



# Executive Summary

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

603 US-29, Athens, GA 30601, USA

Latitude: 33.9948

Longitude: -83.3382

	5 drive time minute	10 drive time minute	15 drive time minute
<b>Population</b>			
2010 Population	5,834	57,414	131,736
2020 Population	6,593	65,488	146,707
2023 Population	6,634	66,586	150,775
2028 Population	6,569	67,717	153,680
2010-2020 Annual Rate	1.23%	1.32%	1.08%
2020-2023 Annual Rate	0.19%	0.51%	0.85%
2023-2028 Annual Rate	-0.20%	0.34%	0.38%
2023 Male Population	49.2%	49.0%	48.5%
2023 Female Population	50.8%	51.0%	51.5%
2023 Median Age	31.3	25.9	29.3

In the identified area, the current year population is 150,775. In 2020, the Census count in the area was 146,707. The rate of change since 2020 was 0.85% annually. The five-year projection for the population in the area is 153,680 representing a change of 0.38% annually from 2023 to 2028. Currently, the population is 48.5% male and 51.5% female.

### Median Age

The median age in this area is 29.3, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	32.2%	56.1%	59.3%
2023 Black Alone	35.9%	25.2%	22.9%
2023 American Indian/Alaska Native Alone	0.6%	0.5%	0.5%
2023 Asian Alone	1.4%	4.1%	4.0%
2023 Pacific Islander Alone	0.1%	0.1%	0.1%
2023 Other Race	21.0%	7.0%	6.2%
2023 Two or More Races	8.9%	7.0%	7.1%
2023 Hispanic Origin (Any Race)	30.3%	12.3%	11.6%

Persons of Hispanic origin represent 11.6% of the population in the identified area compared to 19.4% 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 67.1 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	31	41	60
2010 Households	2,092	21,654	50,902
2020 Households	2,594	25,168	58,126
2023 Households	2,610	25,636	59,942
2028 Households	2,608	26,288	61,583
2010-2020 Annual Rate	2.17%	1.52%	1.34%
2020-2023 Annual Rate	0.19%	0.57%	0.95%
2023-2028 Annual Rate	-0.02%	0.50%	0.54%
2023 Average Household Size	2.52	2.38	2.35

The household count in this area has changed from 58,126 in 2020 to 59,942 in the current year, a change of 0.95% annually. The five-year projection of households is 61,583, a change of 0.54% annually from the current year total. Average household size is currently 2.35, compared to 2.35 in the year 2020. The number of families in the current year is 29,511 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 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	13.6%	29.5%	26.5%
<b>Median Household Income</b>			
2023 Median Household Income	\$40,639	\$41,721	\$52,702
2028 Median Household Income	\$46,984	\$49,127	\$60,943
2023-2028 Annual Rate	2.94%	3.32%	2.95%
<b>Average Household Income</b>			
2023 Average Household Income	\$52,917	\$62,935	\$78,210
2028 Average Household Income	\$60,814	\$73,605	\$91,411
2023-2028 Annual Rate	2.82%	3.18%	3.17%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$20,867	\$24,650	\$31,272
2028 Per Capita Income	\$24,197	\$29,055	\$36,824
2023-2028 Annual Rate	3.01%	3.34%	3.32%
<b>GINI Index</b>			
2023 Gini Index	38.3	45.9	44.0
<b>Households by Income</b>			
Current median household income is \$52,702 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$60,943 in five years, compared to \$82,410 for all U.S. households			
Current average household income is \$78,210 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$91,411 in five years, compared to \$122,048 for all U.S. households			
Current per capita income is \$31,272 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$36,824 in five years, compared to \$47,525 for all U.S. households			
<b>Housing</b>			
2023 Housing Affordability Index	194	84	92
2010 Total Housing Units	2,511	24,670	57,172
2010 Owner Occupied Housing Units	1,012	8,197	23,391
2010 Renter Occupied Housing Units	1,080	13,456	27,514
2010 Vacant Housing Units	419	3,016	6,270
2020 Total Housing Units	2,771	27,338	62,698
2020 Vacant Housing Units	177	2,170	4,572
2023 Total Housing Units	2,785	27,822	64,661
2023 Owner Occupied Housing Units	1,216	8,878	26,414
2023 Renter Occupied Housing Units	1,394	16,758	33,528
2023 Vacant Housing Units	175	2,186	4,719
2028 Total Housing Units	2,804	28,515	66,296
2028 Owner Occupied Housing Units	1,240	9,291	27,621
2028 Renter Occupied Housing Units	1,368	16,997	33,962
2028 Vacant Housing Units	196	2,227	4,713
<b>Socioeconomic Status Index</b>			
2023 Socioeconomic Status Index	39.9	42.5	46.4

Currently, 40.8% of the 64,661 housing units in the area are owner occupied; 51.9%, renter occupied; and 7.3% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 62,698 housing units in the area and 7.3% vacant housing units. The annual rate of change in housing units since 2020 is 0.95%. Median home value in the area is \$232,616, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.87% annually to \$242,881.

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