$177,918,477
Average Spent	\$5,505.08	\$4,859.82	\$4,729.23
Spending Potential Index	186	164	160
Personal Care Products & Services: Total \$	\$3,974,922	\$25,144,841	\$56,915,909
Average Spent	\$1,741.86	\$1,549.57	\$1,512.88
Spending Potential Index	182	162	158
Shelter: Total \$	\$102,903,245	\$645,809,412	\$1,456,266,662
Average Spent	\$45,093.45	\$39,798.45	\$38,708.88
Spending Potential Index	182	161	156
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,979,315	\$85,931,387	\$194,058,048
Average Spent	\$6,125.90	\$5,295.58	\$5,158.24
Spending Potential Index	196	169	165
Travel: Total \$	\$10,189,642	\$63,105,479	\$141,209,338
Average Spent	\$4,465.22	\$3,888.92	\$3,753.47
Spending Potential Index	198	173	167
Vehicle Maintenance & Repairs: Total \$	\$5,118,820	\$33,386,412	\$76,291,779
Average Spent	\$2,243.13	\$2,057.46	\$2,027.90
Spending Potential Index	171	157	155

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.

May 23, 2024