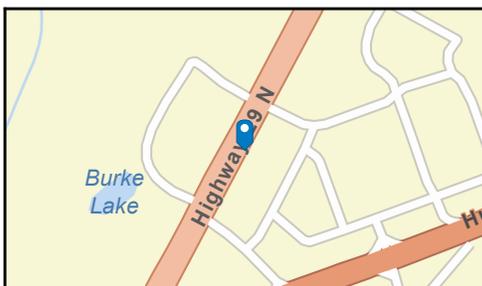
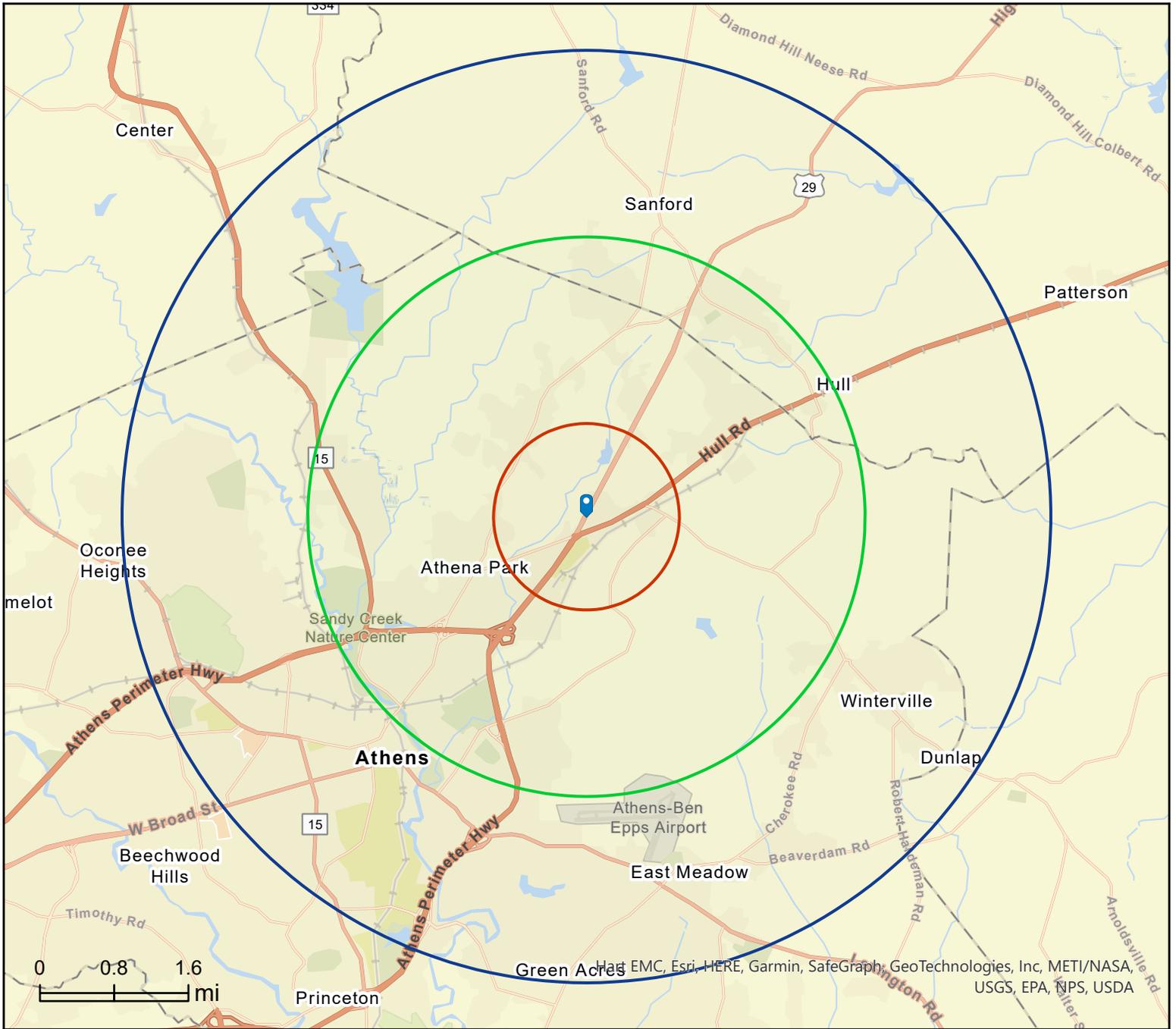


