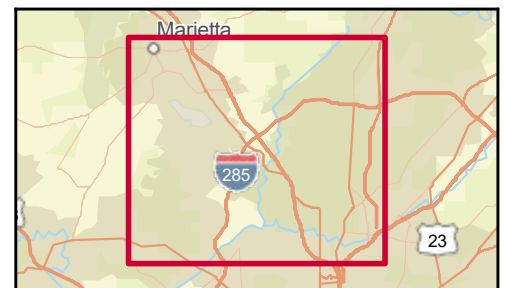
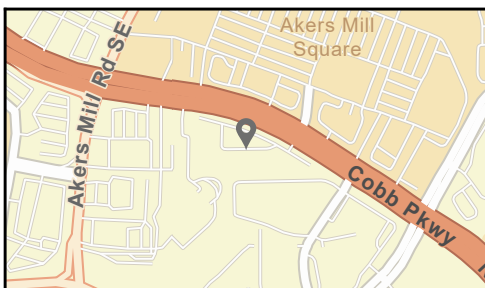
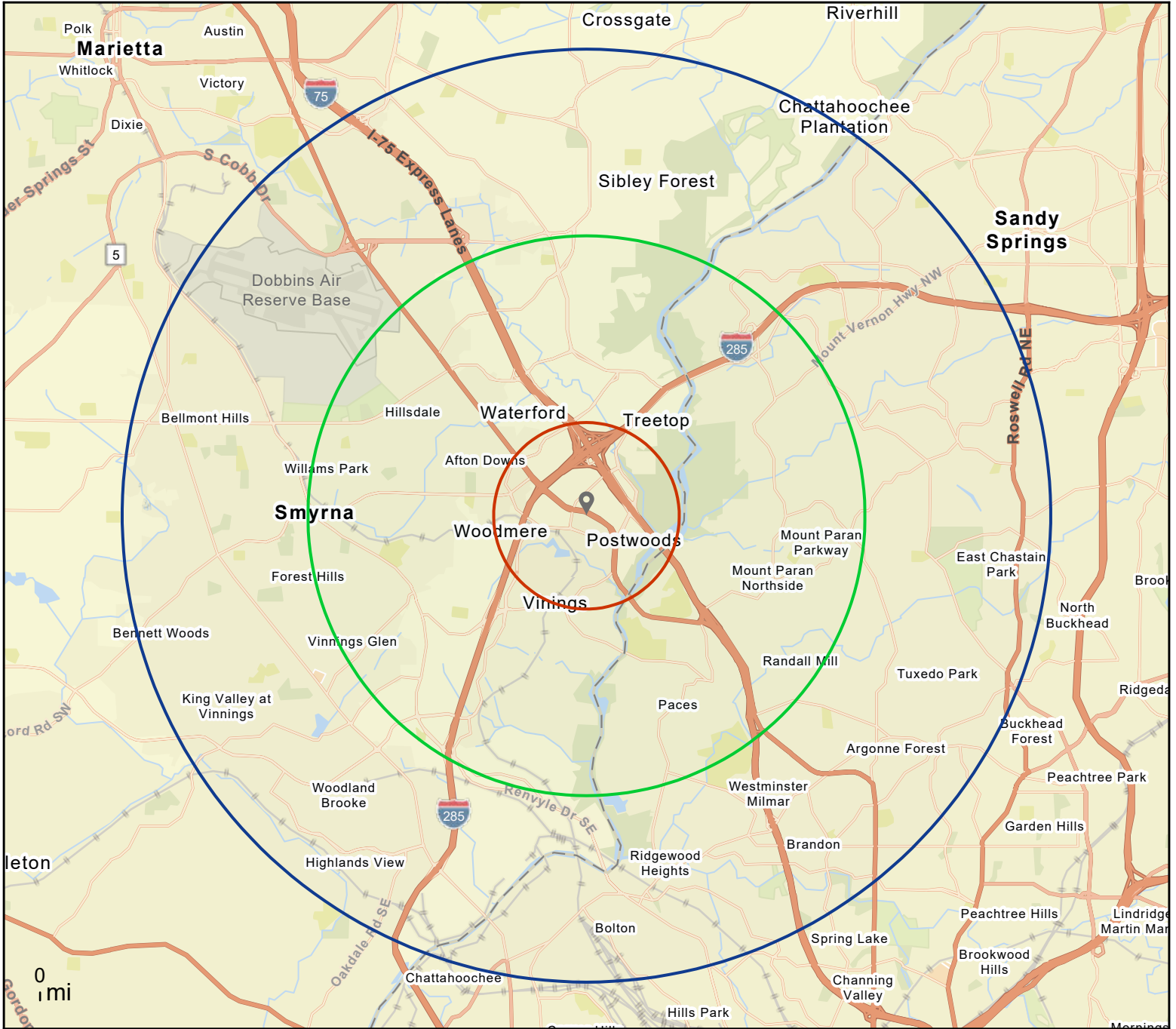


