

## 2010 Census Profile

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 0 - 1 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

|  | 2000  | 2010  | 2000-2010<br>Annual Rate |
|--|-------|-------|--------------------------|
| Population                             | 2,460 | 2,575 | 0.46%                    |
| Households                             | 845   | 895   | 0.58%                    |
| Housing Units                          | 870   | 951   | 0.89%                    |
| <b>Population by Race</b>              |       |       |                          |
| Total                                  |       | 2,574 | 100.0%                   |
| Population Reporting One Race          |       | 2,535 | 98.5%                    |
| White                                  |       | 2,346 | 91.1%                    |
| Black                                  |       | 24    | 0.9%                     |
| American Indian                        |       | 11    | 0.4%                     |
| Asian                                  |       | 16    | 0.6%                     |
| Pacific Islander                       |       | 0     | 0.0%                     |
| Some Other Race                        |       | 138   | 5.4%                     |
| Population Reporting Two or More Races |       | 39    | 1.5%                     |
| Total Hispanic Population              |       | 341   | 13.2%                    |
| <b>Population by Sex</b>               |       |       |                          |
| Male                                   |       | 1,271 | 49.4%                    |
| Female                                 |       | 1,304 | 50.6%                    |
| <b>Population by Age</b>               |       |       |                          |
| Total                                  |       | 2,576 | 100.0%                   |
| Age 0 - 4                              |       | 158   | 6.1%                     |
| Age 5 - 9                              |       | 217   | 8.4%                     |
| Age 10 - 14                            |       | 219   | 8.5%                     |
| Age 15 - 19                            |       | 209   | 8.1%                     |
| Age 20 - 24                            |       | 103   | 4.0%                     |
| Age 25 - 29                            |       | 98    | 3.8%                     |
| Age 30 - 34                            |       | 111   | 4.3%                     |
| Age 35 - 39                            |       | 158   | 6.1%                     |
| Age 40 - 44                            |       | 240   | 9.3%                     |
| Age 45 - 49                            |       | 255   | 9.9%                     |
| Age 50 - 54                            |       | 226   | 8.8%                     |
| Age 55 - 59                            |       | 172   | 6.7%                     |
| Age 60 - 64                            |       | 139   | 5.4%                     |
| Age 65 - 69                            |       | 118   | 4.6%                     |
| Age 70 - 74                            |       | 65    | 2.5%                     |
| Age 75 - 79                            |       | 42    | 1.6%                     |
| Age 80 - 84                            |       | 26    | 1.0%                     |
| Age 85+                                |       | 19    | 0.7%                     |
| Age 18+                                |       | 1,839 | 71.4%                    |
| Age 65+                                |       | 270   | 10.5%                    |

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

| Households by Type                            |       |        |
|---|-------|--------|
| Total   | 895   | 100.0% |
| Households with 1 Person                      | 122   | 13.6%  |
| Households with 2+ People                     | 773   | 86.4%  |
| Family Households                             | 744   | 83.1%  |
| Husband-wife Families                         | 635   | 70.9%  |
| With Own Children                             | 315   | 35.2%  |
| Other Family (No Spouse Present)              | 109   | 12.2%  |
| With Own Children                             | 54    | 6.0%   |
| Nonfamily Households                          | 29    | 3.2%   |
| All Households with Children                  | 400   | 44.7%  |
| Multigenerational Households                  | 39    | 4.4%   |
| Unmarried Partner Households                  | 34    | 3.8%   |
| Male-female                                   | 31    | 3.5%   |
| Same-sex                                      | 3     | 0.3%   |
| Average Household Size                        | 2.88  |        |
| Family Households by Size                     |       |        |
| Total   | 743   | 100.0% |
| 2 People                                      | 274   | 36.9%  |
| 3 People                                      | 162   | 21.8%  |
| 4 People                                      | 190   | 25.6%  |
| 5 People                                      | 69    | 9.3%   |
| 6 People                                      | 29    | 3.9%   |
| 7+ People                                     | 19    | 2.6%   |
| Average Family Size                           | 3.09  |        |
| Nonfamily Households by Size                  |       |        |
| Total   | 151   | 100.0% |
| 1 Person                                      | 122   | 80.8%  |
| 2 People                                      | 17    | 11.3%  |
| 3 People                                      | 6     | 4.0%   |
| 4 People                                      | 3     | 2.0%   |
| 5 People                                      | 1     | 0.7%   |
| 6 People                                      | 1     | 0.7%   |
| 7+ People                                     | 1     | 0.7%   |
| Average Nonfamily Size                        | 1.30  |        |
| Population by Relationship and Household Type |       |        |
| Total   | 2,575 | 100.0% |
| In Households                                 | 2,575 | 100.0% |
| In Family Households                          | 2,378 | 92.3%  |
| Householder                                   | 716   | 27.8%  |
| Spouse  | 611   | 23.7%  |
| Child   | 890   | 34.6%  |
| Other relative                                | 85    | 3.3%   |
| Nonrelative                                   | 78    | 3.0%   |
| In Nonfamily Households                       | 197   | 7.7%   |
| In Group Quarters                             | 0     | 0.0%   |
| Institutionalized Population                  | 0     | 0.0%   |
| Noninstitutionalized Population               | 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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

| Family Households by Age of Householder           |     |        |
|---|-----|--------|
| Total   | 744 | 100.0% |
| Householder Age 15 - 44                           | 249 | 33.5%  |
| Householder Age 45 - 54                           | 232 | 31.2%  |
| Householder Age 55 - 64                           | 135 | 18.1%  |
| Householder Age 65 - 74                           | 93  | 12.5%  |
| Householder Age 75+                               | 35  | 4.7%   |
| Nonfamily Households by Age of Householder        |     |        |
| Total   | 152 | 100.0% |
| Householder Age 15 - 44                           | 28  | 18.4%  |
| Householder Age 45 - 54                           | 34  | 22.4%  |
| Householder Age 55 - 64                           | 41  | 27.0%  |
| Householder Age 65 - 74                           | 26  | 17.1%  |
| Householder Age 75+                               | 23  | 15.1%  |
| Households by Race of Householder                 |     |        |
| Total   | 895 | 100.0% |
| Householder is White Alone                        | 840 | 93.9%  |
| Householder is Black Alone                        | 8   | 0.9%   |
| Householder is American Indian Alone              | 2   | 0.2%   |
| Householder is Asian Alone                        | 6   | 0.7%   |
| Householder is Pacific Islander Alone             | 0   | 0.0%   |
| Householder is Some Other Race Alone              | 30  | 3.4%   |
| Householder is Two or More Races                  | 9   | 1.0%   |
| Households with Hispanic Householder              | 73  | 8.2%   |
| Husband-wife Families by Race of Householder      |     |        |
| Total   | 635 | 100.0% |
| Householder is White Alone                        | 600 | 94.5%  |
| Householder is Black Alone                        | 5   | 0.8%   |
| Householder is American Indian Alone              | 1   | 0.2%   |
| Householder is Asian Alone                        | 4   | 0.6%   |
| Householder is Pacific Islander Alone             | 0   | 0.0%   |
| Householder is Some Other Race Alone              | 19  | 3.0%   |
| Householder is Two or More Races                  | 6   | 0.9%   |
| Husband-wife Families with Hispanic Householder   | 44  | 6.9%   |
| Other Families (No Spouse) by Race of Householder |     |        |
| Total   | 108 | 100.0% |
| Householder is White Alone                        | 95  | 88.0%  |
| Householder is Black Alone                        | 2   | 1.9%   |
| Householder is American Indian Alone              | 1   | 0.9%   |
| Householder is Asian Alone                        | 1   | 0.9%   |
| Householder is Pacific Islander Alone             | 0   | 0.0%   |
| Householder is Some Other Race Alone              | 8   | 7.4%   |
| Householder is Two or More Races                  | 1   | 0.9%   |
| Other Families with Hispanic Householder          | 22  | 20.2%  |
| Nonfamily Households by Race of Householder       |     |        |
| Total   | 151 | 100.0% |
| Householder is White Alone                        | 145 | 96.0%  |
| Householder is Black Alone                        | 0   | 0.0%   |
| Householder is American Indian Alone              | 1   | 0.7%   |
| Householder is Asian Alone                        | 0   | 0.0%   |
| Householder is Pacific Islander Alone             | 0   | 0.0%   |
| Householder is Some Other Race Alone              | 3   | 2.0%   |
| Householder is Two or More Races                  | 2   | 1.3%   |
| Nonfamily Households with Hispanic Householder    | 7   | 4.6%   |

Source: U.S. Census Bureau, Census 2010 Summary File 1.

**Total Housing Units by Occupancy**

|  |      |        |
|--|------|--------|
| Total                                    | 952  | 100.0% |
| Occupied Housing Units                   | 895  | 94.0%  |
| Vacant Housing Units                     |      |        |
| For Rent                                 | 4    | 0.4%   |
| Rented, not Occupied                     | 0    | 0.0%   |
| For Sale Only                            | 31   | 3.3%   |
| Sold, not Occupied                       | 2    | 0.2%   |
| For Seasonal/Recreational/Occasional Use | 8    | 0.8%   |
| For Migrant Workers                      | 0    | 0.0%   |
| Other Vacant                             | 12   | 1.3%   |
| Total Vacancy Rate                       | 5.9% |        |

**Households by Tenure and Mortgage Status**

|                            |      |        |
|----------------------------|------|--------|
| Total                      | 895  | 100.0% |
| Owner Occupied             | 799  | 89.3%  |
| Owned with a Mortgage/Loan | 654  | 73.1%  |
| Owned Free and Clear       | 145  | 16.2%  |
| Average Household Size     | 2.78 |        |
| Renter Occupied            | 96   | 10.7%  |
| Average Household Size     | 3.66 |        |

**Owner-occupied Housing Units by Race of Householder**

|  |     |        |
|--|-----|--------|
| Total  | 799 | 100.0% |
| Householder is White Alone                             | 766 | 95.9%  |
| Householder is Black Alone                             | 6   | 0.8%   |
| Householder is American Indian Alone                   | 2   | 0.3%   |
| Householder is Asian Alone                             | 6   | 0.8%   |
| Householder is Pacific Islander Alone                  | 0   | 0.0%   |
| Householder is Some Other Race Alone                   | 11  | 1.4%   |
| Householder is Two or More Races                       | 8   | 1.0%   |
| Owner-occupied Housing Units with Hispanic Householder | 40  | 5.0%   |

**Renter-occupied Housing Units by Race of Householder**

|   |    |        |
|---|----|--------|
| Total   | 96 | 100.0% |
| Householder is White Alone                              | 73 | 76.0%  |
| Householder is Black Alone                              | 2  | 2.1%   |
| Householder is American Indian Alone                    | 1  | 1.0%   |
| Householder is Asian Alone                              | 0  | 0.0%   |
| Householder is Pacific Islander Alone                   | 0  | 0.0%   |
| Householder is Some Other Race Alone                    | 19 | 19.8%  |
| Householder is Two or More Races                        | 1  | 1.0%   |
| Renter-occupied Housing Units with Hispanic Householder | 34 | 35.4%  |

**Average Household Size by Race/Hispanic Origin of Householder**

|                                       |      |
|---------------------------------------|------|
| Householder is White Alone            | 2.81 |
| Householder is Black Alone            | 2.75 |
| Householder is American Indian Alone  | 4.00 |
| Householder is Asian Alone            | 2.67 |
| Householder is Pacific Islander Alone | 0.00 |
| Householder is Some Other Race Alone  | 4.50 |
| Householder is Two or More Races      | 3.89 |
| Householder is Hispanic               | 4.52 |

Source: U.S. Census Bureau, Census 2010 Summary File 1.



## 2010 Census Profile

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 1 - 3 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

|  | 2000   | 2010   | 2000-2010<br>Annual Rate |
|--|--------|--------|--------------------------|
| Population                             | 13,718 | 27,028 | 7.02%                    |
| Households                             | 4,700  | 9,430  | 7.21%                    |
| Housing Units                          | 4,999  | 10,177 | 7.37%                    |
| <b>Population by Race</b>              |        |        |                          |
| Total                                  |        | 27,028 | 100.0%                   |
| Population Reporting One Race          |        | 26,560 | 98.3%                    |
| White                                  |        | 22,620 | 83.7%                    |
| Black                                  |        | 871    | 3.2%                     |
| American Indian                        |        | 106    | 0.4%                     |
| Asian                                  |        | 1,507  | 5.6%                     |
| Pacific Islander                       |        | 6      | 0.0%                     |
| Some Other Race                        |        | 1,450  | 5.4%                     |
| Population Reporting Two or More Races |        | 468    | 1.7%                     |
| Total Hispanic Population              |        | 3,633  | 13.4%                    |
| <b>Population by Sex</b>               |        |        |                          |
| Male                                   |        | 13,268 | 49.1%                    |
| Female                                 |        | 13,760 | 50.9%                    |
| <b>Population by Age</b>               |        |        |                          |
| Total                                  |        | 27,027 | 100.0%                   |
| Age 0 - 4                              |        | 2,098  | 7.8%                     |
| Age 5 - 9                              |        | 2,435  | 9.0%                     |
| Age 10 - 14                            |        | 2,015  | 7.5%                     |
| Age 15 - 19                            |        | 1,444  | 5.3%                     |
| Age 20 - 24                            |        | 1,103  | 4.1%                     |
| Age 25 - 29                            |        | 1,454  | 5.4%                     |
| Age 30 - 34                            |        | 1,890  | 7.0%                     |
| Age 35 - 39                            |        | 2,406  | 8.9%                     |
| Age 40 - 44                            |        | 2,523  | 9.3%                     |
| Age 45 - 49                            |        | 2,169  | 8.0%                     |
| Age 50 - 54                            |        | 1,716  | 6.3%                     |
| Age 55 - 59                            |        | 1,375  | 5.1%                     |
| Age 60 - 64                            |        | 1,364  | 5.0%                     |
| Age 65 - 69                            |        | 1,073  | 4.0%                     |
| Age 70 - 74                            |        | 743    | 2.7%                     |
| Age 75 - 79                            |        | 519    | 1.9%                     |
| Age 80 - 84                            |        | 349    | 1.3%                     |
| Age 85+                                |        | 355    | 1.3%                     |
| Age 18+                                |        | 19,489 | 72.1%                    |
| Age 65+                                |        | 3,039  | 11.2%                    |

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

| Households by Type                            |        |        |
|---|--------|--------|
| Total   | 9,430  | 100.0% |
| Households with 1 Person                      | 2,047  | 21.7%  |
| Households with 2+ People                     | 7,383  | 78.3%  |
| Family Households                             | 6,913  | 73.3%  |
| Husband-wife Families                         | 5,743  | 60.9%  |
| With Own Children                             | 3,018  | 32.0%  |
| Other Family (No Spouse Present)              | 1,170  | 12.4%  |
| With Own Children                             | 650    | 6.9%   |
| Nonfamily Households                          | 470    | 5.0%   |
| All Households with Children                  | 3,890  | 41.3%  |
| Multigenerational Households                  | 308    | 3.3%   |
| Unmarried Partner Households                  | 388    | 4.1%   |
| Male-female                                   | 330    | 3.5%   |
| Same-sex                                      | 58     | 0.6%   |
| Average Household Size                        | 2.82   |        |
| Family Households by Size                     |        |        |
| Total   | 6,912  | 100.0% |
| 2 People                                      | 2,601  | 37.6%  |
| 3 People                                      | 1,527  | 22.1%  |
| 4 People                                      | 1,670  | 24.2%  |
| 5 People                                      | 717    | 10.4%  |
| 6 People                                      | 249    | 3.6%   |
| 7+ People                                     | 148    | 2.1%   |
| Average Family Size                           | 3.29   |        |
| Nonfamily Households by Size                  |        |        |
| Total   | 2,516  | 100.0% |
| 1 Person                                      | 2,047  | 81.4%  |
| 2 People                                      | 360    | 14.3%  |
| 3 People                                      | 55     | 2.2%   |
| 4 People                                      | 30     | 1.2%   |
| 5 People                                      | 13     | 0.5%   |
| 6 People                                      | 5      | 0.2%   |
| 7+ People                                     | 6      | 0.2%   |
| Average Nonfamily Size                        | 1.30   |        |
| Population by Relationship and Household Type |        |        |
| Total   | 27,028 | 100.0% |
| In Households                                 | 26,582 | 98.3%  |
| In Family Households                          | 23,312 | 86.3%  |
| Householder                                   | 7,074  | 26.2%  |
| Spouse  | 5,877  | 21.7%  |
| Child   | 8,644  | 32.0%  |
| Other relative                                | 1,134  | 4.2%   |
| Nonrelative                                   | 583    | 2.2%   |
| In Nonfamily Households                       | 3,270  | 12.1%  |
| In Group Quarters                             | 446    | 1.7%   |
| Institutionalized Population                  | 434    | 1.6%   |
| Noninstitutionalized Population               | 13     | 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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

| Family Households by Age of Householder           |       |        |
|---|-------|--------|
| Total   | 6,914 | 100.0% |
| Householder Age 15 - 44                           | 3,217 | 46.5%  |
| Householder Age 45 - 54                           | 1,648 | 23.8%  |
| Householder Age 55 - 64                           | 1,043 | 15.1%  |
| Householder Age 65 - 74                           | 689   | 10.0%  |
| Householder Age 75+                               | 317   | 4.6%   |
| Nonfamily Households by Age of Householder        |       |        |
| Total   | 2,517 | 100.0% |
| Householder Age 15 - 44                           | 794   | 31.5%  |
| Householder Age 45 - 54                           | 486   | 19.3%  |
| Householder Age 55 - 64                           | 487   | 19.3%  |
| Householder Age 65 - 74                           | 402   | 16.0%  |
| Householder Age 75+                               | 348   | 13.8%  |
| Households by Race of Householder                 |       |        |
| Total   | 9,429 | 100.0% |
| Householder is White Alone                        | 8,274 | 87.8%  |
| Householder is Black Alone                        | 278   | 2.9%   |
| Householder is American Indian Alone              | 25    | 0.3%   |
| Householder is Asian Alone                        | 430   | 4.6%   |
| Householder is Pacific Islander Alone             | 1     | 0.0%   |
| Householder is Some Other Race Alone              | 311   | 3.3%   |
| Householder is Two or More Races                  | 110   | 1.2%   |
| Households with Hispanic Householder              | 797   | 8.5%   |
| Husband-wife Families by Race of Householder      |       |        |
| Total   | 5,743 | 100.0% |
| Householder is White Alone                        | 4,977 | 86.7%  |
| Householder is Black Alone                        | 144   | 2.5%   |
| Householder is American Indian Alone              | 15    | 0.3%   |
| Householder is Asian Alone                        | 368   | 6.4%   |
| Householder is Pacific Islander Alone             | 0     | 0.0%   |
| Householder is Some Other Race Alone              | 181   | 3.2%   |
| Householder is Two or More Races                  | 58    | 1.0%   |
| Husband-wife Families with Hispanic Householder   | 479   | 8.3%   |
| Other Families (No Spouse) by Race of Householder |       |        |
| Total   | 1,170 | 100.0% |
| Householder is White Alone                        | 958   | 81.9%  |
| Householder is Black Alone                        | 75    | 6.4%   |
| Householder is American Indian Alone              | 7     | 0.6%   |
| Householder is Asian Alone                        | 25    | 2.1%   |
| Householder is Pacific Islander Alone             | 0     | 0.0%   |
| Householder is Some Other Race Alone              | 87    | 7.4%   |
| Householder is Two or More Races                  | 18    | 1.5%   |
| Other Families with Hispanic Householder          | 193   | 16.5%  |
| Nonfamily Households by Race of Householder       |       |        |
| Total   | 2,516 | 100.0% |
| Householder is White Alone                        | 2,339 | 93.0%  |
| Householder is Black Alone                        | 58    | 2.3%   |
| Householder is American Indian Alone              | 3     | 0.1%   |
| Householder is Asian Alone                        | 38    | 1.5%   |
| Householder is Pacific Islander Alone             | 1     | 0.0%   |
| Householder is Some Other Race Alone              | 44    | 1.7%   |
| Householder is Two or More Races                  | 33    | 1.3%   |
| Nonfamily Households with Hispanic Householder    | 124   | 4.9%   |

Source: U.S. Census Bureau, Census 2010 Summary File 1.

**Total Housing Units by Occupancy**

|  |        |        |
|--|--------|--------|
| Total                                    | 10,173 | 100.0% |
| Occupied Housing Units                   | 9,430  | 92.7%  |
| Vacant Housing Units                     |        |        |
| For Rent                                 | 144    | 1.4%   |
| Rented, not Occupied                     | 3      | 0.0%   |
| For Sale Only                            | 258    | 2.5%   |
| Sold, not Occupied                       | 21     | 0.2%   |
| For Seasonal/Recreational/Occasional Use | 159    | 1.6%   |
| For Migrant Workers                      | 0      | 0.0%   |
| Other Vacant                             | 158    | 1.6%   |
| Total Vacancy Rate                       | 7.3%   |        |

**Households by Tenure and Mortgage Status**

|                            |       |        |
|----------------------------|-------|--------|
| Total                      | 9,430 | 100.0% |
| Owner Occupied             | 7,497 | 79.5%  |
| Owned with a Mortgage/Loan | 6,317 | 67.0%  |
| Owned Free and Clear       | 1,181 | 12.5%  |
| Average Household Size     | 2.81  |        |
| Renter Occupied            | 1,933 | 20.5%  |
| Average Household Size     | 2.85  |        |

**Owner-occupied Housing Units by Race of Householder**

|  |       |        |
|--|-------|--------|
| Total  | 7,497 | 100.0% |
| Householder is White Alone                             | 6,701 | 89.4%  |
| Householder is Black Alone                             | 189   | 2.5%   |
| Householder is American Indian Alone                   | 22    | 0.3%   |
| Householder is Asian Alone                             | 392   | 5.2%   |
| Householder is Pacific Islander Alone                  | 1     | 0.0%   |
| Householder is Some Other Race Alone                   | 116   | 1.5%   |
| Householder is Two or More Races                       | 76    | 1.0%   |
| Owner-occupied Housing Units with Hispanic Householder | 374   | 5.0%   |

**Renter-occupied Housing Units by Race of Householder**

|   |       |        |
|---|-------|--------|
| Total   | 1,933 | 100.0% |
| Householder is White Alone                              | 1,573 | 81.4%  |
| Householder is Black Alone                              | 88    | 4.6%   |
| Householder is American Indian Alone                    | 4     | 0.2%   |
| Householder is Asian Alone                              | 38    | 2.0%   |
| Householder is Pacific Islander Alone                   | 0     | 0.0%   |
| Householder is Some Other Race Alone                    | 196   | 10.1%  |
| Householder is Two or More Races                        | 34    | 1.8%   |
| Renter-occupied Housing Units with Hispanic Householder | 423   | 21.9%  |

**Average Household Size by Race/Hispanic Origin of Householder**

|                                       |      |
|---------------------------------------|------|
| Householder is White Alone            | 2.71 |
| Householder is Black Alone            | 3.05 |
| Householder is American Indian Alone  | 4.04 |
| Householder is Asian Alone            | 3.43 |
| Householder is Pacific Islander Alone | 2.00 |
| Householder is Some Other Race Alone  | 4.57 |
| Householder is Two or More Races      | 3.05 |
| Householder is Hispanic               | 4.28 |

Source: U.S. Census Bureau, Census 2010 Summary File 1.

