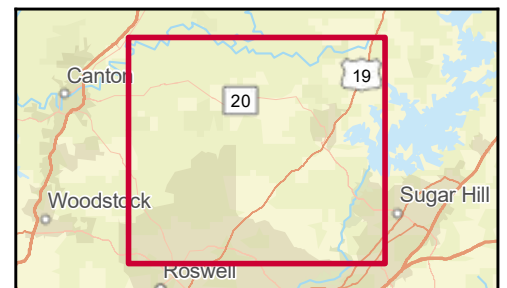
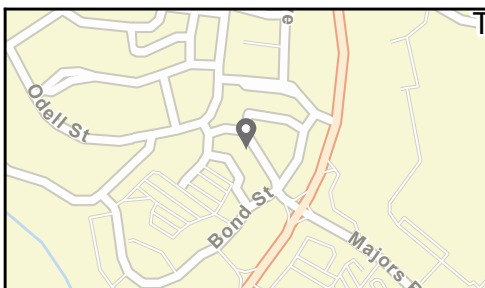
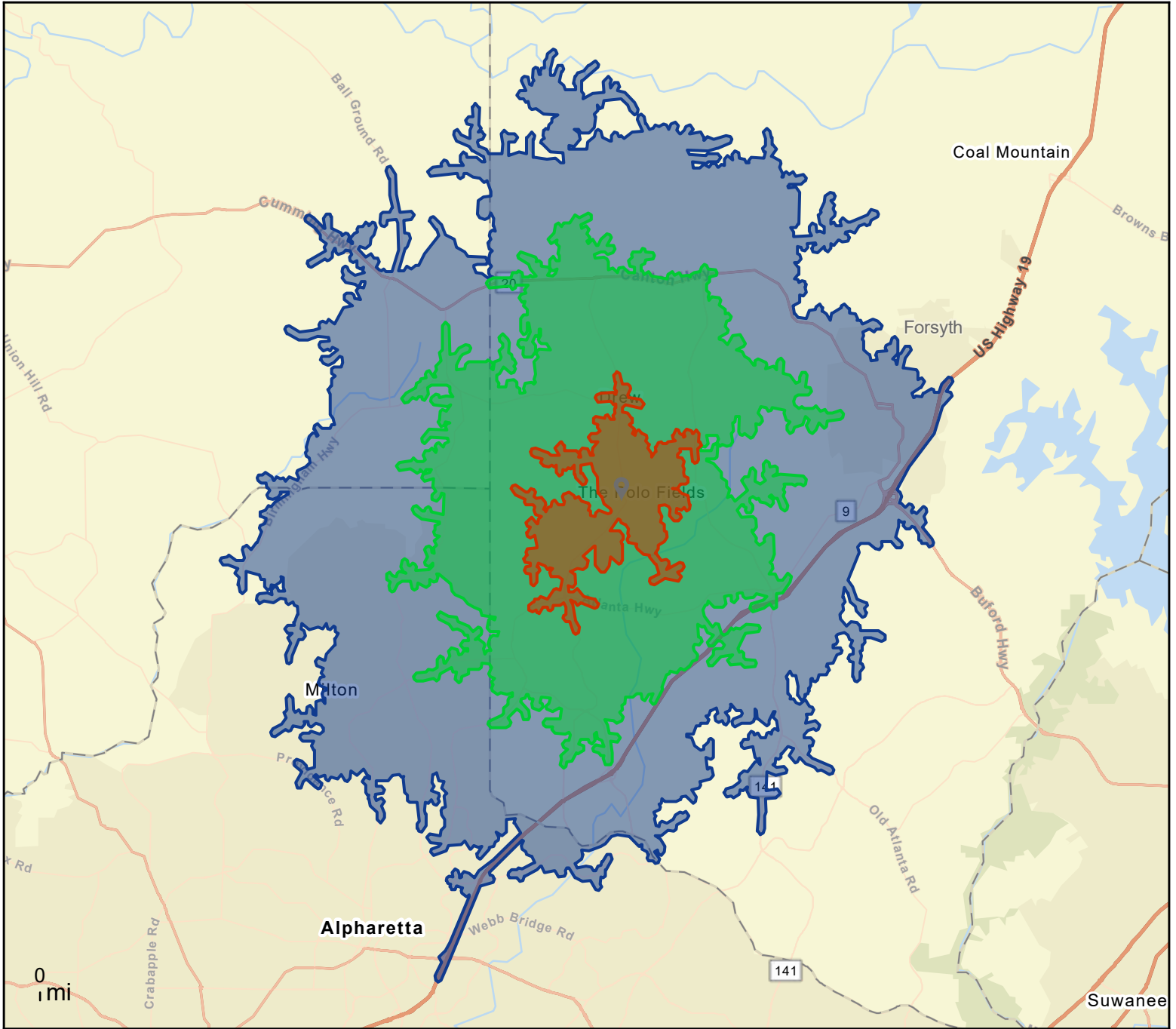


