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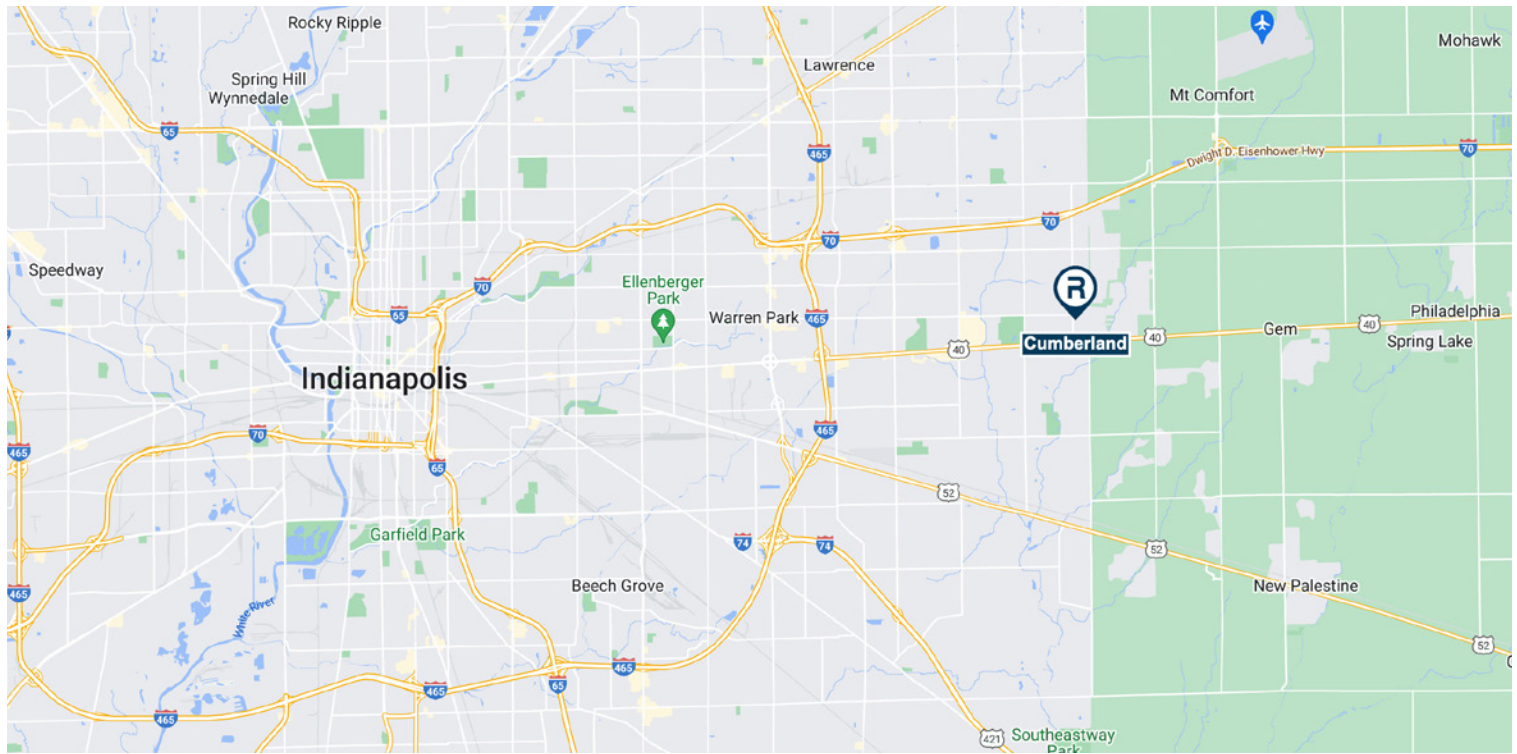
Community Demographic Profile

CUMBERLAND, INDIANA

Prepared for Town of Cumberland
April 2023

Community • Demographic Snapshot

Cumberland, Indiana



Population

2020	5,954
2023	5,939
2028	6,051

Educational Attainment (%)

Graduate or Professional Degree	9.12%
Bachelors Degree	18.17%
Associate Degree	11.19%
Some College	23.61%
High School Graduate (GED)	34.36%
Some High School, No Degree	2.51%
Less than 9th Grade	1.03%

