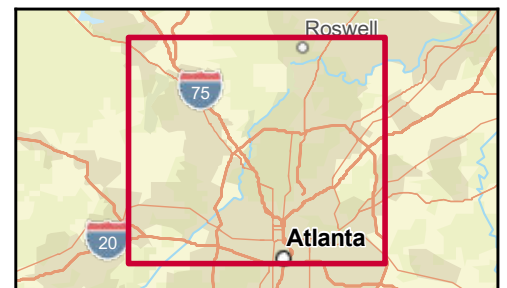
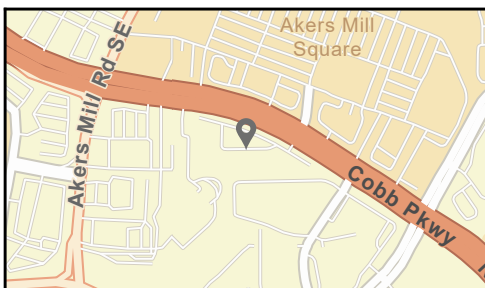
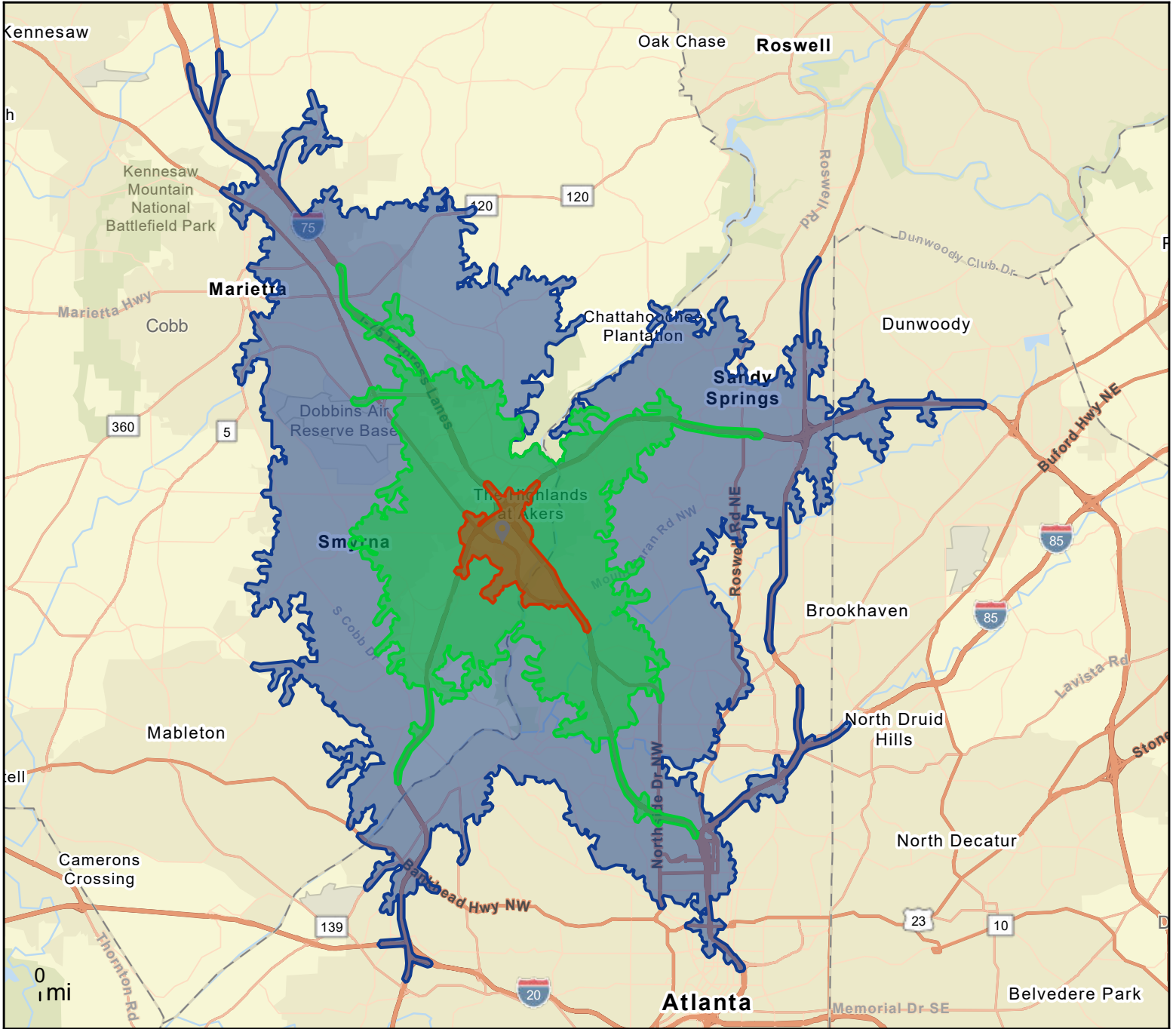