## 2010 Census Profile

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 3 - 5 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

|  | 2000   | 2010   | 2000-2010<br>Annual Rate |
|--|--------|--------|--------------------------|
| Population                             | 23,881 | 48,339 | 7.31%                    |
| Households                             | 8,630  | 16,446 | 6.66%                    |
| Housing Units                          | 9,058  | 17,493 | 6.80%                    |
| <b>Population by Race</b>              |        |        |                          |
| Total                                  |        | 48,340 | 100.0%                   |
| Population Reporting One Race          |        | 47,400 | 98.1%                    |
| White                                  |        | 39,282 | 81.3%                    |
| Black                                  |        | 1,729  | 3.6%                     |
| American Indian                        |        | 134    | 0.3%                     |
| Asian                                  |        | 4,238  | 8.8%                     |
| Pacific Islander                       |        | 34     | 0.1%                     |
| Some Other Race                        |        | 1,983  | 4.1%                     |
| Population Reporting Two or More Races |        | 940    | 1.9%                     |
| Total Hispanic Population              |        | 5,021  | 10.4%                    |
| <b>Population by Sex</b>               |        |        |                          |
| Male                                   |        | 23,945 | 49.5%                    |
| Female                                 |        | 24,394 | 50.5%                    |
| <b>Population by Age</b>               |        |        |                          |
| Total                                  |        | 48,340 | 100.0%                   |
| Age 0 - 4                              |        | 3,909  | 8.1%                     |
| Age 5 - 9                              |        | 4,843  | 10.0%                    |
| Age 10 - 14                            |        | 4,279  | 8.9%                     |
| Age 15 - 19                            |        | 2,881  | 6.0%                     |
| Age 20 - 24                            |        | 1,751  | 3.6%                     |
| Age 25 - 29                            |        | 2,222  | 4.6%                     |
| Age 30 - 34                            |        | 3,061  | 6.3%                     |
| Age 35 - 39                            |        | 4,548  | 9.4%                     |
| Age 40 - 44                            |        | 4,863  | 10.1%                    |
| Age 45 - 49                            |        | 4,286  | 8.9%                     |
| Age 50 - 54                            |        | 3,170  | 6.6%                     |
| Age 55 - 59                            |        | 2,366  | 4.9%                     |
| Age 60 - 64                            |        | 2,075  | 4.3%                     |
| Age 65 - 69                            |        | 1,529  | 3.2%                     |
| Age 70 - 74                            |        | 1,016  | 2.1%                     |
| Age 75 - 79                            |        | 709    | 1.5%                     |
| Age 80 - 84                            |        | 442    | 0.9%                     |
| Age 85+                                |        | 390    | 0.8%                     |
| Age 18+                                |        | 33,286 | 68.9%                    |
| Age 65+                                |        | 4,086  | 8.5%                     |

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

| Households by Type                            |        |        |
|---|--------|--------|
| Total   | 16,446 | 100.0% |
| Households with 1 Person                      | 2,599  | 15.8%  |
| Households with 2+ People                     | 13,847 | 84.2%  |
| Family Households                             | 13,195 | 80.2%  |
| Husband-wife Families                         | 11,353 | 69.0%  |
| With Own Children                             | 6,516  | 39.6%  |
| Other Family (No Spouse Present)              | 1,842  | 11.2%  |
| With Own Children                             | 1,082  | 6.6%   |
| Nonfamily Households                          | 652    | 4.0%   |
| All Households with Children                  | 7,955  | 48.4%  |
| Multigenerational Households                  | 606    | 3.7%   |
| Unmarried Partner Households                  | 636    | 3.9%   |
| Male-female                                   | 521    | 3.2%   |
| Same-sex                                      | 115    | 0.7%   |
| Average Household Size                        | 2.93   |        |
| Family Households by Size                     |        |        |
| Total   | 13,195 | 100.0% |
| 2 People                                      | 4,366  | 33.1%  |
| 3 People                                      | 2,941  | 22.3%  |
| 4 People                                      | 3,665  | 27.8%  |
| 5 People                                      | 1,442  | 10.9%  |
| 6 People                                      | 480    | 3.6%   |
| 7+ People                                     | 301    | 2.3%   |
| Average Family Size                           | 3.29   |        |
| Nonfamily Households by Size                  |        |        |
| Total   | 3,252  | 100.0% |
| 1 Person                                      | 2,599  | 79.9%  |
| 2 People                                      | 527    | 16.2%  |
| 3 People                                      | 77     | 2.4%   |
| 4 People                                      | 23     | 0.7%   |
| 5 People                                      | 16     | 0.5%   |
| 6 People                                      | 5      | 0.2%   |
| 7+ People                                     | 5      | 0.2%   |
| Average Nonfamily Size                        | 1.24   |        |
| Population by Relationship and Household Type |        |        |
| Total   | 48,339 | 100.0% |
| In Households                                 | 48,209 | 99.7%  |
| In Family Households                          | 44,180 | 91.4%  |
| Householder                                   | 13,026 | 26.9%  |
| Spouse  | 11,218 | 23.2%  |
| Child   | 17,266 | 35.7%  |
| Other relative                                | 1,835  | 3.8%   |
| Nonrelative                                   | 833    | 1.7%   |
| In Nonfamily Households                       | 4,029  | 8.3%   |
| In Group Quarters                             | 130    | 0.3%   |
| Institutionalized Population                  | 78     | 0.2%   |
| Noninstitutionalized Population               | 52     | 0.1%   |

**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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

| Family Households by Age of Householder           |        |        |
|---|--------|--------|
| Total   | 13,194 | 100.0% |
| Householder Age 15 - 44                           | 6,287  | 47.7%  |
| Householder Age 45 - 54                           | 3,515  | 26.6%  |
| Householder Age 55 - 64                           | 1,866  | 14.1%  |
| Householder Age 65 - 74                           | 1,042  | 7.9%   |
| Householder Age 75+                               | 484    | 3.7%   |
| Nonfamily Households by Age of Householder        |        |        |
| Total   | 3,251  | 100.0% |
| Householder Age 15 - 44                           | 1,018  | 31.3%  |
| Householder Age 45 - 54                           | 746    | 22.9%  |
| Householder Age 55 - 64                           | 593    | 18.2%  |
| Householder Age 65 - 74                           | 444    | 13.7%  |
| Householder Age 75+                               | 450    | 13.8%  |
| Households by Race of Householder                 |        |        |
| Total   | 16,446 | 100.0% |
| Householder is White Alone                        | 14,042 | 85.4%  |
| Householder is Black Alone                        | 559    | 3.4%   |
| Householder is American Indian Alone              | 47     | 0.3%   |
| Householder is Asian Alone                        | 1,192  | 7.2%   |
| Householder is Pacific Islander Alone             | 7      | 0.0%   |
| Householder is Some Other Race Alone              | 412    | 2.5%   |
| Householder is Two or More Races                  | 187    | 1.1%   |
| Households with Hispanic Householder              | 1,100  | 6.7%   |
| Husband-wife Families by Race of Householder      |        |        |
| Total   | 11,354 | 100.0% |
| Householder is White Alone                        | 9,561  | 84.2%  |
| Householder is Black Alone                        | 319    | 2.8%   |
| Householder is American Indian Alone              | 31     | 0.3%   |
| Householder is Asian Alone                        | 1,041  | 9.2%   |
| Householder is Pacific Islander Alone             | 5      | 0.0%   |
| Householder is Some Other Race Alone              | 265    | 2.3%   |
| Householder is Two or More Races                  | 132    | 1.2%   |
| Husband-wife Families with Hispanic Householder   | 738    | 6.5%   |
| Other Families (No Spouse) by Race of Householder |        |        |
| Total   | 1,842  | 100.0% |
| Householder is White Alone                        | 1,475  | 80.1%  |
| Householder is Black Alone                        | 134    | 7.3%   |
| Householder is American Indian Alone              | 9      | 0.5%   |
| Householder is Asian Alone                        | 90     | 4.9%   |
| Householder is Pacific Islander Alone             | 1      | 0.1%   |
| Householder is Some Other Race Alone              | 109    | 5.9%   |
| Householder is Two or More Races                  | 24     | 1.3%   |
| Other Families with Hispanic Householder          | 237    | 12.9%  |
| Nonfamily Households by Race of Householder       |        |        |
| Total   | 3,251  | 100.0% |
| Householder is White Alone                        | 3,006  | 92.5%  |
| Householder is Black Alone                        | 106    | 3.3%   |
| Householder is American Indian Alone              | 7      | 0.2%   |
| Householder is Asian Alone                        | 61     | 1.9%   |
| Householder is Pacific Islander Alone             | 2      | 0.1%   |
| Householder is Some Other Race Alone              | 38     | 1.2%   |
| Householder is Two or More Races                  | 31     | 1.0%   |
| Nonfamily Households with Hispanic Householder    | 126    | 3.9%   |

Source: U.S. Census Bureau, Census 2010 Summary File 1.

**Total Housing Units by Occupancy**

|  |        |        |
|--|--------|--------|
| Total                                    | 17,497 | 100.0% |
| Occupied Housing Units                   | 16,446 | 94.0%  |
| Vacant Housing Units                     |        |        |
| For Rent                                 | 171    | 1.0%   |
| Rented, not Occupied                     | 15     | 0.1%   |
| For Sale Only                            | 361    | 2.1%   |
| Sold, not Occupied                       | 64     | 0.4%   |
| For Seasonal/Recreational/Occasional Use | 203    | 1.2%   |
| For Migrant Workers                      | 0      | 0.0%   |
| Other Vacant                             | 237    | 1.4%   |
| Total Vacancy Rate                       | 6.0%   |        |

**Households by Tenure and Mortgage Status**

|                            |        |        |
|----------------------------|--------|--------|
| Total                      | 16,446 | 100.0% |
| Owner Occupied             | 14,232 | 86.5%  |
| Owned with a Mortgage/Loan | 12,361 | 75.2%  |
| Owned Free and Clear       | 1,871  | 11.4%  |
| Average Household Size     | 2.94   |        |
| Renter Occupied            | 2,214  | 13.5%  |
| Average Household Size     | 2.90   |        |

**Owner-occupied Housing Units by Race of Householder**

|  |        |        |
|--|--------|--------|
| Total  | 14,232 | 100.0% |
| Householder is White Alone                             | 12,259 | 86.1%  |
| Householder is Black Alone                             | 458    | 3.2%   |
| Householder is American Indian Alone                   | 35     | 0.2%   |
| Householder is Asian Alone                             | 1,128  | 7.9%   |
| Householder is Pacific Islander Alone                  | 5      | 0.0%   |
| Householder is Some Other Race Alone                   | 199    | 1.4%   |
| Householder is Two or More Races                       | 148    | 1.0%   |
| Owner-occupied Housing Units with Hispanic Householder | 678    | 4.8%   |

**Renter-occupied Housing Units by Race of Householder**

|   |       |        |
|---|-------|--------|
| Total   | 2,215 | 100.0% |
| Householder is White Alone                              | 1,783 | 80.5%  |
| Householder is Black Alone                              | 101   | 4.6%   |
| Householder is American Indian Alone                    | 12    | 0.5%   |
| Householder is Asian Alone                              | 65    | 2.9%   |
| Householder is Pacific Islander Alone                   | 2     | 0.1%   |
| Householder is Some Other Race Alone                    | 213   | 9.6%   |
| Householder is Two or More Races                        | 39    | 1.8%   |
| Renter-occupied Housing Units with Hispanic Householder | 423   | 19.1%  |

**Average Household Size by Race/Hispanic Origin of Householder**

|                                       |      |
|---------------------------------------|------|
| Householder is White Alone            | 2.81 |
| Householder is Black Alone            | 3.20 |
| Householder is American Indian Alone  | 3.21 |
| Householder is Asian Alone            | 3.48 |
| Householder is Pacific Islander Alone | 3.43 |
| Householder is Some Other Race Alone  | 4.67 |
| Householder is Two or More Races      | 3.46 |
| Householder is Hispanic               | 4.29 |

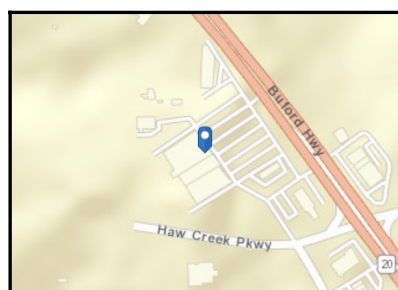
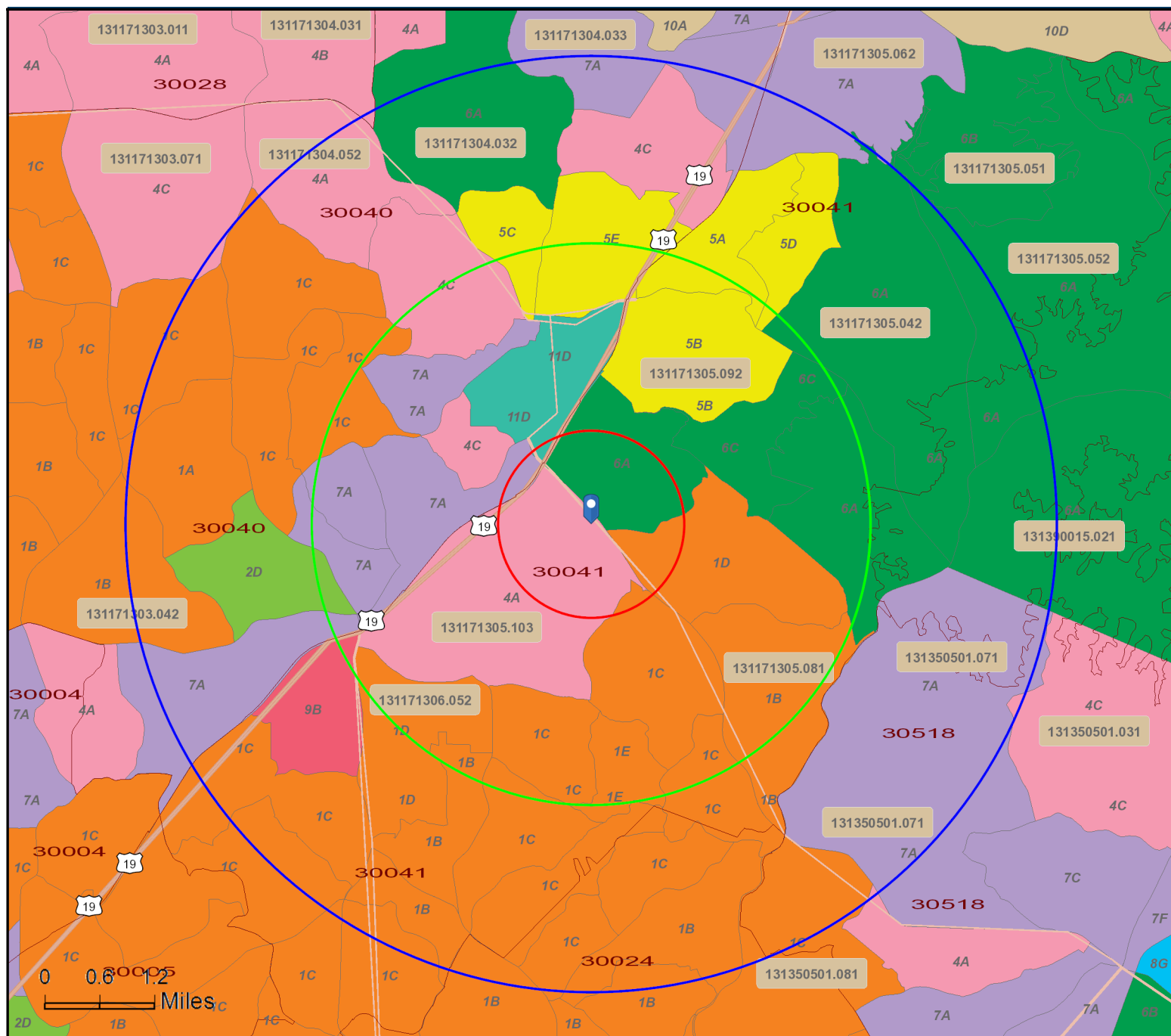
Source: U.S. Census Bureau, Census 2010 Summary File 1.



## Dominant Tapestry Map

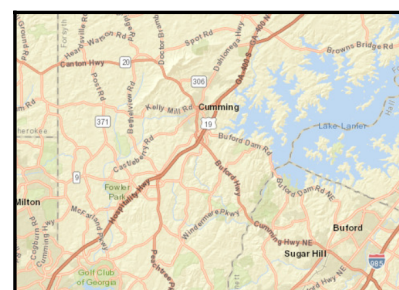
1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969



### Tapestry LifeMode

- |   |   |
|---|---|
| <span style="color: orange;">■</span> L1: Affluent Estates      | <span style="color: blue;">■</span> L8: Middle Ground           |
| <span style="color: green;">■</span> L2: Upscale Avenues        | <span style="color: red;">■</span> L9: Senior Styles            |
| <span style="color: lightblue;">■</span> L3: Uptown Individuals | <span style="color: brown;">■</span> L10: Rustic Outposts       |
| <span style="color: pink;">■</span> L4: Family Landscapes       | <span style="color: teal;">■</span> L11: Midtown Singles        |
| <span style="color: yellow;">■</span> L5: GenXurban             | <span style="color: orange;">■</span> L12: Hometown             |
| <span style="color: darkgreen;">■</span> L6: Cozy Country       | <span style="color: purple;">■</span> L13: Next Wave            |
| <span style="color: grey;">■</span> L7: Ethnic Enclaves         | <span style="color: olive;">■</span> L14: Scholars and Patriots |



Source: Esri

October 18, 2019

**Tapestry Segmentation**

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

|   |   |
|---|---|
| Segment 1A (Top Tier)                   | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride)         | Segment 8D (Downtown Melting Pot)       |
| Segment 1C (Boomburbs)                  | Segment 8E (Front Porches)              |
| Segment 1D (Savvy Suburbanites)         | Segment 8F (Old and Newcomers)          |
| Segment 1E (Exurbanites)                | Segment 8G (Hardscrabble Road)          |
| Segment 2A (Urban Chic)                 | Segment 9A (Silver & Gold)              |
| Segment 2B (Pleasantville)              | Segment 9B (Golden Years)               |
| Segment 2C (Pacific Heights)            | Segment 9C (The Elders)                 |
| Segment 2D (Enterprising Professionals) | Segment 9D (Senior Escapes)             |
| Segment 3A (Laptops and Lattes)         | Segment 9E (Retirement Communities)     |
| Segment 3B (Metro Renters)              | Segment 9F (Social Security Set)        |
| Segment 3C (Trendsetters)               | Segment 10A (Southern Satellites)       |
| Segment 4A (Soccer Moms)                | Segment 10B (Rooted Rural)              |
| Segment 4B (Home Improvement)           | Segment 10C (Diners & Miners)           |
| Segment 4C (Middleburg)                 | Segment 10D (Down the Road)             |
| Segment 5A (Comfortable Empty Nesters)  | Segment 10E (Rural Bypasses)            |
| Segment 5B (In Style)                   | Segment 11A (City Strivers)             |
| Segment 5C (Parks and Rec)              | Segment 11B (Young and Restless)        |
| Segment 5D (Rustbelt Traditions)        | Segment 11C (Metro Fusion)              |
| Segment 5E (Midlife Constants)          | Segment 11D (Set to Impress)            |
| Segment 6A (Green Acres)                | Segment 11E (City Commons)              |
| Segment 6B (Salt of the Earth)          | Segment 12A (Family Foundations)        |
| Segment 6C (The Great Outdoors)         | Segment 12B (Traditional Living)        |
| Segment 6D (Prairie Living)             | Segment 12C (Small Town Simplicity)     |
| Segment 6E (Rural Resort Dwellers)      | Segment 12D (Modest Income Homes)       |
| Segment 6F (Heartland Communities)      | Segment 13A (International Marketplace) |
| Segment 7A (Up and Coming Families)     | Segment 13B (Las Casas)                 |
| Segment 7B (Urban Villages)             | Segment 13C (NeWest Residents)          |
| Segment 7C (American Dreamers)          | Segment 13D (Fresh Ambitions)           |
| Segment 7D (Barrios Urbanos)            | Segment 13E (High Rise Renters)         |
| Segment 7E (Valley Growers)             | Segment 14A (Military Proximity)        |
| Segment 7F (Southwestern Families)      | Segment 14B (College Towns)             |
| Segment 8A (City Lights)                | Segment 14C (Dorms to Diplomas)         |
| Segment 8B (Emerald City)               | Segment 15 (Unclassified)               |

## Market Profile

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

|                                | 0 - 1 mile | 1 - 3 mile | 3 - 5 mile |
|--------------------------------|------------|------------|------------|
| <b>Population Summary</b>      |            |            |            |
| 2000 Total Population          | 2,460      | 13,718     | 23,881     |
| 2010 Total Population          | 2,575      | 27,028     | 48,339     |
| 2019 Total Population          | 3,968      | 36,446     | 67,497     |
| 2019 Group Quarters            | 0          | 467        | 135        |
| 2024 Total Population          | 4,843      | 42,544     | 79,776     |
| 2019-2024 Annual Rate          | 4.07%      | 3.14%      | 3.40%      |
| 2019 Total Daytime Population  | 12,017     | 40,715     | 48,580     |
| Workers                        | 9,735      | 21,026     | 12,438     |
| Residents                      | 2,282      | 19,689     | 36,142     |
| <b>Household Summary</b>       |            |            |            |
| 2000 Households                | 845        | 4,700      | 8,630      |
| 2000 Average Household Size    | 2.85       | 2.81       | 2.75       |
| 2010 Households                | 895        | 9,430      | 16,446     |
| 2010 Average Household Size    | 2.88       | 2.82       | 2.93       |
| 2019 Households                | 1,376      | 12,516     | 22,595     |
| 2019 Average Household Size    | 2.88       | 2.87       | 2.98       |
| 2024 Households                | 1,669      | 14,536     | 26,494     |
| 2024 Average Household Size    | 2.90       | 2.89       | 3.01       |
| 2019-2024 Annual Rate          | 3.94%      | 3.04%      | 3.24%      |
| 2010 Families                  | 744        | 6,913      | 13,195     |
| 2010 Average Family Size       | 3.09       | 3.29       | 3.29       |
| 2019 Families                  | 1,124      | 9,057      | 18,037     |
| 2019 Average Family Size       | 3.13       | 3.37       | 3.35       |
| 2024 Families                  | 1,352      | 10,462     | 21,112     |
| 2024 Average Family Size       | 3.16       | 3.41       | 3.38       |
| 2019-2024 Annual Rate          | 3.76%      | 2.93%      | 3.20%      |
| <b>Housing Unit Summary</b>    |            |            |            |
| 2000 Housing Units             | 870        | 4,999      | 9,058      |
| Owner Occupied Housing Units   | 88.2%      | 76.1%      | 82.5%      |
| Renter Occupied Housing Units  | 8.9%       | 17.9%      | 12.8%      |
| Vacant Housing Units           | 3.0%       | 6.0%       | 4.7%       |
| 2010 Housing Units             | 951        | 10,177     | 17,493     |
| Owner Occupied Housing Units   | 84.0%      | 73.7%      | 81.4%      |
| Renter Occupied Housing Units  | 10.1%      | 19.0%      | 12.7%      |
| Vacant Housing Units           | 5.9%       | 7.3%       | 6.0%       |
| 2019 Housing Units             | 1,436      | 13,405     | 23,920     |
| Owner Occupied Housing Units   | 88.8%      | 74.1%      | 82.5%      |
| Renter Occupied Housing Units  | 7.0%       | 19.2%      | 12.0%      |
| Vacant Housing Units           | 4.2%       | 6.6%       | 5.5%       |
| 2024 Housing Units             | 1,738      | 15,528     | 27,946     |
| Owner Occupied Housing Units   | 89.4%      | 75.5%      | 83.7%      |
| Renter Occupied Housing Units  | 6.7%       | 18.1%      | 11.1%      |
| Vacant Housing Units           | 4.0%       | 6.4%       | 5.2%       |
| <b>Median Household Income</b> |            |            |            |
| 2019                           | \$104,430  | \$102,991  | \$111,946  |
| 2024                           | \$113,465  | \$113,823  | \$120,615  |
| <b>Median Home Value</b>       |            |            |            |
| 2019                           | \$293,175  | \$326,438  | \$346,444  |
| 2024                           | \$338,594  | \$369,134  | \$382,053  |
| <b>Per Capita Income</b>       |            |            |            |
| 2019                           | \$43,560   | \$45,287   | \$47,023   |
| 2024                           | \$48,168   | \$50,576   | \$51,186   |
| <b>Median Age</b>              |            |            |            |
| 2010                           | 40.3       | 37.2       | 36.3       |
| 2019                           | 41.4       | 38.4       | 37.2       |
| 2024                           | 41.8       | 38.3       | 37.1       |

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

October 18, 2019

## Market Profile

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

|   | 0 - 1 mile | 1 - 3 mile | 3 - 5 mile |
|---|------------|------------|------------|
| <b>2019 Households by Income</b>                  |            |            |            |
| Household Income Base                             | 1,376      | 12,516     | 22,595     |
| <\$15,000   | 2.0%       | 6.0%       | 3.9%       |
| \$15,000 - \$24,999                               | 2.5%       | 3.3%       | 2.3%       |
| \$25,000 - \$34,999                               | 2.4%       | 5.3%       | 4.0%       |
| \$35,000 - \$49,999                               | 11.2%      | 8.1%       | 6.9%       |
| \$50,000 - \$74,999                               | 13.3%      | 14.0%      | 12.3%      |
| \$75,000 - \$99,999                               | 15.3%      | 11.4%      | 12.6%      |
| \$100,000 - \$149,999                             | 23.4%      | 21.3%      | 24.0%      |
| \$150,000 - \$199,999                             | 14.3%      | 14.1%      | 14.6%      |
| \$200,000+  | 15.4%      | 16.5%      | 19.4%      |
| Average Household Income                          | \$131,625  | \$129,011  | \$142,075  |
| <b>2024 Households by Income</b>                  |            |            |            |
| Household Income Base                             | 1,669      | 14,536     | 26,494     |
| <\$15,000   | 1.3%       | 3.9%       | 2.8%       |
| \$15,000 - \$24,999                               | 1.9%       | 2.5%       | 1.8%       |
| \$25,000 - \$34,999                               | 2.0%       | 4.1%       | 3.2%       |
| \$35,000 - \$49,999                               | 9.3%       | 7.0%       | 6.0%       |
| \$50,000 - \$74,999                               | 11.6%      | 12.5%      | 11.0%      |
| \$75,000 - \$99,999                               | 14.4%      | 11.1%      | 12.0%      |
| \$100,000 - \$149,999                             | 25.6%      | 23.4%      | 25.3%      |
| \$150,000 - \$199,999                             | 17.1%      | 17.3%      | 17.1%      |
| \$200,000+  | 16.8%      | 18.1%      | 20.9%      |
| Average Household Income                          | \$146,108  | \$144,899  | \$155,938  |
| <b>2019 Owner Occupied Housing Units by Value</b> |            |            |            |
| Total   | 1,275      | 9,938      | 19,734     |
| <\$50,000   | 2.1%       | 1.0%       | 0.9%       |
| \$50,000 - \$99,999                               | 0.3%       | 1.6%       | 1.0%       |
| \$100,000 - \$149,999                             | 4.1%       | 4.0%       | 3.8%       |
| \$150,000 - \$199,999                             | 6.5%       | 8.2%       | 5.7%       |
| \$200,000 - \$249,999                             | 14.2%      | 15.7%      | 11.9%      |
| \$250,000 - \$299,999                             | 26.4%      | 13.5%      | 15.0%      |
| \$300,000 - \$399,999                             | 22.7%      | 22.9%      | 25.1%      |
| \$400,000 - \$499,999                             | 12.0%      | 17.6%      | 18.9%      |
| \$500,000 - \$749,999                             | 9.4%       | 12.9%      | 13.5%      |
| \$750,000 - \$999,999                             | 1.4%       | 2.1%       | 2.8%       |
| \$1,000,000 - \$1,499,999                         | 0.9%       | 0.5%       | 0.9%       |
| \$1,500,000 - \$1,999,999                         | 0.0%       | 0.0%       | 0.1%       |
| \$2,000,000 +                                     | 0.0%       | 0.1%       | 0.4%       |
| Average Home Value                                | \$337,187  | \$359,951  | \$387,059  |
| <b>2024 Owner Occupied Housing Units by Value</b> |            |            |            |
| Total   | 1,554      | 11,731     | 23,386     |
| <\$50,000   | 1.1%       | 0.5%       | 0.5%       |
| \$50,000 - \$99,999                               | 0.1%       | 0.9%       | 0.6%       |
| \$100,000 - \$149,999                             | 2.2%       | 2.3%       | 2.2%       |
| \$150,000 - \$199,999                             | 4.2%       | 6.0%       | 3.9%       |
| \$200,000 - \$249,999                             | 10.2%      | 12.8%      | 9.0%       |
| \$250,000 - \$299,999                             | 22.8%      | 11.5%      | 12.9%      |
| \$300,000 - \$399,999                             | 24.3%      | 23.1%      | 25.4%      |
| \$400,000 - \$499,999                             | 16.1%      | 20.3%      | 21.7%      |
| \$500,000 - \$749,999                             | 15.1%      | 18.0%      | 17.5%      |
| \$750,000 - \$999,999                             | 2.5%       | 3.8%       | 4.2%       |
| \$1,000,000 - \$1,499,999                         | 1.4%       | 0.7%       | 1.3%       |
| \$1,500,000 - \$1,999,999                         | 0.0%       | 0.0%       | 0.1%       |
| \$2,000,000 +                                     | 0.0%       | 0.2%       | 0.6%       |
| Average Home Value                                | \$387,379  | \$404,028  | \$431,078  |

