



Executive Summary

Lanier Crossing Shopping Center
 655 Atlanta Hwy Cumming GA 30040
 Drive Times: 5, 10, 15 minute radii

Latitude: 34.187
 Longitude: -84.143

	5 minute	10 minute	15 minute
Population			
2000 Population	4,302	23,678	68,609
2010 Population	7,560	42,857	125,188
2016 Population	8,815	51,086	156,617
2021 Population	10,388	60,773	189,330
2000-2010 Annual Rate	5.80%	6.11%	6.20%
2010-2016 Annual Rate	2.49%	2.85%	3.65%
2016-2021 Annual Rate	3.34%	3.53%	3.87%
2016 Male Population	49.6%	49.3%	49.6%
2016 Female Population	50.4%	50.7%	50.4%
2016 Median Age	36.5	37.8	37.0

In the identified area, the current year population is 156,617. In 2010, the Census count in the area was 125,188. The rate of change since 2010 was 3.65% annually. The five-year projection for the population in the area is 189,330 representing a change of 3.87% annually from 2016 to 2021. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 36.5, compared to U.S. median age of 38.0.

Race and Ethnicity

2016 White Alone	72.5%	76.8%	75.2%
2016 Black Alone	8.0%	4.4%	5.1%
2016 American Indian/Alaska Native Alone	0.9%	0.4%	0.4%
2016 Asian Alone	7.0%	9.6%	12.3%
2016 Pacific Islander Alone	0.0%	0.1%	0.1%
2016 Other Race	9.1%	6.6%	4.6%
2016 Two or More Races	2.6%	2.2%	2.3%
2016 Hispanic Origin (Any Race)	21.2%	15.0%	11.3%

Persons of Hispanic origin represent 11.3% of the population in the identified area compared to 17.9% 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 53.3 in the identified area, compared to 63.5 for the U.S. as a whole.

Households

2000 Households	1,411	8,476	24,387
2010 Households	2,840	15,521	42,936
2016 Total Households	3,312	18,408	52,899
2021 Total Households	3,902	21,834	63,505
2000-2010 Annual Rate	7.25%	6.24%	5.82%
2010-2016 Annual Rate	2.49%	2.77%	3.40%
2016-2021 Annual Rate	3.33%	3.47%	3.72%
2016 Average Household Size	2.56	2.75	2.95

The household count in this area has changed from 42,936 in 2010 to 52,899 in the current year, a change of 3.40% annually. The five-year projection of households is 63,505, a change of 3.72% annually from the current year total. Average household size is currently 2.95, compared to 2.90 in the year 2010. The number of families in the current year is 41,251 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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Median Household Income			
2016 Median Household Income	\$59,263	\$78,890	\$92,728
2021 Median Household Income	\$67,066	\$87,913	\$102,044
2016-2021 Annual Rate	2.50%	2.19%	1.93%
Average Household Income			
2016 Average Household Income	\$77,055	\$96,991	\$112,205
2021 Average Household Income	\$84,609	\$106,404	\$121,597
2016-2021 Annual Rate	1.89%	1.87%	1.62%
Per Capita Income			
2016 Per Capita Income	\$29,755	\$34,964	\$37,986
2021 Per Capita Income	\$32,328	\$38,138	\$40,845
2016-2021 Annual Rate	1.67%	1.75%	1.46%

Current median household income is \$92,728 in the area, compared to \$54,149 for all U.S. households. Median household income is projected to be \$102,044 in five years, compared to \$59,476 for all U.S. households

Current average household income is \$112,205 in this area, compared to \$77,008 for all U.S. households. Average household income is projected to be \$121,597 in five years, compared to \$84,021 for all U.S. households

Current per capita income is \$37,986 in the area, compared to the U.S. per capita income of \$29,472. The per capita income is projected to be \$40,845 in five years, compared to \$32,025 for all U.S. households

Housing			
2000 Total Housing Units	1,522	8,955	25,579
2000 Owner Occupied Housing Units	927	6,898	20,912
2000 Renter Occupied Housing Units	484	1,578	3,475
2000 Vacant Housing Units	111	479	1,192
2010 Total Housing Units	3,076	16,722	45,787
2010 Owner Occupied Housing Units	1,864	12,241	35,694
2010 Renter Occupied Housing Units	976	3,280	7,242
2010 Vacant Housing Units	236	1,201	2,851
2016 Total Housing Units	3,574	19,800	56,266
2016 Owner Occupied Housing Units	2,040	13,935	42,754
2016 Renter Occupied Housing Units	1,271	4,474	10,145
2016 Vacant Housing Units	262	1,392	3,367
2021 Total Housing Units	4,184	23,338	67,081
2021 Owner Occupied Housing Units	2,374	16,486	51,333
2021 Renter Occupied Housing Units	1,528	5,348	12,172
2021 Vacant Housing Units	282	1,504	3,576

Currently, 76.0% of the 56,266 housing units in the area are owner occupied; 18.0%, renter occupied; and 6.0% are vacant. Currently, in the U.S., 55.4% of the housing units in the area are owner occupied; 32.9% are renter occupied; and 11.7% are vacant. In 2010, there were 45,787 housing units in the area - 78.0% owner occupied, 15.8% renter occupied, and 6.2% vacant. The annual rate of change in housing units since 2010 is 9.59%. Median home value in the area is \$301,083, compared to a median home value of \$198,891 for the U.S. In five years, median value is projected to change by -0.13% annually to \$299,190.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.