Site Map

5855 S Vickery St, Cumming, Georgia, 30040
Drive time: 5, 10, 15 minute radii

Vickery Village
Latitude: 34.18277
Longitude: -84.21924





Executive Summary

5855 S Vickery St, Cumming, Georgia, 30040
Drive time: 5, 10, 15 minute radii

Vickery Village
Latitude: 34.18277
Longitude: -84.21924

	5 minutes	10 minutes	15 minutes
Population			
2010 Population	5,301	30,527	86,325
2020 Population	9,296	51,150	129,605
2023 Population	9,900	56,347	141,966
2028 Population	10,477	60,006	151,123
2010-2020 Annual Rate	5.78%	5.30%	4.15%
2020-2023 Annual Rate	1.96%	3.02%	2.84%
2023-2028 Annual Rate	1.14%	1.27%	1.26%
2020 Male Population	48.6%	49.2%	49.0%
2020 Female Population	51.4%	50.8%	51.0%
2020 Median Age	39.8	38.0	37.8
2023 Male Population	49.7%	49.8%	49.6%
2023 Female Population	50.3%	50.2%	50.4%
2023 Median Age	40.7	37.8	37.6

In the identified area, the current year population is 141,966. In 2020, the Census count in the area was 129,605. The rate of change since 2020 was 2.84% annually. The five-year projection for the population in the area is 151,123 representing a change of 1.26% 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 37.6, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	73.0%	66.1%	61.7%
2023 Black Alone	3.3%	4.8%	6.2%
2023 American Indian/Alaska Native Alone	0.2%	0.3%	0.5%
2023 Asian Alone	14.2%	16.7%	17.4%
2023 Pacific Islander Alone	0.0%	0.0%	0.0%
2023 Other Race	2.0%	3.4%	5.1%
2023 Two or More Races	7.2%	8.6%	9.2%
2023 Hispanic Origin (Any Race)	6.5%	9.5%	12.1%

Persons of Hispanic origin represent 12.1% 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 66.5 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	235	195	171
2010 Households	1,811	10,253	30,139
2020 Households	3,032	16,445	44,366
2023 Households	3,235	18,037	48,555
2028 Households	3,410	19,125	51,501
2010-2020 Annual Rate	5.29%	4.84%	3.94%
2020-2023 Annual Rate	2.01%	2.88%	2.82%
2023-2028 Annual Rate	1.06%	1.18%	1.19%
2023 Average Household Size	3.06	3.12	2.91

The household count in this area has changed from 44,366 in 2020 to 48,555 in the current year, a change of 2.82% annually. The five-year projection of households is 51,501, a change of 1.19% annually from the current year total. Average household size is currently 2.91, compared to 2.90 in the year 2020. The number of families in the current year is 36,829 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
 Drive time: 5, 10, 15 minute radii

Vickery Village
 Latitude: 34.18277
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	5 minutes	10 minutes	15 minutes
Mortgage Income			
2023 Percent of Income for Mortgage	20.0%	20.5%	22.5%
Median Household Income			
2023 Median Household Income	\$156,332	\$138,288	\$124,439
2028 Median Household Income	\$165,150	\$151,987	\$139,294
2023-2028 Annual Rate	1.10%	1.91%	2.28%
Average Household Income			
2023 Average Household Income	\$209,665	\$178,721	\$165,376
2028 Average Household Income	\$226,397	\$195,892	\$183,541
2023-2028 Annual Rate	1.55%	1.85%	2.11%
Per Capita Income			
2023 Per Capita Income	\$68,439	\$57,482	\$56,497
2028 Per Capita Income	\$73,594	\$62,744	\$62,482
2023-2028 Annual Rate	1.46%	1.77%	2.03%
GINI Index			
2023 Gini Index	26.5	28.1	31.5