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

October 18, 2019

## Market Profile

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

|                               | 0 - 1 mile | 1 - 3 mile | 3 - 5 mile |
|-------------------------------|------------|------------|------------|
| <b>2010 Population by Age</b> |            |            |            |
| Total                         | 2,576      | 27,027     | 48,340     |
| 0 - 4                         | 6.1%       | 7.8%       | 8.1%       |
| 5 - 9                         | 8.4%       | 9.0%       | 10.0%      |
| 10 - 14                       | 8.5%       | 7.5%       | 8.9%       |
| 15 - 24                       | 12.1%      | 9.4%       | 9.6%       |
| 25 - 34                       | 8.1%       | 12.4%      | 10.9%      |
| 35 - 44                       | 15.5%      | 18.2%      | 19.5%      |
| 45 - 54                       | 18.7%      | 14.4%      | 15.4%      |
| 55 - 64                       | 12.1%      | 10.1%      | 9.2%       |
| 65 - 74                       | 7.1%       | 6.7%       | 5.3%       |
| 75 - 84                       | 2.6%       | 3.2%       | 2.4%       |
| 85 +                          | 0.7%       | 1.3%       | 0.8%       |
| 18 +                          | 71.4%      | 72.1%      | 68.9%      |
| <b>2019 Population by Age</b> |            |            |            |
| Total                         | 3,970      | 36,445     | 67,496     |
| 0 - 4                         | 5.6%       | 6.9%       | 7.2%       |
| 5 - 9                         | 6.5%       | 8.2%       | 8.4%       |
| 10 - 14                       | 7.4%       | 8.4%       | 8.8%       |
| 15 - 24                       | 11.6%      | 10.8%      | 11.3%      |
| 25 - 34                       | 11.4%      | 10.5%      | 10.9%      |
| 35 - 44                       | 11.8%      | 15.8%      | 15.4%      |
| 45 - 54                       | 14.9%      | 14.9%      | 15.4%      |
| 55 - 64                       | 15.8%      | 11.2%      | 11.4%      |
| 65 - 74                       | 9.8%       | 7.9%       | 7.1%       |
| 75 - 84                       | 4.2%       | 4.0%       | 3.1%       |
| 85 +                          | 1.1%       | 1.4%       | 1.0%       |
| 18 +                          | 76.2%      | 72.4%      | 71.1%      |
| <b>2024 Population by Age</b> |            |            |            |
| Total                         | 4,842      | 42,545     | 79,777     |
| 0 - 4                         | 5.7%       | 6.9%       | 7.3%       |
| 5 - 9                         | 6.3%       | 8.0%       | 8.2%       |
| 10 - 14                       | 6.9%       | 8.2%       | 8.1%       |
| 15 - 24                       | 10.5%      | 10.9%      | 11.0%      |
| 25 - 34                       | 11.6%      | 10.8%      | 12.0%      |
| 35 - 44                       | 13.2%      | 15.9%      | 15.5%      |
| 45 - 54                       | 12.2%      | 13.4%      | 13.7%      |
| 55 - 64                       | 15.4%      | 11.3%      | 11.5%      |
| 65 - 74                       | 11.5%      | 8.4%       | 7.8%       |
| 75 - 84                       | 5.6%       | 4.7%       | 3.8%       |
| 85 +                          | 1.3%       | 1.4%       | 1.1%       |
| 18 +                          | 77.1%      | 72.7%      | 72.0%      |
| <b>2010 Population by Sex</b> |            |            |            |
| Males                         | 1,271      | 13,268     | 23,945     |
| Females                       | 1,304      | 13,760     | 24,394     |
| <b>2019 Population by Sex</b> |            |            |            |
| Males                         | 1,955      | 18,041     | 33,413     |
| Females                       | 2,013      | 18,405     | 34,084     |
| <b>2024 Population by Sex</b> |            |            |            |
| Males                         | 2,388      | 21,163     | 39,478     |
| Females                       | 2,455      | 21,380     | 40,297     |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

October 18, 2019

## Market Profile

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

|   | 0 - 1 mile | 1 - 3 mile | 3 - 5 mile |
|---|------------|------------|------------|
| <b>2010 Population by Race/Ethnicity</b>                  |            |            |            |
| Total   | 2,574      | 27,028     | 48,340     |
| White Alone   | 91.1%      | 83.7%      | 81.3%      |
| Black Alone   | 0.9%       | 3.2%       | 3.6%       |
| American Indian Alone                                     | 0.4%       | 0.4%       | 0.3%       |
| Asian Alone   | 0.6%       | 5.6%       | 8.8%       |
| Pacific Islander Alone                                    | 0.0%       | 0.0%       | 0.1%       |
| Some Other Race Alone                                     | 5.4%       | 5.4%       | 4.1%       |
| Two or More Races   | 1.5%       | 1.7%       | 1.9%       |
| Hispanic Origin   | 13.2%      | 13.4%      | 10.4%      |
| Diversity Index   | 36.1       | 45.9       | 45.5       |
| <b>2019 Population by Race/Ethnicity</b>                  |            |            |            |
| Total   | 3,968      | 36,446     | 67,498     |
| White Alone   | 89.2%      | 80.7%      | 78.5%      |
| Black Alone   | 1.6%       | 5.2%       | 5.5%       |
| American Indian Alone                                     | 0.5%       | 0.4%       | 0.3%       |
| Asian Alone   | 0.6%       | 4.9%       | 8.1%       |
| Pacific Islander Alone                                    | 0.0%       | 0.0%       | 0.1%       |
| Some Other Race Alone                                     | 5.9%       | 6.1%       | 4.4%       |
| Two or More Races   | 2.2%       | 2.5%       | 3.0%       |
| Hispanic Origin   | 14.7%      | 15.5%      | 11.5%      |
| Diversity Index   | 40.3       | 51.5       | 50.1       |
| <b>2024 Population by Race/Ethnicity</b>                  |            |            |            |
| Total   | 4,843      | 42,543     | 79,776     |
| White Alone   | 88.0%      | 79.5%      | 77.0%      |
| Black Alone   | 1.8%       | 5.8%       | 6.3%       |
| American Indian Alone                                     | 0.5%       | 0.4%       | 0.4%       |
| Asian Alone   | 0.5%       | 4.7%       | 8.1%       |
| Pacific Islander Alone                                    | 0.0%       | 0.0%       | 0.1%       |
| Some Other Race Alone                                     | 6.8%       | 6.7%       | 4.8%       |
| Two or More Races   | 2.5%       | 2.8%       | 3.4%       |
| Hispanic Origin   | 16.5%      | 16.9%      | 12.5%      |
| Diversity Index   | 43.9       | 54.2       | 52.9       |
| <b>2010 Population by Relationship and Household Type</b> |            |            |            |
| Total   | 2,575      | 27,028     | 48,339     |
| In Households   | 100.0%     | 98.3%      | 99.7%      |
| In Family Households                                      | 92.3%      | 86.3%      | 91.4%      |
| Householder   | 27.8%      | 26.2%      | 26.9%      |
| Spouse  | 23.7%      | 21.7%      | 23.2%      |
| Child   | 34.6%      | 32.0%      | 35.7%      |
| Other relative  | 3.3%       | 4.2%       | 3.8%       |
| Nonrelative   | 3.0%       | 2.2%       | 1.7%       |
| In Nonfamily Households                                   | 7.7%       | 12.1%      | 8.3%       |
| In Group Quarters   | 0.0%       | 1.7%       | 0.3%       |
| Institutionalized Population                              | 0.0%       | 1.6%       | 0.2%       |
| Noninstitutionalized Population                           | 0.0%       | 0.0%       | 0.1%       |

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

October 18, 2019

## Market Profile

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

|  | 0 - 1 mile | 1 - 3 mile | 3 - 5 mile |
|--|------------|------------|------------|
| <b>2019 Population 25+ by Educational Attainment</b> |            |            |            |
| Total  | 2,735      | 23,942     | 43,354     |
| Less than 9th Grade                                  | 3.8%       | 4.2%       | 1.7%       |
| 9th - 12th Grade, No Diploma                         | 1.1%       | 3.7%       | 3.2%       |
| High School Graduate                                 | 11.4%      | 13.9%      | 11.6%      |
| GED/Alternative Credential                           | 2.9%       | 3.1%       | 2.4%       |
| Some College, No Degree                              | 16.8%      | 17.3%      | 17.3%      |
| Associate Degree                                     | 9.2%       | 7.2%       | 7.7%       |
| Bachelor's Degree                                    | 40.4%      | 34.2%      | 35.5%      |
| Graduate/Professional Degree                         | 14.5%      | 16.5%      | 20.6%      |
| <b>2019 Population 15+ by Marital Status</b>         |            |            |            |
| Total  | 3,194      | 27,889     | 51,004     |
| Never Married  | 26.1%      | 23.9%      | 22.8%      |
| Married  | 62.2%      | 61.4%      | 66.1%      |
| Widowed  | 2.9%       | 5.0%       | 3.2%       |
| Divorced   | 8.7%       | 9.7%       | 7.9%       |
| <b>2019 Civilian Population 16+ in Labor Force</b>   |            |            |            |
| Civilian Employed                                    | 94.7%      | 96.8%      | 97.0%      |
| Civilian Unemployed (Unemployment Rate)              | 5.3%       | 3.2%       | 3.0%       |
| <b>2019 Employed Population 16+ by Industry</b>      |            |            |            |
| Total  | 1,715      | 16,933     | 31,936     |
| Agriculture/Mining                                   | 0.5%       | 0.4%       | 0.2%       |
| Construction   | 10.1%      | 6.3%       | 5.7%       |
| Manufacturing  | 8.4%       | 11.4%      | 8.7%       |
| Wholesale Trade                                      | 5.2%       | 4.0%       | 3.6%       |
| Retail Trade   | 13.4%      | 10.4%      | 10.9%      |
| Transportation/Utilities                             | 3.7%       | 2.8%       | 3.7%       |
| Information  | 3.7%       | 4.8%       | 5.2%       |
| Finance/Insurance/Real Estate                        | 8.0%       | 9.3%       | 9.6%       |
| Services   | 46.6%      | 48.7%      | 50.6%      |
| Public Administration                                | 0.3%       | 2.0%       | 1.7%       |
| <b>2019 Employed Population 16+ by Occupation</b>    |            |            |            |
| Total  | 1,712      | 16,935     | 31,935     |
| White Collar   | 73.3%      | 75.3%      | 78.2%      |
| Management/Business/Financial                        | 25.6%      | 23.9%      | 26.6%      |
| Professional   | 23.8%      | 25.7%      | 27.0%      |
| Sales  | 14.2%      | 14.0%      | 14.4%      |
| Administrative Support                               | 9.7%       | 11.7%      | 10.2%      |
| Services   | 12.4%      | 11.6%      | 10.8%      |
| Blue Collar  | 14.1%      | 13.1%      | 11.0%      |
| Farming/Forestry/Fishing                             | 0.0%       | 0.4%       | 0.1%       |
| Construction/Extraction                              | 3.0%       | 2.5%       | 3.3%       |
| Installation/Maintenance/Repair                      | 3.1%       | 1.9%       | 2.0%       |
| Production   | 2.4%       | 4.5%       | 2.9%       |
| Transportation/Material Moving                       | 5.5%       | 3.8%       | 2.7%       |
| <b>2010 Population By Urban/ Rural Status</b>        |            |            |            |
| Total Population                                     | 2,575      | 27,028     | 48,339     |
| Population Inside Urbanized Area                     | 91.2%      | 99.1%      | 96.4%      |
| Population Inside Urbanized Cluster                  | 0.0%       | 0.0%       | 0.0%       |
| Rural Population                                     | 8.8%       | 0.9%       | 3.6%       |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

October 18, 2019

## Market Profile

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

|  | 0 - 1 mile | 1 - 3 mile | 3 - 5 mile |
|--|------------|------------|------------|
| <b>2010 Households by Type</b>                       |            |            |            |
| Total  | 895        | 9,430      | 16,446     |
| Households with 1 Person                             | 13.6%      | 21.7%      | 15.8%      |
| Households with 2+ People                            | 86.4%      | 78.3%      | 84.2%      |
| Family Households                                    | 83.1%      | 73.3%      | 80.2%      |
| Husband-wife Families                                | 70.9%      | 60.9%      | 69.0%      |
| With Related Children                                | 36.3%      | 32.9%      | 40.6%      |
| Other Family (No Spouse Present)                     | 12.2%      | 12.4%      | 11.2%      |
| Other Family with Male Householder                   | 3.6%       | 3.6%       | 3.4%       |
| With Related Children                                | 2.2%       | 2.1%       | 2.2%       |
| Other Family with Female Householder                 | 8.6%       | 8.8%       | 7.8%       |
| With Related Children                                | 5.6%       | 5.7%       | 5.1%       |
| Nonfamily Households                                 | 3.2%       | 5.0%       | 4.0%       |
| All Households with Children                         | 44.7%      | 41.3%      | 48.4%      |
| Multigenerational Households                         | 4.4%       | 3.3%       | 3.7%       |
| Unmarried Partner Households                         | 3.8%       | 4.1%       | 3.9%       |
| Male-female  | 3.5%       | 3.5%       | 3.2%       |
| Same-sex   | 0.3%       | 0.6%       | 0.7%       |
| <b>2010 Households by Size</b>                       |            |            |            |
| Total  | 894        | 9,428      | 16,447     |
| 1 Person Household                                   | 13.6%      | 21.7%      | 15.8%      |
| 2 Person Household                                   | 32.6%      | 31.4%      | 29.8%      |
| 3 Person Household                                   | 18.8%      | 16.8%      | 18.3%      |
| 4 Person Household                                   | 21.6%      | 18.0%      | 22.4%      |
| 5 Person Household                                   | 7.8%       | 7.7%       | 8.9%       |
| 6 Person Household                                   | 3.4%       | 2.7%       | 2.9%       |
| 7 + Person Household                                 | 2.2%       | 1.6%       | 1.9%       |
| <b>2010 Households by Tenure and Mortgage Status</b> |            |            |            |
| Total  | 895        | 9,430      | 16,446     |
| Owner Occupied                                       | 89.3%      | 79.5%      | 86.5%      |
| Owned with a Mortgage/Loan                           | 73.1%      | 67.0%      | 75.2%      |
| Owned Free and Clear                                 | 16.2%      | 12.5%      | 11.4%      |
| Renter Occupied                                      | 10.7%      | 20.5%      | 13.5%      |
| <b>2010 Housing Units By Urban/ Rural Status</b>     |            |            |            |
| Total Housing Units                                  | 951        | 10,177     | 17,493     |
| Housing Units Inside Urbanized Area                  | 91.9%      | 99.2%      | 95.6%      |
| Housing Units Inside Urbanized Cluster               | 0.0%       | 0.0%       | 0.0%       |
| Rural Housing Units                                  | 8.1%       | 0.8%       | 4.4%       |

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

October 18, 2019



## Market Profile

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

|   | 0 - 1 mile              | 1 - 3 mile                  | 3 - 5 mile                  |
|---|-------------------------|-----------------------------|-----------------------------|
| <b>Top 3 Tapestry Segments</b>                              |                         |                             |                             |
| 1.  | Green Acres (6A)        | Up and Coming Families (7A) | Boomburbs (1C)              |
| 2.  | Soccer Moms (4A)        | Boomburbs (1C)              | Up and Coming Families (7A) |
| 3.  | Savvy Suburbanites (1D) | Savvy Suburbanites (1D)     | Professional Pride (1B)     |
| <b>2019 Consumer Spending</b>                               |                         |                             |                             |
| Apparel & Services: Total \$                                | \$4,279,981             | \$39,535,192                | \$78,479,766                |
| Average Spent   | \$3,110.45              | \$3,158.77                  | \$3,473.32                  |
| Spending Potential Index                                    | 145                     | 147                         | 162                         |
| Education: Total \$   | \$3,371,715             | \$28,876,554                | \$59,296,565                |
| Average Spent   | \$2,450.37              | \$2,307.17                  | \$2,624.32                  |
| Spending Potential Index                                    | 154                     | 145                         | 165                         |
| Entertainment/Recreation: Total \$                          | \$6,756,514             | \$60,008,705                | \$118,153,907               |
| Average Spent   | \$4,910.26              | \$4,794.56                  | \$5,229.21                  |
| Spending Potential Index                                    | 150                     | 147                         | 160                         |
| Food at Home: Total \$                                      | \$10,214,743            | \$92,547,686                | \$179,552,239               |
| Average Spent   | \$7,423.51              | \$7,394.35                  | \$7,946.55                  |
| Spending Potential Index                                    | 143                     | 143                         | 154                         |
| Food Away from Home: Total \$                               | \$7,426,410             | \$68,165,632                | \$134,929,700               |
| Average Spent   | \$5,397.10              | \$5,446.28                  | \$5,971.66                  |
| Spending Potential Index                                    | 147                     | 148                         | 163                         |
| Health Care: Total \$                                       | \$12,429,112            | \$107,548,908               | \$208,009,871               |
| Average Spent   | \$9,032.78              | \$8,592.91                  | \$9,206.01                  |
| Spending Potential Index                                    | 152                     | 145                         | 155                         |
| HH Furnishings & Equipment: Total \$                        | \$4,510,951             | \$40,630,212                | \$79,999,322                |
| Average Spent   | \$3,278.31              | \$3,246.26                  | \$3,540.58                  |
| Spending Potential Index                                    | 154                     | 152                         | 166                         |
| Personal Care Products & Services: Total \$                 | \$1,871,894             | \$16,914,121                | \$33,587,013                |
| Average Spent   | \$1,360.39              | \$1,351.40                  | \$1,486.48                  |
| Spending Potential Index                                    | 153                     | 152                         | 168                         |
| Shelter: Total \$   | \$36,767,904            | \$332,441,160               | \$657,342,104               |
| Average Spent   | \$26,720.86             | \$26,561.29                 | \$29,092.37                 |
| Spending Potential Index                                    | 144                     | 144                         | 157                         |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$5,187,221             | \$46,267,417                | \$90,384,839                |
| Average Spent   | \$3,769.78              | \$3,696.66                  | \$4,000.21                  |
| Spending Potential Index                                    | 152                     | 149                         | 161                         |
| Travel: Total \$  | \$4,829,177             | \$42,607,590                | \$85,566,477                |
| Average Spent   | \$3,509.58              | \$3,404.25                  | \$3,786.97                  |
| Spending Potential Index                                    | 156                     | 152                         | 169                         |
| Vehicle Maintenance & Repairs: Total \$                     | \$2,311,897             | \$21,002,946                | \$40,292,290                |
| Average Spent   | \$1,680.16              | \$1,678.09                  | \$1,783.24                  |
| Spending Potential Index                                    | 147                     | 147                         | 156                         |

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

October 18, 2019

## Restaurant Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 0 - 1 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Demographic Summary                                    |                    | 2019      | 2024      |     |
|--|--------------------|-----------|-----------|-----|
| Population   |                    | 3,968     | 4,843     |     |
| Population 18+   |                    | 3,025     | 3,733     |     |
| Households   |                    | 1,376     | 1,669     |     |
| Median Household Income                                |                    | \$104,430 | \$113,465 |     |
| Product/Consumer Behavior                              | Expected Number of |           |           |     |
|  | Adults             | Percent   | MPI       |     |
| Went to family restaurant/steak house in last 6 mo     |                    | 2,484     | 82.1%     | 110 |
| Went to family restaurant/steak house 4+ times/mo      |                    | 965       | 31.9%     | 120 |
| Spent at family restaurant/30 days: <\$1-30            |                    | 227       | 7.5%      | 93  |
| Spent at family restaurant/30 days: \$31-50            |                    | 345       | 11.4%     | 119 |
| Spent at family restaurant/30 days: \$51-100           |                    | 530       | 17.5%     | 118 |
| Spent at family restaurant/30 days: \$101-200          |                    | 405       | 13.4%     | 142 |
| Family restaurant/steak house last 6 months: breakfast |                    | 449       | 14.8%     | 112 |
| Family restaurant/steak house last 6 months: lunch     |                    | 621       | 20.5%     | 106 |
| Family restaurant/steak house last 6 months: dinner    |                    | 1,692     | 55.9%     | 121 |
| Family restaurant/steak house last 6 months: snack     |                    | 39        | 1.3%      | 66  |
| Family restaurant/steak house last 6 months: weekday   |                    | 1,074     | 35.5%     | 116 |
| Family restaurant/steak house last 6 months: weekend   |                    | 1,495     | 49.4%     | 119 |
| Fam rest/steak hse/6 months: Applebee` s               |                    | 736       | 24.3%     | 111 |
| Fam rest/steak hse/6 months: Bob Evans Farms           |                    | 139       | 4.6%      | 148 |
| Fam rest/steak hse/6 months: Buffalo Wild Wings        |                    | 357       | 11.8%     | 113 |
| Fam rest/steak hse/6 months: California Pizza Kitchen  |                    | 68        | 2.2%      | 82  |
| Fam rest/steak hse/6 months: Carrabba` s Italian Grill |                    | 112       | 3.7%      | 129 |
| Fam rest/steak hse/6 months: The Cheesecake Factory    |                    | 231       | 7.6%      | 104 |
| Fam rest/steak hse/6 months: Chili` s Grill & Bar      |                    | 409       | 13.5%     | 125 |
| Fam rest/steak hse/6 months: CiCi` s                   |                    | 74        | 2.4%      | 86  |
| Fam rest/steak hse/6 months: Cracker Barrel            |                    | 399       | 13.2%     | 120 |
| Fam rest/steak hse/6 months: Denny` s                  |                    | 227       | 7.5%      | 89  |
| Fam rest/steak hse/6 months: Golden Corral             |                    | 201       | 6.6%      | 95  |
| Fam rest/steak hse/6 months: IHOP                      |                    | 349       | 11.5%     | 115 |
| Fam rest/steak hse/6 months: Logan` s Roadhouse        |                    | 117       | 3.9%      | 122 |
| Fam rest/steak hse/6 months: LongHorn Steakhouse       |                    | 237       | 7.8%      | 151 |
| Fam rest/steak hse/6 months: Olive Garden              |                    | 673       | 22.2%     | 133 |
| Fam rest/steak hse/6 months: Outback Steakhouse        |                    | 308       | 10.2%     | 124 |
| Fam rest/steak hse/6 months: Red Lobster               |                    | 321       | 10.6%     | 109 |
| Fam rest/steak hse/6 months: Red Robin                 |                    | 331       | 10.9%     | 157 |
| Fam rest/steak hse/6 months: Ruby Tuesday              |                    | 166       | 5.5%      | 119 |
| Fam rest/steak hse/6 months: Texas Roadhouse           |                    | 459       | 15.2%     | 154 |
| Fam rest/steak hse/6 months: T.G.I. Friday` s          |                    | 161       | 5.3%      | 98  |
| Fam rest/steak hse/6 months: Waffle House              |                    | 179       | 5.9%      | 102 |
| Went to fast food/drive-in restaurant in last 6 months |                    | 2,831     | 93.6%     | 103 |
| Went to fast food/drive-in restaurant 9+ times/month   |                    | 1,306     | 43.2%     | 110 |
| Spent at fast food restaurant/30 days: <\$1-10         |                    | 146       | 4.8%      | 107 |
| Spent at fast food restaurant/30 days: \$11-\$20       |                    | 336       | 11.1%     | 103 |
| Spent at fast food restaurant/30 days: \$21-\$40       |                    | 533       | 17.6%     | 109 |
| Spent at fast food restaurant/30 days: \$41-\$50       |                    | 282       | 9.3%      | 107 |
| Spent at fast food restaurant/30 days: \$51-\$100      |                    | 563       | 18.6%     | 113 |
| Spent at fast food restaurant/30 days: \$101-\$200     |                    | 275       | 9.1%      | 111 |
| Spent at fast food restaurant/30 days: \$201+          |                    | 104       | 3.4%      | 112 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