Cumberland Festival
2980 Cobb Pkwy SE, Atlanta, Georgia, 30339
Rings: 1, 3, 5 mile radii

Cumberland Festival
Latitude: 33.88004
Longitude: -84.46161





Market Profile

Cumberland Festival
 2980 Cobb Pkwy SE, Atlanta, Georgia, 30339
 Rings: 1, 3, 5 mile radii

Cumberland Festival
 Latitude: 33.88004
 Longitude: -84.46161

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	7,694	69,651	182,813
2020 Total Population	10,519	83,616	208,572
2020 Group Quarters	0	110	856
2023 Total Population	11,837	87,499	217,063
2023 Group Quarters	0	110	866
2028 Total Population	12,874	89,639	220,514
2023-2028 Annual Rate	1.69%	0.48%	0.32%
2023 Total Daytime Population	32,482	147,056	278,087
Workers	29,067	114,768	186,347
Residents	3,415	32,288	91,740
Household Summary			
2010 Households	4,487	35,387	82,476
2010 Average Household Size	1.71	1.97	2.21
2020 Total Households	6,306	42,609	95,017
2020 Average Household Size	1.67	1.96	2.19
2023 Households	7,086	44,583	98,864
2023 Average Household Size	1.67	1.96	2.19
2028 Households	7,759	45,972	101,116
2028 Average Household Size	1.66	1.95	2.17
2023-2028 Annual Rate	1.83%	0.62%	0.45%
2010 Families	1,547	15,573	43,147
2010 Average Family Size	2.54	2.81	2.98
2023 Families	2,386	18,521	49,109
2023 Average Family Size	2.54	2.92	3.07
2028 Families	2,588	18,908	49,909
2028 Average Family Size	2.53	2.91	3.05
2023-2028 Annual Rate	1.64%	0.41%	0.32%
Housing Unit Summary			
2000 Housing Units	4,000	35,227	81,850
Owner Occupied Housing Units	13.7%	29.4%	42.6%
Renter Occupied Housing Units	75.5%	62.8%	51.1%
Vacant Housing Units	10.9%	7.8%	6.3%
2010 Housing Units	4,948	40,229	93,246
Owner Occupied Housing Units	21.1%	31.5%	43.4%
Renter Occupied Housing Units	69.8%	56.4%	45.1%
Vacant Housing Units	9.3%	12.0%	11.6%
2020 Housing Units	7,047	46,592	102,304
Owner Occupied Housing Units	16.8%	32.0%	45.1%
Renter Occupied Housing Units	72.6%	59.5%	47.8%
Vacant Housing Units	10.4%	8.6%	7.2%
2023 Housing Units	7,913	48,661	106,373
Owner Occupied Housing Units	18.4%	34.8%	46.9%
Renter Occupied Housing Units	71.1%	56.8%	46.1%
Vacant Housing Units	10.5%	8.4%	7.1%
2028 Housing Units	8,430	49,918	108,587
Owner Occupied Housing Units	17.7%	34.9%	46.9%
Renter Occupied Housing Units	74.3%	57.2%	46.2%
Vacant Housing Units	8.0%	7.9%	6.9%

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

Cumberland Festival
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 Rings: 1, 3, 5 mile radii

