




GA 400 and GA 369, Cumming, GA

Latitude: 34.263479

Longitude: -84.086984

Radius: 5.0 miles

Radius: 10.0 miles

	2000 Total Population	27,378	91,665
	2000 Group Quarters	172	746
	2008 Total Population	41,631	151,192
	2013 Total Population	55,257	200,294
	2008 - 2013 Annual Rate	5.83%	5.79%
	2000 Households	9,896	33,223
	2000 Average Household Size	2.75	2.74
	2008 Households	14,874	54,088
	2008 Average Household Size	2.79	2.78
	2013 Households	19,664	71,389
	2013 Average Household Size	2.8	2.79
	2008 - 2013 Annual Rate	5.74%	5.71%
	2000 Families	7,673	26,142
	2000 Average Family Size	3.1	3.06
	2008 Families	11,267	41,499
	2008 Average Family Size	3.19	3.16
	2013 Families	14,654	53,842
	2013 Average Family Size	3.23	3.2
	2008 - 2013 Annual Rate	5.4%	5.35%
		2000 Housing Units	10,593
Owner Occupied Housing Units		78.8%	78.5%
Renter Occupied Housing Units		14.0%	13.7%
Vacant Housing Units		7.2%	7.8%
2008 Housing Units		16,061	59,069
Owner Occupied Housing Units		76.6%	77.6%
Renter Occupied Housing Units		16.0%	13.9%
Vacant Housing Units		7.4%	8.4%
2013 Housing Units		20,749	76,570
Owner Occupied Housing Units		77.6%	78.3%
Renter Occupied Housing Units		17.2%	14.9%
Vacant Housing Units		5.2%	6.8%
Median Household Income			
2000	\$58,103	\$59,056	
2008	\$79,702	\$80,371	
2013	\$88,565	\$89,913	
Median Home Value			
2000	\$145,004	\$150,682	
2008	\$201,020	\$214,695	
2013	\$210,079	\$223,930	
Per Capita Income			
2000	\$25,416	\$25,708	
2008	\$35,430	\$36,630	
2013	\$40,216	\$43,172	
Median Age			
2000	35.4	35.3	
2008	37.1	36.8	
2013	37.7	37.2	

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	Radius: 5.0 miles	Radius: 10.0 miles
< \$15,000	9,913 9.1%	33,299 8.4%
\$15,000 - \$24,999	7.4%	8.1%
\$25,000 - \$34,999	9.5%	9.3%
\$35,000 - \$49,999	15.8%	15.1%
\$50,000 - \$74,999	24.1%	23.2%
\$75,000 - \$99,999	17.1%	16.8%
\$100,000 - \$149,999	11.8%	12.8%
\$150,000 - \$199,999	2.6%	3.6%
\$200,000+	2.7%	2.9%
Average Household Income	\$69,030	\$70,826

2008 Households by Income

Household Income Base	Radius: 5.0 miles	Radius: 10.0 miles
< \$15,000	14,874 5.4%	54,088 5.2%
\$15,000 - \$24,999	4.6%	4.9%
\$25,000 - \$34,999	5.3%	5.6%
\$35,000 - \$49,999	10.0%	10.3%
\$50,000 - \$74,999	18.8%	18.0%
\$75,000 - \$99,999	23.0%	21.1%
\$100,000 - \$149,999	19.2%	18.7%
\$150,000 - \$199,999	8.4%	9.4%
\$200,000+	5.3%	6.8%
Average Household Income	\$98,412	\$102,528

2013 Households by Income

Household Income Base	Radius: 5.0 miles	Radius: 10.0 miles
< \$15,000	19,665 4.2%	71,390 4.1%
\$15,000 - \$24,999	3.4%	3.7%
\$25,000 - \$34,999	3.8%	4.2%
\$35,000 - \$49,999	6.8%	7.3%
\$50,000 - \$74,999	18.5%	17.2%
\$75,000 - \$99,999	21.3%	19.9%
\$100,000 - \$149,999	25.5%	23.4%
\$150,000 - \$199,999	8.6%	9.0%
\$200,000+	8.0%	11.1%
Average Household Income	\$112,198	\$121,404

2000 Owner Occupied HUs by Value

Total	Radius: 5.0 miles	Radius: 10.0 miles
<\$50,000	8,366 6.1%	28,315 5.9%
\$50,000 - 99,999	16.7%	15.8%
\$100,000 - 149,999	30.3%	28.0%
\$150,000 - 199,999	21.8%	21.4%
\$200,000 - \$299,999	12.5%	16.7%
\$300,000 - 499,999	8.1%	8.5%
\$500,000 - 999,999	3.9%	3.2%
\$1,000,000+	0.5%	0.5%
Average Home Value	\$185,631	\$188,163