Cumberland Festival  
2980 Cobb Pkwy SE, Atlanta, Georgia, 30339  
Drive time: 5, 10, 15 minute radii

Cumberland Festival  
Latitude: 33.88004  
Longitude: -84.46161





# Market Profile

Cumberland Festival  
 2980 Cobb Pkwy SE, Atlanta, Georgia, 30339  
 Drive time: 5, 10, 15 minute radii

Cumberland Festival  
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	5 minutes	10 minutes	15 minutes
<b>Population Summary</b>			
2010 Total Population	4,859	73,305	253,775
2020 Total Population	6,611	87,370	304,468
2020 Group Quarters	0	109	11,029
2023 Total Population	7,402	91,700	316,464
2023 Group Quarters	0	109	11,041
2028 Total Population	8,229	93,439	325,289
2023-2028 Annual Rate	2.14%	0.38%	0.55%
2023 Total Daytime Population	26,484	165,074	523,393
Workers	24,209	130,355	389,950
Residents	2,275	34,719	133,443
<b>Household Summary</b>			
2010 Households	2,969	36,889	113,924
2010 Average Household Size	1.64	1.98	2.14
2020 Total Households	4,084	44,868	140,625
2020 Average Household Size	1.62	1.94	2.09
2023 Households	4,560	46,969	147,156
2023 Average Household Size	1.62	1.95	2.08
2028 Households	5,085	48,194	153,067
2028 Average Household Size	1.62	1.94	2.05
2023-2028 Annual Rate	2.20%	0.52%	0.79%
2010 Families	1,042	15,861	54,690
2010 Average Family Size	2.46	2.86	2.96
2023 Families	1,528	19,112	65,124
2023 Average Family Size	2.53	2.93	3.02
2028 Families	1,675	19,432	66,915
2028 Average Family Size	2.53	2.91	3.00
2023-2028 Annual Rate	1.85%	0.33%	0.54%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,266	36,202	111,244
Owner Occupied Housing Units	19.1%	31.1%	40.6%
Renter Occupied Housing Units	73.3%	61.2%	51.8%
Vacant Housing Units	7.6%	7.7%	7.6%
2010 Housing Units	3,260	41,783	131,196
Owner Occupied Housing Units	22.3%	30.5%	40.0%
Renter Occupied Housing Units	69.0%	57.8%	46.8%
Vacant Housing Units	8.9%	11.7%	13.2%
2020 Housing Units	4,442	49,029	153,647
Owner Occupied Housing Units	16.9%	30.7%	39.4%
Renter Occupied Housing Units	75.0%	60.8%	52.1%
Vacant Housing Units	8.1%	8.4%	8.4%
2023 Housing Units	4,988	51,219	160,761
Owner Occupied Housing Units	20.6%	34.7%	41.0%
Renter Occupied Housing Units	70.8%	57.0%	50.6%
Vacant Housing Units	8.6%	8.3%	8.5%
2028 Housing Units	5,429	52,446	166,775
Owner Occupied Housing Units	19.0%	34.7%	40.3%
Renter Occupied Housing Units	74.7%	57.2%	51.5%
Vacant Housing Units	6.3%	8.1%	8.2%