Cumberland Festival
 Latitude: 33.88004
 Longitude: -84.46161

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	7,086	44,583	98,864
<\$15,000	3.0%	4.9%	4.9%
\$15,000 - \$24,999	3.3%	4.8%	4.9%
\$25,000 - \$34,999	3.6%	4.9%	4.7%
\$35,000 - \$49,999	6.8%	8.7%	7.8%
\$50,000 - \$74,999	18.9%	19.3%	16.4%
\$75,000 - \$99,999	19.9%	15.1%	13.6%
\$100,000 - \$149,999	23.9%	18.3%	17.1%
\$150,000 - \$199,999	7.2%	8.6%	10.7%
\$200,000+	13.5%	15.4%	19.8%
Average Household Income	\$126,617	\$130,532	\$148,684
2028 Households by Income			
Household Income Base	7,759	45,972	101,116
<\$15,000	2.3%	3.9%	3.7%
\$15,000 - \$24,999	2.3%	3.6%	3.6%
\$25,000 - \$34,999	2.7%	4.1%	3.8%
\$35,000 - \$49,999	4.9%	6.7%	6.2%
\$50,000 - \$74,999	16.1%	17.3%	14.8%
\$75,000 - \$99,999	20.0%	15.6%	13.8%
\$100,000 - \$149,999	26.8%	20.9%	18.9%
\$150,000 - \$199,999	9.8%	11.2%	13.5%
\$200,000+	15.0%	16.7%	21.7%
Average Household Income	\$142,361	\$146,262	\$166,605
2023 Owner Occupied Housing Units by Value			
Total	1,456	16,947	49,849
<\$50,000	0.1%	0.5%	0.4%
\$50,000 - \$99,999	1.4%	0.9%	0.6%
\$100,000 - \$149,999	0.5%	1.8%	1.8%
\$150,000 - \$199,999	1.1%	4.5%	3.1%
\$200,000 - \$249,999	2.7%	5.4%	4.7%
\$250,000 - \$299,999	2.1%	6.7%	6.8%
\$300,000 - \$399,999	30.2%	20.9%	22.4%
\$400,000 - \$499,999	12.0%	16.8%	15.2%
\$500,000 - \$749,999	37.5%	23.3%	22.1%
\$750,000 - \$999,999	3.9%	7.6%	10.1%
\$1,000,000 - \$1,499,999	6.9%	6.6%	7.3%
\$1,500,000 - \$1,999,999	1.1%	2.2%	2.7%
\$2,000,000 +	0.5%	2.8%	2.7%
Average Home Value	\$560,405	\$585,786	\$610,182
2028 Owner Occupied Housing Units by Value			
Total	1,494	17,412	50,892
<\$50,000	0.1%	0.4%	0.3%
\$50,000 - \$99,999	1.1%	0.8%	0.5%
\$100,000 - \$149,999	0.3%	1.5%	1.5%
\$150,000 - \$199,999	0.8%	3.9%	2.6%
\$200,000 - \$249,999	1.7%	4.5%	3.8%
\$250,000 - \$299,999	1.5%	5.6%	5.7%
\$300,000 - \$399,999	29.2%	20.6%	22.1%
\$400,000 - \$499,999	12.0%	17.1%	15.3%
\$500,000 - \$749,999	40.4%	25.7%	24.4%
\$750,000 - \$999,999	4.0%	8.1%	10.7%
\$1,000,000 - \$1,499,999	7.2%	7.0%	7.8%
\$1,500,000 - \$1,999,999	1.0%	2.3%	2.7%
\$2,000,000 +	0.4%	2.6%	2.6%
Average Home Value	\$572,938	\$601,011	\$627,049

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

Cumberland Festival
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 Rings: 1, 3, 5 mile radii

Cumberland Festival
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 Longitude: -84.46161

