Executive Summary

Drive Times: 5, 10, 15 drive time minute radii

5345 Jefferson Rd, Athens, GA 30607, USA
Latitude: 33.9924
Longitude: -83.4383

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	3,308	23,825	86,685
2020 Population	3,505	25,453	98,066
2024 Population	3,520	25,807	100,459
2029 Population	3,828	26,663	102,296
2010-2020 Annual Rate	0.58%	0.66%	1.24%
2020-2024 Annual Rate	0.10%	0.33%	0.57%
2024-2029 Annual Rate	1.69%	0.65%	0.36%
2020 Male Population	47.3%	47.3%	47.2%
2020 Female Population	52.7%	52.7%	52.8%
2020 Median Age	37.2	34.5	28.7
2024 Male Population	48.0%	48.0%	47.8%
2024 Female Population	52.0%	52.0%	52.2%
2024 Median Age	37.5	35.1	29.1

In the identified area, the current year population is 100,459. In 2020, the Census count in the area was 98,066. The rate of change since 2020 was 0.57% annually. The five-year projection for the population in the area is 102,296 representing a change of 0.36% annually from 2024 to 2029. Currently, the population is 47.8% male and 52.2% female.

Median Age

The median age in this area is 29.1, compared to U.S. median age of 39.3.

	5 drive time minute	10 drive time minute	15 drive time minute
Race and Ethnicity			
2024 White Alone	45.6%	53.6%	60.9%
2024 Black Alone	28.5%	25.6%	22.2%
2024 American Indian/Alaska Native Alone	1.3%	0.8%	0.5%
2024 Asian Alone	2.4%	2.3%	3.8%
2024 Pacific Islander Alone	0.1%	0.1%	0.1%
2024 Other Race	12.7%	9.0%	5.8%
2024 Two or More Races	9.5%	8.6%	6.7%
2024 Hispanic Origin (Any Race)	22.8%	17.3%	10.9%

Persons of Hispanic origin represent 10.9% of the population in the identified area compared to 19.6% 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 65.4 in the identified area, compared to 72.5 for the U.S. as a whole.

	5 drive time minute	10 drive time minute	15 drive time minute
Households			
2024 Wealth Index	77	73	68
2010 Households	1,167	8,995	33,170
2020 Households	1,300	9,918	38,299
2024 Households	1,345	10,267	39,723
2029 Households	1,498	10,857	41,354
2010-2020 Annual Rate	1.09%	0.98%	1.45%
2020-2024 Annual Rate	0.80%	0.82%	0.86%
2024-2029 Annual Rate	2.18%	1.12%	0.81%
2024 Average Household Size	2.61	2.44	2.26

The household count in this area has changed from 38,299 in 2020 to 39,723 in the current year, a change of 0.86% annually. The five-year projection of households is 41,354, a change of 0.81% annually from the current year total. Average household size is currently 2.26, compared to 2.30 in the year 2020. The number of families in the current year is 19,425 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

April 22, 2025

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Mortgage Income			
2024 Percent of Income for Mortgage	22.5%	28.4%	36.0%
Median Household Income			
2024 Median Household Income	$72,043	$63,380	$54,421
2029 Median Household Income	$89,951	$79,868	$66,763
2024-2029 Annual Rate	4.54%	4.73%	4.17%
Average Household Income			
2024 Average Household Income	$92,593	$91,070	$84,403
2029 Average Household Income	$114,280	$110,825	$100,914
2024-2029 Annual Rate	4.30%	4.00%	3.64%
Per Capita Income			
2024 Per Capita Income	$35,987	$36,397	$33,542
2029 Per Capita Income	$45,653	$45,331	$40,947
2024-2029 Annual Rate	4.87%	4.49%	4.07%
GINI Index			
2024 Gini Index	38.8	42.3	46.3

Households by Income

Current median household income is $54,421 in the area, compared to $79,068 for all U.S. households. Median household income is projected to be $66,763 in five years, compared to $91,442 all U.S. households.

Current average household income is $84,403 in this area, compared to $113,185 for all U.S. households. Average household income is projected to be $100,914 in five years, compared to $130,581 for all U.S. households.

Current per capita income is $33,542 in the area, compared to the U.S. per capita income of $43,829. The per capita income is projected to be $40,947 in five years, compared to $51,203 for all U.S. households.

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Housing			
2024 Housing Affordability Index	109	87	68
2010 Total Housing Units	1,300	10,086	37,534
2010 Owner Occupied Housing Units	819	4,887	14,743
2010 Renter Occupied Housing Units	348	4,107	18,428
2010 Vacant Housing Units	133	1,091	4,364
2020 Total Housing Units	1,377	10,619	41,689
2020 Owner Occupied Housing Units	905	5,329	16,270
2020 Renter Occupied Housing Units	395	4,589	22,029
2020 Vacant Housing Units	60	684	3,399
2024 Total Housing Units	1,406	10,919	43,011
2024 Owner Occupied Housing Units	968	5,757	17,546
2024 Renter Occupied Housing Units	377	4,510	22,177
2024 Vacant Housing Units	61	652	3,288
2029 Total Housing Units	1,554	11,518	44,651
2029 Owner Occupied Housing Units	1,029	6,151	18,913
2029 Renter Occupied Housing Units	469	4,707	22,442
2029 Vacant Housing Units	56	661	3,297
Socioeconomic Status Index			
2024 Socioeconomic Status Index	49.4	48.4	47.0

Currently, 40.8% of the 43,011 housing units in the area are owner occupied; 51.6%, renter occupied; and 7.6% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 41,689 housing units in the area and 8.2% vacant housing units. The annual rate of change in housing units since 2020 is 0.74%. Median home value in the area is $313,043, compared to a median home value of $355,577 for the U.S. In five years, median value is projected to change by 4.09% annually to $382,512.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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