700 US-29 N, Athens, Georgia, 30601  
Rings: 1, 3, 5 mile radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666





# Executive Summary

700 US-29 N, Athens, Georgia, 30601  
Rings: 1, 3, 5 mile radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666

	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	394	16,180	61,352
2010 Population	426	18,695	68,296
2021 Population	410	20,253	75,480
2026 Population	441	21,090	78,530
2000-2010 Annual Rate	0.78%	1.46%	1.08%
2010-2021 Annual Rate	-0.34%	0.71%	0.89%
2021-2026 Annual Rate	1.47%	0.81%	0.80%
2021 Male Population	51.5%	50.4%	48.3%
2021 Female Population	48.5%	49.6%	51.7%
2021 Median Age	37.1	30.5	25.6

In the identified area, the current year population is 75,480. In 2010, the Census count in the area was 68,296. The rate of change since 2010 was 0.89% annually. The five-year projection for the population in the area is 78,530 representing a change of 0.80% annually from 2021 to 2026. Currently, the population is 48.3% male and 51.7% female.

### Median Age

The median age in this area is 37.1, compared to U.S. median age of 38.5.

### Race and Ethnicity

2021 White Alone	49.8%	39.1%	56.6%
2021 Black Alone	32.4%	46.4%	30.6%
2021 American Indian/Alaska Native Alone	0.7%	0.3%	0.2%
2021 Asian Alone	0.2%	0.9%	3.3%
2021 Pacific Islander Alone	0.0%	0.1%	0.0%
2021 Other Race	15.1%	10.6%	6.4%
2021 Two or More Races	1.7%	2.6%	2.8%
2021 Hispanic Origin (Any Race)	28.8%	20.5%	13.2%

Persons of Hispanic origin represent 13.2% of the population in the identified area compared to 18.9% 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 68.0 in the identified area, compared to 65.4 for the U.S. as a whole.

### Households

2021 Wealth Index	37	27	36
2000 Households	148	5,780	22,765
2010 Households	148	6,805	24,763
2021 Total Households	139	7,412	27,298
2026 Total Households	150	7,736	28,607
2000-2010 Annual Rate	0.00%	1.65%	0.84%
2010-2021 Annual Rate	-0.56%	0.76%	0.87%
2021-2026 Annual Rate	1.53%	0.86%	0.94%
2021 Average Household Size	2.92	2.69	2.39

The household count in this area has changed from 24,763 in 2010 to 27,298 in the current year, a change of 0.87% annually. The five-year projection of households is 28,607, a change of 0.94% annually from the current year total. Average household size is currently 2.39, compared to 2.40 in the year 2010. The number of families in the current year is 12,658 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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

700 US-29 N, Athens, Georgia, 30601  
Rings: 1, 3, 5 mile radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666

	1 mile	3 miles	5 miles
<b>Mortgage Income</b>			
2021 Percent of Income for Mortgage	13.0%	22.2%	26.2%
<b>Median Household Income</b>			
2021 Median Household Income	\$41,240	\$27,763	\$30,943
2026 Median Household Income	\$49,574	\$31,247	\$35,693
2021-2026 Annual Rate	3.75%	2.39%	2.90%
<b>Average Household Income</b>			
2021 Average Household Income	\$50,068	\$39,518	\$49,418
2026 Average Household Income	\$58,961	\$45,858	\$57,540
2021-2026 Annual Rate	3.32%	3.02%	3.09%
<b>Per Capita Income</b>			
2021 Per Capita Income	\$18,868	\$14,533	\$18,302
2026 Per Capita Income	\$22,274	\$16,906	\$21,385
2021-2026 Annual Rate	3.37%	3.07%	3.16%