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$91,441	\$85,342	\$94,547
2028	\$101,782	\$97,554	\$107,752
Median Home Value			
2023	\$499,425	\$455,100	\$466,281
2028	\$519,661	\$474,639	\$488,492
Per Capita Income			
2023	\$75,005	\$66,311	\$67,841
2028	\$84,928	\$74,803	\$76,546
Median Age			
2010	31.3	32.6	33.9
2020	32.3	33.8	35.0
2023	35.0	35.5	36.7
2028	34.6	35.5	36.7
2020 Population by Age			
Total	10,519	83,616	208,572
0 - 4	3.5%	5.2%	5.7%
5 - 9	2.5%	4.5%	5.6%
10 - 14	2.0%	4.2%	5.6%
15 - 24	12.9%	11.9%	11.7%
25 - 34	37.2%	27.3%	21.3%
35 - 44	15.2%	15.3%	15.5%
45 - 54	10.3%	11.9%	13.0%
55 - 64	7.8%	9.6%	10.0%
65 - 74	5.7%	6.6%	7.1%
75 - 84	2.5%	2.9%	3.3%
85 +	0.5%	0.8%	1.2%
18 +	90.8%	83.8%	79.8%
2023 Population by Age			
Total	11,838	87,498	217,061
0 - 4	4.7%	5.5%	6.1%
5 - 9	4.2%	5.2%	6.1%
10 - 14	3.8%	4.7%	6.0%
15 - 24	11.4%	12.9%	12.5%
25 - 34	25.9%	20.7%	16.4%
35 - 44	19.3%	18.3%	16.7%
45 - 54	11.0%	11.7%	12.7%
55 - 64	8.9%	9.8%	10.6%
65 - 74	6.9%	7.4%	8.1%
75 - 84	3.0%	3.0%	3.7%
85 +	0.8%	0.8%	1.2%
18 +	85.1%	81.9%	78.5%
2028 Population by Age			
Total	12,872	89,638	220,514
0 - 4	4.8%	5.6%	6.2%
5 - 9	3.7%	4.8%	5.7%
10 - 14	3.3%	4.4%	5.5%
15 - 24	14.2%	13.8%	13.2%
25 - 34	24.8%	20.6%	16.8%
35 - 44	18.5%	17.1%	15.2%
45 - 54	11.4%	12.2%	13.0%
55 - 64	8.2%	9.3%	10.3%
65 - 74	6.6%	7.3%	8.1%
75 - 84	3.5%	3.8%	4.6%
85 +	0.9%	1.0%	1.4%
18 +	86.2%	82.6%	79.5%
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

Cumberland Festival
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 Rings: 1, 3, 5 mile radii

Cumberland Festival
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	1 mile	3 miles	5 miles
Males	5,094	40,232	100,412
Females	5,425	43,384	108,160
2023 Population by Sex			
Males	5,836	43,227	106,885
Females	6,001	44,272	110,178
2028 Population by Sex			
Males	6,280	43,928	107,874
Females	6,594	45,711	112,640
2010 Population by Race/Ethnicity			
Total	7,695	69,650	182,813
White Alone	55.6%	54.3%	61.2%
Black Alone	30.9%	30.6%	24.5%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	8.2%	7.1%	5.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	4.8%	6.1%
Two or More Races	2.7%	2.8%	2.8%
Hispanic Origin	6.3%	9.9%	13.4%
Diversity Index	63.6	67.4	66.0
2020 Population by Race/Ethnicity			
Total	10,519	83,616	208,572
White Alone	48.9%	45.9%	52.2%
Black Alone	29.9%	30.9%	24.9%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	10.3%	9.4%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.2%	4.8%	6.0%
Two or More Races	7.4%	8.6%	9.2%
Hispanic Origin	8.1%	9.8%	12.3%
Diversity Index	70.6	73.2	72.4
2023 Population by Race/Ethnicity			
Total	11,838	87,498	217,063
White Alone	46.7%	44.1%	50.0%
Black Alone	31.0%	31.5%	25.9%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	10.7%	9.9%	7.6%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	3.4%	5.0%	6.4%
Two or More Races	7.8%	9.0%	9.6%
Hispanic Origin	8.7%	10.4%	13.1%
Diversity Index	72.0	74.4	74.1
2028 Population by Race/Ethnicity			
Total	12,874	89,639	220,513
White Alone	43.3%	41.0%	46.9%
Black Alone	32.6%	32.7%	27.0%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	11.7%	10.9%	8.5%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	3.7%	5.4%	6.8%
Two or More Races	8.4%	9.6%	10.3%
Hispanic Origin	9.3%	11.2%	14.0%
Diversity Index	73.8	76.1	76.1

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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



Market Profile

Cumberland Festival
 2980 Cobb Pkwy SE, Atlanta, Georgia, 30339
 Rings: 1, 3, 5 mile radii

