



Executive Summary

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

6930 Jefferson Rd, Athens, GA 30607, USA

Latitude: 33.9943

Longitude: -83.4398

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	5,246	32,327	90,908
2020 Population	5,605	35,262	102,485
2023 Population	5,549	35,916	104,841
2028 Population	5,431	35,884	106,027
2010-2020 Annual Rate	0.66%	0.87%	1.21%
2020-2023 Annual Rate	-0.31%	0.57%	0.70%
2023-2028 Annual Rate	-0.43%	-0.02%	0.23%
2023 Male Population	47.9%	48.7%	48.6%
2023 Female Population	52.1%	51.3%	51.4%
2023 Median Age	36.6	30.5	28.9

In the identified area, the current year population is 104,841. In 2020, the Census count in the area was 102,485. The rate of change since 2020 was 0.70% annually. The five-year projection for the population in the area is 106,027 representing a change of 0.23% annually from 2023 to 2028. Currently, the population is 48.6% male and 51.4% female.

Median Age

The median age in this area is 28.9, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	47.7%	54.1%	59.7%
2023 Black Alone	28.1%	27.2%	22.8%
2023 American Indian/Alaska Native Alone	1.1%	0.6%	0.5%
2023 Asian Alone	2.4%	2.8%	3.9%
2023 Pacific Islander Alone	0.1%	0.1%	0.1%
2023 Other Race	11.5%	7.3%	6.3%
2023 Two or More Races	9.2%	7.8%	6.7%
2023 Hispanic Origin (Any Race)	21.1%	14.2%	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 66.7 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	74	55	66
2010 Households	1,933	12,725	34,515
2020 Households	2,149	14,463	39,770
2023 Households	2,147	14,632	40,844
2028 Households	2,114	14,734	41,654
2010-2020 Annual Rate	1.06%	1.29%	1.43%
2020-2023 Annual Rate	-0.03%	0.36%	0.82%
2023-2028 Annual Rate	-0.31%	0.14%	0.39%
2023 Average Household Size	2.57	2.38	2.33

The household count in this area has changed from 39,770 in 2020 to 40,844 in the current year, a change of 0.82% annually. The five-year projection of households is 41,654, a change of 0.39% annually from the current year total. Average household size is currently 2.33, compared to 2.33 in the year 2020. The number of families in the current year is 19,929 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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Mortgage Income			
2023 Percent of Income for Mortgage	18.0%	27.2%	29.6%
Median Household Income			
2023 Median Household Income	\$73,795	\$52,207	\$53,497
2028 Median Household Income	\$87,892	\$59,666	\$62,123
2023-2028 Annual Rate	3.56%	2.71%	3.03%
Average Household Income			
2023 Average Household Income	\$93,680	\$77,137	\$81,829
2028 Average Household Income	\$109,980	\$90,475	\$96,099
2023-2028 Annual Rate	3.26%	3.24%	3.27%
Per Capita Income			
2023 Per Capita Income	\$35,847	\$31,624	\$32,042
2028 Per Capita Income	\$42,321	\$37,372	\$37,919
2023-2028 Annual Rate	3.38%	3.40%	3.43%
GINI Index			
2023 Gini Index	35.9	44.4	45.2
Households by Income			
Current median household income is \$53,497 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$62,123 in five years, compared to \$82,410 for all U.S. households			
Current average household income is \$81,829 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$96,099 in five years, compared to \$122,048 for all U.S. households			
Current per capita income is \$32,042 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$37,919 in five years, compared to \$47,525 for all U.S. households			
Housing			
2023 Housing Affordability Index	135	90	83
2010 Total Housing Units	2,177	14,448	38,976
2010 Owner Occupied Housing Units	1,383	5,842	15,705
2010 Renter Occupied Housing Units	548	6,883	18,810
2010 Vacant Housing Units	244	1,723	4,461
2020 Total Housing Units	2,303	15,697	43,220
2020 Vacant Housing Units	154	1,234	3,450
2023 Total Housing Units	2,291	15,907	44,290
2023 Owner Occupied Housing Units	1,449	6,271	18,082
2023 Renter Occupied Housing Units	698	8,361	22,762
2023 Vacant Housing Units	144	1,275	3,446
2028 Total Housing Units	2,293	16,071	45,148
2028 Owner Occupied Housing Units	1,452	6,451	18,797
2028 Renter Occupied Housing Units	662	8,282	22,856
2028 Vacant Housing Units	179	1,337	3,494
Socioeconomic Status Index			
2023 Socioeconomic Status Index	48.2	46.3	46.7

Currently, 40.8% of the 44,290 housing units in the area are owner occupied; 51.4%, renter occupied; and 7.8% 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 43,220 housing units in the area and 8.0% vacant housing units. The annual rate of change in housing units since 2020 is 0.76%. Median home value in the area is \$263,340, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.56% annually to \$284,487.

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Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.