**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.



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<b>2023 Households by Income</b>			
Household Income Base	4,560	46,969	147,156
<\$15,000	2.6%	5.1%	5.9%
\$15,000 - \$24,999	3.1%	5.1%	4.8%
\$25,000 - \$34,999	2.7%	4.7%	5.2%
\$35,000 - \$49,999	7.0%	8.8%	8.0%
\$50,000 - \$74,999	14.8%	18.6%	16.1%
\$75,000 - \$99,999	20.9%	15.6%	13.3%
\$100,000 - \$149,999	25.4%	18.4%	17.3%
\$150,000 - \$199,999	8.2%	8.4%	10.6%
\$200,000+	15.3%	15.3%	18.9%
Average Household Income	\$136,538	\$131,191	\$143,672
<b>2028 Households by Income</b>			
Household Income Base	5,085	48,194	153,067
<\$15,000	2.1%	4.0%	4.4%
\$15,000 - \$24,999	2.2%	3.7%	3.4%
\$25,000 - \$34,999	2.1%	3.9%	4.1%
\$35,000 - \$49,999	4.8%	6.9%	6.4%
\$50,000 - \$74,999	12.5%	16.9%	14.6%
\$75,000 - \$99,999	20.6%	16.0%	13.4%
\$100,000 - \$149,999	28.5%	21.0%	18.9%
\$150,000 - \$199,999	10.7%	10.9%	13.6%
\$200,000+	16.3%	16.7%	21.1%
Average Household Income	\$150,901	\$146,945	\$162,857
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,027	17,791	65,874
<\$50,000	0.1%	0.5%	0.6%
\$50,000 - \$99,999	0.0%	0.9%	0.7%
\$100,000 - \$149,999	0.0%	1.8%	1.9%
\$150,000 - \$199,999	0.8%	4.6%	3.3%
\$200,000 - \$249,999	2.0%	5.6%	5.1%
\$250,000 - \$299,999	1.9%	6.4%	7.3%
\$300,000 - \$399,999	15.6%	19.7%	22.1%
\$400,000 - \$499,999	5.9%	16.0%	15.1%
\$500,000 - \$749,999	42.6%	23.5%	22.9%
\$750,000 - \$999,999	12.4%	8.6%	9.8%
\$1,000,000 - \$1,499,999	11.3%	7.3%	6.8%
\$1,500,000 - \$1,999,999	2.2%	2.4%	2.2%
\$2,000,000 +	5.1%	2.7%	2.3%
Average Home Value	\$761,793	\$597,999	\$587,661
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	1,031	18,179	67,205
<\$50,000	0.1%	0.4%	0.5%
\$50,000 - \$99,999	0.0%	0.8%	0.6%
\$100,000 - \$149,999	0.0%	1.5%	1.5%
\$150,000 - \$199,999	0.4%	3.9%	2.6%
\$200,000 - \$249,999	1.3%	4.6%	4.0%
\$250,000 - \$299,999	1.5%	5.4%	6.1%
\$300,000 - \$399,999	14.6%	19.4%	21.8%
\$400,000 - \$499,999	5.7%	16.4%	15.3%
\$500,000 - \$749,999	44.9%	25.8%	25.5%
\$750,000 - \$999,999	12.6%	9.1%	10.5%
\$1,000,000 - \$1,499,999	11.8%	7.8%	7.3%
\$1,500,000 - \$1,999,999	2.2%	2.4%	2.3%
\$2,000,000 +	4.8%	2.5%	2.2%
Average Home Value	\$771,629	\$613,366	\$608,549

**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

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	5 minutes	10 minutes	15 minutes
<b>Median Household Income</b>			
2023	\$98,118	\$85,506	\$92,478
2028	\$106,179	\$97,144	\$106,726
<b>Median Home Value</b>			
2023	\$638,444	\$465,592	\$459,136
2028	\$647,138	\$485,461	\$485,103
<b>Per Capita Income</b>			
2023	\$80,320	\$67,368	\$66,948
2028	\$89,615	\$75,999	\$76,768
<b>Median Age</b>			
2010	32.8	32.3	32.6
2020	33.3	33.7	33.4
2023	36.7	35.5	35.1
2028	35.9	35.5	35.1
<b>2020 Population by Age</b>			
Total	6,611	87,370	304,468
0 - 4	3.3%	4.9%	5.1%
5 - 9	2.5%	4.4%	5.0%
10 - 14	2.1%	4.3%	4.9%
15 - 24	12.4%	12.2%	15.4%
25 - 34	34.6%	27.5%	23.0%
35 - 44	15.2%	15.3%	14.8%
45 - 54	11.3%	11.9%	11.8%
55 - 64	9.0%	9.3%	9.3%
65 - 74	6.2%	6.4%	6.4%
75 - 84	2.9%	2.9%	3.1%
85 +	0.7%	0.9%	1.2%
18 +	90.7%	84.0%	82.3%
<b>2023 Population by Age</b>			
Total	7,401	91,701	316,462
0 - 4	4.6%	5.5%	5.5%
5 - 9	4.3%	5.2%	5.4%
10 - 14	4.1%	4.8%	5.2%
15 - 24	11.1%	13.0%	14.8%
25 - 34	22.1%	20.6%	18.9%
35 - 44	19.1%	17.9%	16.2%
45 - 54	11.8%	11.7%	11.7%
55 - 64	10.3%	9.7%	9.8%
65 - 74	7.9%	7.4%	7.6%
75 - 84	3.7%	3.3%	3.6%
85 +	1.0%	1.1%	1.3%
18 +	84.5%	81.7%	81.0%
<b>2028 Population by Age</b>			
Total	8,231	93,439	325,289
0 - 4	4.7%	5.6%	5.6%
5 - 9	3.8%	4.8%	5.0%
10 - 14	3.4%	4.4%	4.8%
15 - 24	13.2%	13.8%	15.5%
25 - 34	23.3%	20.4%	18.9%
35 - 44	17.6%	16.8%	15.3%
45 - 54	11.6%	12.2%	12.0%
55 - 64	9.5%	9.3%	9.4%
65 - 74	7.5%	7.4%	7.6%
75 - 84	4.2%	4.0%	4.4%
85 +	1.2%	1.3%	1.5%
18 +	86.1%	82.5%	81.8%
<b>2020 Population by Sex</b>			