Cumberland Festival
 Latitude: 33.88004
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	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	10,519	83,616	208,572
In Households	100.0%	99.9%	99.6%
Householder	59.0%	50.8%	45.5%
Opposite-Sex Spouse	12.7%	14.9%	16.7%
Same-Sex Spouse	0.2%	0.3%	0.3%
Opposite-Sex Unmarried Partner	5.1%	3.5%	2.8%
Same-Sex Unmarried Partner	0.4%	0.4%	0.3%
Biological Child	11.0%	19.2%	23.7%
Adopted Child	0.2%	0.3%	0.4%
Stepchild	0.5%	0.5%	0.6%
Grandchild	0.4%	0.7%	0.9%
Brother or Sister	1.3%	1.4%	1.3%
Parent	0.7%	1.1%	1.1%
Parent-in-law	0.1%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.1%	0.1%	0.2%
Other Relatives	0.8%	1.0%	1.1%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	7.4%	5.4%	4.5%
In Group Quarters	0.0%	0.1%	0.4%
Institutionalized	0.0%	0.1%	0.3%
Noninstitutionalized	0.0%	0.0%	0.1%
2023 Population 25+ by Educational Attainment			
Total	8,978	62,728	150,598
Less than 9th Grade	0.1%	0.7%	2.1%
9th - 12th Grade, No Diploma	1.2%	1.6%	1.8%
High School Graduate	7.4%	8.6%	9.1%
GED/Alternative Credential	1.3%	1.5%	1.7%
Some College, No Degree	11.3%	13.4%	12.4%
Associate Degree	8.3%	6.5%	6.1%
Bachelor's Degree	45.4%	41.2%	40.1%
Graduate/Professional Degree	24.9%	26.5%	26.6%
2023 Population 15+ by Marital Status			
Total	10,334	74,030	177,641
Never Married	54.6%	47.0%	41.0%
Married	28.2%	39.3%	45.6%
Widowed	1.2%	2.3%	2.6%
Divorced	16.0%	11.4%	10.8%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,809	57,563	130,806
Population 16+ Employed	96.9%	96.9%	96.9%
Population 16+ Unemployment rate	3.1%	3.1%	3.1%
Population 16-24 Employed	12.1%	13.8%	12.6%
Population 16-24 Unemployment rate	9.2%	5.8%	7.1%
Population 25-54 Employed	72.0%	69.1%	67.9%
Population 25-54 Unemployment rate	1.9%	2.2%	2.1%
Population 55-64 Employed	11.0%	11.1%	12.8%
Population 55-64 Unemployment rate	4.0%	5.0%	4.0%
Population 65+ Employed	4.9%	6.1%	6.7%
Population 65+ Unemployment rate	0.9%	3.7%	3.0%

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

June 10, 2024



Market Profile

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 Rings: 1, 3, 5 mile radii

Cumberland Festival
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	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	8,540	55,775	126,760
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	1.2%	3.7%	5.5%
Manufacturing	6.4%	6.7%	6.3%
Wholesale Trade	2.1%	2.5%	2.3%
Retail Trade	10.9%	10.3%	9.4%
Transportation/Utilities	9.3%	7.3%	6.3%
Information	3.8%	3.5%	3.7%
Finance/Insurance/Real Estate	10.5%	9.9%	10.2%
Services	51.6%	52.7%	53.1%
Public Administration	4.1%	3.1%	3.2%
2023 Employed Population 16+ by Occupation			
Total	8,540	55,776	126,759
White Collar	82.4%	78.0%	77.8%
Management/Business/Financial	32.2%	27.5%	28.7%
Professional	33.0%	32.3%	31.4%
Sales	9.6%	9.2%	9.0%
Administrative Support	7.6%	9.1%	8.5%
Services	7.4%	11.6%	10.8%
Blue Collar	10.3%	10.3%	11.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.1%	2.2%	3.3%
Installation/Maintenance/Repair	1.4%	1.0%	1.2%
Production	2.6%	1.5%	1.7%
Transportation/Material Moving	6.1%	5.7%	5.2%
2020 Households by Type			
Total	6,306	42,609	95,017
Married Couple Households	22.0%	29.9%	37.4%
With Own Children <18	5.4%	11.0%	16.1%
Without Own Children <18	16.7%	18.9%	21.4%
Cohabiting Couple Households	9.2%	7.6%	6.9%
With Own Children <18	1.0%	1.3%	1.4%
Without Own Children <18	8.2%	6.3%	5.5%
Male Householder, No Spouse/Partner	31.6%	27.2%	23.0%
Living Alone	23.8%	20.0%	16.3%
65 Years and over	1.6%	2.0%	2.2%
With Own Children <18	0.8%	1.2%	1.4%
Without Own Children <18, With Relatives	2.1%	2.3%	2.2%
No Relatives Present	4.9%	3.7%	3.0%
Female Householder, No Spouse/Partner	37.1%	35.3%	32.6%
Living Alone	25.9%	22.9%	20.5%
65 Years and over	3.6%	4.5%	5.3%
With Own Children <18	3.1%	4.6%	5.0%
Without Own Children <18, With Relatives	4.7%	5.2%	5.0%
No Relatives Present	3.5%	2.5%	2.2%
2020 Households by Size			
Total	6,306	42,609	95,017
1 Person Household	49.6%	43.0%	36.8%
2 Person Household	35.2%	33.1%	32.8%
3 Person Household	9.1%	12.0%	13.6%
4 Person Household	3.7%	7.7%	10.7%
5 Person Household	1.3%	2.7%	4.1%
6 Person Household	0.8%	1.0%	1.4%
7 + Person Household	0.3%	0.5%	0.7%