Households by Income

Current median household income is \$124,439 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$139,294 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$165,376 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$183,541 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$56,497 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$62,482 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	124	120	109
2010 Total Housing Units	1,916	10,816	31,957
2010 Owner Occupied Housing Units	1,684	9,184	24,567
2010 Renter Occupied Housing Units	127	1,069	5,571
2010 Vacant Housing Units	105	563	1,818
2020 Total Housing Units	3,103	16,883	46,279
2020 Owner Occupied Housing Units	2,817	14,738	34,379
2020 Renter Occupied Housing Units	215	1,707	9,987
2020 Vacant Housing Units	58	433	1,921
2023 Total Housing Units	3,265	18,329	50,366
2023 Owner Occupied Housing Units	3,084	16,694	39,173
2023 Renter Occupied Housing Units	151	1,343	9,382
2023 Vacant Housing Units	30	292	1,811
2028 Total Housing Units	3,421	19,302	53,117
2028 Owner Occupied Housing Units	3,255	17,776	41,781
2028 Renter Occupied Housing Units	154	1,350	9,720
2028 Vacant Housing Units	11	177	1,616

Socioeconomic Status Index

2023 Socioeconomic Status Index	71.4	64.9	60.5
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Currently, 77.8% of the 50,366 housing units in the area are owner occupied; 18.6%, renter occupied; and 3.6% 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 46,279 housing units in the area and 4.2% vacant housing units. The annual rate of change in housing units since 2020 is 2.64%. Median home value in the area is \$466,461, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.59% annually to \$480,448.

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

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Vickery Village
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	5 minutes	10 minutes	15 minutes
Population Summary			
2010 Total Population	5,301	30,527	86,325
2020 Total Population	9,296	51,150	129,605
2020 Group Quarters	0	107	882
2023 Total Population	9,900	56,347	141,966
2023 Group Quarters	0	108	883
2028 Total Population	10,477	60,006	151,123
2023-2028 Annual Rate	1.14%	1.27%	1.26%
2023 Total Daytime Population	7,628	48,897	142,385
Workers	2,302	19,730	72,172
Residents	5,326	29,167	70,213
Household Summary			
2010 Households	1,811	10,253	30,139
2010 Average Household Size	2.93	2.98	2.84
2020 Total Households	3,032	16,445	44,366
2020 Average Household Size	3.07	3.10	2.90
2023 Households	3,235	18,037	48,555
2023 Average Household Size	3.06	3.12	2.91
2028 Households	3,410	19,125	51,501
2028 Average Household Size	3.07	3.13	2.92
2023-2028 Annual Rate	1.06%	1.18%	1.19%
2010 Families	1,553	8,410	23,177
2010 Average Family Size	3.18	3.30	3.25
2023 Families	2,706	14,409	36,829
2023 Average Family Size	3.38	3.51	3.36
2028 Families	2,847	15,256	39,045
2028 Average Family Size	3.39	3.53	3.37
2023-2028 Annual Rate	1.02%	1.15%	1.18%
Housing Unit Summary			
2000 Housing Units	1,110	5,902	17,697
Owner Occupied Housing Units	91.5%	88.8%	80.1%
Renter Occupied Housing Units	5.7%	8.4%	14.9%
Vacant Housing Units	2.8%	2.8%	5.0%
2010 Housing Units	1,916	10,816	31,957
Owner Occupied Housing Units	87.9%	84.9%	76.9%
Renter Occupied Housing Units	6.6%	9.9%	17.4%
Vacant Housing Units	5.5%	5.2%	5.7%
2020 Housing Units	3,103	16,883	46,279
Owner Occupied Housing Units	90.8%	87.3%	74.3%
Renter Occupied Housing Units	6.9%	10.1%	21.6%
Vacant Housing Units	1.9%	2.6%	4.2%
2023 Housing Units	3,265	18,329	50,366
Owner Occupied Housing Units	94.5%	91.1%	77.8%
Renter Occupied Housing Units	4.6%	7.3%	18.6%
Vacant Housing Units	0.9%	1.6%	3.6%
2028 Housing Units	3,421	19,302	53,117
Owner Occupied Housing Units	95.1%	92.1%	78.7%
Renter Occupied Housing Units	4.5%	7.0%	18.3%
Vacant Housing Units	0.3%	0.9%	3.0%

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
 Drive time: 5, 10, 15 minute radii