### Households by Income

Current median household income is \$30,943 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$35,693 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$49,418 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$57,540 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$18,302 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$21,385 in five years, compared to \$39,378 for all U.S. households

<b>Housing</b>			
2021 Housing Affordability Index	199	105	88
2000 Total Housing Units	159	6,266	24,334
2000 Owner Occupied Housing Units	111	3,081	8,777
2000 Renter Occupied Housing Units	36	2,699	13,989
2000 Vacant Housing Units	12	486	1,568
2010 Total Housing Units	162	7,912	28,173
2010 Owner Occupied Housing Units	115	3,101	9,246
2010 Renter Occupied Housing Units	33	3,704	15,517
2010 Vacant Housing Units	14	1,107	3,410
2021 Total Housing Units	155	8,508	30,334
2021 Owner Occupied Housing Units	104	3,211	9,499
2021 Renter Occupied Housing Units	35	4,201	17,799
2021 Vacant Housing Units	16	1,096	3,036
2026 Total Housing Units	167	8,856	31,681
2026 Owner Occupied Housing Units	114	3,482	10,222
2026 Renter Occupied Housing Units	36	4,254	18,386
2026 Vacant Housing Units	17	1,120	3,074

Currently, 31.3% of the 30,334 housing units in the area are owner occupied; 58.7%, renter occupied; and 10.0% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 28,173 housing units in the area - 32.8% owner occupied, 55.1% renter occupied, and 12.1% vacant. The annual rate of change in housing units since 2010 is 3.34%. Median home value in the area is \$193,135, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 3.48% annually to \$229,217.

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.



# Market Profile

700 US-29 N, Athens, Georgia, 30601  
Rings: 1, 3, 5 mile radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	394	16,180	61,352
2010 Total Population	426	18,695	68,296
2021 Total Population	410	20,253	75,480
2021 Group Quarters	4	334	10,110
2026 Total Population	441	21,090	78,530
2021-2026 Annual Rate	1.47%	0.81%	0.80%
2021 Total Daytime Population	2,144	20,038	93,302
Workers	1,900	8,336	50,807
Residents	244	11,702	42,495
<b>Household Summary</b>			
2000 Households	148	5,780	22,765
2000 Average Household Size	2.63	2.74	2.36
2010 Households	148	6,805	24,763
2010 Average Household Size	2.85	2.70	2.40
2021 Households	139	7,412	27,298
2021 Average Household Size	2.92	2.69	2.39
2026 Households	150	7,736	28,607
2026 Average Household Size	2.91	2.68	2.39
2021-2026 Annual Rate	1.53%	0.86%	0.94%
2010 Families	97	4,081	11,794
2010 Average Family Size	3.55	3.25	3.09
2021 Families	92	4,379	12,658
2021 Average Family Size	3.60	3.26	3.12
2026 Families	99	4,548	13,133
2026 Average Family Size	3.59	3.26	3.12
2021-2026 Annual Rate	1.48%	0.76%	0.74%
<b>Housing Unit Summary</b>			
2000 Housing Units	159	6,266	24,334
Owner Occupied Housing Units	69.8%	49.2%	36.1%
Renter Occupied Housing Units	22.6%	43.1%	57.5%
Vacant Housing Units	7.5%	7.8%	6.4%
2010 Housing Units	162	7,912	28,173
Owner Occupied Housing Units	71.0%	39.2%	32.8%
Renter Occupied Housing Units	20.4%	46.8%	55.1%
Vacant Housing Units	8.6%	14.0%	12.1%
2021 Housing Units	155	8,508	30,334
Owner Occupied Housing Units	67.1%	37.7%	31.3%
Renter Occupied Housing Units	22.6%	49.4%	58.7%
Vacant Housing Units	10.3%	12.9%	10.0%
2026 Housing Units	167	8,856	31,681
Owner Occupied Housing Units	68.3%	39.3%	32.3%
Renter Occupied Housing Units	21.6%	48.0%	58.0%
Vacant Housing Units	10.2%	12.6%	9.7%
<b>Median Household Income</b>			
2021	\$41,240	\$27,763	\$30,943
2026	\$49,574	\$31,247	\$35,693
<b>Median Home Value</b>			
2021	\$128,125	\$146,606	\$193,135
2026	\$202,000	\$198,785	\$229,217
<b>Per Capita Income</b>			
2021	\$18,868	\$14,533	\$18,302
2026	\$22,274	\$16,906	\$21,385
<b>Median Age</b>			
2010	34.0	27.9	24.6
2021	37.1	30.5	25.6
2026	39.3	31.6	26.0