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

June 10, 2024



Market Profile

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Cumberland Festival
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	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	6,306	42,609	95,017
Owner Occupied	18.8%	35.0%	48.5%
Owned with a Mortgage/Loan	13.4%	26.3%	37.1%
Owned Free and Clear	5.4%	8.6%	11.5%
Renter Occupied	81.2%	65.0%	51.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	78	77	83
Percent of Income for Mortgage	32.8%	32.0%	29.6%
Wealth Index	84	104	132
2020 Housing Units By Urban/ Rural Status			
Total	7,047	46,592	102,304
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	10,519	83,616	208,572
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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Cumberland Festival
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Young and Restless (11B)
2.	Enterprising Professionals (2D)	Young and Restless (11B)	Metro Renters (3B)
3.	Young and Restless (11B)	Enterprising Professionals	Enterprising Professionals (2D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$19,881,143	\$128,487,999	\$316,400,423
Average Spent	\$2,805.69	\$2,882.00	\$3,200.36
Spending Potential Index	128	131	146
Education: Total \$	\$15,991,946	\$103,025,981	\$261,791,536
Average Spent	\$2,256.84	\$2,310.88	\$2,648.00
Spending Potential Index	126	129	148
Entertainment/Recreation: Total \$	\$30,107,379	\$197,302,424	\$500,001,713
Average Spent	\$4,248.85	\$4,425.51	\$5,057.47
Spending Potential Index	112	117	134
Food at Home: Total \$	\$57,364,910	\$374,851,538	\$934,661,721
Average Spent	\$8,095.53	\$8,407.95	\$9,454.01
Spending Potential Index	119	124	139
Food Away from Home: Total \$	\$33,926,375	\$219,705,671	\$538,420,102
Average Spent	\$4,787.80	\$4,928.01	\$5,446.07
Spending Potential Index	129	132	146
Health Care: Total \$	\$54,134,477	\$362,115,492	\$925,239,767
Average Spent	\$7,639.64	\$8,122.28	\$9,358.71
Spending Potential Index	104	110	127
HH Furnishings & Equipment: Total \$	\$24,737,805	\$161,202,070	\$405,697,713
Average Spent	\$3,491.08	\$3,615.77	\$4,103.59
Spending Potential Index	118	122	139
Personal Care Products & Services: Total \$	\$8,398,328	\$54,762,078	\$135,850,376
Average Spent	\$1,185.20	\$1,228.32	\$1,374.11
Spending Potential Index	124	128	144
Shelter: Total \$	\$218,883,236	\$1,411,101,934	\$3,522,819,193
Average Spent	\$30,889.53	\$31,651.12	\$35,632.98
Spending Potential Index	125	128	144
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,740,627	\$148,884,763	\$392,843,127
Average Spent	\$3,068.11	\$3,339.50	\$3,973.57
Spending Potential Index	98	107	127
Travel: Total \$	\$18,731,020	\$121,298,335	\$308,662,917
Average Spent	\$2,643.38	\$2,720.73	\$3,122.10
Spending Potential Index	117	121	139
Vehicle Maintenance & Repairs: Total \$	\$10,797,327	\$72,127,874	\$178,337,909
Average Spent	\$1,523.75	\$1,617.83	\$1,803.87
Spending Potential Index	116	123	138

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

Cumberland Festival
2980 Cobb Pkwy SE, Atlanta, Georgia, 30339
Rings: 1, 3, 5 mile radii

Cumberland Festival
Latitude: 33.88004
Longitude: -84.46161

	1 mile	3 miles	5 miles
Population			
2010 Population	7,694	69,651	182,813
2020 Population	10,519	83,616	208,572
2023 Population	11,837	87,499	217,063
2028 Population	12,874	89,639	220,514
2010-2020 Annual Rate	3.18%	1.84%	1.33%
2020-2023 Annual Rate	3.70%	1.41%	1.24%
2023-2028 Annual Rate	1.69%	0.48%	0.32%
2020 Male Population	48.4%	48.1%	48.1%
2020 Female Population	51.6%	51.9%	51.9%
2020 Median Age	32.3	33.8	35.0
2023 Male Population	49.3%	49.4%	49.2%
2023 Female Population	50.7%	50.6%	50.8%
2023 Median Age	35.0	35.5	36.7