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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Males	3,164	41,893	149,541
Females	3,447	45,477	154,927
<b>2023 Population by Sex</b>			
Males	3,656	45,228	157,554
Females	3,746	46,472	158,910
<b>2028 Population by Sex</b>			
Males	3,990	45,720	160,861
Females	4,239	47,719	164,428
<b>2010 Population by Race/Ethnicity</b>			
Total	4,859	73,305	253,774
White Alone	62.4%	55.1%	61.0%
Black Alone	24.4%	29.5%	23.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	8.4%	6.9%	6.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.0%	5.3%	6.0%
Two or More Races	2.4%	2.8%	2.7%
Hispanic Origin	5.1%	11.2%	13.1%
Diversity Index	58.8	68.0	66.2
<b>2020 Population by Race/Ethnicity</b>			
Total	6,611	87,370	304,468
White Alone	54.7%	46.3%	52.3%
Black Alone	27.4%	30.6%	24.1%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	8.5%	9.0%	7.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.6%	5.0%	6.5%
Two or More Races	6.5%	8.6%	9.1%
Hispanic Origin	6.8%	10.0%	13.1%
Diversity Index	66.3	73.3	73.0
<b>2023 Population by Race/Ethnicity</b>			
Total	7,401	91,699	316,464
White Alone	52.0%	44.3%	50.1%
Black Alone	28.7%	31.4%	25.0%
American Indian Alone	0.2%	0.4%	0.6%
Asian Alone	9.1%	9.6%	7.8%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	2.9%	5.2%	6.8%
Two or More Races	7.0%	9.0%	9.6%
Hispanic Origin	7.5%	10.6%	13.9%
Diversity Index	68.4	74.4	74.6
<b>2028 Population by Race/Ethnicity</b>			
Total	8,229	93,440	325,289
White Alone	48.0%	41.2%	47.0%
Black Alone	30.7%	32.6%	26.1%
American Indian Alone	0.2%	0.4%	0.6%
Asian Alone	10.2%	10.6%	8.9%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	3.1%	5.6%	7.2%
Two or More Races	7.7%	9.6%	10.2%
Hispanic Origin	8.1%	11.4%	14.6%
Diversity Index	70.9	76.1	76.5