October 18, 2019

## Restaurant Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 0 - 1 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Product/Consumer Behavior                              | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Fast food/drive-in last 6 months: eat in               | 1,272              | 42.0%   | 113 |
| Fast food/drive-in last 6 months: home delivery        | 237                | 7.8%    | 91  |
| Fast food/drive-in last 6 months: take-out/drive-thru  | 1,598              | 52.8%   | 113 |
| Fast food/drive-in last 6 months: take-out/walk-in     | 711                | 23.5%   | 113 |
| Fast food/drive-in last 6 months: breakfast            | 1,198              | 39.6%   | 111 |
| Fast food/drive-in last 6 months: lunch                | 1,723              | 57.0%   | 113 |
| Fast food/drive-in last 6 months: dinner               | 1,589              | 52.5%   | 113 |
| Fast food/drive-in last 6 months: snack                | 356                | 11.8%   | 100 |
| Fast food/drive-in last 6 months: weekday              | 2,020              | 66.8%   | 113 |
| Fast food/drive-in last 6 months: weekend              | 1,545              | 51.1%   | 108 |
| Fast food/drive-in last 6 months: A & W                | 108                | 3.6%    | 125 |
| Fast food/drive-in last 6 months: Arby's               | 679                | 22.4%   | 127 |
| Fast food/drive-in last 6 months: Baskin-Robbins       | 88                 | 2.9%    | 88  |
| Fast food/drive-in last 6 months: Boston Market        | 60                 | 2.0%    | 64  |
| Fast food/drive-in last 6 months: Burger King          | 860                | 28.4%   | 96  |
| Fast food/drive-in last 6 months: Captain D's          | 89                 | 2.9%    | 79  |
| Fast food/drive-in last 6 months: Carl's Jr.           | 128                | 4.2%    | 71  |
| Fast food/drive-in last 6 months: Checkers             | 61                 | 2.0%    | 61  |
| Fast food/drive-in last 6 months: Chick-fil-A          | 904                | 29.9%   | 125 |
| Fast food/drive-in last 6 months: Chipotle Mex. Grill  | 422                | 14.0%   | 112 |
| Fast food/drive-in last 6 months: Chuck E. Cheese's    | 67                 | 2.2%    | 76  |
| Fast food/drive-in last 6 months: Church's Fr. Chicken | 51                 | 1.7%    | 48  |
| Fast food/drive-in last 6 months: Cold Stone Creamery  | 92                 | 3.0%    | 104 |
| Fast food/drive-in last 6 months: Dairy Queen          | 602                | 19.9%   | 123 |
| Fast food/drive-in last 6 months: Del Taco             | 108                | 3.6%    | 92  |
| Fast food/drive-in last 6 months: Domino's Pizza       | 360                | 11.9%   | 94  |
| Fast food/drive-in last 6 months: Dunkin' Donuts       | 458                | 15.1%   | 111 |
| Went to Five Guys in last 6 months                     | 372                | 12.3%   | 131 |
| Fast food/drive-in last 6 months: Hardee's             | 220                | 7.3%    | 109 |
| Fast food/drive-in last 6 months: Jack in the Box      | 174                | 5.8%    | 77  |
| Went to Jimmy John's in last 6 months                  | 270                | 8.9%    | 148 |
| Fast food/drive-in last 6 months: KFC                  | 586                | 19.4%   | 94  |
| Fast food/drive-in last 6 months: Krispy Kreme         | 189                | 6.2%    | 105 |
| Fast food/drive-in last 6 months: Little Caesars       | 376                | 12.4%   | 93  |
| Fast food/drive-in last 6 months: Long John Silver's   | 91                 | 3.0%    | 85  |
| Fast food/drive-in last 6 months: McDonald's           | 1,642              | 54.3%   | 103 |
| Went to Panda Express in last 6 months                 | 308                | 10.2%   | 105 |
| Fast food/drive-in last 6 months: Panera Bread         | 569                | 18.8%   | 148 |
| Fast food/drive-in last 6 months: Papa John's          | 296                | 9.8%    | 111 |
| Fast food/drive-in last 6 months: Papa Murphy's        | 236                | 7.8%    | 164 |
| Fast food/drive-in last 6 months: Pizza Hut            | 489                | 16.2%   | 93  |
| Fast food/drive-in last 6 months: Popeyes Chicken      | 231                | 7.6%    | 84  |
| Fast food/drive-in last 6 months: Sonic Drive-In       | 371                | 12.3%   | 102 |
| Fast food/drive-in last 6 months: Starbucks            | 656                | 21.7%   | 116 |
| Fast food/drive-in last 6 months: Steak 'n Shake       | 188                | 6.2%    | 112 |
| Fast food/drive-in last 6 months: Subway               | 883                | 29.2%   | 113 |
| Fast food/drive-in last 6 months: Taco Bell            | 923                | 30.5%   | 106 |
| Fast food/drive-in last 6 months: Wendy's              | 899                | 29.7%   | 117 |
| Fast food/drive-in last 6 months: Whataburger          | 168                | 5.6%    | 106 |
| Fast food/drive-in last 6 months: White Castle         | 102                | 3.4%    | 110 |
| Went to fine dining restaurant last month              | 422                | 14.0%   | 133 |
| Went to fine dining restaurant 3+ times last month     | 92                 | 3.0%    | 97  |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

October 18, 2019

## Restaurant Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 1 - 3 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Demographic Summary                                    |                    | 2019      | 2024      |
|--|--------------------|-----------|-----------|
| Population   |                    | 36,446    | 42,544    |
| Population 18+   |                    | 26,385    | 30,941    |
| Households   |                    | 12,516    | 14,536    |
| Median Household Income                                |                    | \$102,991 | \$113,823 |
| Product/Consumer Behavior                              | Expected Number of |           |           |
|  | Adults             | Percent   | MPI       |
| Went to family restaurant/steak house in last 6 mo     | 21,309             | 80.8%     | 108       |
| Went to family restaurant/steak house 4+ times/mo      | 7,923              | 30.0%     | 113       |
| Spent at family restaurant/30 days: <\$1-30            | 2,234              | 8.5%      | 105       |
| Spent at family restaurant/30 days: \$31-50            | 2,820              | 10.7%     | 111       |
| Spent at family restaurant/30 days: \$51-100           | 4,445              | 16.8%     | 114       |
| Spent at family restaurant/30 days: \$101-200          | 3,057              | 11.6%     | 123       |
| Family restaurant/steak house last 6 months: breakfast | 3,855              | 14.6%     | 110       |
| Family restaurant/steak house last 6 months: lunch     | 5,781              | 21.9%     | 113       |
| Family restaurant/steak house last 6 months: dinner    | 13,871             | 52.6%     | 114       |
| Family restaurant/steak house last 6 months: snack     | 493                | 1.9%      | 95        |
| Family restaurant/steak house last 6 months: weekday   | 8,983              | 34.0%     | 112       |
| Family restaurant/steak house last 6 months: weekend   | 12,610             | 47.8%     | 115       |
| Fam rest/steak hse/6 months: Applebee`s                | 5,658              | 21.4%     | 98        |
| Fam rest/steak hse/6 months: Bob Evans Farms           | 782                | 3.0%      | 96        |
| Fam rest/steak hse/6 months: Buffalo Wild Wings        | 3,669              | 13.9%     | 133       |
| Fam rest/steak hse/6 months: California Pizza Kitchen  | 867                | 3.3%      | 119       |
| Fam rest/steak hse/6 months: Carrabba`s Italian Grill  | 997                | 3.8%      | 131       |
| Fam rest/steak hse/6 months: The Cheesecake Factory    | 2,290              | 8.7%      | 119       |
| Fam rest/steak hse/6 months: Chili`s Grill & Bar       | 3,844              | 14.6%     | 135       |
| Fam rest/steak hse/6 months: CiCi`s                    | 707                | 2.7%      | 94        |
| Fam rest/steak hse/6 months: Cracker Barrel            | 3,197              | 12.1%     | 111       |
| Fam rest/steak hse/6 months: Denny`s                   | 2,441              | 9.3%      | 110       |
| Fam rest/steak hse/6 months: Golden Corral             | 1,693              | 6.4%      | 92        |
| Fam rest/steak hse/6 months: IHOP                      | 3,073              | 11.6%     | 116       |
| Fam rest/steak hse/6 months: Logan`s Roadhouse         | 996                | 3.8%      | 119       |
| Fam rest/steak hse/6 months: LongHorn Steakhouse       | 1,630              | 6.2%      | 119       |
| Fam rest/steak hse/6 months: Olive Garden              | 5,269              | 20.0%     | 120       |
| Fam rest/steak hse/6 months: Outback Steakhouse        | 2,618              | 9.9%      | 120       |
| Fam rest/steak hse/6 months: Red Lobster               | 2,790              | 10.6%     | 109       |
| Fam rest/steak hse/6 months: Red Robin                 | 2,474              | 9.4%      | 135       |
| Fam rest/steak hse/6 months: Ruby Tuesday              | 1,224              | 4.6%      | 101       |
| Fam rest/steak hse/6 months: Texas Roadhouse           | 3,433              | 13.0%     | 132       |
| Fam rest/steak hse/6 months: T.G.I. Friday`s           | 1,422              | 5.4%      | 99        |
| Fam rest/steak hse/6 months: Waffle House              | 1,419              | 5.4%      | 93        |
| Went to fast food/drive-in restaurant in last 6 months | 24,640             | 93.4%     | 103       |
| Went to fast food/drive-in restaurant 9+ times/month   | 11,058             | 41.9%     | 107       |
| Spent at fast food restaurant/30 days: <\$1-10         | 1,123              | 4.3%      | 94        |
| Spent at fast food restaurant/30 days: \$11-\$20       | 2,848              | 10.8%     | 100       |
| Spent at fast food restaurant/30 days: \$21-\$40       | 4,465              | 16.9%     | 104       |
| Spent at fast food restaurant/30 days: \$41-\$50       | 2,368              | 9.0%      | 103       |
| Spent at fast food restaurant/30 days: \$51-\$100      | 4,831              | 18.3%     | 111       |
| Spent at fast food restaurant/30 days: \$101-\$200     | 2,582              | 9.8%      | 120       |
| Spent at fast food restaurant/30 days: \$201+          | 1,070              | 4.1%      | 132       |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

October 18, 2019

## Restaurant Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 1 - 3 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Product/Consumer Behavior                              | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Fast food/drive-in last 6 months: eat in               | 10,531             | 39.9%   | 107 |
| Fast food/drive-in last 6 months: home delivery        | 2,361              | 8.9%    | 104 |
| Fast food/drive-in last 6 months: take-out/drive-thru  | 14,086             | 53.4%   | 114 |
| Fast food/drive-in last 6 months: take-out/walk-in     | 5,899              | 22.4%   | 107 |
| Fast food/drive-in last 6 months: breakfast            | 10,316             | 39.1%   | 110 |
| Fast food/drive-in last 6 months: lunch                | 14,559             | 55.2%   | 110 |
| Fast food/drive-in last 6 months: dinner               | 13,682             | 51.9%   | 112 |
| Fast food/drive-in last 6 months: snack                | 3,334              | 12.6%   | 107 |
| Fast food/drive-in last 6 months: weekday              | 17,166             | 65.1%   | 110 |
| Fast food/drive-in last 6 months: weekend              | 13,817             | 52.4%   | 111 |
| Fast food/drive-in last 6 months: A & W                | 772                | 2.9%    | 102 |
| Fast food/drive-in last 6 months: Arby's               | 5,075              | 19.2%   | 109 |
| Fast food/drive-in last 6 months: Baskin-Robbins       | 890                | 3.4%    | 102 |
| Fast food/drive-in last 6 months: Boston Market        | 708                | 2.7%    | 87  |
| Fast food/drive-in last 6 months: Burger King          | 7,448              | 28.2%   | 95  |
| Fast food/drive-in last 6 months: Captain D's          | 801                | 3.0%    | 82  |
| Fast food/drive-in last 6 months: Carl's Jr.           | 1,808              | 6.9%    | 115 |
| Fast food/drive-in last 6 months: Checkers             | 567                | 2.1%    | 65  |
| Fast food/drive-in last 6 months: Chick-fil-A          | 8,896              | 33.7%   | 141 |
| Fast food/drive-in last 6 months: Chipotle Mex. Grill  | 4,109              | 15.6%   | 125 |
| Fast food/drive-in last 6 months: Chuck E. Cheese's    | 793                | 3.0%    | 103 |
| Fast food/drive-in last 6 months: Church's Fr. Chicken | 882                | 3.3%    | 94  |
| Fast food/drive-in last 6 months: Cold Stone Creamery  | 1,022              | 3.9%    | 132 |
| Fast food/drive-in last 6 months: Dairy Queen          | 4,885              | 18.5%   | 114 |
| Fast food/drive-in last 6 months: Del Taco             | 1,220              | 4.6%    | 119 |
| Fast food/drive-in last 6 months: Domino's Pizza       | 3,723              | 14.1%   | 112 |
| Fast food/drive-in last 6 months: Dunkin' Donuts       | 3,567              | 13.5%   | 99  |
| Went to Five Guys in last 6 months                     | 3,069              | 11.6%   | 124 |
| Fast food/drive-in last 6 months: Hardee's             | 1,463              | 5.5%    | 83  |
| Fast food/drive-in last 6 months: Jack in the Box      | 2,423              | 9.2%    | 123 |
| Went to Jimmy John's in last 6 months                  | 2,347              | 8.9%    | 148 |
| Fast food/drive-in last 6 months: KFC                  | 4,923              | 18.7%   | 91  |
| Fast food/drive-in last 6 months: Krispy Kreme         | 1,906              | 7.2%    | 121 |
| Fast food/drive-in last 6 months: Little Caesars       | 3,825              | 14.5%   | 108 |
| Fast food/drive-in last 6 months: Long John Silver's   | 745                | 2.8%    | 80  |
| Fast food/drive-in last 6 months: McDonald's           | 13,924             | 52.8%   | 100 |
| Went to Panda Express in last 6 months                 | 3,287              | 12.5%   | 129 |
| Fast food/drive-in last 6 months: Panera Bread         | 4,408              | 16.7%   | 131 |
| Fast food/drive-in last 6 months: Papa John's          | 2,951              | 11.2%   | 126 |
| Fast food/drive-in last 6 months: Papa Murphy's        | 1,802              | 6.8%    | 144 |
| Fast food/drive-in last 6 months: Pizza Hut            | 4,607              | 17.5%   | 101 |
| Fast food/drive-in last 6 months: Popeyes Chicken      | 2,531              | 9.6%    | 105 |
| Fast food/drive-in last 6 months: Sonic Drive-In       | 3,673              | 13.9%   | 116 |
| Fast food/drive-in last 6 months: Starbucks            | 5,993              | 22.7%   | 122 |
| Fast food/drive-in last 6 months: Steak 'n Shake       | 1,498              | 5.7%    | 102 |
| Fast food/drive-in last 6 months: Subway               | 7,406              | 28.1%   | 109 |
| Fast food/drive-in last 6 months: Taco Bell            | 7,898              | 29.9%   | 104 |
| Fast food/drive-in last 6 months: Wendy's              | 7,177              | 27.2%   | 107 |
| Fast food/drive-in last 6 months: Whataburger          | 2,032              | 7.7%    | 147 |
| Fast food/drive-in last 6 months: White Castle         | 689                | 2.6%    | 85  |
| Went to fine dining restaurant last month              | 3,391              | 12.9%   | 122 |
| Went to fine dining restaurant 3+ times last month     | 823                | 3.1%    | 100 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

October 18, 2019

## Restaurant Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 3 - 5 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Demographic Summary                                    |                    | 2019      | 2024      |     |
|--|--------------------|-----------|-----------|-----|
| Population   |                    | 67,497    | 79,776    |     |
| Population 18+   |                    | 47,969    | 57,421    |     |
| Households   |                    | 22,595    | 26,494    |     |
| Median Household Income                                |                    | \$111,946 | \$120,615 |     |
| Product/Consumer Behavior                              | Expected Number of |           |           |     |
|  | Adults             | Percent   | MPI       |     |
| Went to family restaurant/steak house in last 6 mo     |                    | 39,383    | 82.1%     | 109 |
| Went to family restaurant/steak house 4+ times/mo      |                    | 15,048    | 31.4%     | 118 |
| Spent at family restaurant/30 days: <\$1-30            |                    | 3,700     | 7.7%      | 96  |
| Spent at family restaurant/30 days: \$31-50            |                    | 4,522     | 9.4%      | 98  |
| Spent at family restaurant/30 days: \$51-100           |                    | 8,439     | 17.6%     | 119 |
| Spent at family restaurant/30 days: \$101-200          |                    | 6,156     | 12.8%     | 137 |
| Family restaurant/steak house last 6 months: breakfast |                    | 7,013     | 14.6%     | 110 |
| Family restaurant/steak house last 6 months: lunch     |                    | 10,911    | 22.7%     | 118 |
| Family restaurant/steak house last 6 months: dinner    |                    | 25,892    | 54.0%     | 117 |
| Family restaurant/steak house last 6 months: snack     |                    | 1,066     | 2.2%      | 113 |
| Family restaurant/steak house last 6 months: weekday   |                    | 16,168    | 33.7%     | 110 |
| Family restaurant/steak house last 6 months: weekend   |                    | 23,508    | 49.0%     | 118 |
| Fam rest/steak hse/6 months: Applebee`s                |                    | 9,476     | 19.8%     | 90  |
| Fam rest/steak hse/6 months: Bob Evans Farms           |                    | 1,399     | 2.9%      | 94  |
| Fam rest/steak hse/6 months: Buffalo Wild Wings        |                    | 6,758     | 14.1%     | 135 |
| Fam rest/steak hse/6 months: California Pizza Kitchen  |                    | 1,975     | 4.1%      | 150 |
| Fam rest/steak hse/6 months: Carrabba`s Italian Grill  |                    | 1,987     | 4.1%      | 144 |
| Fam rest/steak hse/6 months: The Cheesecake Factory    |                    | 5,207     | 10.9%     | 148 |
| Fam rest/steak hse/6 months: Chili`s Grill & Bar       |                    | 7,457     | 15.5%     | 144 |
| Fam rest/steak hse/6 months: CiCi`s                    |                    | 1,242     | 2.6%      | 91  |
| Fam rest/steak hse/6 months: Cracker Barrel            |                    | 5,628     | 11.7%     | 107 |
| Fam rest/steak hse/6 months: Denny`s                   |                    | 4,360     | 9.1%      | 108 |
| Fam rest/steak hse/6 months: Golden Corral             |                    | 2,742     | 5.7%      | 82  |
| Fam rest/steak hse/6 months: IHOP                      |                    | 5,833     | 12.2%     | 121 |
| Fam rest/steak hse/6 months: Logan`s Roadhouse         |                    | 1,623     | 3.4%      | 107 |
| Fam rest/steak hse/6 months: LongHorn Steakhouse       |                    | 2,914     | 6.1%      | 117 |
| Fam rest/steak hse/6 months: Olive Garden              |                    | 9,703     | 20.2%     | 121 |
| Fam rest/steak hse/6 months: Outback Steakhouse        |                    | 4,991     | 10.4%     | 126 |
| Fam rest/steak hse/6 months: Red Lobster               |                    | 4,804     | 10.0%     | 103 |
| Fam rest/steak hse/6 months: Red Robin                 |                    | 4,595     | 9.6%      | 138 |
| Fam rest/steak hse/6 months: Ruby Tuesday              |                    | 2,287     | 4.8%      | 103 |
| Fam rest/steak hse/6 months: Texas Roadhouse           |                    | 5,864     | 12.2%     | 124 |
| Fam rest/steak hse/6 months: T.G.I. Friday`s           |                    | 2,763     | 5.8%      | 106 |
| Fam rest/steak hse/6 months: Waffle House              |                    | 2,404     | 5.0%      | 87  |
| Went to fast food/drive-in restaurant in last 6 months |                    | 44,757    | 93.3%     | 103 |
| Went to fast food/drive-in restaurant 9+ times/month   |                    | 20,286    | 42.3%     | 108 |
| Spent at fast food restaurant/30 days: <\$1-10         |                    | 1,764     | 3.7%      | 81  |
| Spent at fast food restaurant/30 days: \$11-\$20       |                    | 4,920     | 10.3%     | 95  |
| Spent at fast food restaurant/30 days: \$21-\$40       |                    | 7,895     | 16.5%     | 101 |
| Spent at fast food restaurant/30 days: \$41-\$50       |                    | 4,158     | 8.7%      | 99  |
| Spent at fast food restaurant/30 days: \$51-\$100      |                    | 9,035     | 18.8%     | 114 |
| Spent at fast food restaurant/30 days: \$101-\$200     |                    | 5,132     | 10.7%     | 131 |
| Spent at fast food restaurant/30 days: \$201+          |                    | 2,164     | 4.5%      | 147 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

October 18, 2019



## Restaurant Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
 Ring Band: 3 - 5 mile radius

Prepared by PPG  
 Latitude: 34.17451  
 Longitude: -84.12969

| Product/Consumer Behavior                              | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Fast food/drive-in last 6 months: eat in               | 19,375             | 40.4%   | 109 |
| Fast food/drive-in last 6 months: home delivery        | 4,653              | 9.7%    | 112 |
| Fast food/drive-in last 6 months: take-out/drive-thru  | 25,425             | 53.0%   | 113 |
| Fast food/drive-in last 6 months: take-out/walk-in     | 11,032             | 23.0%   | 110 |
| Fast food/drive-in last 6 months: breakfast            | 18,395             | 38.3%   | 108 |
| Fast food/drive-in last 6 months: lunch                | 26,617             | 55.5%   | 110 |
| Fast food/drive-in last 6 months: dinner               | 25,116             | 52.4%   | 113 |
| Fast food/drive-in last 6 months: snack                | 6,610              | 13.8%   | 117 |
| Fast food/drive-in last 6 months: weekday              | 31,492             | 65.7%   | 111 |
| Fast food/drive-in last 6 months: weekend              | 25,424             | 53.0%   | 112 |
| Fast food/drive-in last 6 months: A & W                | 1,156              | 2.4%    | 84  |
| Fast food/drive-in last 6 months: Arby's               | 8,206              | 17.1%   | 97  |
| Fast food/drive-in last 6 months: Baskin-Robbins       | 1,946              | 4.1%    | 122 |
| Fast food/drive-in last 6 months: Boston Market        | 1,530              | 3.2%    | 103 |
| Fast food/drive-in last 6 months: Burger King          | 12,650             | 26.4%   | 89  |
| Fast food/drive-in last 6 months: Captain D's          | 1,119              | 2.3%    | 63  |
| Fast food/drive-in last 6 months: Carl's Jr.           | 3,362              | 7.0%    | 117 |
| Fast food/drive-in last 6 months: Checkers             | 850                | 1.8%    | 54  |
| Fast food/drive-in last 6 months: Chick-fil-A          | 17,491             | 36.5%   | 152 |
| Fast food/drive-in last 6 months: Chipotle Mex. Grill  | 8,752              | 18.2%   | 146 |
| Fast food/drive-in last 6 months: Chuck E. Cheese's    | 1,464              | 3.1%    | 104 |
| Fast food/drive-in last 6 months: Church's Fr. Chicken | 1,293              | 2.7%    | 76  |
| Fast food/drive-in last 6 months: Cold Stone Creamery  | 1,991              | 4.2%    | 141 |
| Fast food/drive-in last 6 months: Dairy Queen          | 8,337              | 17.4%   | 107 |
| Fast food/drive-in last 6 months: Del Taco             | 2,039              | 4.3%    | 110 |
| Fast food/drive-in last 6 months: Domino's Pizza       | 6,652              | 13.9%   | 110 |
| Fast food/drive-in last 6 months: Dunkin' Donuts       | 6,989              | 14.6%   | 107 |
| Went to Five Guys in last 6 months                     | 5,841              | 12.2%   | 130 |
| Fast food/drive-in last 6 months: Hardee's             | 2,061              | 4.3%    | 65  |
| Fast food/drive-in last 6 months: Jack in the Box      | 4,625              | 9.6%    | 129 |
| Went to Jimmy John's in last 6 months                  | 4,353              | 9.1%    | 151 |
| Fast food/drive-in last 6 months: KFC                  | 8,244              | 17.2%   | 84  |
| Fast food/drive-in last 6 months: Krispy Kreme         | 3,394              | 7.1%    | 119 |
| Fast food/drive-in last 6 months: Little Caesars       | 6,125              | 12.8%   | 95  |
| Fast food/drive-in last 6 months: Long John Silver's   | 1,119              | 2.3%    | 66  |
| Fast food/drive-in last 6 months: McDonald's           | 24,761             | 51.6%   | 98  |
| Went to Panda Express in last 6 months                 | 6,213              | 13.0%   | 134 |
| Fast food/drive-in last 6 months: Panera Bread         | 9,276              | 19.3%   | 152 |
| Fast food/drive-in last 6 months: Papa John's          | 5,457              | 11.4%   | 128 |
| Fast food/drive-in last 6 months: Papa Murphy's        | 3,054              | 6.4%    | 134 |
| Fast food/drive-in last 6 months: Pizza Hut            | 8,167              | 17.0%   | 98  |
| Fast food/drive-in last 6 months: Popeyes Chicken      | 4,729              | 9.9%    | 108 |
| Fast food/drive-in last 6 months: Sonic Drive-In       | 6,474              | 13.5%   | 113 |
| Fast food/drive-in last 6 months: Starbucks            | 12,181             | 25.4%   | 136 |
| Fast food/drive-in last 6 months: Steak 'n Shake       | 2,742              | 5.7%    | 103 |
| Fast food/drive-in last 6 months: Subway               | 13,072             | 27.3%   | 106 |
| Fast food/drive-in last 6 months: Taco Bell            | 14,064             | 29.3%   | 102 |
| Fast food/drive-in last 6 months: Wendy's              | 12,453             | 26.0%   | 102 |
| Fast food/drive-in last 6 months: Whataburger          | 4,275              | 8.9%    | 170 |
| Fast food/drive-in last 6 months: White Castle         | 1,078              | 2.2%    | 73  |
| Went to fine dining restaurant last month              | 7,044              | 14.7%   | 140 |
| Went to fine dining restaurant 3+ times last month     | 1,740              | 3.6%    | 116 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