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	5 minutes	10 minutes	15 minutes
2023 Households by Income			
Household Income Base	3,235	18,037	48,555
<\$15,000	2.2%	2.0%	3.5%
\$15,000 - \$24,999	0.7%	1.9%	3.3%
\$25,000 - \$34,999	2.0%	1.9%	2.2%
\$35,000 - \$49,999	3.2%	3.9%	5.0%
\$50,000 - \$74,999	8.3%	8.9%	10.2%
\$75,000 - \$99,999	8.9%	11.5%	12.5%
\$100,000 - \$149,999	21.9%	23.9%	22.4%
\$150,000 - \$199,999	16.6%	19.4%	16.4%
\$200,000+	36.2%	26.6%	24.5%
Average Household Income	\$209,665	\$178,721	\$165,376
2028 Households by Income			
Household Income Base	3,410	19,125	51,501
<\$15,000	1.7%	1.4%	2.6%
\$15,000 - \$24,999	0.5%	1.3%	2.3%
\$25,000 - \$34,999	1.6%	1.4%	1.7%
\$35,000 - \$49,999	2.5%	2.8%	3.8%
\$50,000 - \$74,999	6.6%	7.0%	8.5%
\$75,000 - \$99,999	8.1%	10.4%	11.5%
\$100,000 - \$149,999	21.7%	24.3%	23.1%
\$150,000 - \$199,999	19.2%	22.9%	19.8%
\$200,000+	38.1%	28.4%	26.7%
Average Household Income	\$226,397	\$195,892	\$183,541
2023 Owner Occupied Housing Units by Value			
Total	3,084	16,694	39,173
<\$50,000	0.3%	1.4%	1.0%
\$50,000 - \$99,999	0.2%	0.3%	0.5%
\$100,000 - \$149,999	0.0%	0.2%	0.3%
\$150,000 - \$199,999	0.2%	0.4%	1.2%
\$200,000 - \$249,999	0.5%	1.1%	2.6%
\$250,000 - \$299,999	1.8%	4.1%	6.6%
\$300,000 - \$399,999	15.9%	20.9%	21.3%
\$400,000 - \$499,999	27.4%	30.1%	24.8%
\$500,000 - \$749,999	47.1%	35.7%	31.5%
\$750,000 - \$999,999	5.0%	4.0%	6.6%
\$1,000,000 - \$1,499,999	1.6%	1.3%	2.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.5%
\$2,000,000 +	0.0%	0.2%	0.8%
Average Home Value	\$543,507	\$505,702	\$522,832
2028 Owner Occupied Housing Units by Value			
Total	3,255	17,776	41,781
<\$50,000	0.2%	1.1%	0.8%
\$50,000 - \$99,999	0.1%	0.2%	0.3%
\$100,000 - \$149,999	0.0%	0.1%	0.2%
\$150,000 - \$199,999	0.1%	0.3%	0.9%
\$200,000 - \$249,999	0.4%	0.9%	2.0%
\$250,000 - \$299,999	1.5%	3.3%	5.3%
\$300,000 - \$399,999	14.9%	20.0%	20.8%
\$400,000 - \$499,999	26.5%	29.3%	24.3%
\$500,000 - \$749,999	49.4%	38.7%	34.3%
\$750,000 - \$999,999	5.2%	4.4%	7.2%
\$1,000,000 - \$1,499,999	1.7%	1.4%	2.5%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	0.0%	0.2%	0.8%
Average Home Value	\$551,713	\$518,145	\$538,717

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
 Drive time: 5, 10, 15 minute radii