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

700 US-29 N, Athens, Georgia, 30601  
Rings: 1, 3, 5 mile radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666

	1 mile	3 miles	5 miles
<b>2021 Households by Income</b>			
Household Income Base	139	7,412	27,293
<\$15,000	16.5%	23.1%	24.2%
\$15,000 - \$24,999	9.4%	21.6%	17.5%
\$25,000 - \$34,999	15.8%	15.3%	12.4%
\$35,000 - \$49,999	15.8%	13.2%	12.7%
\$50,000 - \$74,999	18.0%	14.0%	14.7%
\$75,000 - \$99,999	15.8%	6.5%	7.1%
\$100,000 - \$149,999	7.9%	5.1%	6.6%
\$150,000 - \$199,999	0.0%	0.7%	2.2%
\$200,000+	0.0%	0.6%	2.5%
Average Household Income	\$50,068	\$39,518	\$49,418
<b>2026 Households by Income</b>			
Household Income Base	150	7,736	28,602
<\$15,000	12.7%	20.8%	21.5%
\$15,000 - \$24,999	8.0%	19.5%	15.8%
\$25,000 - \$34,999	13.3%	14.0%	11.9%
\$35,000 - \$49,999	16.0%	12.9%	12.2%
\$50,000 - \$74,999	18.7%	16.3%	16.0%
\$75,000 - \$99,999	18.0%	7.8%	8.2%
\$100,000 - \$149,999	12.7%	7.0%	8.4%
\$150,000 - \$199,999	0.0%	0.9%	2.9%
\$200,000+	0.0%	0.7%	3.1%
Average Household Income	\$58,961	\$45,858	\$57,540
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	104	3,211	9,487
<\$50,000	22.1%	16.8%	7.6%
\$50,000 - \$99,999	14.4%	15.6%	9.1%
\$100,000 - \$149,999	23.1%	18.8%	16.0%
\$150,000 - \$199,999	13.5%	14.9%	20.0%
\$200,000 - \$249,999	13.5%	15.3%	17.6%
\$250,000 - \$299,999	6.7%	3.4%	6.1%
\$300,000 - \$399,999	5.8%	11.4%	11.2%
\$400,000 - \$499,999	0.0%	2.1%	5.9%
\$500,000 - \$749,999	0.0%	0.4%	4.0%
\$750,000 - \$999,999	0.0%	0.7%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.5%	0.2%
Average Home Value	\$139,078	\$179,151	\$241,315
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	114	3,482	10,209
<\$50,000	11.4%	10.5%	4.4%
\$50,000 - \$99,999	7.0%	9.2%	4.8%
\$100,000 - \$149,999	15.8%	14.2%	10.2%
\$150,000 - \$199,999	15.8%	16.5%	18.3%
\$200,000 - \$249,999	21.9%	20.9%	21.0%
\$250,000 - \$299,999	14.0%	5.0%	8.1%
\$300,000 - \$399,999	13.2%	17.1%	15.5%
\$400,000 - \$499,999	0.9%	3.2%	8.5%
\$500,000 - \$749,999	0.9%	0.8%	5.3%
\$750,000 - \$999,999	0.0%	1.1%	1.9%
\$1,000,000 - \$1,499,999	0.0%	0.2%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.9%	1.2%	0.6%
Average Home Value	\$214,871	\$236,351	\$292,555