2000 Specified Renter Occupied HUs by Contract Rent

Total	Radius: 5.0 miles	Radius: 10.0 miles
With Cash Rent	1,454 92.2%	4,791 90.8%
No Cash Rent	7.8%	9.2%
Median Rent	\$559	\$570
Average Rent	\$590	\$594

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	27,380	91,666
0 - 4	7.9%	8.2%
5 - 9	7.3%	7.6%
10 - 14	7.0%	6.9%
15 - 19	5.9%	5.8%
20 - 24	4.9%	4.9%
25 - 34	16.0%	16.0%
35 - 44	19.2%	19.1%
45 - 54	13.7%	14.0%
55 - 64	9.1%	9.1%
65 - 74	5.2%	5.1%
75 - 84	2.7%	2.5%
85+	0.8%	0.8%
18+	73.9%	73.6%

2008 Population by Age

	Radius: 5.0 miles	Radius: 10.0 miles
Total	41,631	151,194
0 - 4	7.8%	8.0%
5 - 9	7.5%	7.8%
10 - 14	7.1%	7.5%
15 - 19	5.9%	6.1%
20 - 24	4.8%	4.7%
25 - 34	13.4%	13.0%
35 - 44	17.3%	17.6%
45 - 54	15.8%	15.6%
55 - 64	10.8%	10.7%
65 - 74	5.9%	5.5%
75 - 84	2.8%	2.6%
85+	1.0%	0.9%
18+	73.9%	72.9%

2013 Population by Age

	Radius: 5.0 miles	Radius: 10.0 miles
Total	55,256	200,294
0 - 4	7.6%	7.9%
5 - 9	7.3%	7.5%
10 - 14	7.4%	7.6%
15 - 19	6.3%	6.5%
20 - 24	4.5%	4.6%
25 - 34	13.0%	12.6%
35 - 44	15.3%	15.5%
45 - 54	16.7%	16.6%
55 - 64	11.7%	11.5%
65 - 74	6.2%	6.0%
75 - 84	2.9%	2.7%
85+	1.1%	1.0%
18+	73.8%	72.9%

2000 Population by Sex

	Radius: 5.0 miles	Radius: 10.0 miles
Males	50.7%	50.5%
Females	49.3%	49.5%

2008 Population by Sex

	Radius: 5.0 miles	Radius: 10.0 miles
Males	50.6%	50.4%
Females	49.4%	49.6%

2013 Population by Sex

	Radius: 5.0 miles	Radius: 10.0 miles
Males	50.5%	50.3%
Females	49.5%	49.7%

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	27,377	91,666
White Alone	96.3%	95.2%
Black Alone	0.3%	0.8%
American Indian Alone	0.2%	0.3%
Asian or Pacific Islander Alone	0.3%	0.5%
Some Other Race Alone	1.9%	2.3%
Two or More Races	0.9%	1.0%
Hispanic Origin	4.9%	5.5%
Diversity Index	15.9	18.8

2008 Population by Race/Ethnicity

Total	41,630	151,191
White Alone	95.2%	92.8%
Black Alone	0.3%	1.0%
American Indian Alone	0.2%	0.3%
Asian or Pacific Islander Alone	0.4%	0.7%
Some Other Race Alone	2.6%	3.9%
Two or More Races	1.2%	1.3%
Hispanic Origin	6.4%	8.3%
Diversity Index	20.2	27.0

2013 Population by Race/Ethnicity

Total	55,258	200,293
White Alone	94.8%	91.9%
Black Alone	0.3%	1.1%
American Indian Alone	0.3%	0.3%
Asian or Pacific Islander Alone	0.5%	0.8%
Some Other Race Alone	2.9%	4.5%
Two or More Races	1.3%	1.5%
Hispanic Origin	6.9%	9.5%
Diversity Index	21.7	30.0



2000 Population 3+ by School Enrollment

Total	26,005	87,372
Enrolled in Nursery/Preschool	2.8%	2.7%
Enrolled in Kindergarten	1.5%	1.6%
Enrolled in Grade 1-8	11.9%	12.4%
Enrolled in Grade 9-12	5.2%	4.9%
Enrolled in College	2.7%	2.7%
Enrolled in Grad/Prof School	0.8%	0.7%
Not Enrolled in School	75.1%	75.1%