Income

Average HH	\$97,730
Median HH	\$77,795
Per Capita	\$38,936

Age

0 - 9 Years	12.61%
10 - 17 Years	10.74%
18 - 24 Years	8.33%
25 - 34 Years	13.45%
35 - 44 Years	11.90%
45 - 54 Years	11.42%
55 - 64 Years	13.76%
65 and Older	17.78%
Median Age	38.97
Average Age	39.90

Race Distribution (%)

White	66.27%
Black/African American	19.80%
American Indian/Alaskan	0.51%
Asian	1.26%
Native Hawaiian/Islander	0.15%
Other Race	3.52%
Two or More Races	8.49%
Hispanic	7.43%



Town of Cumberland

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Community • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2028 Projection	6,051	
2023 Estimate	5,939	
2020 Census	5,954	
2010 Census	5,774	
Growth 2023 - 2028		1.89%
Growth 2020 - 2023		-0.24%
Growth 2010 - 2020		3.12%
2023 Est. Population by Single-Classification Race	5,939	
White Alone	3,936	66.27%
Black or African American Alone	1,176	19.80%
Amer. Indian and Alaska Native Alone	30	0.51%
Asian Alone	75	1.26%
Native Hawaiian and Other Pacific Island Alone	9	0.15%
Some Other Race Alone	209	3.52%
Two or More Races	504	8.49%
2023 Est. Population by Hispanic or Latino Origin	5,939	
Not Hispanic or Latino	5,498	92.57%
Hispanic or Latino	441	7.43%
Mexican	160	36.28%
Puerto Rican	59	13.38%
Cuban	0	0.00%
All Other Hispanic or Latino	222	50.34%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	441	
White Alone	95	21.54%
Black or African American Alone	19	4.31%
American Indian and Alaska Native Alone	21	4.76%
Asian Alone	1	0.23%
Native Hawaiian and Other Pacific Islander Alone	3	0.68%
Some Other Race Alone	169	38.32%
Two or More Races	133	30.16%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	75	
Chinese, except Taiwanese	28	37.33%
Filipino	24	32.00%
Japanese	0	0.00%
Asian Indian	4	5.33%
Korean	5	6.67%
Vietnamese	8	10.67%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	6	8.00%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	5,323	95.46%
Speak Asian/Pacific Island Language at Home	55	0.99%
Speak IndoEuropean Language at Home	47	0.84%
Speak Spanish at Home	143	2.56%
Speak Other Language at Home	8	0.14%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	5,939	
Age 0 - 4	363	6.11%
Age 5 - 9	386	6.50%
Age 10 - 14	398	6.70%
Age 15 - 17	240	4.04%
Age 18 - 20	218	3.67%
Age 21 - 24	277	4.66%
Age 25 - 34	799	13.45%
Age 35 - 44	707	11.90%
Age 45 - 54	678	11.42%
Age 55 - 64	817	13.76%
Age 65 - 74	690	11.62%
Age 75 - 84	281	4.73%
Age 85 and over	85	1.43%
Age 16 and over	4,712	79.34%
Age 18 and over	4,552	76.65%
Age 21 and over	4,334	72.97%
Age 65 and over	1,056	17.78%
2023 Est. Median Age		38.97
2023 Est. Average Age		39.90
2023 Est. Population by Sex	5,939	
Male	2,875	48.41%
Female	3,064	51.59%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	2,875	
Age 0 - 4	192	6.68%
Age 5 - 9	203	7.06%
Age 10 - 14	199	6.92%
Age 15 - 17	124	4.31%
Age 18 - 20	112	3.90%
Age 21 - 24	141	4.90%
Age 25 - 34	386	13.43%
Age 35 - 44	344	11.97%
Age 45 - 54	310	10.78%
Age 55 - 64	387	13.46%
Age 65 - 74	321	11.16%
Age 75 - 84	123	4.28%
Age 85 and over	33	1.15%
2023 Est. Median Age, Male		37.24
2023 Est. Average Age, Male		38.70
2023 Est. Female Population by Age	3,064	
Age 0 - 4	171	5.58%
Age 5 - 9	183	5.97%
Age 10 - 14	199	6.50%
Age 15 - 17	116	3.79%
Age 18 - 20	106	3.46%
Age 21 - 24	136	4.44%
Age 25 - 34	413	13.48%
Age 35 - 44	363	11.85%
Age 45 - 54	368	12.01%
Age 55 - 64	430	14.03%
Age 65 - 74	369	12.04%
Age 75 - 84	158	5.16%
Age 85 and over	52	1.70%
2023 Est. Median Age, Female		40.67
2023 Est. Average Age, Female		41.00