**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.



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<b>2020 Population by Relationship and Household Type</b>			
Total	6,611	87,370	304,468
In Households	100.0%	99.9%	96.4%
Householder	59.3%	51.4%	46.2%
Opposite-Sex Spouse	13.7%	14.5%	14.9%
Same-Sex Spouse	0.2%	0.3%	0.4%
Opposite-Sex Unmarried Partner	4.6%	3.5%	3.0%
Same-Sex Unmarried Partner	0.4%	0.4%	0.4%
Biological Child	12.0%	19.1%	20.8%
Adopted Child	0.2%	0.3%	0.4%
Stepchild	0.6%	0.5%	0.5%
Grandchild	0.3%	0.7%	0.8%
Brother or Sister	1.1%	1.4%	1.3%
Parent	0.6%	1.0%	1.0%
Parent-in-law	0.1%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.1%	0.1%	0.2%
Other Relatives	0.5%	1.0%	1.0%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	6.3%	5.5%	5.3%
In Group Quarters	0.0%	0.1%	3.6%
Institutionalized	0.0%	0.1%	0.3%
Noninstitutionalized	0.0%	0.0%	3.3%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	5,619	65,603	218,636
Less than 9th Grade	0.1%	0.8%	2.1%
9th - 12th Grade, No Diploma	0.5%	1.6%	1.8%
High School Graduate	7.4%	8.9%	9.3%
GED/Alternative Credential	0.5%	1.6%	1.6%
Some College, No Degree	9.1%	12.3%	11.6%
Associate Degree	7.0%	6.4%	5.9%
Bachelor's Degree	46.5%	42.1%	40.2%
Graduate/Professional Degree	28.9%	26.2%	27.4%
<b>2023 Population 15+ by Marital Status</b>			
Total	6,437	77,506	265,534
Never Married	56.3%	48.5%	46.3%
Married	27.3%	38.0%	41.0%
Widowed	1.6%	2.5%	2.8%
Divorced	14.9%	11.0%	9.9%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,411	59,467	191,163
Population 16+ Employed	96.2%	96.8%	96.9%
Population 16+ Unemployment rate	3.8%	3.2%	3.1%
Population 16-24 Employed	11.4%	13.4%	13.3%
Population 16-24 Unemployment rate	10.2%	6.1%	7.0%
Population 25-54 Employed	69.4%	69.3%	68.3%
Population 25-54 Unemployment rate	2.8%	2.4%	2.2%
Population 55-64 Employed	12.7%	11.0%	11.8%
Population 55-64 Unemployment rate	3.2%	4.7%	3.5%
Population 65+ Employed	6.5%	6.2%	6.6%
Population 65+ Unemployment rate	2.9%	3.5%	2.6%

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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<b>2023 Employed Population 16+ by Industry</b>			
Total	5,205	57,554	185,323
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	1.2%	4.1%	5.1%
Manufacturing	5.3%	6.6%	6.1%
Wholesale Trade	2.4%	2.4%	2.2%
Retail Trade	13.7%	10.0%	8.8%
Transportation/Utilities	6.6%	7.0%	6.2%
Information	2.4%	3.6%	3.8%
Finance/Insurance/Real Estate	10.8%	9.8%	9.5%
Services	52.9%	53.3%	54.9%
Public Administration	4.7%	3.1%	3.2%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	5,205	57,557	185,323
White Collar	88.3%	78.4%	78.4%
Management/Business/Financial	37.4%	28.2%	28.0%
Professional	33.1%	32.0%	33.0%
Sales	10.1%	8.9%	9.2%
Administrative Support	7.6%	9.2%	8.3%
Services	5.1%	11.5%	10.8%
Blue Collar	6.6%	10.1%	10.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.0%	2.3%	3.1%
Installation/Maintenance/Repair	0.1%	1.1%	1.0%
Production	3.2%	1.5%	1.7%
Transportation/Material Moving	3.4%	5.2%	5.0%
<b>2020 Households by Type</b>			
Total	4,084	44,868	140,625
Married Couple Households	24.2%	28.7%	33.0%
With Own Children <18	6.2%	10.6%	13.4%
Without Own Children <18	18.0%	18.1%	19.7%
Cohabiting Couple Households	8.4%	7.6%	7.3%
With Own Children <18	0.9%	1.3%	1.2%
Without Own Children <18	7.5%	6.3%	6.1%
Male Householder, No Spouse/Partner	30.0%	27.5%	26.2%
Living Alone	22.6%	20.2%	19.1%
65 Years and over	1.9%	2.1%	2.3%
With Own Children <18	0.9%	1.2%	1.3%
Without Own Children <18, With Relatives	2.1%	2.2%	2.1%
No Relatives Present	4.3%	3.8%	3.7%
Female Householder, No Spouse/Partner	37.4%	36.2%	33.4%
Living Alone	26.6%	23.9%	21.7%
65 Years and over	3.8%	5.0%	5.0%
With Own Children <18	2.8%	4.5%	4.5%
Without Own Children <18, With Relatives	4.5%	5.0%	4.6%
No Relatives Present	3.5%	2.7%	2.6%
<b>2020 Households by Size</b>			
Total	4,084	44,868	140,625
1 Person Household	49.2%	44.1%	40.8%
2 Person Household	34.5%	32.7%	32.4%
3 Person Household	9.2%	11.6%	12.2%
4 Person Household	4.3%	7.5%	9.1%
5 Person Household	1.5%	2.7%	3.6%
6 Person Household	0.9%	1.0%	1.2%
7 + Person Household	0.4%	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.