October 18, 2019

## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 0 - 1 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Demographic Summary     |  | 2019      | 2024      |
|-------------------------|--|-----------|-----------|
| Population              |  | 3,968     | 4,843     |
| Population 18+          |  | 3,025     | 3,733     |
| Households              |  | 1,376     | 1,669     |
| Median Household Income |  | \$104,430 | \$113,465 |

| Product/Consumer Behavior                            | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|--|----------------------------------|-----------------------|-----|
| <b>Apparel (Adults)</b>                              |                                  |                       |     |
| Bought any men's clothing in last 12 months          | 1,581                            | 52.3%                 | 110 |
| Bought any women's clothing in last 12 months        | 1,381                            | 45.7%                 | 106 |
| Bought clothing for child <13 years in last 6 months | 865                              | 28.6%                 | 107 |
| Bought any shoes in last 12 months                   | 1,682                            | 55.6%                 | 106 |
| Bought costume jewelry in last 12 months             | 568                              | 18.8%                 | 108 |
| Bought any fine jewelry in last 12 months            | 543                              | 18.0%                 | 100 |
| Bought a watch in last 12 months                     | 431                              | 14.2%                 | 92  |
| <b>Automobiles (Households)</b>                      |                                  |                       |     |
| HH owns/leases any vehicle                           | 1,308                            | 95.1%                 | 111 |
| HH bought/leased new vehicle last 12 months          | 181                              | 13.2%                 | 134 |
| <b>Automotive Aftermarket (Adults)</b>               |                                  |                       |     |
| Bought gasoline in last 6 months                     | 2,839                            | 93.9%                 | 110 |
| Bought/changed motor oil in last 12 months           | 1,516                            | 50.1%                 | 105 |
| Had tune-up in last 12 months                        | 754                              | 24.9%                 | 100 |
| <b>Beverages (Adults)</b>                            |                                  |                       |     |
| Drank bottled water/seltzer in last 6 months         | 2,190                            | 72.4%                 | 101 |
| Drank regular cola in last 6 months                  | 1,223                            | 40.4%                 | 91  |
| Drank beer/ale in last 6 months                      | 1,356                            | 44.8%                 | 106 |
| <b>Cameras (Adults)</b>                              |                                  |                       |     |
| Own digital point & shoot camera/camcorder           | 454                              | 15.0%                 | 150 |
| Own digital SLR camera/camcorder                     | 333                              | 11.0%                 | 140 |
| Printed digital photos in last 12 months             | 907                              | 30.0%                 | 131 |
| <b>Cell Phones (Adults/Households)</b>               |                                  |                       |     |
| Bought cell phone in last 12 months                  | 1,078                            | 35.6%                 | 103 |
| Have a smartphone                                    | 2,638                            | 87.2%                 | 104 |
| Have a smartphone: Android phone (any brand)         | 1,153                            | 38.1%                 | 94  |
| Have a smartphone: Apple iPhone                      | 1,443                            | 47.7%                 | 114 |
| Number of cell phones in household: 1                | 255                              | 18.5%                 | 61  |
| Number of cell phones in household: 2                | 612                              | 44.5%                 | 115 |
| Number of cell phones in household: 3+               | 493                              | 35.8%                 | 128 |
| HH has cell phone only (no landline telephone)       | 690                              | 50.1%                 | 89  |
| <b>Computers (Households)</b>                        |                                  |                       |     |
| HH owns a computer                                   | 1,176                            | 85.5%                 | 116 |
| HH owns desktop computer                             | 646                              | 46.9%                 | 127 |
| HH owns laptop/notebook                              | 924                              | 67.2%                 | 119 |
| HH owns any Apple/Mac brand computer                 | 285                              | 20.7%                 | 115 |
| HH owns any PC/non-Apple brand computer              | 990                              | 71.9%                 | 117 |
| HH purchased most recent computer in a store         | 606                              | 44.0%                 | 122 |
| HH purchased most recent computer online             | 236                              | 17.2%                 | 126 |
| Spent <\$1-499 on most recent home computer          | 213                              | 15.5%                 | 105 |
| Spent \$500-\$999 on most recent home computer       | 307                              | 22.3%                 | 133 |
| Spent \$1,000-\$1,499 on most recent home computer   | 167                              | 12.1%                 | 127 |
| Spent \$1,500-\$1,999 on most recent home computer   | 74                               | 5.4%                  | 121 |
| Spent \$2,000+ on most recent home computer          | 73                               | 5.3%                  | 134 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.



## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 0 - 1 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Product/Consumer Behavior                                   | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|----------------------------------|-----------------------|-----|
| <b>Convenience Stores (Adults)</b>                          |                                  |                       |     |
| Shopped at convenience store in last 6 months               | 2,045                            | 67.6%                 | 107 |
| Bought brewed coffee at convenience store in last 30 days   | 451                              | 14.9%                 | 107 |
| Bought cigarettes at convenience store in last 30 days      | 258                              | 8.5%                  | 79  |
| Bought gas at convenience store in last 30 days             | 1,316                            | 43.5%                 | 117 |
| Spent at convenience store in last 30 days: <\$1-19         | 269                              | 8.9%                  | 129 |
| Spent at convenience store in last 30 days: \$20-\$39       | 292                              | 9.7%                  | 102 |
| Spent at convenience store in last 30 days: \$40-\$50       | 248                              | 8.2%                  | 99  |
| Spent at convenience store in last 30 days: \$51-\$99       | 179                              | 5.9%                  | 107 |
| Spent at convenience store in last 30 days: \$100+          | 765                              | 25.3%                 | 113 |
| <b>Entertainment (Adults)</b>                               |                                  |                       |     |
| Attended a movie in last 6 months                           | 1,907                            | 63.0%                 | 108 |
| Went to live theater in last 12 months                      | 388                              | 12.8%                 | 116 |
| Went to a bar/night club in last 12 months                  | 645                              | 21.3%                 | 124 |
| Dined out in last 12 months                                 | 1,904                            | 62.9%                 | 121 |
| Gambled at a casino in last 12 months                       | 393                              | 13.0%                 | 98  |
| Visited a theme park in last 12 months                      | 610                              | 20.2%                 | 107 |
| Viewed movie (video-on-demand) in last 30 days              | 665                              | 22.0%                 | 126 |
| Viewed TV show (video-on-demand) in last 30 days            | 478                              | 15.8%                 | 125 |
| Watched any pay-per-view TV in last 12 months               | 369                              | 12.2%                 | 124 |
| Downloaded a movie over the Internet in last 30 days        | 261                              | 8.6%                  | 90  |
| Downloaded any individual song in last 6 months             | 677                              | 22.4%                 | 117 |
| Watched a movie online in the last 30 days                  | 659                              | 21.8%                 | 81  |
| Watched a TV program online in last 30 days                 | 531                              | 17.6%                 | 92  |
| Played a video/electronic game (console) in last 12 months  | 247                              | 8.2%                  | 92  |
| Played a video/electronic game (portable) in last 12 months | 123                              | 4.1%                  | 87  |
| <b>Financial (Adults)</b>                                   |                                  |                       |     |
| Have home mortgage (1st)                                    | 1,374                            | 45.4%                 | 146 |
| Used ATM/cash machine in last 12 months                     | 1,836                            | 60.7%                 | 115 |
| Own any stock   | 295                              | 9.8%                  | 136 |
| Own U.S. savings bond                                       | 166                              | 5.5%                  | 126 |
| Own shares in mutual fund (stock)                           | 321                              | 10.6%                 | 149 |
| Own shares in mutual fund (bonds)                           | 233                              | 7.7%                  | 161 |
| Have interest checking account                              | 1,158                            | 38.3%                 | 133 |
| Have non-interest checking account                          | 982                              | 32.5%                 | 111 |
| Have savings account  | 2,093                            | 69.2%                 | 121 |
| Have 401K retirement savings plan                           | 670                              | 22.1%                 | 138 |
| Own/used any credit/debit card in last 12 months            | 2,633                            | 87.0%                 | 110 |
| Avg monthly credit card expenditures: <\$1-110              | 382                              | 12.6%                 | 110 |
| Avg monthly credit card expenditures: \$111-\$225           | 247                              | 8.2%                  | 111 |
| Avg monthly credit card expenditures: \$226-\$450           | 246                              | 8.1%                  | 119 |
| Avg monthly credit card expenditures: \$451-\$700           | 216                              | 7.1%                  | 116 |
| Avg monthly credit card expenditures: \$701-\$1,000         | 189                              | 6.2%                  | 112 |
| Avg monthly credit card expenditures: \$1,001+              | 474                              | 15.7%                 | 135 |
| Did banking online in last 12 months                        | 1,555                            | 51.4%                 | 132 |
| Did banking on mobile device in last 12 months              | 1,000                            | 33.1%                 | 128 |
| Paid bills online in last 12 months                         | 1,801                            | 59.5%                 | 119 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 0 - 1 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Product/Consumer Behavior  | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| <b>Grocery (Adults)</b>  |                               |                       |     |
| Used beef (fresh/frozen) in last 6 months                            | 1,019                         | 74.1%                 | 107 |
| Used bread in last 6 months  | 1,302                         | 94.6%                 | 102 |
| Used chicken (fresh or frozen) in last 6 months                      | 1,026                         | 74.6%                 | 108 |
| Used turkey (fresh or frozen) in last 6 months                       | 225                           | 16.4%                 | 109 |
| Used fish/seafood (fresh or frozen) in last 6 months                 | 776                           | 56.4%                 | 102 |
| Used fresh fruit/vegetables in last 6 months                         | 1,218                         | 88.5%                 | 103 |
| Used fresh milk in last 6 months                                     | 1,216                         | 88.4%                 | 103 |
| Used organic food in last 6 months                                   | 320                           | 23.3%                 | 97  |
| <b>Health (Adults)</b>   |                               |                       |     |
| Exercise at home 2+ times per week                                   | 1,002                         | 33.1%                 | 121 |
| Exercise at club 2+ times per week                                   | 524                           | 17.3%                 | 121 |
| Visited a doctor in last 12 months                                   | 2,461                         | 81.4%                 | 106 |
| Used vitamin/dietary supplement in last 6 months                     | 1,747                         | 57.8%                 | 107 |
| <b>Home (Households)</b>   |                               |                       |     |
| Did any home improvement in last 12 months                           | 527                           | 38.3%                 | 138 |
| Used any housekeeper/professional cleaning service in last 12 months | 225                           | 16.4%                 | 112 |
| Purchased low ticket HH furnishings in last 12 months                | 279                           | 20.3%                 | 118 |
| Purchased big ticket HH furnishings in last 12 months                | 333                           | 24.2%                 | 109 |
| Bought any small kitchen appliance in last 12 months                 | 327                           | 23.8%                 | 107 |
| Bought any large kitchen appliance in last 12 months                 | 233                           | 16.9%                 | 122 |
| <b>Insurance (Adults/Households)</b>                                 |                               |                       |     |
| Currently carry life insurance                                       | 1,664                         | 55.0%                 | 124 |
| Carry medical/hospital/accident insurance                            | 2,483                         | 82.1%                 | 110 |
| Carry homeowner insurance  | 1,947                         | 64.4%                 | 136 |
| Carry renter's insurance   | 206                           | 6.8%                  | 80  |
| Have auto insurance: 1 vehicle in household covered                  | 264                           | 19.2%                 | 62  |
| Have auto insurance: 2 vehicles in household covered                 | 478                           | 34.7%                 | 122 |
| Have auto insurance: 3+ vehicles in household covered                | 524                           | 38.1%                 | 166 |
| <b>Pets (Households)</b>   |                               |                       |     |
| Household owns any pet   | 937                           | 68.1%                 | 125 |
| Household owns any cat   | 410                           | 29.8%                 | 131 |
| Household owns any dog   | 731                           | 53.1%                 | 127 |
| <b>Psychographics (Adults)</b>                                       |                               |                       |     |
| Buying American is important to me                                   | 1,296                         | 42.8%                 | 109 |
| Usually buy items on credit rather than wait                         | 397                           | 13.1%                 | 100 |
| Usually buy based on quality - not price                             | 569                           | 18.8%                 | 99  |
| Price is usually more important than brand name                      | 800                           | 26.4%                 | 96  |
| Usually use coupons for brands I buy often                           | 548                           | 18.1%                 | 105 |
| Am interested in how to help the environment                         | 492                           | 16.3%                 | 84  |
| Usually pay more for environ safe product                            | 378                           | 12.5%                 | 88  |
| Usually value green products over convenience                        | 283                           | 9.4%                  | 83  |
| Likely to buy a brand that supports a charity                        | 1,056                         | 34.9%                 | 99  |
| <b>Reading (Adults)</b>  |                               |                       |     |
| Bought digital book in last 12 months                                | 465                           | 15.4%                 | 119 |
| Bought hardcover book in last 12 months                              | 696                           | 23.0%                 | 115 |
| Bought paperback book in last 12 month                               | 1,007                         | 33.3%                 | 117 |
| Read any daily newspaper (paper version)                             | 566                           | 18.7%                 | 102 |
| Read any digital newspaper in last 30 days                           | 1,296                         | 42.8%                 | 108 |
| Read any magazine (paper/electronic version) in last 6 months        | 2,826                         | 93.4%                 | 103 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 0 - 1 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Product/Consumer Behavior                                       | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|----------------------------------|-----------------------|-----|
| <b>Restaurants (Adults)</b>                                     |                                  |                       |     |
| Went to family restaurant/steak house in last 6 months          | 2,484                            | 82.1%                 | 110 |
| Went to family restaurant/steak house: 4+ times a month         | 965                              | 31.9%                 | 120 |
| Went to fast food/drive-in restaurant in last 6 months          | 2,831                            | 93.6%                 | 103 |
| Went to fast food/drive-in restaurant 9+ times/month            | 1,306                            | 43.2%                 | 110 |
| Fast food restaurant last 6 months: eat in                      | 1,272                            | 42.0%                 | 113 |
| Fast food restaurant last 6 months: home delivery               | 237                              | 7.8%                  | 91  |
| Fast food restaurant last 6 months: take-out/drive-thru         | 1,598                            | 52.8%                 | 113 |
| Fast food restaurant last 6 months: take-out/walk-in            | 711                              | 23.5%                 | 113 |
| <b>Television &amp; Electronics (Adults/Households)</b>         |                                  |                       |     |
| Own any tablet  | 1,691                            | 55.9%                 | 116 |
| Own any e-reader  | 315                              | 10.4%                 | 125 |
| Own e-reader/tablet: iPad                                       | 1,064                            | 35.2%                 | 125 |
| HH has Internet connectable TV                                  | 490                              | 35.6%                 | 124 |
| Own any portable MP3 player                                     | 681                              | 22.5%                 | 121 |
| HH owns 1 TV  | 193                              | 14.0%                 | 67  |
| HH owns 2 TVs   | 335                              | 24.3%                 | 91  |
| HH owns 3 TVs   | 349                              | 25.4%                 | 121 |
| HH owns 4+ TVs  | 368                              | 26.7%                 | 154 |
| HH subscribes to cable TV                                       | 586                              | 42.6%                 | 98  |
| HH subscribes to fiber optic                                    | 101                              | 7.3%                  | 104 |
| HH owns portable GPS navigation device                          | 441                              | 32.0%                 | 140 |
| HH purchased video game system in last 12 months                | 110                              | 8.0%                  | 97  |
| HH owns any Internet video device for TV                        | 411                              | 29.9%                 | 124 |
| <b>Travel (Adults)</b>  |                                  |                       |     |
| Took domestic trip in continental US last 12 months             | 1,990                            | 65.8%                 | 125 |
| Took 3+ domestic non-business trips in last 12 months           | 474                              | 15.7%                 | 132 |
| Spent on domestic vacations in last 12 months: <\$1-999         | 353                              | 11.7%                 | 108 |
| Spent on domestic vacations in last 12 months: \$1,000-\$1,499  | 269                              | 8.9%                  | 142 |
| Spent on domestic vacations in last 12 months: \$1,500-\$1,999  | 161                              | 5.3%                  | 132 |
| Spent on domestic vacations in last 12 months: \$2,000-\$2,999  | 187                              | 6.2%                  | 148 |
| Spent on domestic vacations in last 12 months: \$3,000+         | 288                              | 9.5%                  | 147 |
| Domestic travel in last 12 months: used general travel website  | 263                              | 8.7%                  | 127 |
| Took foreign trip (including Alaska and Hawaii) in last 3 years | 957                              | 31.6%                 | 115 |
| Took 3+ foreign trips by plane in last 3 years                  | 180                              | 6.0%                  | 109 |
| Spent on foreign vacations in last 12 months: <\$1-999          | 164                              | 5.4%                  | 117 |
| Spent on foreign vacations in last 12 months: \$1,000-\$2,999   | 138                              | 4.6%                  | 114 |
| Spent on foreign vacations in last 12 months: \$3,000+          | 227                              | 7.5%                  | 119 |
| Foreign travel in last 3 years: used general travel website     | 215                              | 7.1%                  | 124 |
| Nights spent in hotel/motel in last 12 months: any              | 1,755                            | 58.0%                 | 130 |
| Took cruise of more than one day in last 3 years                | 317                              | 10.5%                 | 118 |
| Member of any frequent flyer program                            | 690                              | 22.8%                 | 126 |
| Member of any hotel rewards program                             | 740                              | 24.5%                 | 136 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 1 - 3 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Demographic Summary     |  | 2019      | 2024      |
|-------------------------|--|-----------|-----------|
| Population              |  | 36,446    | 42,544    |
| Population 18+          |  | 26,385    | 30,941    |
| Households              |  | 12,516    | 14,536    |
| Median Household Income |  | \$102,991 | \$113,823 |

| Product/Consumer Behavior                            | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|--|----------------------------------|-----------------------|-----|
| <b>Apparel (Adults)</b>                              |                                  |                       |     |
| Bought any men's clothing in last 12 months          | 13,622                           | 51.6%                 | 109 |
| Bought any women's clothing in last 12 months        | 12,046                           | 45.7%                 | 106 |
| Bought clothing for child <13 years in last 6 months | 8,296                            | 31.4%                 | 118 |
| Bought any shoes in last 12 months                   | 14,804                           | 56.1%                 | 107 |
| Bought costume jewelry in last 12 months             | 4,826                            | 18.3%                 | 105 |
| Bought any fine jewelry in last 12 months            | 4,782                            | 18.1%                 | 101 |
| Bought a watch in last 12 months                     | 3,991                            | 15.1%                 | 98  |
| <b>Automobiles (Households)</b>                      |                                  |                       |     |
| HH owns/leases any vehicle                           | 11,510                           | 92.0%                 | 107 |
| HH bought/leased new vehicle last 12 months          | 1,619                            | 12.9%                 | 132 |
| <b>Automotive Aftermarket (Adults)</b>               |                                  |                       |     |
| Bought gasoline in last 6 months                     | 24,012                           | 91.0%                 | 106 |
| Bought/changed motor oil in last 12 months           | 13,084                           | 49.6%                 | 104 |
| Had tune-up in last 12 months                        | 6,696                            | 25.4%                 | 102 |
| <b>Beverages (Adults)</b>                            |                                  |                       |     |
| Drank bottled water/seltzer in last 6 months         | 19,278                           | 73.1%                 | 102 |
| Drank regular cola in last 6 months                  | 11,025                           | 41.8%                 | 94  |
| Drank beer/ale in last 6 months                      | 11,793                           | 44.7%                 | 106 |
| <b>Cameras (Adults)</b>                              |                                  |                       |     |
| Own digital point & shoot camera/camcorder           | 3,289                            | 12.5%                 | 125 |
| Own digital SLR camera/camcorder                     | 2,718                            | 10.3%                 | 131 |
| Printed digital photos in last 12 months             | 7,461                            | 28.3%                 | 124 |
| <b>Cell Phones (Adults/Households)</b>               |                                  |                       |     |
| Bought cell phone in last 12 months                  | 9,268                            | 35.1%                 | 102 |
| Have a smartphone                                    | 23,910                           | 90.6%                 | 108 |
| Have a smartphone: Android phone (any brand)         | 10,320                           | 39.1%                 | 97  |
| Have a smartphone: Apple iPhone                      | 13,327                           | 50.5%                 | 121 |
| Number of cell phones in household: 1                | 2,486                            | 19.9%                 | 65  |
| Number of cell phones in household: 2                | 5,148                            | 41.1%                 | 106 |
| Number of cell phones in household: 3+               | 4,739                            | 37.9%                 | 135 |
| HH has cell phone only (no landline telephone)       | 6,916                            | 55.3%                 | 99  |
| <b>Computers (Households)</b>                        |                                  |                       |     |
| HH owns a computer                                   | 10,503                           | 83.9%                 | 114 |
| HH owns desktop computer                             | 5,402                            | 43.2%                 | 117 |
| HH owns laptop/notebook                              | 8,417                            | 67.2%                 | 119 |
| HH owns any Apple/Mac brand computer                 | 2,801                            | 22.4%                 | 124 |
| HH owns any PC/non-Apple brand computer              | 8,776                            | 70.1%                 | 114 |
| HH purchased most recent computer in a store         | 5,300                            | 42.3%                 | 117 |
| HH purchased most recent computer online             | 2,071                            | 16.5%                 | 122 |
| Spent <\$1-499 on most recent home computer          | 1,809                            | 14.5%                 | 98  |
| Spent \$500-\$999 on most recent home computer       | 2,570                            | 20.5%                 | 122 |
| Spent \$1,000-\$1,499 on most recent home computer   | 1,412                            | 11.3%                 | 118 |
| Spent \$1,500-\$1,999 on most recent home computer   | 698                              | 5.6%                  | 126 |
| Spent \$2,000+ on most recent home computer          | 676                              | 5.4%                  | 136 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