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

700 US-29 N, Athens, Georgia, 30601  
Rings: 1, 3, 5 mile radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	423	18,694	68,296
0 - 4	8.0%	7.9%	6.0%
5 - 9	7.3%	6.8%	4.9%
10 - 14	6.4%	6.3%	4.3%
15 - 24	12.8%	23.8%	36.9%
25 - 34	17.5%	16.6%	16.1%
35 - 44	13.0%	11.5%	9.5%
45 - 54	11.3%	11.4%	8.7%
55 - 64	10.2%	8.4%	6.8%
65 - 74	8.3%	4.5%	3.9%
75 - 84	4.3%	2.2%	2.1%
85 +	1.7%	0.7%	0.8%
18 +	75.4%	75.3%	82.3%
<b>2021 Population by Age</b>			
Total	412	20,253	75,480
0 - 4	7.0%	6.8%	5.2%
5 - 9	7.5%	6.7%	4.7%
10 - 14	7.3%	6.2%	4.2%
15 - 24	10.2%	20.0%	34.6%
25 - 34	14.1%	17.3%	16.7%
35 - 44	17.0%	13.0%	10.2%
45 - 54	11.4%	9.7%	7.4%
55 - 64	10.7%	9.5%	7.4%
65 - 74	9.0%	6.9%	5.7%
75 - 84	4.6%	3.0%	2.6%
85 +	1.2%	0.8%	1.0%
18 +	74.5%	77.0%	83.6%
<b>2026 Population by Age</b>			
Total	440	21,089	78,533
0 - 4	6.6%	6.8%	5.3%
5 - 9	7.0%	6.5%	4.6%
10 - 14	7.5%	6.1%	4.2%
15 - 24	10.9%	19.7%	34.0%
25 - 34	10.0%	15.7%	15.8%
35 - 44	18.2%	13.4%	10.5%
45 - 54	13.0%	10.3%	7.8%
55 - 64	10.7%	9.1%	7.1%
65 - 74	8.9%	7.4%	6.2%
75 - 84	5.9%	3.9%	3.4%
85 +	1.4%	1.0%	1.1%
18 +	75.2%	77.3%	83.6%
<b>2010 Population by Sex</b>			
Males	215	9,375	32,808
Females	211	9,320	35,488
<b>2021 Population by Sex</b>			
Males	211	10,206	36,443
Females	199	10,047	39,036
<b>2026 Population by Sex</b>			
Males	228	10,634	37,922
Females	213	10,456	40,608

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

700 US-29 N, Athens, Georgia, 30601  
Rings: 1, 3, 5 mile radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	427	18,695	68,297
White Alone	53.2%	41.4%	59.2%
Black Alone	29.7%	44.8%	29.1%
American Indian Alone	0.7%	0.3%	0.2%
Asian Alone	0.2%	0.9%	3.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	14.5%	10.3%	6.0%
Two or More Races	1.6%	2.1%	2.2%
Hispanic Origin	27.7%	19.9%	12.2%
Diversity Index	77.6	74.6	65.7
<b>2021 Population by Race/Ethnicity</b>			
Total	410	20,252	75,480
White Alone	49.8%	39.1%	56.6%
Black Alone	32.4%	46.4%	30.6%
American Indian Alone	0.7%	0.3%	0.2%
Asian Alone	0.2%	0.9%	3.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	15.1%	10.6%	6.4%
Two or More Races	1.7%	2.6%	2.8%
Hispanic Origin	28.8%	20.5%	13.2%
Diversity Index	79.2	75.2	68.0
<b>2026 Population by Race/Ethnicity</b>			
Total	441	21,089	78,531
White Alone	48.5%	38.0%	55.3%
Black Alone	32.9%	46.6%	31.0%
American Indian Alone	0.7%	0.4%	0.3%
Asian Alone	0.2%	0.9%	3.5%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	15.6%	11.1%	6.8%
Two or More Races	2.0%	2.9%	3.1%
Hispanic Origin	29.5%	21.5%	14.2%
Diversity Index	79.9	76.0	69.5
<b>2010 Population by Relationship and Household Type</b>			
Total	426	18,695	68,296
In Households	99.1%	98.4%	86.9%
In Family Households	83.1%	73.9%	55.5%
Householder	25.4%	21.8%	17.3%
Spouse	17.8%	11.6%	10.0%
Child	31.7%	31.6%	22.1%
Other relative	5.6%	5.9%	4.0%
Nonrelative	2.3%	3.0%	2.2%
In Nonfamily Households	16.2%	24.5%	31.4%
In Group Quarters	0.9%	1.6%	13.1%
Institutionalized Population	0.9%	1.5%	0.8%
Noninstitutionalized Population	0.0%	0.1%	12.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