2008 Population 25+ by Educational Attainment

Total	27,842	99,801
Less than 9th Grade	4.4%	5.1%
9th - 12th Grade, No Diploma	9.5%	8.6%
High School Graduate	28.1%	27.5%
Some College, No Degree	22.1%	21.3%
Associate Degree	7.9%	7.2%
Bachelor's Degree	19.8%	21.9%
Graduate/Professional Degree	8.2%	8.3%

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

	Radius: 5.0 miles	Radius: 10.0 miles
Total	32,295	116,032
Never Married	19.0%	18.7%
Married	66.4%	67.2%
Widowed	3.6%	4.1%
Divorced	11.0%	10.0%



2000 Population 16+ by Employment Status

	Radius: 5.0 miles	Radius: 10.0 miles
Total	20,921	69,880
In Labor Force	72.2%	71.3%
Civilian Employed	70.4%	69.5%
Civilian Unemployed	1.7%	1.7%
In Armed Forces	0.1%	0.0%
Not in Labor Force	27.8%	28.7%

2008 Civilian Population 16+ in Labor Force

	Radius: 5.0 miles	Radius: 10.0 miles
Civilian Employed	95.7%	95.6%
Civilian Unemployed	4.3%	4.4%

2013 Civilian Population 16+ in Labor Force

	Radius: 5.0 miles	Radius: 10.0 miles
Civilian Employed	96.3%	96.3%
Civilian Unemployed	3.7%	3.7%

2000 Females 16+ by Employment Status and Age of Children

	Radius: 5.0 miles	Radius: 10.0 miles
Total	10,356	34,840
Own Children < 6 Only	10.8%	11.5%
Employed/in Armed Forces	6.8%	7.0%
Unemployed	0.2%	0.2%
Not in Labor Force	3.8%	4.2%
Own Children < 6 and 6-17 Only	7.6%	7.3%
Employed/in Armed Forces	4.2%	4.1%
Unemployed	0.0%	0.1%
Not in Labor Force	3.4%	3.1%
Own Children 6-17 Only	17.3%	17.5%
Employed/in Armed Forces	13.5%	13.2%
Unemployed	0.3%	0.3%
Not in Labor Force	3.5%	4.0%
No Own Children < 18	64.3%	63.7%
Employed/in Armed Forces	35.8%	35.9%
Unemployed	1.3%	1.1%
Not in Labor Force	27.2%	26.7%

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

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2008 Employed Population 16+ by Industry

Total	18,685	67,822
Agriculture/Mining	1.0%	1.0%
Construction	11.6%	11.5%
Manufacturing	10.5%	10.1%
Wholesale Trade	3.9%	4.3%
Retail Trade	12.1%	12.3%
Transportation/Utilities	4.7%	4.5%
Information	4.2%	3.6%
Finance/Insurance/Real Estate	9.0%	8.9%
Services	39.7%	41.0%
Public Administration	3.3%	2.7%

2008 Employed Population 16+ by Occupation

Total	18,686	67,821
White Collar	66.4%	67.1%
Management/Business/Financial	19.9%	20.4%
Professional	19.8%	19.2%
Sales	12.4%	14.2%
Administrative Support	14.3%	13.3%
Services	11.8%	11.9%
Blue Collar	21.8%	21.0%
Farming/Forestry/Fishing	0.5%	0.4%
Construction/Extraction	8.0%	7.9%
Installation/Maintenance/Repair	4.1%	3.8%
Production	4.6%	4.5%
Transportation/Material Moving	4.5%	4.4%



2000 Workers 16+ by Means of Transportation to Work

Total	14,581	47,996
Drove Alone - Car, Truck, or Van	80.9%	81.1%
Carpooled - Car, Truck, or Van	12.4%	12.4%
Public Transportation	0.3%	0.4%
Walked	0.6%	0.7%
Other Means	0.7%	0.7%
Worked at Home	5.0%	4.8%

2000 Workers 16+ by Travel Time to Work

Total	14,582	47,995
Did Not Work at Home	95.0%	95.2%
Less than 5 minutes	1.5%	1.9%
5 to 9 minutes	5.0%	5.9%
10 to 19 minutes	22.4%	22.2%
20 to 24 minutes	11.6%	11.4%
25 to 34 minutes	20.0%	19.3%
35 to 44 minutes	7.7%	7.2%
45 to 59 minutes	13.1%	12.7%
60 to 89 minutes	10.2%	11.0%
90 or more minutes	3.5%	3.5%
Worked at Home	5.0%	4.8%
Average Travel Time to Work (in min)	32.7	32.9