October 18, 2019

## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 1 - 3 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Product/Consumer Behavior                                   | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|----------------------------------|-----------------------|-----|
| <b>Convenience Stores (Adults)</b>                          |                                  |                       |     |
| Shopped at convenience store in last 6 months               | 17,260                           | 65.4%                 | 103 |
| Bought brewed coffee at convenience store in last 30 days   | 3,581                            | 13.6%                 | 98  |
| Bought cigarettes at convenience store in last 30 days      | 2,372                            | 9.0%                  | 83  |
| Bought gas at convenience store in last 30 days             | 10,693                           | 40.5%                 | 109 |
| Spent at convenience store in last 30 days: <\$1-19         | 1,974                            | 7.5%                  | 109 |
| Spent at convenience store in last 30 days: \$20-\$39       | 2,542                            | 9.6%                  | 102 |
| Spent at convenience store in last 30 days: \$40-\$50       | 2,188                            | 8.3%                  | 101 |
| Spent at convenience store in last 30 days: \$51-\$99       | 1,358                            | 5.1%                  | 93  |
| Spent at convenience store in last 30 days: \$100+          | 6,405                            | 24.3%                 | 109 |
| <b>Entertainment (Adults)</b>                               |                                  |                       |     |
| Attended a movie in last 6 months                           | 17,477                           | 66.2%                 | 113 |
| Went to live theater in last 12 months                      | 3,163                            | 12.0%                 | 109 |
| Went to a bar/night club in last 12 months                  | 4,978                            | 18.9%                 | 109 |
| Dined out in last 12 months                                 | 15,651                           | 59.3%                 | 114 |
| Gambled at a casino in last 12 months                       | 3,690                            | 14.0%                 | 106 |
| Visited a theme park in last 12 months                      | 5,902                            | 22.4%                 | 118 |
| Viewed movie (video-on-demand) in last 30 days              | 5,995                            | 22.7%                 | 130 |
| Viewed TV show (video-on-demand) in last 30 days            | 4,216                            | 16.0%                 | 126 |
| Watched any pay-per-view TV in last 12 months               | 3,314                            | 12.6%                 | 128 |
| Downloaded a movie over the Internet in last 30 days        | 2,879                            | 10.9%                 | 114 |
| Downloaded any individual song in last 6 months             | 6,008                            | 22.8%                 | 120 |
| Watched a movie online in the last 30 days                  | 7,623                            | 28.9%                 | 107 |
| Watched a TV program online in last 30 days                 | 5,727                            | 21.7%                 | 114 |
| Played a video/electronic game (console) in last 12 months  | 2,451                            | 9.3%                  | 105 |
| Played a video/electronic game (portable) in last 12 months | 1,284                            | 4.9%                  | 104 |
| <b>Financial (Adults)</b>                                   |                                  |                       |     |
| Have home mortgage (1st)                                    | 11,445                           | 43.4%                 | 140 |
| Used ATM/cash machine in last 12 months                     | 15,795                           | 59.9%                 | 113 |
| Own any stock   | 2,224                            | 8.4%                  | 118 |
| Own U.S. savings bond                                       | 1,295                            | 4.9%                  | 112 |
| Own shares in mutual fund (stock)                           | 2,429                            | 9.2%                  | 129 |
| Own shares in mutual fund (bonds)                           | 1,636                            | 6.2%                  | 130 |
| Have interest checking account                              | 9,020                            | 34.2%                 | 119 |
| Have non-interest checking account                          | 7,980                            | 30.2%                 | 103 |
| Have savings account  | 17,306                           | 65.6%                 | 115 |
| Have 401K retirement savings plan                           | 5,668                            | 21.5%                 | 134 |
| Own/used any credit/debit card in last 12 months            | 22,286                           | 84.5%                 | 106 |
| Avg monthly credit card expenditures: <\$1-110              | 3,088                            | 11.7%                 | 102 |
| Avg monthly credit card expenditures: \$111-\$225           | 1,984                            | 7.5%                  | 102 |
| Avg monthly credit card expenditures: \$226-\$450           | 1,817                            | 6.9%                  | 101 |
| Avg monthly credit card expenditures: \$451-\$700           | 1,867                            | 7.1%                  | 115 |
| Avg monthly credit card expenditures: \$701-\$1,000         | 1,730                            | 6.6%                  | 117 |
| Avg monthly credit card expenditures: \$1,001+              | 4,175                            | 15.8%                 | 136 |
| Did banking online in last 12 months                        | 12,925                           | 49.0%                 | 126 |
| Did banking on mobile device in last 12 months              | 8,693                            | 32.9%                 | 127 |
| Paid bills online in last 12 months                         | 15,540                           | 58.9%                 | 117 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 1 - 3 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Product/Consumer Behavior  | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| <b>Grocery (Adults)</b>  |                               |                       |     |
| Used beef (fresh/frozen) in last 6 months                            | 9,114                         | 72.8%                 | 106 |
| Used bread in last 6 months  | 11,808                        | 94.3%                 | 101 |
| Used chicken (fresh or frozen) in last 6 months                      | 9,184                         | 73.4%                 | 106 |
| Used turkey (fresh or frozen) in last 6 months                       | 1,957                         | 15.6%                 | 104 |
| Used fish/seafood (fresh or frozen) in last 6 months                 | 7,139                         | 57.0%                 | 103 |
| Used fresh fruit/vegetables in last 6 months                         | 11,011                        | 88.0%                 | 102 |
| Used fresh milk in last 6 months                                     | 10,989                        | 87.8%                 | 102 |
| Used organic food in last 6 months                                   | 3,264                         | 26.1%                 | 109 |
| <b>Health (Adults)</b>   |                               |                       |     |
| Exercise at home 2+ times per week                                   | 8,376                         | 31.7%                 | 116 |
| Exercise at club 2+ times per week                                   | 4,547                         | 17.2%                 | 120 |
| Visited a doctor in last 12 months                                   | 20,857                        | 79.0%                 | 103 |
| Used vitamin/dietary supplement in last 6 months                     | 14,604                        | 55.3%                 | 102 |
| <b>Home (Households)</b>   |                               |                       |     |
| Did any home improvement in last 12 months                           | 4,257                         | 34.0%                 | 123 |
| Used any housekeeper/professional cleaning service in last 12 months | 2,306                         | 18.4%                 | 126 |
| Purchased low ticket HH furnishings in last 12 months                | 2,415                         | 19.3%                 | 113 |
| Purchased big ticket HH furnishings in last 12 months                | 3,222                         | 25.7%                 | 116 |
| Bought any small kitchen appliance in last 12 months                 | 3,001                         | 24.0%                 | 108 |
| Bought any large kitchen appliance in last 12 months                 | 2,089                         | 16.7%                 | 120 |
| <b>Insurance (Adults/Households)</b>                                 |                               |                       |     |
| Currently carry life insurance                                       | 13,865                        | 52.5%                 | 119 |
| Carry medical/hospital/accident insurance                            | 20,856                        | 79.0%                 | 106 |
| Carry homeowner insurance  | 15,176                        | 57.5%                 | 122 |
| Carry renter's insurance   | 2,201                         | 8.3%                  | 98  |
| Have auto insurance: 1 vehicle in household covered                  | 2,914                         | 23.3%                 | 75  |
| Have auto insurance: 2 vehicles in household covered                 | 4,503                         | 36.0%                 | 126 |
| Have auto insurance: 3+ vehicles in household covered                | 3,790                         | 30.3%                 | 132 |
| <b>Pets (Households)</b>   |                               |                       |     |
| Household owns any pet   | 7,789                         | 62.2%                 | 114 |
| Household owns any cat   | 2,969                         | 23.7%                 | 104 |
| Household owns any dog   | 6,219                         | 49.7%                 | 119 |
| <b>Psychographics (Adults)</b>                                       |                               |                       |     |
| Buying American is important to me                                   | 10,252                        | 38.9%                 | 99  |
| Usually buy items on credit rather than wait                         | 3,532                         | 13.4%                 | 102 |
| Usually buy based on quality - not price                             | 4,910                         | 18.6%                 | 98  |
| Price is usually more important than brand name                      | 7,204                         | 27.3%                 | 100 |
| Usually use coupons for brands I buy often                           | 4,429                         | 16.8%                 | 97  |
| Am interested in how to help the environment                         | 4,471                         | 16.9%                 | 87  |
| Usually pay more for environ safe product                            | 3,358                         | 12.7%                 | 90  |
| Usually value green products over convenience                        | 2,497                         | 9.5%                  | 84  |
| Likely to buy a brand that supports a charity                        | 9,173                         | 34.8%                 | 99  |
| <b>Reading (Adults)</b>  |                               |                       |     |
| Bought digital book in last 12 months                                | 4,191                         | 15.9%                 | 123 |
| Bought hardcover book in last 12 months                              | 6,004                         | 22.8%                 | 114 |
| Bought paperback book in last 12 month                               | 8,684                         | 32.9%                 | 115 |
| Read any daily newspaper (paper version)                             | 4,264                         | 16.2%                 | 88  |
| Read any digital newspaper in last 30 days                           | 11,707                        | 44.4%                 | 111 |
| Read any magazine (paper/electronic version) in last 6 months        | 24,757                        | 93.8%                 | 103 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.



## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 1 - 3 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Product/Consumer Behavior                                       | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|----------------------------------|-----------------------|-----|
| <b>Restaurants (Adults)</b>                                     |                                  |                       |     |
| Went to family restaurant/steak house in last 6 months          | 21,309                           | 80.8%                 | 108 |
| Went to family restaurant/steak house: 4+ times a month         | 7,923                            | 30.0%                 | 113 |
| Went to fast food/drive-in restaurant in last 6 months          | 24,640                           | 93.4%                 | 103 |
| Went to fast food/drive-in restaurant 9+ times/month            | 11,058                           | 41.9%                 | 107 |
| Fast food restaurant last 6 months: eat in                      | 10,531                           | 39.9%                 | 107 |
| Fast food restaurant last 6 months: home delivery               | 2,361                            | 8.9%                  | 104 |
| Fast food restaurant last 6 months: take-out/drive-thru         | 14,086                           | 53.4%                 | 114 |
| Fast food restaurant last 6 months: take-out/walk-in            | 5,899                            | 22.4%                 | 107 |
| <b>Television &amp; Electronics (Adults/Households)</b>         |                                  |                       |     |
| Own any tablet  | 15,290                           | 57.9%                 | 120 |
| Own any e-reader  | 2,723                            | 10.3%                 | 124 |
| Own e-reader/tablet: iPad                                       | 9,894                            | 37.5%                 | 133 |
| HH has Internet connectable TV                                  | 4,477                            | 35.8%                 | 125 |
| Own any portable MP3 player                                     | 6,003                            | 22.8%                 | 122 |
| HH owns 1 TV  | 1,819                            | 14.5%                 | 69  |
| HH owns 2 TVs   | 3,294                            | 26.3%                 | 98  |
| HH owns 3 TVs   | 2,977                            | 23.8%                 | 113 |
| HH owns 4+ TVs  | 3,016                            | 24.1%                 | 138 |
| HH subscribes to cable TV                                       | 5,414                            | 43.3%                 | 99  |
| HH subscribes to fiber optic                                    | 1,042                            | 8.3%                  | 118 |
| HH owns portable GPS navigation device                          | 3,346                            | 26.7%                 | 117 |
| HH purchased video game system in last 12 months                | 1,089                            | 8.7%                  | 106 |
| HH owns any Internet video device for TV                        | 3,949                            | 31.6%                 | 131 |
| <b>Travel (Adults)</b>  |                                  |                       |     |
| Took domestic trip in continental US last 12 months             | 16,491                           | 62.5%                 | 119 |
| Took 3+ domestic non-business trips in last 12 months           | 3,748                            | 14.2%                 | 120 |
| Spent on domestic vacations in last 12 months: <\$1-999         | 3,057                            | 11.6%                 | 107 |
| Spent on domestic vacations in last 12 months: \$1,000-\$1,499  | 1,847                            | 7.0%                  | 112 |
| Spent on domestic vacations in last 12 months: \$1,500-\$1,999  | 1,456                            | 5.5%                  | 137 |
| Spent on domestic vacations in last 12 months: \$2,000-\$2,999  | 1,450                            | 5.5%                  | 132 |
| Spent on domestic vacations in last 12 months: \$3,000+         | 2,311                            | 8.8%                  | 135 |
| Domestic travel in last 12 months: used general travel website  | 2,282                            | 8.6%                  | 127 |
| Took foreign trip (including Alaska and Hawaii) in last 3 years | 8,754                            | 33.2%                 | 121 |
| Took 3+ foreign trips by plane in last 3 years                  | 1,641                            | 6.2%                  | 114 |
| Spent on foreign vacations in last 12 months: <\$1-999          | 1,596                            | 6.0%                  | 130 |
| Spent on foreign vacations in last 12 months: \$1,000-\$2,999   | 1,123                            | 4.3%                  | 106 |
| Spent on foreign vacations in last 12 months: \$3,000+          | 2,024                            | 7.7%                  | 121 |
| Foreign travel in last 3 years: used general travel website     | 1,918                            | 7.3%                  | 127 |
| Nights spent in hotel/motel in last 12 months: any              | 14,362                           | 54.4%                 | 122 |
| Took cruise of more than one day in last 3 years                | 2,897                            | 11.0%                 | 124 |
| Member of any frequent flyer program                            | 6,458                            | 24.5%                 | 136 |
| Member of any hotel rewards program                             | 6,295                            | 23.9%                 | 133 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 3 - 5 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Demographic Summary     |  | 2019      | 2024      |
|-------------------------|--|-----------|-----------|
| Population              |  | 67,497    | 79,776    |
| Population 18+          |  | 47,969    | 57,421    |
| Households              |  | 22,595    | 26,494    |
| Median Household Income |  | \$111,946 | \$120,615 |

| Product/Consumer Behavior                            | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|--|----------------------------------|-----------------------|-----|
| <b>Apparel (Adults)</b>                              |                                  |                       |     |
| Bought any men's clothing in last 12 months          | 24,882                           | 51.9%                 | 110 |
| Bought any women's clothing in last 12 months        | 22,463                           | 46.8%                 | 109 |
| Bought clothing for child <13 years in last 6 months | 15,748                           | 32.8%                 | 123 |
| Bought any shoes in last 12 months                   | 27,770                           | 57.9%                 | 111 |
| Bought costume jewelry in last 12 months             | 9,397                            | 19.6%                 | 112 |
| Bought any fine jewelry in last 12 months            | 9,216                            | 19.2%                 | 107 |
| Bought a watch in last 12 months                     | 7,440                            | 15.5%                 | 100 |
| <b>Automobiles (Households)</b>                      |                                  |                       |     |
| HH owns/leases any vehicle                           | 20,946                           | 92.7%                 | 108 |
| HH bought/leased new vehicle last 12 months          | 3,152                            | 13.9%                 | 142 |
| <b>Automotive Aftermarket (Adults)</b>               |                                  |                       |     |
| Bought gasoline in last 6 months                     | 44,087                           | 91.9%                 | 107 |
| Bought/changed motor oil in last 12 months           | 23,129                           | 48.2%                 | 101 |
| Had tune-up in last 12 months                        | 12,392                           | 25.8%                 | 104 |
| <b>Beverages (Adults)</b>                            |                                  |                       |     |
| Drank bottled water/seltzer in last 6 months         | 35,682                           | 74.4%                 | 104 |
| Drank regular cola in last 6 months                  | 19,125                           | 39.9%                 | 90  |
| Drank beer/ale in last 6 months                      | 22,460                           | 46.8%                 | 111 |
| <b>Cameras (Adults)</b>                              |                                  |                       |     |
| Own digital point & shoot camera/camcorder           | 6,421                            | 13.4%                 | 134 |
| Own digital SLR camera/camcorder                     | 5,745                            | 12.0%                 | 152 |
| Printed digital photos in last 12 months             | 14,288                           | 29.8%                 | 130 |
| <b>Cell Phones (Adults/Households)</b>               |                                  |                       |     |
| Bought cell phone in last 12 months                  | 16,839                           | 35.1%                 | 102 |
| Have a smartphone                                    | 44,360                           | 92.5%                 | 110 |
| Have a smartphone: Android phone (any brand)         | 17,282                           | 36.0%                 | 89  |
| Have a smartphone: Apple iPhone                      | 26,822                           | 55.9%                 | 134 |
| Number of cell phones in household: 1                | 4,111                            | 18.2%                 | 60  |
| Number of cell phones in household: 2                | 9,157                            | 40.5%                 | 105 |
| Number of cell phones in household: 3+               | 9,111                            | 40.3%                 | 144 |
| HH has cell phone only (no landline telephone)       | 11,868                           | 52.5%                 | 94  |
| <b>Computers (Households)</b>                        |                                  |                       |     |
| HH owns a computer                                   | 19,578                           | 86.6%                 | 118 |
| HH owns desktop computer                             | 10,084                           | 44.6%                 | 121 |
| HH owns laptop/notebook                              | 15,826                           | 70.0%                 | 124 |
| HH owns any Apple/Mac brand computer                 | 5,605                            | 24.8%                 | 137 |
| HH owns any PC/non-Apple brand computer              | 16,099                           | 71.3%                 | 116 |
| HH purchased most recent computer in a store         | 9,800                            | 43.4%                 | 120 |
| HH purchased most recent computer online             | 4,162                            | 18.4%                 | 135 |
| Spent <\$1-499 on most recent home computer          | 3,176                            | 14.1%                 | 96  |
| Spent \$500-\$999 on most recent home computer       | 4,550                            | 20.1%                 | 120 |
| Spent \$1,000-\$1,499 on most recent home computer   | 2,764                            | 12.2%                 | 128 |
| Spent \$1,500-\$1,999 on most recent home computer   | 1,514                            | 6.7%                  | 151 |
| Spent \$2,000+ on most recent home computer          | 1,459                            | 6.5%                  | 163 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.



## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 3 - 5 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Product/Consumer Behavior                                   | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|----------------------------------|-----------------------|-----|
| <b>Convenience Stores (Adults)</b>                          |                                  |                       |     |
| Shopped at convenience store in last 6 months               | 31,249                           | 65.1%                 | 103 |
| Bought brewed coffee at convenience store in last 30 days   | 6,555                            | 13.7%                 | 98  |
| Bought cigarettes at convenience store in last 30 days      | 3,648                            | 7.6%                  | 70  |
| Bought gas at convenience store in last 30 days             | 18,895                           | 39.4%                 | 106 |
| Spent at convenience store in last 30 days: <\$1-19         | 3,884                            | 8.1%                  | 118 |
| Spent at convenience store in last 30 days: \$20-\$39       | 4,511                            | 9.4%                  | 99  |
| Spent at convenience store in last 30 days: \$40-\$50       | 3,899                            | 8.1%                  | 99  |
| Spent at convenience store in last 30 days: \$51-\$99       | 2,276                            | 4.7%                  | 86  |
| Spent at convenience store in last 30 days: \$100+          | 11,253                           | 23.5%                 | 105 |
| <b>Entertainment (Adults)</b>                               |                                  |                       |     |
| Attended a movie in last 6 months                           | 33,109                           | 69.0%                 | 118 |
| Went to live theater in last 12 months                      | 6,419                            | 13.4%                 | 121 |
| Went to a bar/night club in last 12 months                  | 9,604                            | 20.0%                 | 116 |
| Dined out in last 12 months                                 | 29,546                           | 61.6%                 | 118 |
| Gambled at a casino in last 12 months                       | 6,895                            | 14.4%                 | 109 |
| Visited a theme park in last 12 months                      | 11,775                           | 24.5%                 | 130 |
| Viewed movie (video-on-demand) in last 30 days              | 12,345                           | 25.7%                 | 147 |
| Viewed TV show (video-on-demand) in last 30 days            | 8,708                            | 18.2%                 | 144 |
| Watched any pay-per-view TV in last 12 months               | 6,537                            | 13.6%                 | 139 |
| Downloaded a movie over the Internet in last 30 days        | 5,689                            | 11.9%                 | 124 |
| Downloaded any individual song in last 6 months             | 11,572                           | 24.1%                 | 127 |
| Watched a movie online in the last 30 days                  | 13,941                           | 29.1%                 | 108 |
| Watched a TV program online in last 30 days                 | 10,987                           | 22.9%                 | 120 |
| Played a video/electronic game (console) in last 12 months  | 4,451                            | 9.3%                  | 105 |
| Played a video/electronic game (portable) in last 12 months | 2,473                            | 5.2%                  | 110 |
| <b>Financial (Adults)</b>                                   |                                  |                       |     |
| Have home mortgage (1st)                                    | 22,421                           | 46.7%                 | 150 |
| Used ATM/cash machine in last 12 months                     | 29,546                           | 61.6%                 | 116 |
| Own any stock   | 4,847                            | 10.1%                 | 141 |
| Own U.S. savings bond                                       | 2,687                            | 5.6%                  | 128 |
| Own shares in mutual fund (stock)                           | 5,225                            | 10.9%                 | 152 |
| Own shares in mutual fund (bonds)                           | 3,435                            | 7.2%                  | 150 |
| Have interest checking account                              | 17,059                           | 35.6%                 | 124 |
| Have non-interest checking account                          | 14,747                           | 30.7%                 | 105 |
| Have savings account  | 32,352                           | 67.4%                 | 118 |
| Have 401K retirement savings plan                           | 11,468                           | 23.9%                 | 149 |
| Own/used any credit/debit card in last 12 months            | 41,383                           | 86.3%                 | 109 |
| Avg monthly credit card expenditures: <\$1-110              | 4,998                            | 10.4%                 | 90  |
| Avg monthly credit card expenditures: \$111-\$225           | 3,513                            | 7.3%                  | 99  |
| Avg monthly credit card expenditures: \$226-\$450           | 3,449                            | 7.2%                  | 105 |
| Avg monthly credit card expenditures: \$451-\$700           | 3,927                            | 8.2%                  | 133 |
| Avg monthly credit card expenditures: \$701-\$1,000         | 3,458                            | 7.2%                  | 129 |
| Avg monthly credit card expenditures: \$1,001+              | 8,747                            | 18.2%                 | 157 |
| Did banking online in last 12 months                        | 25,031                           | 52.2%                 | 134 |
| Did banking on mobile device in last 12 months              | 16,556                           | 34.5%                 | 133 |
| Paid bills online in last 12 months                         | 29,555                           | 61.6%                 | 123 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 3 - 5 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Product/Consumer Behavior  | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| <b>Grocery (Adults)</b>  |                               |                       |     |
| Used beef (fresh/frozen) in last 6 months                            | 16,344                        | 72.3%                 | 105 |
| Used bread in last 6 months  | 21,259                        | 94.1%                 | 101 |
| Used chicken (fresh or frozen) in last 6 months                      | 16,661                        | 73.7%                 | 106 |
| Used turkey (fresh or frozen) in last 6 months                       | 3,411                         | 15.1%                 | 101 |
| Used fish/seafood (fresh or frozen) in last 6 months                 | 13,048                        | 57.7%                 | 105 |
| Used fresh fruit/vegetables in last 6 months                         | 20,233                        | 89.5%                 | 104 |
| Used fresh milk in last 6 months                                     | 19,994                        | 88.5%                 | 103 |
| Used organic food in last 6 months                                   | 6,531                         | 28.9%                 | 121 |
| <b>Health (Adults)</b>   |                               |                       |     |
| Exercise at home 2+ times per week                                   | 16,057                        | 33.5%                 | 122 |
| Exercise at club 2+ times per week                                   | 9,263                         | 19.3%                 | 135 |
| Visited a doctor in last 12 months                                   | 38,980                        | 81.3%                 | 106 |
| Used vitamin/dietary supplement in last 6 months                     | 27,418                        | 57.2%                 | 106 |
| <b>Home (Households)</b>   |                               |                       |     |
| Did any home improvement in last 12 months                           | 7,814                         | 34.6%                 | 125 |
| Used any housekeeper/professional cleaning service in last 12 months | 4,854                         | 21.5%                 | 147 |
| Purchased low ticket HH furnishings in last 12 months                | 4,615                         | 20.4%                 | 119 |
| Purchased big ticket HH furnishings in last 12 months                | 5,949                         | 26.3%                 | 118 |
| Bought any small kitchen appliance in last 12 months                 | 5,602                         | 24.8%                 | 111 |
| Bought any large kitchen appliance in last 12 months                 | 3,862                         | 17.1%                 | 123 |
| <b>Insurance (Adults/Households)</b>                                 |                               |                       |     |
| Currently carry life insurance                                       | 26,337                        | 54.9%                 | 124 |
| Carry medical/hospital/accident insurance                            | 38,898                        | 81.1%                 | 108 |
| Carry homeowner insurance  | 28,793                        | 60.0%                 | 127 |
| Carry renter's insurance   | 3,919                         | 8.2%                  | 96  |
| Have auto insurance: 1 vehicle in household covered                  | 5,236                         | 23.2%                 | 75  |
| Have auto insurance: 2 vehicles in household covered                 | 8,335                         | 36.9%                 | 129 |
| Have auto insurance: 3+ vehicles in household covered                | 6,884                         | 30.5%                 | 133 |
| <b>Pets (Households)</b>   |                               |                       |     |
| Household owns any pet   | 13,708                        | 60.7%                 | 111 |
| Household owns any cat   | 4,919                         | 21.8%                 | 96  |
| Household owns any dog   | 11,025                        | 48.8%                 | 117 |
| <b>Psychographics (Adults)</b>                                       |                               |                       |     |
| Buying American is important to me                                   | 17,592                        | 36.7%                 | 93  |
| Usually buy items on credit rather than wait                         | 6,127                         | 12.8%                 | 97  |
| Usually buy based on quality - not price                             | 8,770                         | 18.3%                 | 96  |
| Price is usually more important than brand name                      | 12,879                        | 26.8%                 | 98  |
| Usually use coupons for brands I buy often                           | 7,569                         | 15.8%                 | 91  |
| Am interested in how to help the environment                         | 8,131                         | 17.0%                 | 87  |
| Usually pay more for environ safe product                            | 5,856                         | 12.2%                 | 86  |
| Usually value green products over convenience                        | 4,260                         | 8.9%                  | 79  |
| Likely to buy a brand that supports a charity                        | 16,794                        | 35.0%                 | 100 |
| <b>Reading (Adults)</b>  |                               |                       |     |
| Bought digital book in last 12 months                                | 8,492                         | 17.7%                 | 137 |
| Bought hardcover book in last 12 months                              | 11,669                        | 24.3%                 | 122 |
| Bought paperback book in last 12 month                               | 16,974                        | 35.4%                 | 124 |
| Read any daily newspaper (paper version)                             | 7,424                         | 15.5%                 | 84  |
| Read any digital newspaper in last 30 days                           | 22,745                        | 47.4%                 | 119 |
| Read any magazine (paper/electronic version) in last 6 months        | 45,337                        | 94.5%                 | 104 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