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	5 minutes	10 minutes	15 minutes
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	4,084	44,868	140,625
Owner Occupied	18.4%	33.5%	43.0%
Owned with a Mortgage/Loan	12.3%	25.4%	32.8%
Owned Free and Clear	6.1%	8.1%	10.3%
Renter Occupied	81.6%	66.5%	57.0%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	65	75	82
Percent of Income for Mortgage	39.1%	32.7%	29.8%
Wealth Index	100	106	119
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	4,442	49,029	153,647
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	6,611	87,370	304,468
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.





# Market Profile

Cumberland Festival  
 2980 Cobb Pkwy SE, Atlanta, Georgia, 30339  
 Drive time: 5, 10, 15 minute radii

Cumberland Festival  
 Latitude: 33.88004  
 Longitude: -84.46161

	5 minutes	10 minutes	15 minutes
<b>Top 3 Tapestry Segments</b>			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Enterprising Professionals (2D)	Young and Restless (11B)	Young and Restless (11B)
3.	Urban Chic (2A)	Enterprising Professionals	Enterprising Professionals (2D)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$13,408,516	\$135,807,861	\$458,800,424
Average Spent	\$2,940.46	\$2,891.44	\$3,117.78
Spending Potential Index	134	132	142
Education: Total \$	\$11,209,886	\$109,944,040	\$377,670,144
Average Spent	\$2,458.31	\$2,340.78	\$2,566.46
Spending Potential Index	137	131	143
Entertainment/Recreation: Total \$	\$20,904,797	\$208,608,520	\$718,181,675
Average Spent	\$4,584.39	\$4,441.41	\$4,880.41
Spending Potential Index	121	117	129
Food at Home: Total \$	\$39,081,020	\$396,315,667	\$1,347,472,192
Average Spent	\$8,570.40	\$8,437.81	\$9,156.76
Spending Potential Index	126	124	135
Food Away from Home: Total \$	\$22,864,487	\$231,848,094	\$780,031,122
Average Spent	\$5,014.14	\$4,936.19	\$5,300.71
Spending Potential Index	135	133	142
Health Care: Total \$	\$37,428,840	\$382,799,074	\$1,324,848,177
Average Spent	\$8,208.08	\$8,150.04	\$9,003.02
Spending Potential Index	112	111	122
HH Furnishings & Equipment: Total \$	\$17,063,377	\$170,438,988	\$583,528,808
Average Spent	\$3,741.97	\$3,628.75	\$3,965.38
Spending Potential Index	127	123	134
Personal Care Products & Services: Total \$	\$5,724,205	\$57,867,706	\$196,254,808
Average Spent	\$1,255.31	\$1,232.04	\$1,333.65
Spending Potential Index	131	129	139
Shelter: Total \$	\$150,769,595	\$1,493,712,127	\$5,089,120,001
Average Spent	\$33,063.51	\$31,802.08	\$34,583.16
Spending Potential Index	133	128	140
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,521,771	\$157,622,090	\$555,693,040
Average Spent	\$3,403.90	\$3,355.87	\$3,776.22
Spending Potential Index	109	107	121
Travel: Total \$	\$13,153,085	\$128,365,402	\$442,528,452
Average Spent	\$2,884.45	\$2,732.98	\$3,007.21
Spending Potential Index	128	121	134
Vehicle Maintenance & Repairs: Total \$	\$7,281,852	\$75,843,527	\$256,874,138
Average Spent	\$1,596.90	\$1,614.76	\$1,745.59
Spending Potential Index	122	123	133

**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  
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	5 minutes	10 minutes	15 minutes
<b>Population</b>			
2010 Population	4,859	73,305	253,775
2020 Population	6,611	87,370	304,468
2023 Population	7,402	91,700	316,464
2028 Population	8,229	93,439	325,289
2010-2020 Annual Rate	3.13%	1.77%	1.84%
2020-2023 Annual Rate	3.54%	1.50%	1.20%
2023-2028 Annual Rate	2.14%	0.38%	0.55%
2020 Male Population	47.9%	47.9%	49.1%
2020 Female Population	52.1%	52.1%	50.9%
2020 Median Age	33.3	33.7	33.4
2023 Male Population	49.4%	49.3%	49.8%
2023 Female Population	50.6%	50.7%	50.2%
2023 Median Age	36.7	35.5	35.1