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,852	38.65%
Males, Never Married	781	16.30%
Females, Never Married	1,071	22.35%
Married, Spouse present	1,946	40.61%
Married, Spouse absent	146	3.05%
Widowed	311	6.49%
Males Widowed	85	1.77%
Females Widowed	226	4.72%
Divorced	537	11.21%
Males Divorced	372	7.76%
Females Divorced	165	3.44%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	42	1.03%
Some High School, no diploma	102	2.51%
High School Graduate (or GED)	1,394	34.36%
Some College, no degree	958	23.61%
Associate Degree	454	11.19%
Bachelor's Degree	737	18.17%
Master's Degree	250	6.16%
Professional School Degree	86	2.12%
Doctorate Degree	34	0.84%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	44	20.56%
High School Graduate	70	32.71%
Some College or Associate's Degree	58	27.10%
Bachelor's Degree or Higher	42	19.63%
Households		
2028 Projection	2,413	
2023 Estimate	2,353	
2020 Census	2,344	
2010 Census	2,147	
Growth 2023 - 2028		2.55%
Growth 2020 - 2023		0.38%
Growth 2010 - 2020		9.18%
2023 Est. Households by Household Type	2,353	
Family Households	1,743	74.08%
Nonfamily Households	610	25.92%
2023 Est. Group Quarters Population	33	
2023 Households by Ethnicity, Hispanic/Latino	121	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	2,353	
Income < \$15,000	95	4.04%
Income \$15,000 - \$24,999	55	2.34%
Income \$25,000 - \$34,999	145	6.16%
Income \$35,000 - \$49,999	266	11.31%
Income \$50,000 - \$74,999	569	24.18%
Income \$75,000 - \$99,999	338	14.37%
Income \$100,000 - \$124,999	267	11.35%
Income \$125,000 - \$149,999	258	10.97%
Income \$150,000 - \$199,999	215	9.14%
Income \$200,000 - \$249,999	76	3.23%
Income \$250,000 - \$499,999	54	2.29%
Income \$500,000+	15	0.64%
2023 Est. Average Household Income		\$97,730
2023 Est. Median Household Income		\$77,795
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$84,657
Black or African American Alone		\$62,646
American Indian and Alaska Native Alone		\$93,750
Asian Alone		\$186,572
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$64,544
Two or More Races		\$73,762
Hispanic or Latino		\$72,971
Not Hispanic or Latino		\$78,014
2023 Est. Family HH Type by Presence of Own Child.	1,743	
Married-Couple Family, own children	472	27.08%
Married-Couple Family, no own children	758	43.49%
Male Householder, own children	70	4.02%
Male Householder, no own children	52	2.98%
Female Householder, own children	253	14.52%
Female Householder, no own children	138	7.92%
2023 Est. Households by Household Size	2,353	
1-person	483	20.53%
2-person	687	29.20%
3-person	537	22.82%
4-person	403	17.13%
5-person	159	6.76%
6-person	77	3.27%
7-or-more-person	7	0.30%
2023 Est. Average Household Size		2.51