In the identified area, the current year population is 217,063. In 2020, the Census count in the area was 208,572. The rate of change since 2020 was 1.24% annually. The five-year projection for the population in the area is 220,514 representing a change of 0.32% annually from 2023 to 2028. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 36.7, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	46.7%	44.1%	50.0%
2023 Black Alone	31.0%	31.5%	25.9%
2023 American Indian/Alaska Native Alone	0.3%	0.3%	0.5%
2023 Asian Alone	10.7%	9.9%	7.6%
2023 Pacific Islander Alone	0.1%	0.0%	0.1%
2023 Other Race	3.4%	5.0%	6.4%
2023 Two or More Races	7.8%	9.0%	9.6%
2023 Hispanic Origin (Any Race)	8.7%	10.4%	13.1%

Persons of Hispanic origin represent 13.1% 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 74.1 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	84	104	132
2010 Households	4,487	35,387	82,476
2020 Households	6,306	42,609	95,017
2023 Households	7,086	44,583	98,864
2028 Households	7,759	45,972	101,116
2010-2020 Annual Rate	3.46%	1.87%	1.43%
2020-2023 Annual Rate	3.65%	1.40%	1.23%
2023-2028 Annual Rate	1.83%	0.62%	0.45%
2023 Average Household Size	1.67	1.96	2.19

The household count in this area has changed from 95,017 in 2020 to 98,864 in the current year, a change of 1.23% annually. The five-year projection of households is 101,116, a change of 0.45% annually from the current year total. Average household size is currently 2.19, compared to 2.19 in the year 2020. The number of families in the current year is 49,109 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

Cumberland Festival
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Mortgage Income			
2023 Percent of Income for Mortgage	32.8%	32.0%	29.6%
Median Household Income			
2023 Median Household Income	\$91,441	\$85,342	\$94,547
2028 Median Household Income	\$101,782	\$97,554	\$107,752
2023-2028 Annual Rate	2.17%	2.71%	2.65%
Average Household Income			
2023 Average Household Income	\$126,617	\$130,532	\$148,684
2028 Average Household Income	\$142,361	\$146,262	\$166,605
2023-2028 Annual Rate	2.37%	2.30%	2.30%
Per Capita Income			
2023 Per Capita Income	\$75,005	\$66,311	\$67,841
2028 Per Capita Income	\$84,928	\$74,803	\$76,546
2023-2028 Annual Rate	2.52%	2.44%	2.44%
GINI Index			
2023 Gini Index	33.4	37.7	37.6

Households by Income

Current median household income is \$94,547 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$107,752 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$148,684 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$166,605 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$67,841 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$76,546 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	78	77	83
2010 Total Housing Units	4,948	40,229	93,246
2010 Owner Occupied Housing Units	1,046	12,681	40,464
2010 Renter Occupied Housing Units	3,452	22,702	42,020
2010 Vacant Housing Units	461	4,842	10,770
2020 Total Housing Units	7,047	46,592	102,304
2020 Owner Occupied Housing Units	1,187	14,892	46,102
2020 Renter Occupied Housing Units	5,119	27,717	48,915
2020 Vacant Housing Units	736	4,003	7,371
2023 Total Housing Units	7,913	48,661	106,373
2023 Owner Occupied Housing Units	1,456	16,947	49,857
2023 Renter Occupied Housing Units	5,630	27,636	49,007
2023 Vacant Housing Units	827	4,078	7,509
2028 Total Housing Units	8,430	49,918	108,587
2028 Owner Occupied Housing Units	1,494	17,412	50,901
2028 Renter Occupied Housing Units	6,265	28,560	50,215
2028 Vacant Housing Units	671	3,946	7,471

Socioeconomic Status Index

2023 Socioeconomic Status Index	65.7	59.7	57.1
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Currently, 46.9% of the 106,373 housing units in the area are owner occupied; 46.1%, renter occupied; and 7.1% 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 102,304 housing units in the area and 7.2% vacant housing units. The annual rate of change in housing units since 2020 is 1.21%. Median home value in the area is \$466,281, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.94% annually to \$488,492.

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.