In the identified area, the current year population is 316,464. In 2020, the Census count in the area was 304,468. The rate of change since 2020 was 1.20% annually. The five-year projection for the population in the area is 325,289 representing a change of 0.55% 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 35.1, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	52.0%	44.3%	50.1%
2023 Black Alone	28.7%	31.4%	25.0%
2023 American Indian/Alaska Native Alone	0.2%	0.4%	0.6%
2023 Asian Alone	9.1%	9.6%	7.8%
2023 Pacific Islander Alone	0.1%	0.0%	0.1%
2023 Other Race	2.9%	5.2%	6.8%
2023 Two or More Races	7.0%	9.0%	9.6%
2023 Hispanic Origin (Any Race)	7.5%	10.6%	13.9%

Persons of Hispanic origin represent 13.9% 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 74.6 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	100	106	119
2010 Households	2,969	36,889	113,924
2020 Households	4,084	44,868	140,625
2023 Households	4,560	46,969	147,156
2028 Households	5,085	48,194	153,067
2010-2020 Annual Rate	3.24%	1.98%	2.13%
2020-2023 Annual Rate	3.45%	1.42%	1.41%
2023-2028 Annual Rate	2.20%	0.52%	0.79%
2023 Average Household Size	1.62	1.95	2.08

The household count in this area has changed from 140,625 in 2020 to 147,156 in the current year, a change of 1.41% annually. The five-year projection of households is 153,067, a change of 0.79% annually from the current year total. Average household size is currently 2.08, compared to 2.09 in the year 2020. The number of families in the current year is 65,124 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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



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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	39.1%	32.7%	29.8%
<b>Median Household Income</b>			
2023 Median Household Income	\$98,118	\$85,506	\$92,478
2028 Median Household Income	\$106,179	\$97,144	\$106,726
2023-2028 Annual Rate	1.59%	2.59%	2.91%
<b>Average Household Income</b>			
2023 Average Household Income	\$136,538	\$131,191	\$143,672
2028 Average Household Income	\$150,901	\$146,945	\$162,857
2023-2028 Annual Rate	2.02%	2.29%	2.54%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$80,320	\$67,368	\$66,948
2028 Per Capita Income	\$89,615	\$75,999	\$76,768
2023-2028 Annual Rate	2.21%	2.44%	2.78%
<b>GINI Index</b>			
2023 Gini Index	32.4	37.8	38.3

### Households by Income

Current median household income is \$92,478 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$106,726 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$143,672 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$162,857 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$66,948 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$76,768 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	65	75	82
2010 Total Housing Units	3,260	41,783	131,196
2010 Owner Occupied Housing Units	728	12,754	52,527
2010 Renter Occupied Housing Units	2,251	24,130	61,402
2010 Vacant Housing Units	291	4,894	17,272
2020 Total Housing Units	4,442	49,029	153,647
2020 Owner Occupied Housing Units	751	15,036	60,513
2020 Renter Occupied Housing Units	3,333	29,832	80,112
2020 Vacant Housing Units	358	4,104	12,927
2023 Total Housing Units	4,988	51,219	160,761
2023 Owner Occupied Housing Units	1,027	17,791	65,882
2023 Renter Occupied Housing Units	3,533	29,178	81,274
2023 Vacant Housing Units	428	4,250	13,605
2028 Total Housing Units	5,429	52,446	166,775
2028 Owner Occupied Housing Units	1,031	18,180	67,214
2028 Renter Occupied Housing Units	4,055	30,013	85,853
2028 Vacant Housing Units	344	4,252	13,708

### Socioeconomic Status Index

2023 Socioeconomic Status Index	67.6	58.9	56.4
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Currently, 41.0% of the 160,761 housing units in the area are owner occupied; 50.6%, renter occupied; and 8.5% 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 153,647 housing units in the area and 8.4% vacant housing units. The annual rate of change in housing units since 2020 is 1.40%. Median home value in the area is \$459,136, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.11% annually to \$485,103.

**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.