Vickery Village
 Latitude: 34.18277
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	5 minutes	10 minutes	15 minutes
Median Household Income			
2023	\$156,332	\$138,288	\$124,439
2028	\$165,150	\$151,987	\$139,294
Median Home Value			
2023	\$519,443	\$471,258	\$466,461
2028	\$531,774	\$482,128	\$480,448
Per Capita Income			
2023	\$68,439	\$57,482	\$56,497
2028	\$73,594	\$62,744	\$62,482
Median Age			
2010	40.3	36.7	36.0
2020	39.8	38.0	37.8
2023	40.7	37.8	37.6
2028	40.6	37.7	37.6
2020 Population by Age			
Total	9,296	51,150	129,605
0 - 4	5.9%	6.7%	6.1%
5 - 9	8.5%	8.5%	7.8%
10 - 14	9.2%	9.1%	8.6%
15 - 24	12.3%	11.9%	12.5%
25 - 34	6.7%	8.7%	10.4%
35 - 44	15.6%	16.8%	16.3%
45 - 54	16.3%	15.9%	15.7%
55 - 64	11.3%	10.7%	11.0%
65 - 74	9.1%	7.2%	7.0%
75 - 84	4.2%	3.5%	3.6%
85 +	0.9%	0.9%	1.1%
18 +	71.1%	70.5%	72.4%
2023 Population by Age			
Total	9,899	56,349	141,966
0 - 4	5.7%	6.8%	6.8%
5 - 9	7.8%	8.2%	7.8%
10 - 14	9.1%	8.7%	8.2%
15 - 24	12.7%	11.7%	11.8%
25 - 34	8.0%	10.5%	11.6%
35 - 44	13.2%	15.5%	15.4%
45 - 54	16.7%	14.9%	14.5%
55 - 64	13.4%	11.8%	11.7%
65 - 74	9.1%	7.8%	7.7%
75 - 84	3.6%	3.3%	3.5%
85 +	0.7%	0.8%	1.0%
18 +	72.0%	71.7%	72.8%
2028 Population by Age			
Total	10,479	60,005	151,123
0 - 4	5.9%	7.0%	6.9%
5 - 9	7.6%	7.9%	7.5%
10 - 14	8.2%	8.0%	7.7%
15 - 24	11.4%	11.1%	11.2%
25 - 34	10.5%	11.9%	12.7%
35 - 44	12.4%	14.9%	15.0%
45 - 54	14.4%	13.8%	13.5%
55 - 64	14.1%	11.8%	11.5%
65 - 74	9.8%	8.4%	8.3%
75 - 84	4.8%	4.2%	4.5%
85 +	0.9%	1.0%	1.2%
18 +	73.5%	72.7%	73.7%
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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 Drive time: 5, 10, 15 minute radii

Vickery Village
 Latitude: 34.18277
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	5 minutes	10 minutes	15 minutes
Males	4,518	25,143	63,479
Females	4,778	26,007	66,126
2023 Population by Sex			
Males	4,920	28,034	70,462
Females	4,980	28,313	71,504
2028 Population by Sex			
Males	5,197	29,798	74,811
Females	5,280	30,208	76,312
2010 Population by Race/Ethnicity			
Total	5,301	30,527	86,325
White Alone	94.1%	86.0%	80.7%
Black Alone	1.1%	3.2%	5.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.2%	5.7%	7.1%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	1.1%	2.9%	4.8%
Two or More Races	1.2%	1.8%	1.9%
Hispanic Origin	4.8%	8.5%	11.3%
Diversity Index	19.4	37.1	47.1
2020 Population by Race/Ethnicity			
Total	9,296	51,150	129,605
White Alone	73.0%	66.0%	61.9%
Black Alone	3.5%	5.1%	6.4%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	14.4%	17.1%	17.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	3.1%	4.6%
Two or More Races	7.1%	8.3%	8.9%
Hispanic Origin	5.8%	8.5%	11.0%
Diversity Index	50.1	59.8	65.6
2023 Population by Race/Ethnicity			
Total	9,900	56,346	141,966
White Alone	73.0%	66.1%	61.7%
Black Alone	3.3%	4.8%	6.2%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	14.2%	16.7%	17.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	3.4%	5.1%
Two or More Races	7.2%	8.6%	9.2%
Hispanic Origin	6.5%	9.5%	12.1%
Diversity Index	50.8	60.6	66.5
2028 Population by Race/Ethnicity			
Total	10,477	60,005	151,125
White Alone	73.2%	66.1%	61.2%
Black Alone	3.2%	4.6%	5.9%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	13.7%	16.2%	17.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	3.8%	5.6%
Two or More Races	7.4%	8.9%	9.6%
Hispanic Origin	7.1%	10.4%	13.3%
Diversity Index	51.3	61.4	67.7

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
 Drive time: 5, 10, 15 minute radii

