



Executive Summary

O'Reilly Auto Parts
 1720 Buford Hwy, Cumming, Georgia, 30041
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 34.16209
 Longitude: -84.11622

	1 mile	3 miles	5 miles
Population			
2000 Population	2,299	13,904	42,130
2010 Population	4,058	27,927	81,457
2017 Population	5,439	37,049	102,576
2022 Population	6,549	44,379	120,613
2000-2010 Annual Rate	5.85%	7.22%	6.82%
2010-2017 Annual Rate	4.12%	3.98%	3.23%
2017-2022 Annual Rate	3.78%	3.68%	3.29%
2017 Male Population	49.3%	49.4%	49.5%
2017 Female Population	50.7%	50.6%	50.5%
2017 Median Age	37.5	37.9	37.6

In the identified area, the current year population is 102,576. In 2010, the Census count in the area was 81,457. The rate of change since 2010 was 3.23% annually. The five-year projection for the population in the area is 120,613 representing a change of 3.29% annually from 2017 to 2022. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 37.5, compared to U.S. median age of 38.2.

Race and Ethnicity

2017 White Alone	82.0%	74.2%	72.7%
2017 Black Alone	2.1%	4.8%	5.8%
2017 American Indian/Alaska Native Alone	0.1%	0.3%	0.3%
2017 Asian Alone	10.2%	14.9%	14.1%
2017 Pacific Islander Alone	0.0%	0.0%	0.1%
2017 Other Race	3.5%	3.3%	4.6%
2017 Two or More Races	2.0%	2.4%	2.4%
2017 Hispanic Origin (Any Race)	10.5%	10.6%	11.9%

Persons of Hispanic origin represent 11.9% of the population in the identified area compared to 18.1% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 56.4 in the identified area, compared to 64.0 for the U.S. as a whole.

Households

2000 Households	814	4,872	14,807
2010 Households	1,323	9,682	27,716
2017 Total Households	1,752	12,625	34,699
2022 Total Households	2,096	15,054	40,703
2000-2010 Annual Rate	4.98%	7.11%	6.47%
2010-2017 Annual Rate	3.95%	3.73%	3.15%
2017-2022 Annual Rate	3.65%	3.58%	3.24%
2017 Average Household Size	3.10	2.91	2.94

The household count in this area has changed from 27,716 in 2010 to 34,699 in the current year, a change of 3.15% annually. The five-year projection of households is 40,703, a change of 3.24% annually from the current year total. Average household size is currently 2.94, compared to 2.92 in the year 2010. The number of families in the current year is 27,034 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.



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Median Household Income			
2017 Median Household Income	\$114,161	\$98,271	\$95,404
2022 Median Household Income	\$121,063	\$104,940	\$102,975
2017-2022 Annual Rate	1.18%	1.32%	1.54%
Average Household Income			
2017 Average Household Income	\$138,079	\$117,659	\$114,034
2022 Average Household Income	\$154,726	\$132,819	\$128,415
2017-2022 Annual Rate	2.30%	2.45%	2.40%
Per Capita Income			
2017 Per Capita Income	\$43,235	\$40,381	\$38,754
2022 Per Capita Income	\$48,264	\$45,301	\$43,483
2017-2022 Annual Rate	2.23%	2.33%	2.33%

Current median household income is \$95,404 in the area, compared to \$56,124 for all U.S. households. Median household income is projected to be \$102,975 in five years, compared to \$62,316 for all U.S. households

Current average household income is \$114,034 in this area, compared to \$80,675 for all U.S. households. Average household income is projected to be \$128,415 in five years, compared to \$91,585 for all U.S. households

Current per capita income is \$38,754 in the area, compared to the U.S. per capita income of \$30,820. The per capita income is projected to be \$43,483 in five years, compared to \$34,828 for all U.S. households

Housing			
2000 Total Housing Units	844	5,154	15,569
2000 Owner Occupied Housing Units	739	4,172	12,663
2000 Renter Occupied Housing Units	75	701	2,144
2000 Vacant Housing Units	30	281	762
2010 Total Housing Units	1,411	10,403	29,607
2010 Owner Occupied Housing Units	1,204	7,944	23,532
2010 Renter Occupied Housing Units	119	1,738	4,184
2010 Vacant Housing Units	88	721	1,891
2017 Total Housing Units	1,836	13,378	36,547
2017 Owner Occupied Housing Units	1,558	10,152	28,577
2017 Renter Occupied Housing Units	194	2,474	6,122
2017 Vacant Housing Units	84	753	1,848
2022 Total Housing Units	2,201	15,981	42,994
2022 Owner Occupied Housing Units	1,853	12,096	33,452
2022 Renter Occupied Housing Units	243	2,958	7,251
2022 Vacant Housing Units	105	927	2,291

Currently, 78.2% of the 36,547 housing units in the area are owner occupied; 16.8%, renter occupied; and 5.1% are vacant. Currently, in the U.S., 55.6% of the housing units in the area are owner occupied; 33.1% are renter occupied; and 11.3% are vacant. In 2010, there were 29,607 housing units in the area - 79.5% owner occupied, 14.1% renter occupied, and 6.4% vacant. The annual rate of change in housing units since 2010 is 9.81%. Median home value in the area is \$313,467, compared to a median home value of \$207,344 for the U.S. In five years, median value is projected to change by 3.01% annually to \$363,555.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.