700 US-29 N, Athens, Georgia, 30601  
Rings: 1, 3, 5 mile radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666

	1 mile	3 miles	5 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	280	12,198	38,659
Less than 9th Grade	5.7%	8.8%	6.3%
9th - 12th Grade, No Diploma	16.8%	12.6%	8.4%
High School Graduate	27.5%	27.2%	21.4%
GED/Alternative Credential	2.5%	4.7%	4.0%
Some College, No Degree	12.5%	16.8%	17.3%
Associate Degree	7.9%	7.2%	6.7%
Bachelor's Degree	15.4%	15.6%	19.8%
Graduate/Professional Degree	11.8%	7.1%	16.1%
<b>2021 Population 15+ by Marital Status</b>			
Total	321	16,249	64,788
Never Married	31.5%	50.2%	60.9%
Married	54.8%	36.6%	28.6%
Widowed	4.7%	3.8%	3.0%
Divorced	9.0%	9.4%	7.6%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	172	9,157	35,183
Population 16+ Employed	96.5%	95.2%	94.2%
Population 16+ Unemployment rate	3.5%	4.8%	5.8%
Population 16-24 Employed	12.0%	24.1%	31.8%
Population 16-24 Unemployment rate	0.0%	4.5%	5.8%
Population 25-54 Employed	69.3%	63.9%	56.5%
Population 25-54 Unemployment rate	2.5%	4.5%	6.4%
Population 55-64 Employed	14.5%	9.5%	8.8%
Population 55-64 Unemployment rate	11.1%	8.6%	4.1%
Population 65+ Employed	3.6%	2.5%	2.9%
Population 65+ Unemployment rate	0.0%	0.0%	0.3%
<b>2021 Employed Population 16+ by Industry</b>			
Total	166	8,717	33,125
Agriculture/Mining	0.6%	0.4%	0.8%
Construction	12.0%	7.7%	4.8%
Manufacturing	13.9%	13.5%	9.9%
Wholesale Trade	1.2%	1.2%	2.6%
Retail Trade	13.9%	11.7%	10.4%
Transportation/Utilities	1.8%	8.4%	4.1%
Information	0.0%	0.5%	1.7%
Finance/Insurance/Real Estate	8.4%	3.9%	3.2%
Services	45.8%	49.5%	59.6%
Public Administration	2.4%	3.1%	2.9%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	167	8,718	33,127
White Collar	50.6%	42.8%	57.6%
Management/Business/Financial	5.4%	7.3%	11.7%
Professional	33.1%	20.6%	28.1%
Sales	1.2%	8.1%	8.9%
Administrative Support	10.8%	6.9%	8.9%
Services	20.5%	22.9%	20.1%
Blue Collar	29.5%	34.2%	22.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	10.8%	5.0%	2.9%
Installation/Maintenance/Repair	6.0%	4.5%	2.6%
Production	9.0%	9.5%	6.7%
Transportation/Material Moving	3.6%	15.0%	9.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