## Retail Market Potential

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Band: 3 - 5 mile radius

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969

| Product/Consumer Behavior                                       | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|----------------------------------|-----------------------|-----|
| <b>Restaurants (Adults)</b>                                     |                                  |                       |     |
| Went to family restaurant/steak house in last 6 months          | 39,383                           | 82.1%                 | 109 |
| Went to family restaurant/steak house: 4+ times a month         | 15,048                           | 31.4%                 | 118 |
| Went to fast food/drive-in restaurant in last 6 months          | 44,757                           | 93.3%                 | 103 |
| Went to fast food/drive-in restaurant 9+ times/month            | 20,286                           | 42.3%                 | 108 |
| Fast food restaurant last 6 months: eat in                      | 19,375                           | 40.4%                 | 109 |
| Fast food restaurant last 6 months: home delivery               | 4,653                            | 9.7%                  | 112 |
| Fast food restaurant last 6 months: take-out/drive-thru         | 25,425                           | 53.0%                 | 113 |
| Fast food restaurant last 6 months: take-out/walk-in            | 11,032                           | 23.0%                 | 110 |
| <b>Television &amp; Electronics (Adults/Households)</b>         |                                  |                       |     |
| Own any tablet  | 29,697                           | 61.9%                 | 129 |
| Own any e-reader  | 5,218                            | 10.9%                 | 131 |
| Own e-reader/tablet: iPad                                       | 20,872                           | 43.5%                 | 154 |
| HH has Internet connectable TV                                  | 8,422                            | 37.3%                 | 130 |
| Own any portable MP3 player                                     | 11,886                           | 24.8%                 | 133 |
| HH owns 1 TV  | 3,234                            | 14.3%                 | 68  |
| HH owns 2 TVs   | 6,082                            | 26.9%                 | 100 |
| HH owns 3 TVs   | 5,310                            | 23.5%                 | 112 |
| HH owns 4+ TVs  | 5,551                            | 24.6%                 | 141 |
| HH subscribes to cable TV                                       | 10,079                           | 44.6%                 | 102 |
| HH subscribes to fiber optic                                    | 2,434                            | 10.8%                 | 153 |
| HH owns portable GPS navigation device                          | 6,184                            | 27.4%                 | 120 |
| HH purchased video game system in last 12 months                | 2,048                            | 9.1%                  | 110 |
| HH owns any Internet video device for TV                        | 7,768                            | 34.4%                 | 143 |
| <b>Travel (Adults)</b>  |                                  |                       |     |
| Took domestic trip in continental US last 12 months             | 31,622                           | 65.9%                 | 125 |
| Took 3+ domestic non-business trips in last 12 months           | 7,360                            | 15.3%                 | 130 |
| Spent on domestic vacations in last 12 months: <\$1-999         | 5,611                            | 11.7%                 | 108 |
| Spent on domestic vacations in last 12 months: \$1,000-\$1,499  | 3,394                            | 7.1%                  | 113 |
| Spent on domestic vacations in last 12 months: \$1,500-\$1,999  | 2,848                            | 5.9%                  | 147 |
| Spent on domestic vacations in last 12 months: \$2,000-\$2,999  | 3,027                            | 6.3%                  | 151 |
| Spent on domestic vacations in last 12 months: \$3,000+         | 4,886                            | 10.2%                 | 157 |
| Domestic travel in last 12 months: used general travel website  | 4,793                            | 10.0%                 | 146 |
| Took foreign trip (including Alaska and Hawaii) in last 3 years | 18,659                           | 38.9%                 | 142 |
| Took 3+ foreign trips by plane in last 3 years                  | 4,031                            | 8.4%                  | 154 |
| Spent on foreign vacations in last 12 months: <\$1-999          | 3,293                            | 6.9%                  | 148 |
| Spent on foreign vacations in last 12 months: \$1,000-\$2,999   | 2,558                            | 5.3%                  | 133 |
| Spent on foreign vacations in last 12 months: \$3,000+          | 4,728                            | 9.9%                  | 156 |
| Foreign travel in last 3 years: used general travel website     | 4,329                            | 9.0%                  | 157 |
| Nights spent in hotel/motel in last 12 months: any              | 27,881                           | 58.1%                 | 131 |
| Took cruise of more than one day in last 3 years                | 5,808                            | 12.1%                 | 136 |
| Member of any frequent flyer program                            | 14,246                           | 29.7%                 | 164 |
| Member of any hotel rewards program                             | 12,944                           | 27.0%                 | 150 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

## Retail MarketPlace Profile

 1090 Buford Hwy, Cumming, Georgia, 30041  
 Ring Band: 0 - 1 mile radius

 Prepared by PPG  
 Latitude: 34.17451  
 Longitude: -84.12969

### Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2019 Population               | 3,968    |
| 2019 Households               | 1,376    |
| 2019 Median Disposable Income | \$80,387 |
| 2019 Per Capita Income        | \$43,560 |

### 2017 Industry Summary

|                                     | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap     | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-------------------------------------|-----------|------------------------------|--------------------------|----------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45,722 | \$61,917,616                 | \$489,425,446            | -\$427,507,830 | -77.5                     | 132                     |
| Total Retail Trade                  | 44-45     | \$55,877,196                 | \$447,821,637            | -\$391,944,441 | -77.8                     | 92                      |
| Total Food & Drink                  | 722       | \$6,040,420                  | \$41,603,810             | -\$35,563,390  | -74.6                     | 40                      |

### 2017 Industry Group

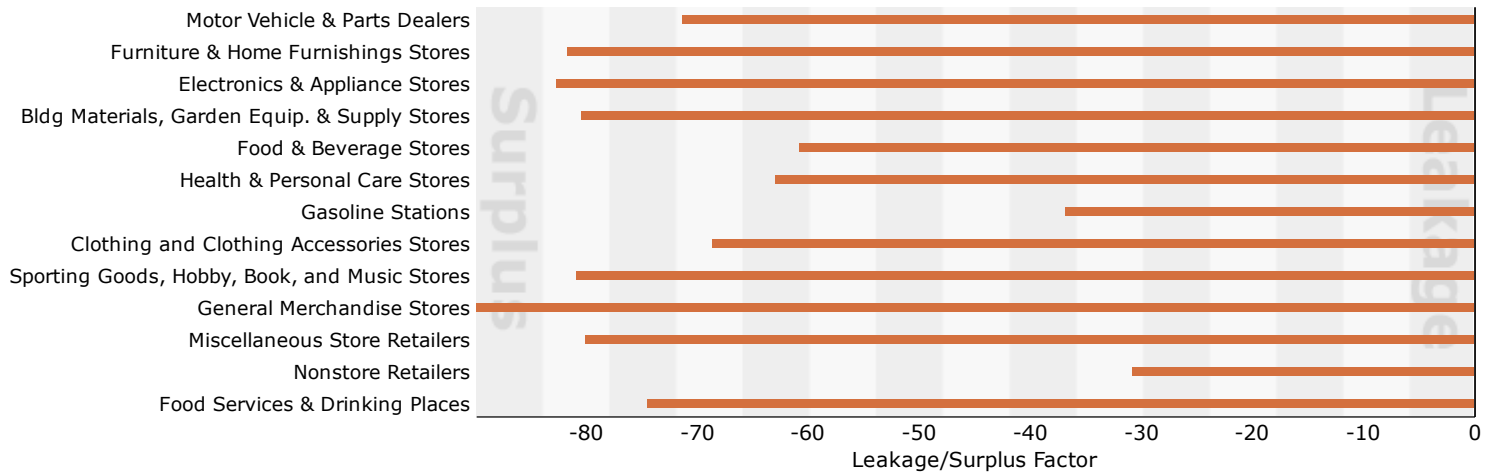
|   | NAICS    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap     | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|---|----------|------------------------------|--------------------------|----------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers                 | 441      | \$11,769,347                 | \$70,157,067             | -\$58,387,720  | -71.3                     | 9                       |
| Automobile Dealers                            | 4411     | \$9,635,563                  | \$59,657,258             | -\$50,021,695  | -72.2                     | 4                       |
| Other Motor Vehicle Dealers                   | 4412     | \$1,018,024                  | \$2,476,469              | -\$1,458,445   | -41.7                     | 1                       |
| Auto Parts, Accessories & Tire Stores         | 4413     | \$1,115,760                  | \$8,023,341              | -\$6,907,581   | -75.6                     | 4                       |
| Furniture & Home Furnishings Stores           | 442      | \$2,268,471                  | \$22,545,020             | -\$20,276,549  | -81.7                     | 12                      |
| Furniture Stores                              | 4421     | \$1,180,394                  | \$3,875,035              | -\$2,694,641   | -53.3                     | 7                       |
| Home Furnishings Stores                       | 4422     | \$1,088,078                  | \$18,669,985             | -\$17,581,907  | -89.0                     | 5                       |
| Electronics & Appliance Stores                | 443      | \$1,946,660                  | \$20,507,917             | -\$18,561,257  | -82.7                     | 6                       |
| Bldg Materials, Garden Equip. & Supply Stores | 444      | \$3,797,976                  | \$35,089,547             | -\$31,291,571  | -80.5                     | 6                       |
| Bldg Material & Supplies Dealers              | 4441     | \$3,572,868                  | \$34,701,409             | -\$31,128,541  | -81.3                     | 5                       |
| Lawn & Garden Equip & Supply Stores           | 4442     | \$225,108                    | \$388,138                | -\$163,030     | -26.6                     | 1                       |
| Food & Beverage Stores                        | 445      | \$9,549,092                  | \$39,211,652             | -\$29,662,560  | -60.8                     | 4                       |
| Grocery Stores                                | 4451     | \$8,370,169                  | \$33,479,497             | -\$25,109,328  | -60.0                     | 2                       |
| Specialty Food Stores                         | 4452     | \$547,775                    | \$736,205                | -\$188,430     | -14.7                     | 1                       |
| Beer, Wine & Liquor Stores                    | 4453     | \$631,148                    | \$4,995,950              | -\$4,364,802   | -77.6                     | 1                       |
| Health & Personal Care Stores                 | 446,4461 | \$3,459,602                  | \$15,240,873             | -\$11,781,271  | -63.0                     | 10                      |
| Gasoline Stations                             | 447,4471 | \$6,286,485                  | \$13,649,193             | -\$7,362,708   | -36.9                     | 4                       |
| Clothing & Clothing Accessories Stores        | 448      | \$2,796,600                  | \$15,045,970             | -\$12,249,370  | -68.7                     | 9                       |
| Clothing Stores                               | 4481     | \$1,848,366                  | \$9,681,807              | -\$7,833,441   | -67.9                     | 5                       |
| Shoe Stores                                   | 4482     | \$423,376                    | \$2,383,688              | -\$1,960,312   | -69.8                     | 3                       |
| Jewelry, Luggage & Leather Goods Stores       | 4483     | \$524,859                    | \$2,980,475              | -\$2,455,616   | -70.1                     | 2                       |
| Sporting Goods, Hobby, Book & Music Stores    | 451      | \$1,543,722                  | \$14,596,121             | -\$13,052,399  | -80.9                     | 6                       |
| Sporting Goods/Hobby/Musical Instr Stores     | 4511     | \$1,334,882                  | \$14,529,606             | -\$13,194,724  | -83.2                     | 5                       |
| Book, Periodical & Music Stores               | 4512     | \$208,840                    | \$0                      | \$208,840      | 100.0                     | 0                       |
| General Merchandise Stores                    | 452      | \$9,749,936                  | \$182,736,952            | -\$172,987,016 | -89.9                     | 9                       |
| Department Stores Excluding Leased Depts.     | 4521     | \$7,132,375                  | \$132,750,410            | -\$125,618,035 | -89.8                     | 5                       |
| Other General Merchandise Stores              | 4529     | \$2,617,561                  | \$49,986,542             | -\$47,368,981  | -90.0                     | 4                       |
| Miscellaneous Store Retailers                 | 453      | \$1,947,416                  | \$17,596,511             | -\$15,649,095  | -80.1                     | 15                      |
| Florists                                      | 4531     | \$83,655                     | \$222,324                | -\$138,669     | -45.3                     | 1                       |
| Office Supplies, Stationery & Gift Stores     | 4532     | \$383,286                    | \$7,681,889              | -\$7,298,603   | -90.5                     | 5                       |
| Used Merchandise Stores                       | 4533     | \$327,087                    | \$1,820,541              | -\$1,493,454   | -69.5                     | 4                       |
| Other Miscellaneous Store Retailers           | 4539     | \$1,153,388                  | \$7,871,757              | -\$6,718,369   | -74.4                     | 4                       |
| Nonstore Retailers                            | 454      | \$761,886                    | \$1,444,814              | -\$682,928     | -30.9                     | 1                       |
| Electronic Shopping & Mail-Order Houses       | 4541     | \$508,570                    | \$1,442,053              | -\$933,483     | -47.9                     | 1                       |
| Vending Machine Operators                     | 4542     | \$42,373                     | \$0                      | \$42,373       | 100.0                     | 0                       |
| Direct Selling Establishments                 | 4543     | \$210,944                    | \$0                      | \$210,944      | 100.0                     | 0                       |
| Food Services & Drinking Places               | 722      | \$6,040,420                  | \$41,603,810             | -\$35,563,390  | -74.6                     | 40                      |
| Special Food Services                         | 7223     | \$67,159                     | \$0                      | \$67,159       | 100.0                     | 0                       |
| Drinking Places - Alcoholic Beverages         | 7224     | \$140,855                    | \$0                      | \$140,855      | 100.0                     | 0                       |
| Restaurants/Other Eating Places               | 7225     | \$5,832,406                  | \$41,599,293             | -\$35,766,887  | -75.4                     | 40                      |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

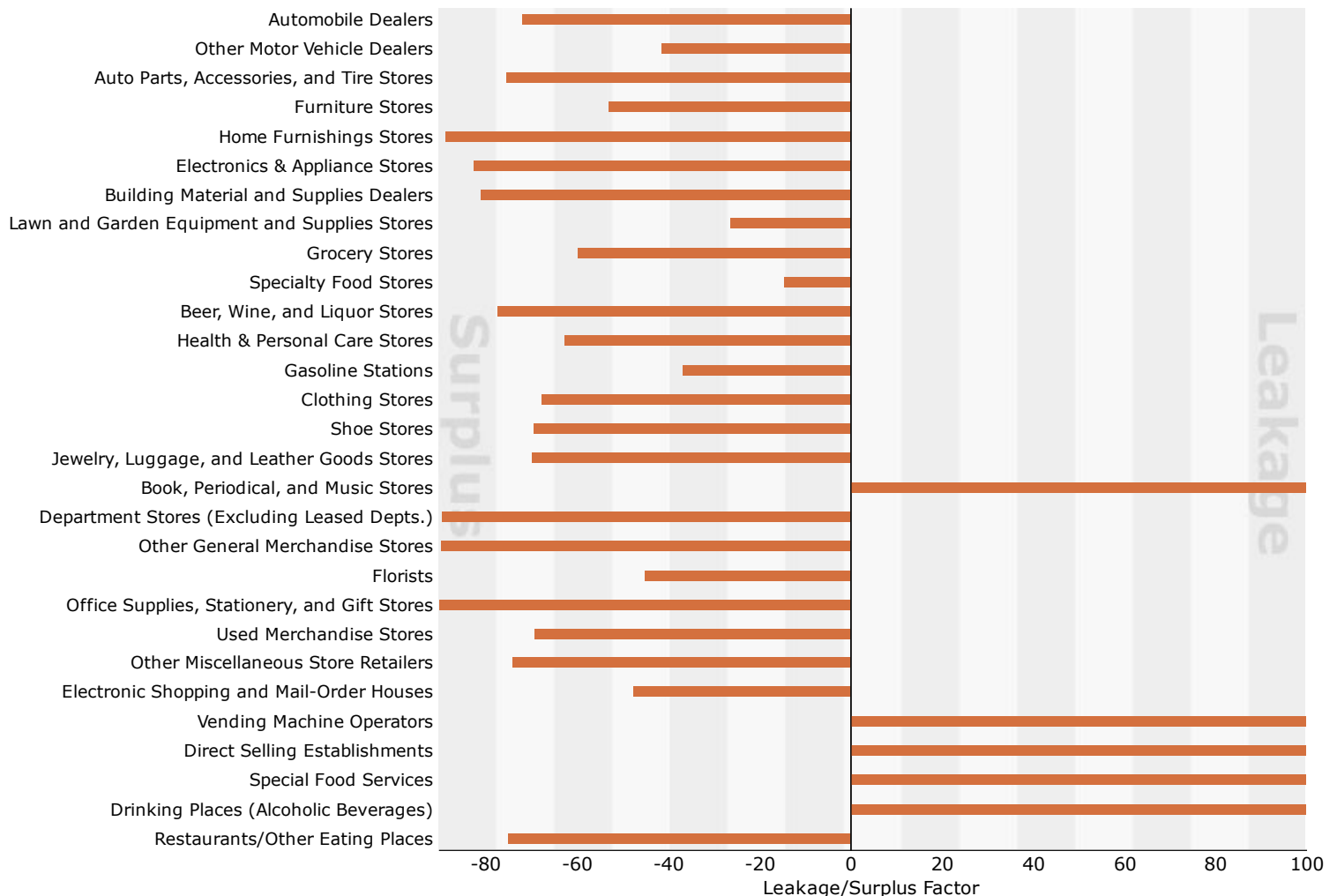
Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

October 18, 2019

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



## Retail MarketPlace Profile

 1090 Buford Hwy, Cumming, Georgia, 30041  
 Ring Band: 1 - 3 mile radius

 Prepared by PPG  
 Latitude: 34.17451  
 Longitude: -84.12969

### Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2019 Population               | 36,446   |
| 2019 Households               | 12,516   |
| 2019 Median Disposable Income | \$78,635 |
| 2019 Per Capita Income        | \$45,287 |

### 2017 Industry Summary

|                                     | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-------------------------------------|-----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45,722 | \$583,945,904                | \$645,111,381            | -\$61,165,477 | -5.0                      | 347                     |
| Total Retail Trade                  | 44-45     | \$526,046,754                | \$582,971,970            | -\$56,925,216 | -5.1                      | 253                     |
| Total Food & Drink                  | 722       | \$57,899,150                 | \$62,139,411             | -\$4,240,261  | -3.5                      | 94                      |

### 2017 Industry Group

|   | NAICS    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|---|----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers                 | 441      | \$111,113,894                | \$145,458,260            | -\$34,344,366 | -13.4                     | 49                      |
| Automobile Dealers                            | 4411     | \$91,164,270                 | \$113,136,582            | -\$21,972,312 | -10.8                     | 31                      |
| Other Motor Vehicle Dealers                   | 4412     | \$9,517,942                  | \$10,718,252             | -\$1,200,310  | -5.9                      | 4                       |
| Auto Parts, Accessories & Tire Stores         | 4413     | \$10,431,683                 | \$21,603,426             | -\$11,171,743 | -34.9                     | 13                      |
| Furniture & Home Furnishings Stores           | 442      | \$21,573,690                 | \$19,735,922             | \$1,837,768   | 4.4                       | 16                      |
| Furniture Stores                              | 4421     | \$11,399,850                 | \$8,187,952              | \$3,211,898   | 16.4                      | 9                       |
| Home Furnishings Stores                       | 4422     | \$10,173,839                 | \$11,547,970             | -\$1,374,131  | -6.3                      | 7                       |
| Electronics & Appliance Stores                | 443      | \$18,817,471                 | \$20,690,465             | -\$1,872,994  | -4.7                      | 19                      |
| Bldg Materials, Garden Equip. & Supply Stores | 444      | \$34,659,048                 | \$39,039,387             | -\$4,380,339  | -5.9                      | 21                      |
| Bldg Material & Supplies Dealers              | 4441     | \$32,763,037                 | \$37,152,571             | -\$4,389,534  | -6.3                      | 18                      |
| Lawn & Garden Equip & Supply Stores           | 4442     | \$1,896,011                  | \$1,886,816              | \$9,195       | 0.2                       | 3                       |
| Food & Beverage Stores                        | 445      | \$89,576,691                 | \$119,621,722            | -\$30,045,031 | -14.4                     | 27                      |
| Grocery Stores                                | 4451     | \$78,509,089                 | \$109,630,968            | -\$31,121,879 | -16.5                     | 16                      |
| Specialty Food Stores                         | 4452     | \$5,159,768                  | \$1,555,706              | \$3,604,062   | 53.7                      | 5                       |
| Beer, Wine & Liquor Stores                    | 4453     | \$5,907,834                  | \$8,435,049              | -\$2,527,215  | -17.6                     | 6                       |
| Health & Personal Care Stores                 | 446,4461 | \$31,522,997                 | \$37,178,866             | -\$5,655,869  | -8.2                      | 19                      |
| Gasoline Stations                             | 447,4471 | \$59,645,143                 | \$42,348,605             | \$17,296,538  | 17.0                      | 13                      |
| Clothing & Clothing Accessories Stores        | 448      | \$26,878,390                 | \$6,868,223              | \$20,010,167  | 59.3                      | 13                      |
| Clothing Stores                               | 4481     | \$17,714,614                 | \$4,691,984              | \$13,022,630  | 58.1                      | 8                       |
| Shoe Stores                                   | 4482     | \$4,119,130                  | \$0                      | \$4,119,130   | 100.0                     | 0                       |
| Jewelry, Luggage & Leather Goods Stores       | 4483     | \$5,044,647                  | \$1,777,007              | \$3,267,640   | 47.9                      | 4                       |
| Sporting Goods, Hobby, Book & Music Stores    | 451      | \$14,744,520                 | \$17,198,420             | -\$2,453,900  | -7.7                      | 20                      |
| Sporting Goods/Hobby/Musical Instr Stores     | 4511     | \$12,721,598                 | \$16,743,060             | -\$4,021,462  | -13.6                     | 17                      |
| Book, Periodical & Music Stores               | 4512     | \$2,022,921                  | \$455,359                | \$1,567,562   | 63.3                      | 3                       |
| General Merchandise Stores                    | 452      | \$92,368,993                 | \$112,296,781            | -\$19,927,788 | -9.7                      | 11                      |
| Department Stores Excluding Leased Depts.     | 4521     | \$67,768,393                 | \$29,545,803             | \$38,222,590  | 39.3                      | 2                       |
| Other General Merchandise Stores              | 4529     | \$24,600,600                 | \$82,750,978             | -\$58,150,378 | -54.2                     | 9                       |
| Miscellaneous Store Retailers                 | 453      | \$18,262,009                 | \$18,891,727             | -\$629,718    | -1.7                      | 40                      |
| Florists                                      | 4531     | \$703,136                    | \$944,443                | -\$241,307    | -14.6                     | 5                       |
| Office Supplies, Stationery & Gift Stores     | 4532     | \$3,642,729                  | \$4,786,492              | -\$1,143,763  | -13.6                     | 10                      |
| Used Merchandise Stores                       | 4533     | \$3,178,895                  | \$3,602,674              | -\$423,779    | -6.2                      | 11                      |
| Other Miscellaneous Store Retailers           | 4539     | \$10,737,249                 | \$9,558,118              | \$1,179,131   | 5.8                       | 14                      |
| Nonstore Retailers                            | 454      | \$6,883,908                  | \$3,643,592              | \$3,240,316   | 30.8                      | 6                       |
| Electronic Shopping & Mail-Order Houses       | 4541     | \$4,887,145                  | \$3,014,022              | \$1,873,123   | 23.7                      | 4                       |
| Vending Machine Operators                     | 4542     | \$400,552                    | \$339,153                | \$61,399      | 8.3                       | 1                       |
| Direct Selling Establishments                 | 4543     | \$1,596,211                  | \$290,416                | \$1,305,795   | 69.2                      | 1                       |
| Food Services & Drinking Places               | 722      | \$57,899,150                 | \$62,139,411             | -\$4,240,261  | -3.5                      | 94                      |
| Special Food Services                         | 7223     | \$624,767                    | \$701,920                | -\$77,153     | -5.8                      | 3                       |
| Drinking Places - Alcoholic Beverages         | 7224     | \$1,320,662                  | \$0                      | \$1,320,662   | 100.0                     | 0                       |
| Restaurants/Other Eating Places               | 7225     | \$55,953,721                 | \$61,351,854             | -\$5,398,133  | -4.6                      | 91                      |

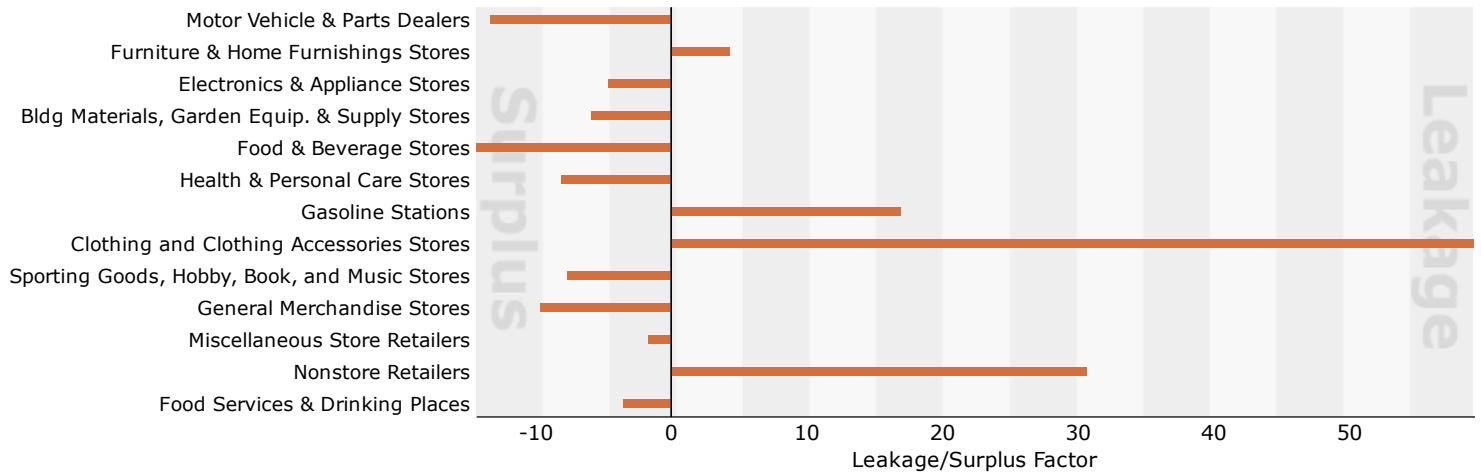
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

