




**GA 400 and GA Hwy 20, Cumming, GA**

**Latitude: 34.184104**

**Longitude: -84.138672**

**Radius: 5.0 miles**

**Radius: 10.0 miles**

	2000 Total Population	39,812	171,887
	2000 Group Quarters	694	965
	2008 Total Population	72,488	279,763
	2013 Total Population	99,843	365,363
	2008 - 2013 Annual Rate	6.61%	5.48%
	2000 Households	14,123	59,948
	2000 Average Household Size	2.77	2.85
	2008 Households	25,489	97,021
	2008 Average Household Size	2.81	2.87
	2013 Households	35,017	126,376
	2013 Average Household Size	2.83	2.88
	2008 - 2013 Annual Rate	6.56%	5.43%
	2000 Families	11,079	48,224
	2000 Average Family Size	3.09	3.18
	2008 Families	19,613	75,662
	2008 Average Family Size	3.17	3.26
	2013 Families	26,520	96,884
	2013 Average Family Size	3.21	3.3
	2008 - 2013 Annual Rate	6.22%	5.07%
	<b>2000 Housing Units</b>	14,849	63,135
	Owner Occupied Housing Units	80.5%	81.1%
	Renter Occupied Housing Units	14.6%	13.7%
	Vacant Housing Units	4.8%	5.2%
	<b>2008 Housing Units</b>	27,011	104,221
	Owner Occupied Housing Units	81.2%	79.0%
	Renter Occupied Housing Units	13.1%	14.1%
	Vacant Housing Units	5.6%	6.9%
	<b>2013 Housing Units</b>	36,714	134,594
	Owner Occupied Housing Units	81.6%	79.0%
	Renter Occupied Housing Units	13.8%	14.9%
	Vacant Housing Units	4.6%	6.1%
	<b>Median Household Income</b>		
	2000	\$64,784	\$73,433
	2008	\$90,345	\$101,114
	2013	\$101,336	\$118,054
	<b>Median Home Value</b>		
	2000	\$171,884	\$187,459
	2008	\$246,339	\$253,258
	2013	\$254,447	\$264,073
	<b>Per Capita Income</b>		
	2000	\$28,043	\$31,856
	2008	\$41,425	\$49,427
	2013	\$49,063	\$63,480
	<b>Median Age</b>		
	2000	35.1	34.2
	2008	35.8	35.2
	2013	36.0	35.2

**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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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**2000 Households by Income**

Household Income Base	14,173	60,168
< \$15,000	8.5%	6.3%
\$15,000 - \$24,999	6.9%	5.5%
\$25,000 - \$34,999	8.4%	7.3%
\$35,000 - \$49,999	13.0%	12.0%
\$50,000 - \$74,999	20.9%	20.0%
\$75,000 - \$99,999	16.9%	17.3%
\$100,000 - \$149,999	16.2%	18.5%
\$150,000 - \$199,999	4.8%	6.9%
\$200,000+	4.3%	6.3%
Average Household Income	\$78,907	\$90,838

**2008 Households by Income**

Household Income Base	25,488	97,022
< \$15,000	5.0%	3.8%
\$15,000 - \$24,999	4.4%	3.2%
\$25,000 - \$34,999	4.5%	3.5%
\$35,000 - \$49,999	8.4%	7.2%
\$50,000 - \$74,999	15.0%	13.4%
\$75,000 - \$99,999	18.5%	18.1%
\$100,000 - \$149,999	20.6%	21.9%
\$150,000 - \$199,999	13.8%	13.4%
\$200,000+	9.8%	15.4%
Average Household Income	\$118,943	\$142,917

**2013 Households by Income**

Household Income Base	35,017	126,378
< \$15,000	4.0%	3.1%
\$15,000 - \$24,999	3.5%	2.5%
\$25,000 - \$34,999	3.4%	2.7%
\$35,000 - \$49,999	6.1%	4.9%
\$50,000 - \$74,999	14.9%	13.1%
\$75,000 - \$99,999	17.4%	14.3%
\$100,000 - \$149,999	23.3%	23.0%
\$150,000 - \$199,999	10.4%	12.0%
\$200,000+	17.0%	24.4%
Average Household Income	\$141,498	\$184,188

**2000 Owner Occupied HUs by Value**

Total	12,016	51,397
<\$50,000	4.5%	3.9%
\$50,000 - 99,999	11.1%	9.1%
\$100,000 - 149,999	24.5%	20.1%
\$150,000 - 199,999	23.1%	22.2%
\$200,000 - \$299,999	24.4%	26.0%
\$300,000 - 499,999	9.7%	13.8%
\$500,000 - 999,999	2.4%	4.4%
\$1,000,000+	0.4%	0.5%
Average Home Value	\$197,363	\$223,939