Vickery Village
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	5 minutes	10 minutes	15 minutes
2020 Population by Relationship and Household Type			
Total	9,296	51,150	129,605
In Households	100.0%	99.8%	99.3%
Householder	32.9%	32.3%	34.1%
Opposite-Sex Spouse	25.3%	23.8%	22.4%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	0.7%	0.9%	1.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	34.3%	34.8%	33.1%
Adopted Child	0.9%	0.8%	0.7%
Stepchild	1.1%	1.0%	0.9%
Grandchild	1.0%	1.0%	1.0%
Brother or Sister	0.4%	0.6%	0.7%
Parent	1.0%	1.3%	1.4%
Parent-in-law	0.5%	0.6%	0.5%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.3%
Other Relatives	0.6%	0.9%	0.9%
Foster Child	0.0%	0.0%	0.1%
Other Nonrelatives	1.0%	1.3%	1.9%
In Group Quarters	0.0%	0.2%	0.7%
Institutionalized	0.0%	0.2%	0.6%
Noninstitutionalized	0.0%	0.0%	0.1%
2023 Population 25+ by Educational Attainment			
Total	6,404	36,405	92,792
Less than 9th Grade	0.2%	2.0%	2.5%
9th - 12th Grade, No Diploma	2.1%	2.5%	3.1%
High School Graduate	6.5%	9.0%	10.2%
GED/Alternative Credential	0.3%	2.4%	2.2%
Some College, No Degree	12.4%	11.8%	11.7%
Associate Degree	6.9%	6.3%	6.6%
Bachelor's Degree	49.3%	43.3%	39.8%
Graduate/Professional Degree	22.3%	22.8%	23.9%
2023 Population 15+ by Marital Status			
Total	7,658	42,981	109,581
Never Married	15.8%	19.1%	22.8%
Married	75.6%	70.1%	65.1%
Widowed	2.0%	3.1%	3.5%
Divorced	6.6%	7.7%	8.5%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,810	28,529	74,953
Population 16+ Employed	96.1%	96.5%	96.9%
Population 16+ Unemployment rate	3.9%	3.5%	3.1%
Population 16-24 Employed	13.3%	11.6%	11.9%
Population 16-24 Unemployment rate	4.2%	5.9%	4.7%
Population 25-54 Employed	62.5%	66.9%	66.6%
Population 25-54 Unemployment rate	3.8%	3.2%	2.9%
Population 55-64 Employed	19.2%	17.7%	16.5%
Population 55-64 Unemployment rate	4.8%	3.2%	3.0%
Population 65+ Employed	5.0%	3.8%	4.9%
Population 65+ Unemployment rate	0.9%	1.5%	2.0%

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
 Drive time: 5, 10, 15 minute radii

Vickery Village
 Latitude: 34.18277
 Longitude: -84.21924

	5 minutes	10 minutes	15 minutes
2023 Employed Population 16+ by Industry			
Total	4,622	27,536	72,634
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	5.1%	5.3%	5.3%
Manufacturing	12.7%	8.7%	8.7%
Wholesale Trade	1.3%	2.2%	2.2%
Retail Trade	6.7%	9.5%	10.2%
Transportation/Utilities	4.6%	4.9%	5.2%
Information	4.0%	4.3%	4.5%
Finance/Insurance/Real Estate	14.3%	11.8%	11.0%
Services	49.9%	51.4%	51.1%
Public Administration	1.2%	1.8%	1.7%
2023 Employed Population 16+ by Occupation			
Total	4,623	27,536	72,633
White Collar	82.6%	79.8%	78.4%
Management/Business/Financial	34.8%	30.2%	29.9%
Professional	29.6%	30.8%	29.8%
Sales	11.3%	12.0%	11.4%
Administrative Support	6.8%	6.9%	7.4%
Services	9.3%	10.3%	10.6%
Blue Collar	8.1%	9.9%	11.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.6%	2.9%	3.0%
Installation/Maintenance/Repair	1.7%	1.4%	1.6%
Production	1.7%	1.8%	2.2%
Transportation/Material Moving	3.1%	3.9%	4.1%
2020 Households by Type			
Total	3,032	16,445	44,366
Married Couple Households	77.9%	74.3%	65.8%
With Own Children <18	40.6%	41.6%	35.8%
Without Own Children <18	37.3%	32.7%	30.0%
Cohabiting Couple Households	2.3%	2.8%	3.6%
With Own Children <18	0.7%	1.0%	1.1%
Without Own Children <18	1.5%	1.9%	2.4%
Male Householder, No Spouse/Partner	6.7%	8.5%	11.5%
Living Alone	3.7%	4.9%	7.0%
65 Years and over	1.1%	1.4%	1.6%
With Own Children <18	1.3%	1.5%	1.5%
Without Own Children <18, With Relatives	1.5%	1.6%	1.9%
No Relatives Present	0.4%	0.5%	1.1%
Female Householder, No Spouse/Partner	13.1%	14.4%	19.2%
Living Alone	6.7%	7.1%	10.2%
65 Years and over	3.6%	3.6%	4.8%
With Own Children <18	3.3%	3.5%	4.1%
Without Own Children <18, With Relatives	2.9%	3.5%	4.2%
No Relatives Present	0.1%	0.3%	0.6%
2020 Households by Size			
Total	3,032	16,445	44,366
1 Person Household	10.4%	12.0%	17.2%
2 Person Household	32.1%	28.6%	28.8%
3 Person Household	18.3%	19.9%	19.0%
4 Person Household	25.6%	25.5%	22.4%
5 Person Household	9.6%	9.4%	8.1%
6 Person Household	2.9%	3.1%	3.0%
7 + Person Household	1.1%	1.4%	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