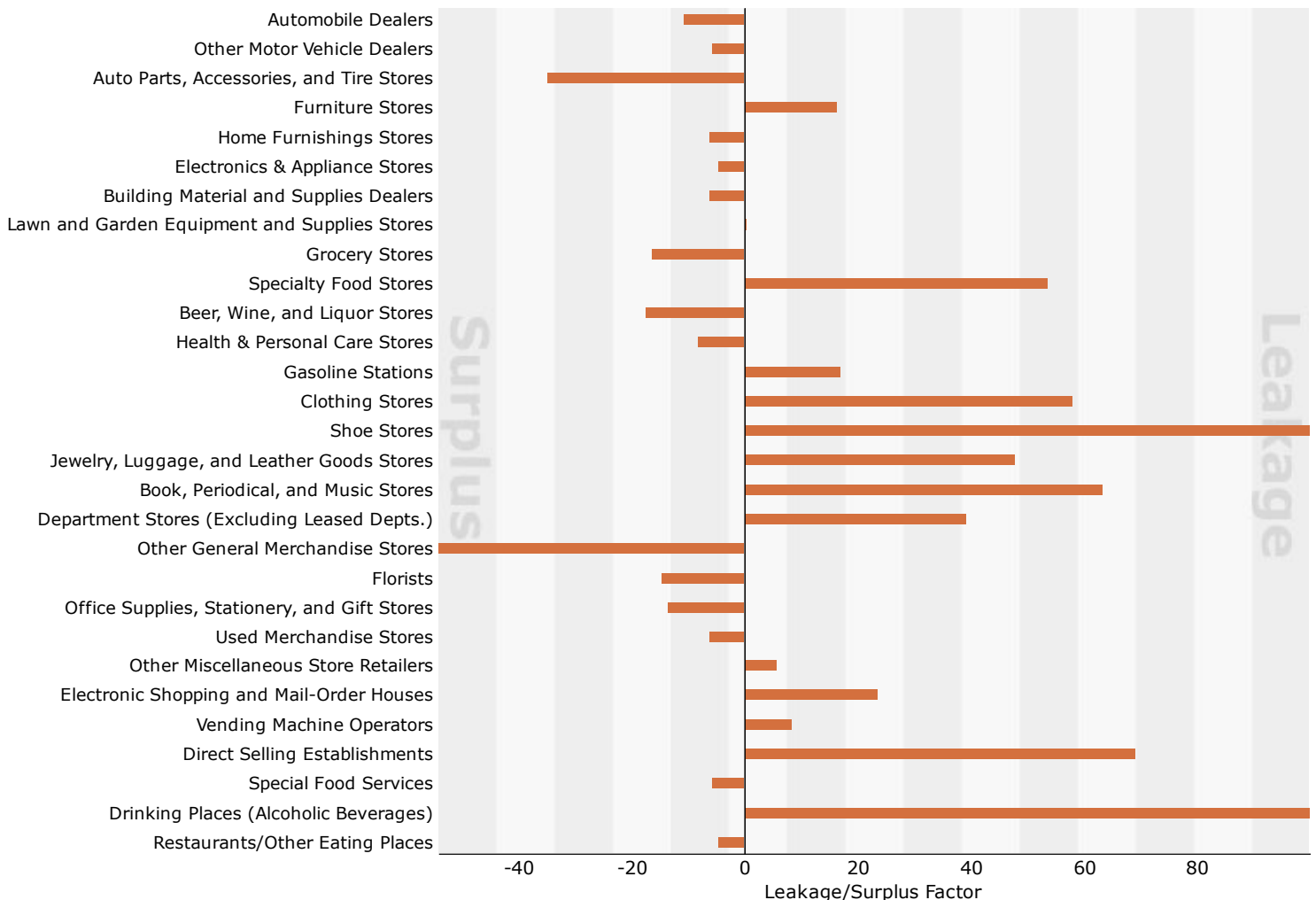
October 18, 2019



## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



## Retail MarketPlace Profile

 1090 Buford Hwy, Cumming, Georgia, 30041  
 Ring Band: 3 - 5 mile radius

 Prepared by PPG  
 Latitude: 34.17451  
 Longitude: -84.12969

### Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2019 Population               | 67,497   |
| 2019 Households               | 22,595   |
| 2019 Median Disposable Income | \$86,074 |
| 2019 Per Capita Income        | \$47,023 |

### 2017 Industry Summary

|                                     | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-------------------------------------|-----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45,722 | \$1,168,428,512              | \$512,270,740            | \$656,157,772 | 39.0                      | 255                     |
| Total Retail Trade                  | 44-45     | \$1,051,315,285              | \$464,639,484            | \$586,675,801 | 38.7                      | 190                     |
| Total Food & Drink                  | 722       | \$117,113,228                | \$47,631,256             | \$69,481,972  | 42.2                      | 65                      |

### 2017 Industry Group

|   | NAICS    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|---|----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers                 | 441      | \$221,478,436                | \$22,962,676             | \$198,515,760 | 81.2                      | 15                      |
| Automobile Dealers                            | 4411     | \$181,675,529                | \$12,887,411             | \$168,788,118 | 86.8                      | 10                      |
| Other Motor Vehicle Dealers                   | 4412     | \$19,016,011                 | \$6,582,316              | \$12,433,695  | 48.6                      | 2                       |
| Auto Parts, Accessories & Tire Stores         | 4413     | \$20,786,896                 | \$3,492,950              | \$17,293,946  | 71.2                      | 4                       |
| Furniture & Home Furnishings Stores           | 442      | \$43,657,173                 | \$10,847,610             | \$32,809,563  | 60.2                      | 8                       |
| Furniture Stores                              | 4421     | \$23,083,942                 | \$8,577,112              | \$14,506,830  | 45.8                      | 6                       |
| Home Furnishings Stores                       | 4422     | \$20,573,231                 | \$2,270,498              | \$18,302,733  | 80.1                      | 2                       |
| Electronics & Appliance Stores                | 443      | \$37,948,070                 | \$12,057,824             | \$25,890,246  | 51.8                      | 11                      |
| Bldg Materials, Garden Equip. & Supply Stores | 444      | \$69,425,732                 | \$14,118,157             | \$55,307,575  | 66.2                      | 16                      |
| Bldg Material & Supplies Dealers              | 4441     | \$65,653,317                 | \$12,064,960             | \$53,588,357  | 69.0                      | 13                      |
| Lawn & Garden Equip & Supply Stores           | 4442     | \$3,772,415                  | \$2,053,197              | \$1,719,218   | 29.5                      | 3                       |
| Food & Beverage Stores                        | 445      | \$178,582,076                | \$177,656,476            | \$925,600     | 0.3                       | 19                      |
| Grocery Stores                                | 4451     | \$156,370,306                | \$170,204,077            | -\$13,833,771 | -4.2                      | 11                      |
| Specialty Food Stores                         | 4452     | \$10,275,739                 | \$1,487,497              | \$8,788,242   | 74.7                      | 5                       |
| Beer, Wine & Liquor Stores                    | 4453     | \$11,936,031                 | \$5,964,902              | \$5,971,129   | 33.4                      | 4                       |
| Health & Personal Care Stores                 | 446,4461 | \$62,300,519                 | \$31,037,604             | \$31,262,915  | 33.5                      | 20                      |
| Gasoline Stations                             | 447,4471 | \$117,780,844                | \$17,043,607             | \$100,737,237 | 74.7                      | 6                       |
| Clothing & Clothing Accessories Stores        | 448      | \$54,608,392                 | \$45,753,864             | \$8,854,528   | 8.8                       | 37                      |
| Clothing Stores                               | 4481     | \$35,896,024                 | \$38,643,647             | -\$2,747,623  | -3.7                      | 30                      |
| Shoe Stores                                   | 4482     | \$8,384,514                  | \$5,597,617              | \$2,786,897   | 19.9                      | 3                       |
| Jewelry, Luggage & Leather Goods Stores       | 4483     | \$10,327,855                 | \$1,512,600              | \$8,815,255   | 74.5                      | 3                       |
| Sporting Goods, Hobby, Book & Music Stores    | 451      | \$29,831,238                 | \$30,001,854             | -\$170,616    | -0.3                      | 18                      |
| Sporting Goods/Hobby/Musical Instr Stores     | 4511     | \$25,744,409                 | \$28,110,176             | -\$2,365,767  | -4.4                      | 17                      |
| Book, Periodical & Music Stores               | 4512     | \$4,086,829                  | \$1,891,678              | \$2,195,151   | 36.7                      | 1                       |
| General Merchandise Stores                    | 452      | \$185,494,988                | \$85,559,960             | \$99,935,028  | 36.9                      | 8                       |
| Department Stores Excluding Leased Depts.     | 4521     | \$136,484,871                | \$7,129,959              | \$129,354,912 | 90.1                      | 1                       |
| Other General Merchandise Stores              | 4529     | \$49,010,116                 | \$78,430,001             | -\$29,419,885 | -23.1                     | 7                       |
| Miscellaneous Store Retailers                 | 453      | \$36,502,462                 | \$10,042,583             | \$26,459,879  | 56.8                      | 24                      |
| Florists                                      | 4531     | \$1,433,294                  | \$451,550                | \$981,744     | 52.1                      | 3                       |
| Office Supplies, Stationery & Gift Stores     | 4532     | \$7,335,372                  | \$1,332,325              | \$6,003,047   | 69.3                      | 4                       |
| Used Merchandise Stores                       | 4533     | \$6,432,748                  | \$1,190,678              | \$5,242,070   | 68.8                      | 6                       |
| Other Miscellaneous Store Retailers           | 4539     | \$21,301,048                 | \$7,068,030              | \$14,233,018  | 50.2                      | 11                      |
| Nonstore Retailers                            | 454      | \$13,705,355                 | \$7,557,271              | \$6,148,084   | 28.9                      | 8                       |
| Electronic Shopping & Mail-Order Houses       | 4541     | \$9,851,367                  | \$6,528,954              | \$3,322,413   | 20.3                      | 4                       |
| Vending Machine Operators                     | 4542     | \$800,178                    | \$138,512                | \$661,666     | 70.5                      | 1                       |
| Direct Selling Establishments                 | 4543     | \$3,053,810                  | \$889,806                | \$2,164,004   | 54.9                      | 3                       |
| Food Services & Drinking Places               | 722      | \$117,113,228                | \$47,631,256             | \$69,481,972  | 42.2                      | 65                      |
| Special Food Services                         | 7223     | \$1,271,149                  | \$192,888                | \$1,078,261   | 73.6                      | 1                       |
| Drinking Places - Alcoholic Beverages         | 7224     | \$2,669,394                  | \$308,201                | \$2,361,193   | 79.3                      | 2                       |
| Restaurants/Other Eating Places               | 7225     | \$113,172,684                | \$47,130,167             | \$66,042,517  | 41.2                      | 63                      |

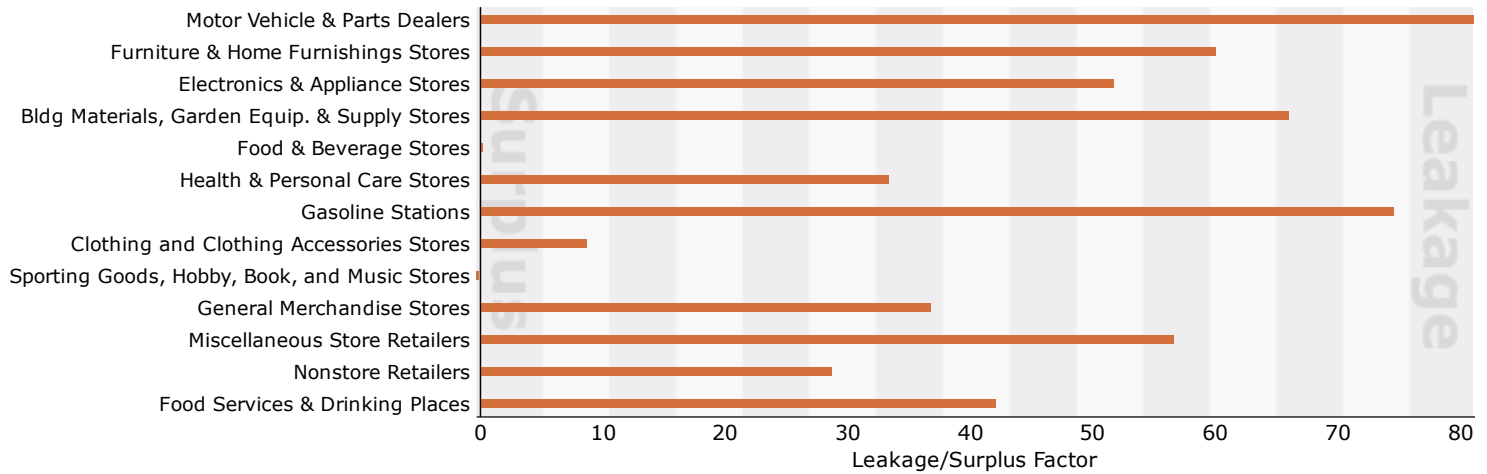
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

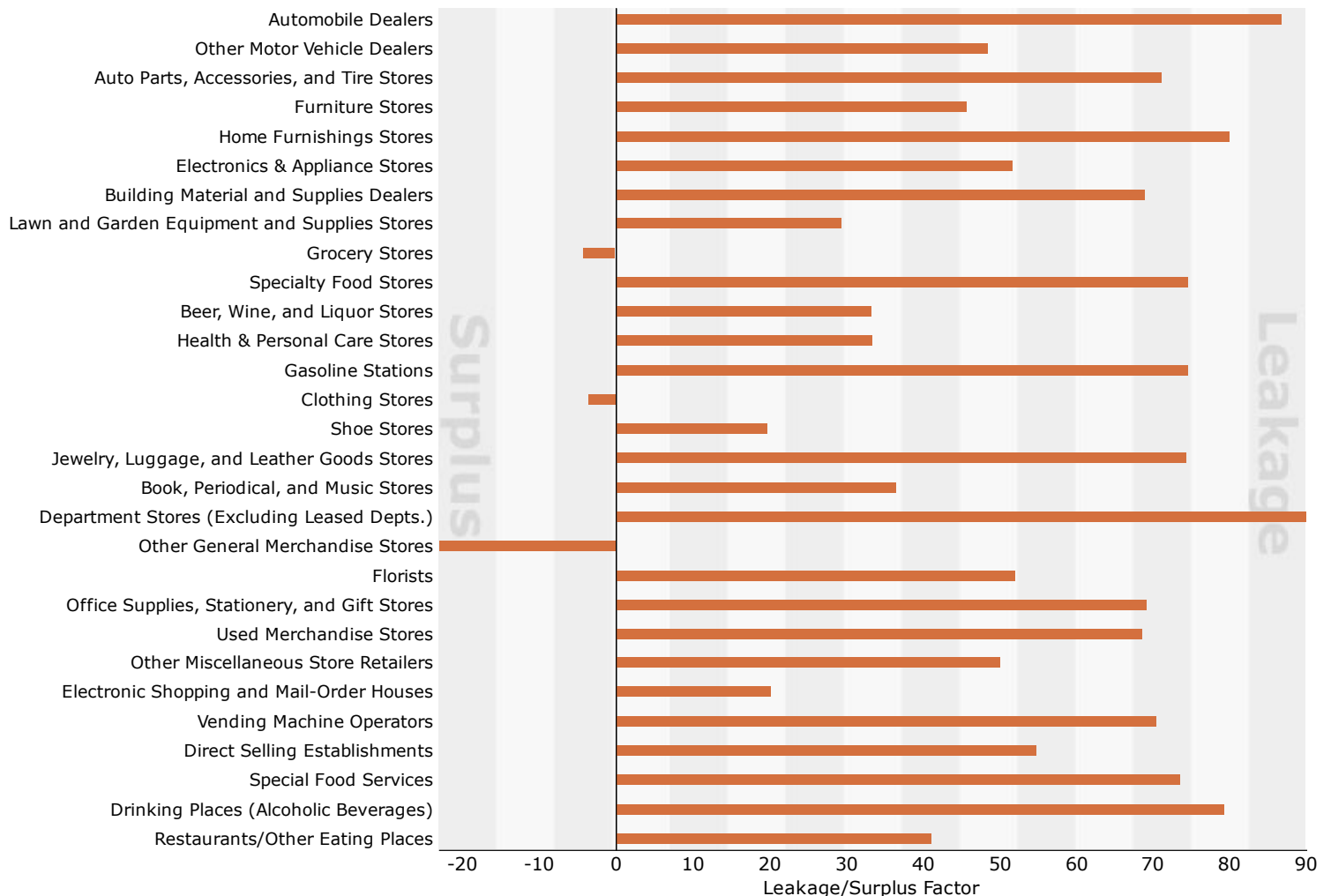
October 18, 2019



## 2017 Leakage/Surplus Factor by Industry Subsector



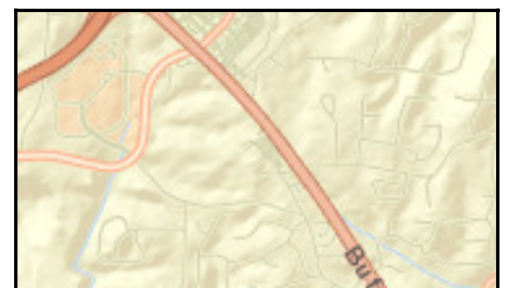
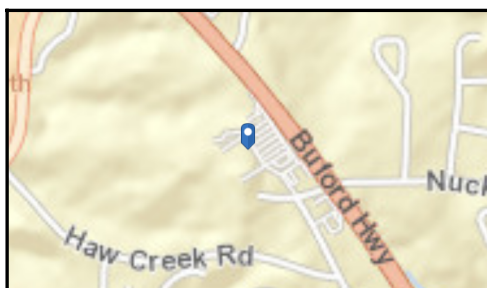
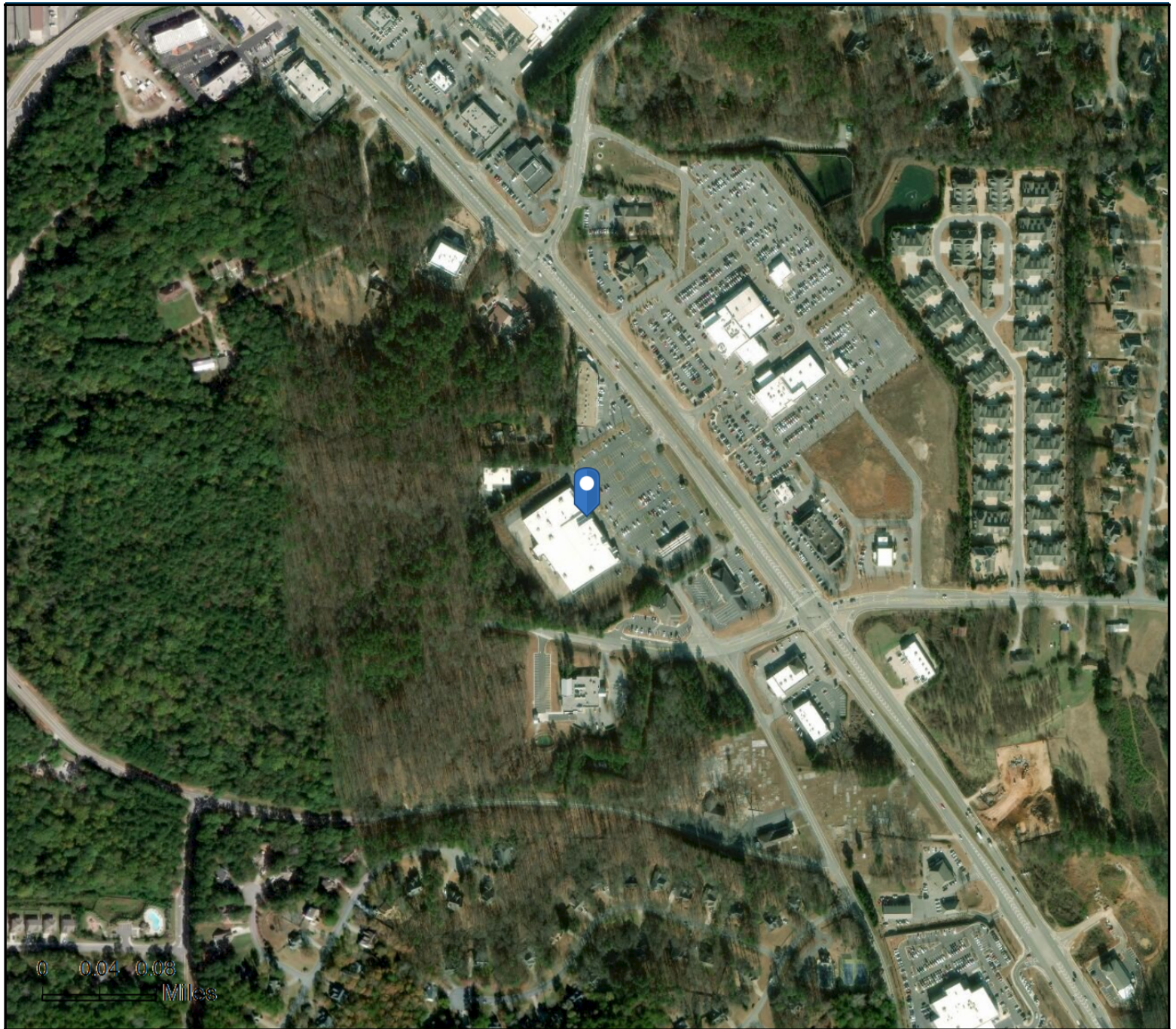
## 2017 Leakage/Surplus Factor by Industry Group



## Site Map on Satellite Imagery - 0.8 Miles Wide

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969



Source: ArcGIS Online World Imagery Basemap

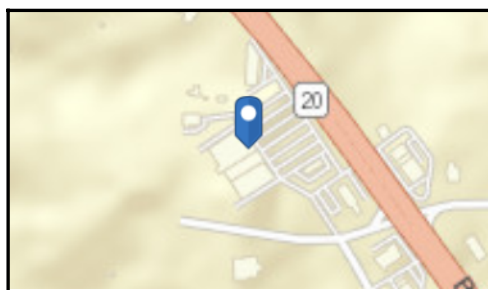
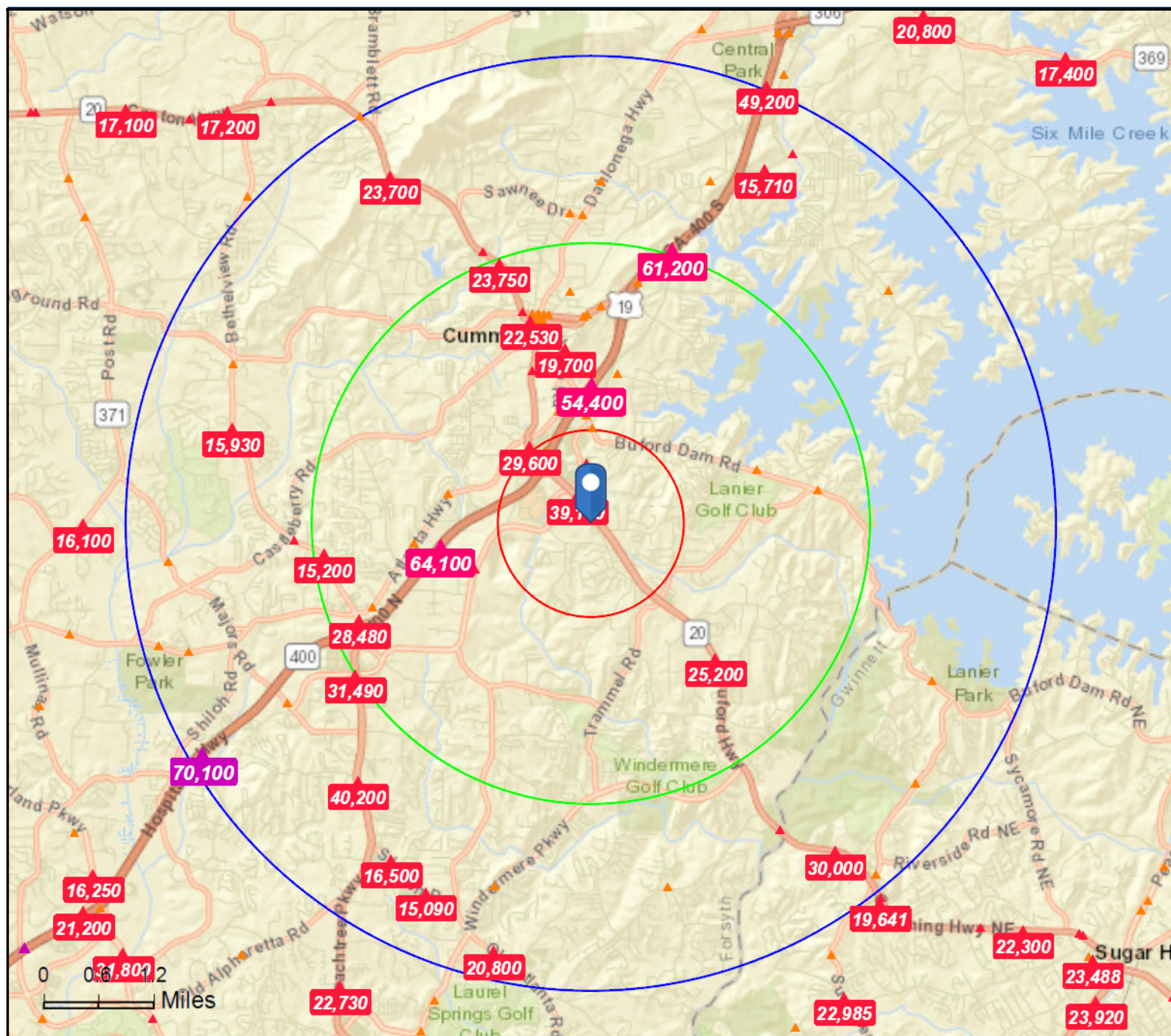
October 18, 2019



## Traffic Count Map

1090 Buford Hwy, Cumming, Georgia, 30041  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by PPG  
Latitude: 34.17451  
Longitude: -84.12969



**Average Daily Traffic Volume**  
 ▲ Up to 6,000 vehicles per day  
 ▲ 6,001 - 15,000  
 ▲ 15,001 - 30,000  
 ▲ 30,001 - 50,000  
 ▲ 50,001 - 100,000  
 ▲ More than 100,000 per day



Source: ©2019 Kalibrate Technologies (Q2 2019).

October 18, 2019