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	2,072	8,360
With Cash Rent	91.8%	93.1%
No Cash Rent	8.2%	6.9%
Median Rent	\$586	\$673
Average Rent	\$603	\$692

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. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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**2000 Population by Age**

	Radius: 5.0 miles	Radius: 10.0 miles
Total	39,814	171,886
0 - 4	8.7%	9.5%
5 - 9	7.8%	8.7%
10 - 14	6.8%	7.5%
15 - 19	5.6%	5.4%
20 - 24	4.7%	4.0%
25 - 34	16.4%	16.5%
35 - 44	19.6%	21.5%
45 - 54	13.9%	13.5%
55 - 64	8.4%	7.3%
65 - 74	4.7%	3.7%
75 - 84	2.5%	1.8%
85+	1.1%	0.6%
18+	73.2%	70.6%

**2008 Population by Age**

	Radius: 5.0 miles	Radius: 10.0 miles
Total	72,490	279,763
0 - 4	8.3%	9.1%
5 - 9	8.1%	9.1%
10 - 14	7.7%	8.5%
15 - 19	6.1%	6.1%
20 - 24	4.8%	4.2%
25 - 34	13.5%	12.4%
35 - 44	17.8%	19.3%
45 - 54	15.3%	15.7%
55 - 64	9.9%	9.0%
65 - 74	4.9%	4.0%
75 - 84	2.4%	1.8%
85+	1.0%	0.6%
18+	71.9%	69.2%

**2013 Population by Age**

	Radius: 5.0 miles	Radius: 10.0 miles
Total	99,842	365,365
0 - 4	8.2%	8.9%
5 - 9	7.7%	8.5%
10 - 14	7.8%	8.6%
15 - 19	6.7%	6.9%
20 - 24	4.8%	4.3%
25 - 34	13.2%	12.6%
35 - 44	15.6%	16.1%
45 - 54	16.4%	17.0%
55 - 64	10.7%	10.0%
65 - 74	5.4%	4.6%
75 - 84	2.5%	1.9%
85+	1.1%	0.7%
18+	72.0%	69.5%

**2000 Population by Sex**

	Radius: 5.0 miles	Radius: 10.0 miles
Males	50.7%	50.3%
Females	49.3%	49.7%

**2008 Population by Sex**

	Radius: 5.0 miles	Radius: 10.0 miles
Males	50.7%	50.1%
Females	49.3%	49.9%

**2013 Population by Sex**

	Radius: 5.0 miles	Radius: 10.0 miles
Males	50.6%	50.1%
Females	49.4%	49.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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**2000 Population by Race/Ethnicity**

Total	39,812	171,887
White Alone	93.6%	90.0%
Black Alone	1.0%	3.1%
American Indian Alone	0.3%	0.2%
Asian or Pacific Islander Alone	0.5%	3.3%
Some Other Race Alone	3.4%	2.2%
Two or More Races	1.1%	1.2%
Hispanic Origin	8.4%	5.5%
Diversity Index	25.7	27.2

**2008 Population by Race/Ethnicity**

Total	72,488	279,764
White Alone	90.5%	85.8%
Black Alone	1.2%	4.3%
American Indian Alone	0.3%	0.2%
Asian or Pacific Islander Alone	0.8%	4.3%
Some Other Race Alone	5.6%	3.7%
Two or More Races	1.6%	1.7%
Hispanic Origin	12.3%	8.4%
Diversity Index	35.7	37.5

**2013 Population by Race/Ethnicity**

Total	99,842	365,364
White Alone	89.4%	83.9%
Black Alone	1.3%	4.8%
American Indian Alone	0.4%	0.3%
Asian or Pacific Islander Alone	0.9%	4.8%
Some Other Race Alone	6.3%	4.4%
Two or More Races	1.7%	1.9%
Hispanic Origin	13.6%	9.9%
Diversity Index	38.8	41.8



**2000 Population 3+ by School Enrollment**

Total	37,687	162,259
Enrolled in Nursery/Preschool	3.1%	3.6%
Enrolled in Kindergarten	1.9%	1.9%
Enrolled in Grade 1-8	12.0%	13.7%
Enrolled in Grade 9-12	4.5%	4.8%
Enrolled in College	2.7%	2.8%
Enrolled in Grad/Prof School	0.8%	0.9%
Not Enrolled in School	75.0%	72.3%