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2020 Households by Tenure and Mortgage Status			
Total	3,032	16,445	44,366
Owner Occupied	92.9%	89.6%	77.5%
Owned with a Mortgage/Loan	76.3%	75.1%	63.3%
Owned Free and Clear	16.7%	14.6%	14.2%
Renter Occupied	7.1%	10.4%	22.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	124	120	109
Percent of Income for Mortgage	20.0%	20.5%	22.5%
Wealth Index	235	195	171
2020 Housing Units By Urban/ Rural Status			
Total	3,103	16,883	46,279
Urban Housing Units	100.0%	98.8%	97.4%
Rural Housing Units	0.0%	1.2%	2.6%
2020 Population By Urban/ Rural Status			
Total	9,296	51,150	129,605
Urban Population	100.0%	99.0%	97.5%
Rural Population	0.0%	1.0%	2.5%

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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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)	Middleburg (4C)	Up and Coming Families (7A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$13,399,099	\$64,648,667	\$162,265,741
Average Spent	\$4,141.92	\$3,584.23	\$3,341.90
Spending Potential Index	188	163	152
Education: Total \$	\$12,538,709	\$55,028,927	\$135,151,558
Average Spent	\$3,875.95	\$3,050.89	\$2,783.47
Spending Potential Index	216	170	155
Entertainment/Recreation: Total \$	\$23,369,485	\$112,301,208	\$280,061,686
Average Spent	\$7,223.95	\$6,226.16	\$5,767.93
Spending Potential Index	191	165	153
Food at Home: Total \$	\$39,125,391	\$189,967,386	\$479,820,641
Average Spent	\$12,094.40	\$10,532.09	\$9,882.00
Spending Potential Index	178	155	145
Food Away from Home: Total \$	\$22,833,541	\$111,273,744	\$279,115,642
Average Spent	\$7,058.28	\$6,169.19	\$5,748.44
Spending Potential Index	190	166	154
Health Care: Total \$	\$42,720,610	\$208,082,225	\$521,992,317
Average Spent	\$13,205.75	\$11,536.41	\$10,750.54
Spending Potential Index	179	157	146
HH Furnishings & Equipment: Total \$	\$18,472,264	\$88,701,903	\$221,573,913
Average Spent	\$5,710.13	\$4,917.77	\$4,563.36
Spending Potential Index	193	166	154
Personal Care Products & Services: Total \$	\$5,860,264	\$28,288,213	\$71,035,772
Average Spent	\$1,811.52	\$1,568.34	\$1,463.00
Spending Potential Index	189	164	153
Shelter: Total \$	\$151,543,269	\$726,295,443	\$1,824,428,305
Average Spent	\$46,844.91	\$40,266.98	\$37,574.47
Spending Potential Index	189	163	152
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,491,772	\$96,678,865	\$238,511,510
Average Spent	\$6,334.40	\$5,360.03	\$4,912.19
Spending Potential Index	202	171	157
Travel: Total \$	\$15,005,692	\$70,980,288	\$175,653,296
Average Spent	\$4,638.54	\$3,935.26	\$3,617.61
Spending Potential Index	206	175	161
Vehicle Maintenance & Repairs: Total \$	\$7,579,324	\$37,571,317	\$94,717,724
Average Spent	\$2,342.91	\$2,083.01	\$1,950.73
Spending Potential Index	179	159	149

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.