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	2,353	
Households with 1 or More People under Age 18:	895	38.04%
Married-Couple Family	508	56.76%
Other Family, Male Householder	79	8.83%
Other Family, Female Householder	298	33.30%
Nonfamily, Male Householder	6	0.67%
Nonfamily, Female Householder	4	0.45%
Households with No People under Age 18:	1,458	
Married-Couple Family	723	49.59%
Other Family, Male Householder	43	2.95%
Other Family, Female Householder	91	6.24%
Nonfamily, Male Householder	285	19.55%
Nonfamily, Female Householder	316	21.67%
2023 Est. Households by Number of Vehicles	2,353	
No Vehicles	54	2.29%
1 Vehicle	704	29.92%
2 Vehicles	940	39.95%
3 Vehicles	487	20.70%
4 Vehicles	107	4.55%
5 or more Vehicles	61	2.59%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	1,789	
2023 Estimate	1,743	
2010 Census	1,584	
Growth 2023 - 2028		2.64%
Growth 2010 - 2023		10.04%
2023 Est. Families by Poverty Status	1,743	
2023 Families at or Above Poverty	1,729	99.20%
2023 Families at or Above Poverty with Children	840	48.19%
2023 Families Below Poverty	14	0.80%
2023 Families Below Poverty with Children	11	0.63%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	3,277	69.55%
Civilian Labor Force, Unemployed	120	2.55%
Armed Forces	0	0.00%
Not in Labor Force	1,315	27.91%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	3,392	
For-Profit Private Workers	2,332	68.75%
Non-Profit Private Workers	252	7.43%
Local Government Workers	216	6.37%
State Government Workers	78	2.30%
Federal Government Workers	254	7.49%
Self-Employed Workers	260	7.66%
Unpaid Family Workers	0	0.00%
2023 Est. Civ. Employed Pop 16+ by Occupation	3,392	
Architect/Engineer	108	3.18%
Arts/Entertainment/Sports	142	4.19%
Building Grounds Maintenance	49	1.44%
Business/Financial Operations	221	6.51%
Community/Social Services	32	0.94%
Computer/Mathematical	194	5.72%
Construction/Extraction	168	4.95%
Education/Training/Library	117	3.45%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	67	1.98%
Health Practitioner/Technician	272	8.02%
Healthcare Support	69	2.03%
Maintenance Repair	77	2.27%
Legal	35	1.03%
Life/Physical/Social Science	11	0.32%
Management	330	9.73%
Office/Admin. Support	470	13.86%
Production	162	4.78%
Protective Services	102	3.01%
Sales/Related	399	11.76%
Personal Care/Service	107	3.15%
Transportation/Moving	260	7.66%
2023 Est. Pop 16+ by Occupation Classification	3,392	
White Collar	2,331	68.72%
Blue Collar	667	19.66%
Service and Farm	394	11.62%
2023 Est. Workers Age 16+ by Transp. to Work	3,279	
Drove Alone	2,791	85.12%
Car Pooled	259	7.90%
Public Transportation	8	0.24%
Walked	54	1.65%
Bicycle	0	0.00%
Other Means	14	0.43%
Worked at Home	153	4.67%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	674	
15 - 29 Minutes	1,245	
30 - 44 Minutes	961	
45 - 59 Minutes	210	
60 or more Minutes	66	
2023 Est. Avg Travel Time to Work in Minutes		26
2023 Est. Occupied Housing Units by Tenure	2,353	
Owner Occupied	1,858	78.96%
Renter Occupied	495	21.04%
2023 Owner Occ. HUs: Avg. Length of Residence		14.40 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.60 [†]
2023 Est. Owner-Occupied Housing Units by Value	2,353	
Value Less than \$20,000	74	3.98%
Value \$20,000 - \$39,999	1	0.05%
Value \$40,000 - \$59,999	1	0.05%
Value \$60,000 - \$79,999	10	0.54%
Value \$80,000 - \$99,999	28	1.51%
Value \$100,000 - \$149,999	252	13.56%
Value \$150,000 - \$199,999	266	14.32%
Value \$200,000 - \$299,999	781	42.03%
Value \$300,000 - \$399,999	299	16.09%
Value \$400,000 - \$499,999	83	4.47%
Value \$500,000 - \$749,999	51	2.75%
Value \$750,000 - \$999,999	9	0.48%
Value \$1,000,000 or \$1,499,999	1	0.05%
Value \$1,500,000 or \$1,999,999	2	0.11%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$238,086
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	2,059	79.78%
1 Unit Attached	113	4.38%
2 Units	226	8.76%
3 or 4 Units	112	4.34%
5 to 19 Units	71	2.75%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	0	0.00%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	126	4.88%
Housing Units Built 2010 to 2014	15	0.58%
Housing Units Built 2000 to 2009	197	7.63%
Housing Units Built 1990 to 1999	780	30.22%
Housing Units Built 1980 to 1989	433	16.78%
Housing Units Built 1970 to 1979	437	16.93%
Housing Units Built 1960 to 1969	234	9.07%
Housing Units Built 1950 to 1959	129	5.00%
Housing Units Built 1940 to 1949	7	0.27%
Housing Unit Built 1939 or Earlier	223	8.64%
2023 Est. Median Year Structure Built		1987

[†] Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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