**2008 Population 25+ by Educational Attainment**

Total	47,041	175,922
Less than 9th Grade	6.1%	4.0%
9th - 12th Grade, No Diploma	7.1%	6.2%
High School Graduate	24.0%	20.2%
Some College, No Degree	20.8%	19.1%
Associate Degree	7.2%	7.1%
Bachelor's Degree	26.6%	31.4%
Graduate/Professional Degree	8.2%	12.0%

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: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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**2008 Population 15+ by Marital Status**

Total	54,956	204,979
Never Married	19.2%	19.4%
Married	66.3%	68.5%
Widowed	4.4%	3.3%
Divorced	10.0%	8.7%



**2000 Population 16+ by Employment Status**

Total	30,158	125,627
In Labor Force	71.5%	72.3%
Civilian Employed	70.1%	70.6%
Civilian Unemployed	1.4%	1.7%
In Armed Forces	0.0%	0.0%
Not in Labor Force	28.5%	27.7%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	95.9%	96.1%
Civilian Unemployed	4.1%	3.9%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	96.4%	96.5%
Civilian Unemployed	3.6%	3.5%

**2000 Females 16+ by Employment Status and Age of Children**

Total	14,790	62,987
Own Children < 6 Only	12.1%	13.5%
Employed/in Armed Forces	7.6%	7.3%
Unemployed	0.1%	0.2%
Not in Labor Force	4.4%	5.9%
Own Children < 6 and 6-17 Only	7.8%	8.6%
Employed/in Armed Forces	3.9%	4.1%
Unemployed	0.1%	0.1%
Not in Labor Force	3.7%	4.4%
Own Children 6-17 Only	16.9%	19.9%
Employed/in Armed Forces	12.6%	13.9%
Unemployed	0.2%	0.3%
Not in Labor Force	4.1%	5.7%
No Own Children < 18	63.2%	58.1%
Employed/in Armed Forces	35.9%	34.2%
Unemployed	0.8%	1.0%
Not in Labor Force	26.5%	22.9%

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**2008 Employed Population 16+ by Industry**

Total	31,644	123,702
Agriculture/Mining	0.9%	0.6%
Construction	11.4%	8.8%
Manufacturing	9.1%	9.0%
Wholesale Trade	4.6%	4.8%
Retail Trade	12.4%	12.3%
Transportation/Utilities	4.5%	4.3%
Information	3.9%	4.6%
Finance/Insurance/Real Estate	9.5%	10.3%
Services	41.6%	43.1%
Public Administration	2.1%	2.3%

**2008 Employed Population 16+ by Occupation**

Total	31,643	123,702
White Collar	68.9%	74.7%
Management/Business/Financial	23.2%	25.8%
Professional	19.3%	21.8%
Sales	14.5%	15.4%
Administrative Support	11.9%	11.8%
Services	11.9%	10.8%
Blue Collar	19.2%	14.5%
Farming/Forestry/Fishing	0.6%	0.3%
Construction/Extraction	8.2%	5.7%
Installation/Maintenance/Repair	2.9%	2.5%
Production	3.6%	2.8%
Transportation/Material Moving	3.9%	3.1%



**2000 Workers 16+ by Means of Transportation to Work**

Total	20,907	87,638
Drove Alone - Car, Truck, or Van	80.5%	82.0%
Carpooled - Car, Truck, or Van	12.1%	10.4%
Public Transportation	0.6%	0.6%
Walked	0.9%	0.6%
Other Means	0.8%	0.7%
Worked at Home	5.1%	5.8%

**2000 Workers 16+ by Travel Time to Work**

Total	20,907	87,641
Did Not Work at Home	94.9%	94.2%
Less than 5 minutes	2.3%	1.7%
5 to 9 minutes	6.7%	5.7%
10 to 19 minutes	24.3%	21.7%
20 to 24 minutes	11.6%	10.5%
25 to 34 minutes	15.8%	18.3%
35 to 44 minutes	6.5%	8.2%
45 to 59 minutes	13.3%	13.7%
60 to 89 minutes	11.0%	11.4%
90 or more minutes	3.5%	3.2%
Worked at Home	5.1%	5.8%
Average Travel Time to Work (in min)	32.4	33.2

**2000 Households by Vehicles Available**

Total	14,153	59,992
None	2.9%	2.6%
1	21.2%	19.7%
2	50.2%	54.5%
3	18.6%	17.3%
4	5.3%	4.5%
5+	1.9%	1.5%
Average Number of Vehicles Available	2.1	2.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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**2000 Households by Type**