700 US-29 N, Athens, Georgia, 30601  
Rings: 1, 3, 5 mile radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	148	6,805	24,762
Households with 1 Person	27.0%	24.1%	31.1%
Households with 2+ People	73.0%	75.9%	68.9%
Family Households	65.5%	60.0%	47.6%
Husband-wife Families	46.6%	31.8%	27.5%
With Related Children	20.9%	15.7%	12.4%
Other Family (No Spouse Present)	19.6%	28.1%	20.2%
Other Family with Male Householder	4.7%	5.7%	4.5%
With Related Children	2.7%	3.2%	2.3%
Other Family with Female Householder	14.2%	22.4%	15.7%
With Related Children	8.8%	14.9%	10.5%
Nonfamily Households	7.4%	16.0%	21.2%
All Households with Children	33.8%	34.3%	25.6%
Multigenerational Households	5.4%	5.6%	3.4%
Unmarried Partner Households	8.1%	8.3%	7.4%
Male-female	7.4%	7.6%	6.7%
Same-sex	0.7%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	147	6,805	24,763
1 Person Household	27.2%	24.1%	31.1%
2 Person Household	34.0%	30.5%	32.9%
3 Person Household	15.6%	18.8%	16.2%
4 Person Household	10.9%	13.6%	11.2%
5 Person Household	7.5%	7.5%	4.8%
6 Person Household	2.7%	3.2%	2.1%
7 + Person Household	2.0%	2.4%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	148	6,805	24,763
Owner Occupied	77.7%	45.6%	37.3%
Owned with a Mortgage/Loan	43.2%	29.4%	25.4%
Owned Free and Clear	34.5%	16.2%	11.9%
Renter Occupied	22.3%	54.4%	62.7%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	199	105	88
Percent of Income for Mortgage	13.0%	22.2%	26.2%
Wealth Index	37	27	36
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	162	7,912	28,173
Housing Units Inside Urbanized Area	86.4%	88.9%	91.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	13.6%	11.1%	8.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	426	18,695	68,296
Population Inside Urbanized Area	86.9%	88.9%	91.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	13.1%	11.1%	8.7%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

700 US-29 N, Athens, Georgia, 30601  
Rings: 1, 3, 5 mile radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Southern Satellites (10A)	Down the Road (10D)	Dorms to Diplomas (14C)
2.	Forging Opportunity (7D)	Dorms to Diplomas (14C)	College Towns (14B)
3.	Down the Road (10D)	City Commons (11E)	Down the Road (10D)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$161,306	\$7,170,520	\$33,253,282
Average Spent	\$1,160.47	\$967.42	\$1,218.16
Spending Potential Index	55	46	57
Education: Total \$	\$108,206	\$5,706,054	\$29,167,697
Average Spent	\$778.46	\$769.84	\$1,068.49
Spending Potential Index	45	45	62
Entertainment/Recreation: Total \$	\$254,256	\$10,266,216	\$47,215,248
Average Spent	\$1,829.18	\$1,385.08	\$1,729.62
Spending Potential Index	57	43	54
Food at Home: Total \$	\$434,274	\$18,233,373	\$82,495,818
Average Spent	\$3,124.27	\$2,459.98	\$3,022.05
Spending Potential Index	57	45	55
Food Away from Home: Total \$	\$296,773	\$12,941,101	\$60,058,587
Average Spent	\$2,135.06	\$1,745.97	\$2,200.11
Spending Potential Index	56	46	58
Health Care: Total \$	\$527,634	\$20,150,339	\$89,548,142
Average Spent	\$3,795.93	\$2,718.61	\$3,280.39
Spending Potential Index	61	44	53
HH Furnishings & Equipment: Total \$	\$178,603	\$7,228,802	\$32,755,670
Average Spent	\$1,284.91	\$975.28	\$1,199.93
Spending Potential Index	57	43	53
Personal Care Products & Services: Total \$	\$68,413	\$2,953,224	\$13,547,065
Average Spent	\$492.18	\$398.44	\$496.27
Spending Potential Index	55	44	55
Shelter: Total \$	\$1,400,845	\$64,846,097	\$305,646,204
Average Spent	\$10,078.02	\$8,748.80	\$11,196.65
Spending Potential Index	50	43	56
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$194,982	\$7,309,496	\$32,746,616
Average Spent	\$1,402.75	\$986.17	\$1,199.60
Spending Potential Index	59	41	50
Travel: Total \$	\$182,023	\$7,486,570	\$34,593,924
Average Spent	\$1,309.52	\$1,010.06	\$1,267.27
Spending Potential Index	52	40	50
Vehicle Maintenance & Repairs: Total \$	\$91,214	\$3,822,106	\$17,501,793
Average Spent	\$656.22	\$515.66	\$641.14
Spending Potential Index	59	47	58

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.