2000 Households by Vehicles Available

Total	9,873	33,250
None	2.7%	2.8%
1	21.3%	20.7%
2	48.4%	49.1%
3	20.0%	19.5%
4	5.4%	5.8%
5+	2.3%	2.2%
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	9,897	33,223
Family Households	77.5%	78.7%
Married-couple Family	66.6%	67.8%
With Related Children	33.0%	33.5%
Other Family (No Spouse)	10.9%	10.9%
With Related Children	6.5%	6.7%
Nonfamily Households	22.5%	21.3%
Householder Living Alone	18.0%	17.0%
Householder Not Living Alone	4.5%	4.4%
Households with Related Children	39.6%	40.2%
Households with Persons 65+	17.0%	16.3%

2000 Households by Size

Total	9,896	33,223
1 Person Household	18.0%	17.0%
2 Person Household	35.3%	35.8%
3 Person Household	19.2%	19.5%
4 Person Household	17.7%	17.7%
5 Person Household	6.2%	6.5%
6 Person Household	2.3%	2.2%
7+ Person Household	1.3%	1.4%

2000 Households by Year Householder Moved In

Total	9,875	33,251
Moved in 1999 to March 2000	18.8%	20.1%
Moved in 1995 to 1998	35.6%	37.4%
Moved in 1990 to 1994	20.3%	18.5%
Moved in 1980 to 1989	14.6%	14.0%
Moved in 1970 to 1979	5.9%	5.8%
Moved in 1969 or Earlier	4.9%	4.2%
Median Year Householder Moved In	1995	1996



2000 Housing Units by Units in Structure

Total	10,615	36,107
1, Detached	85.5%	83.6%
1, Attached	0.5%	1.1%
2	0.6%	0.7%
3 or 4	0.3%	0.7%
5 to 9	0.4%	0.9%
10 to 19	0.2%	0.6%
20+	0.3%	0.6%
Mobile Home	12.1%	11.7%
Other	0.1%	0.1%

2000 Housing Units by Year Structure Built

Total	10,549	36,182
1999 to March 2000	6.5%	7.7%
1995 to 1998	25.8%	26.8%
1990 to 1994	18.4%	17.5%
1980 to 1989	22.1%	21.6%
1970 to 1979	12.9%	13.1%
1969 or Earlier	14.4%	13.3%
Median Year Structure Built	1990	1991

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Top 3 Tapestry Segments

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

 **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 \$	\$44,468,868	\$168,634,186
Average Spent	\$2,989.70	\$3,117.77
Spending Potential Index	111	116
Computers & Accessories: Total \$	\$4,764,252	\$18,065,728
Average Spent	\$320.31	\$334.01
Spending Potential Index	134	140
Education: Total \$	\$26,447,936	\$101,181,195
Average Spent	\$1,778.13	\$1,870.68
Spending Potential Index	129	136
Entertainment/Recreation: Total \$	\$75,163,611	\$284,318,213
Average Spent	\$5,053.36	\$5,256.59
Spending Potential Index	136	141
Food at Home: Total \$	\$92,780,477	\$350,922,941
Average Spent	\$6,237.76	\$6,488.00
Spending Potential Index	128	133
Food Away from Home: Total \$	\$67,156,535	\$254,230,519
Average Spent	\$4,515.03	\$4,700.31
Spending Potential Index	132	137
Health Care: Total \$	\$78,662,261	\$296,502,690
Average Spent	\$5,288.57	\$5,481.86
Spending Potential Index	129	134
HH Furnishings & Equipment: Total \$	\$45,465,802	\$172,201,523
Average Spent	\$3,056.73	\$3,183.73
Spending Potential Index	133	138
Investments: Total \$	\$21,836,017	\$83,779,004
Average Spent	\$1,468.07	\$1,548.94
Spending Potential Index	145	153
Retail Goods: Total \$	\$528,197,657	\$1,997,164,819
Average Spent	\$35,511.47	\$36,924.36
Spending Potential Index	131	136
Shelter: Total \$	\$308,772,004	\$1,173,771,302
Average Spent	\$20,759.18	\$21,701.14
Spending Potential Index	134	140
TV/Video/Sound Equipment: Total \$	\$27,883,245	\$105,520,163
Average Spent	\$1,874.63	\$1,950.90
Spending Potential Index	130	136
Travel: Total \$	\$38,513,476	\$146,175,825
Average Spent	\$2,589.32	\$2,702.56
Spending Potential Index	137	143
Vehicle Maintenance & Repairs: Total \$	\$19,528,640	\$73,796,670
Average Spent	\$1,312.94	\$1,364.38
Spending Potential Index	132	137

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.