Total	14,124	59,948
Family Households	78.4%	80.4%
Married-couple Family	67.3%	70.8%
With Related Children	34.4%	39.8%
Other Family (No Spouse)	11.1%	9.7%
With Related Children	6.9%	6.1%
Nonfamily Households	21.6%	19.6%
Householder Living Alone	17.1%	15.4%
Householder Not Living Alone	4.5%	4.1%
Households with Related Children	41.3%	45.9%
Households with Persons 65+	15.5%	12.4%

**2000 Households by Size**

Total	14,123	59,948
1 Person Household	17.1%	15.4%
2 Person Household	34.7%	32.7%
3 Person Household	19.7%	19.7%
4 Person Household	17.7%	20.9%
5 Person Household	6.8%	7.8%
6 Person Household	2.4%	2.2%
7+ Person Household	1.7%	1.2%

**2000 Households by Year Householder Moved In**

Total	14,152	59,990
Moved in 1999 to March 2000	21.5%	22.6%
Moved in 1995 to 1998	39.7%	43.8%
Moved in 1990 to 1994	18.6%	16.9%
Moved in 1980 to 1989	13.0%	9.8%
Moved in 1970 to 1979	4.4%	3.8%
Moved in 1969 or Earlier	2.8%	3.1%
Median Year Householder Moved In	1996	1996



**2000 Housing Units by Units in Structure**

Total	14,852	63,294
1, Detached	84.2%	84.4%
1, Attached	1.9%	1.2%
2	1.0%	0.6%
3 or 4	1.0%	0.9%
5 to 9	1.1%	1.6%
10 to 19	0.5%	3.0%
20+	1.2%	1.5%
Mobile Home	9.0%	6.8%
Other	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

Total	14,863	63,196
1999 to March 2000	8.1%	9.3%
1995 to 1998	29.1%	36.3%
1990 to 1994	18.5%	19.6%
1980 to 1989	22.6%	17.1%
1970 to 1979	12.0%	8.1%
1969 or Earlier	9.7%	9.5%
Median Year Structure Built	1992	1994

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**Top 3 Tapestry Segments**

1.	Up and Coming Families	Boomburbs
2.	Sophisticated Squires	Up and Coming Families
3.	Green Acres	Green Acres

 **2008 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$92,823,782	\$423,792,026
Average Spent	\$3,641.72	\$4,368.04
Spending Potential Index	136	163
Computers & Accessories: Total \$	\$10,052,886	\$45,860,828
Average Spent	\$394.40	\$472.69
Spending Potential Index	165	198
Education: Total \$	\$56,469,510	\$256,446,655
Average Spent	\$2,215.45	\$2,643.21
Spending Potential Index	161	192
Entertainment/Recreation: Total \$	\$154,331,110	\$707,765,812
Average Spent	\$6,054.81	\$7,294.98
Spending Potential Index	163	196
Food at Home: Total \$	\$190,286,743	\$855,575,388
Average Spent	\$7,465.45	\$8,818.46
Spending Potential Index	153	181
Food Away from Home: Total \$	\$139,014,673	\$630,904,842
Average Spent	\$5,453.91	\$6,502.77
Spending Potential Index	159	190
Health Care: Total \$	\$156,296,441	\$705,466,109
Average Spent	\$6,131.92	\$7,271.27
Spending Potential Index	150	178
HH Furnishings & Equipment: Total \$	\$94,939,496	\$439,294,693
Average Spent	\$3,724.72	\$4,527.83
Spending Potential Index	162	197
Investments: Total \$	\$46,444,147	\$220,371,134
Average Spent	\$1,822.13	\$2,271.38
Spending Potential Index	180	224
Retail Goods: Total \$	\$1,083,052,524	\$4,943,677,158
Average Spent	\$42,490.98	\$50,954.71
Spending Potential Index	157	188
Shelter: Total \$	\$654,563,097	\$2,988,736,043
Average Spent	\$25,680.22	\$30,805.04
Spending Potential Index	165	198
TV/Video/Sound Equipment: Total \$	\$57,781,919	\$262,528,775
Average Spent	\$2,266.94	\$2,705.90
Spending Potential Index	158	188
Travel: Total \$	\$80,361,783	\$368,501,123
Average Spent	\$3,152.80	\$3,798.16
Spending Potential Index	167	202
Vehicle Maintenance & Repairs: Total \$	\$40,135,579	\$181,889,835
Average Spent	\$1,574.62	\$1,874.75
Spending Potential Index	159	189

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.