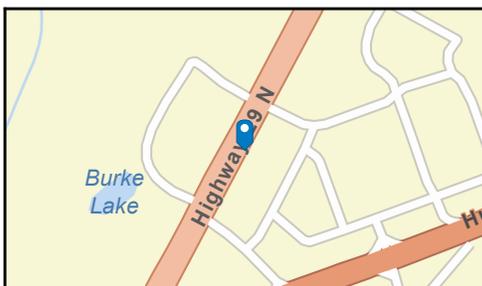
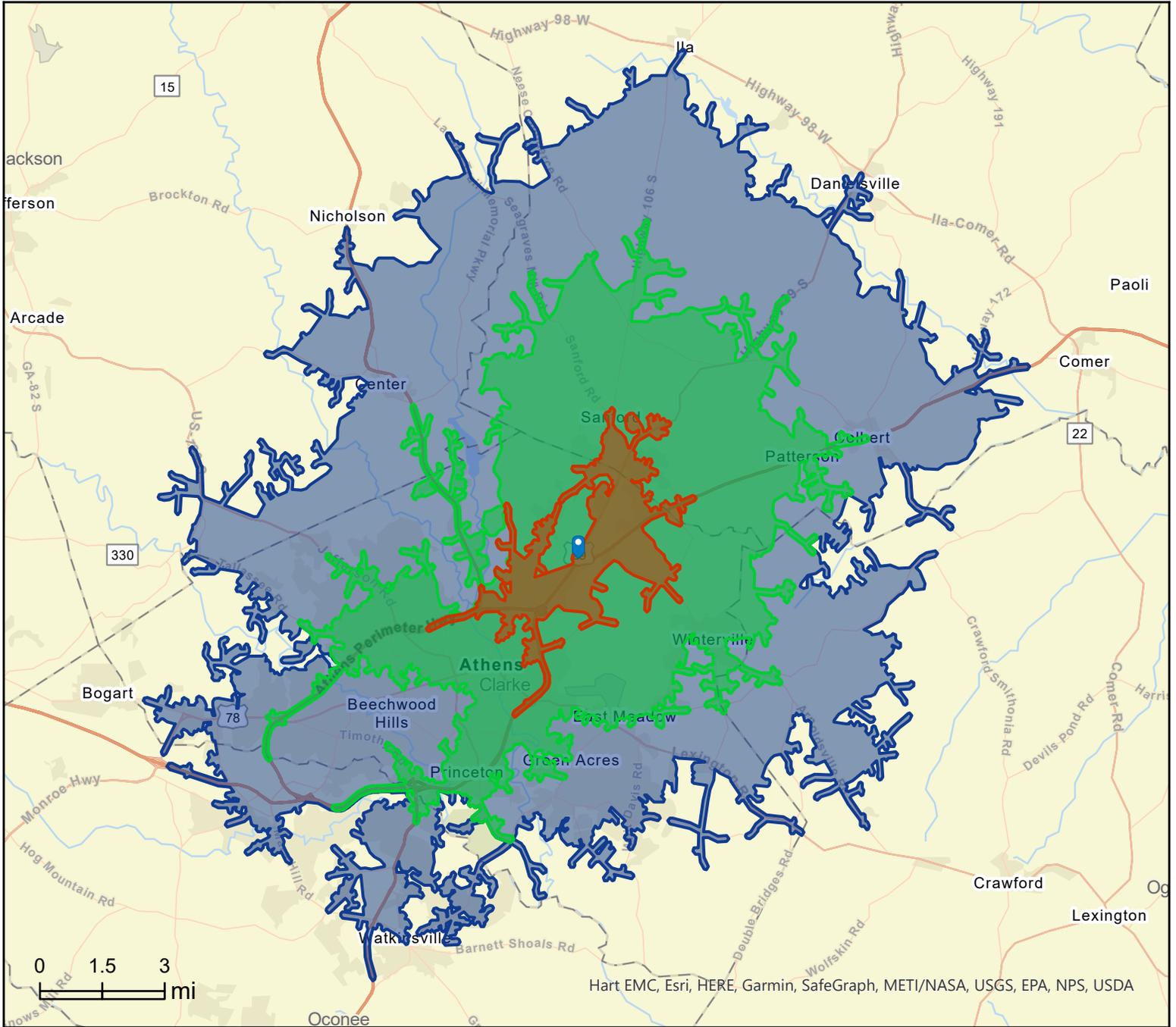


700 US-29 N, Athens, Georgia, 30601  
Drive Time: 5, 10, 15 minute radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666





# Executive Summary

700 US-29 N, Athens, Georgia, 30601  
Drive Time: 5, 10, 15 minute radii

Trail Creek Village  
Latitude: 33.99606  
Longitude: -83.33666

	5 minutes	10 minutes	15 minutes
<b>Population</b>			
2000 Population	5,223	52,761	118,036
2010 Population	6,030	59,432	134,173
2021 Population	6,803	66,330	149,292
2026 Population	7,122	69,248	155,997
2000-2010 Annual Rate	1.45%	1.20%	1.29%
2010-2021 Annual Rate	1.08%	0.98%	0.95%
2021-2026 Annual Rate	0.92%	0.86%	0.88%
2021 Male Population	49.4%	48.8%	48.1%
2021 Female Population	50.6%	51.2%	51.9%
2021 Median Age	32.8	26.4	29.3

In the identified area, the current year population is 149,292. In 2010, the Census count in the area was 134,173. The rate of change since 2010 was 0.95% annually. The five-year projection for the population in the area is 155,997 representing a change of 0.88% annually from 2021 to 2026. Currently, the population is 48.1% male and 51.9% female.

### Median Age

The median age in this area is 32.8, compared to U.S. median age of 38.5.

### Race and Ethnicity

2021 White Alone	41.5%	58.6%	62.7%
2021 Black Alone	44.3%	28.7%	24.9%
2021 American Indian/Alaska Native Alone	0.4%	0.2%	0.2%
2021 Asian Alone	0.6%	3.9%	4.0%
2021 Pacific Islander Alone	0.1%	0.0%	0.1%
2021 Other Race	10.8%	5.8%	5.5%
2021 Two or More Races	2.3%	2.7%	2.7%
2021 Hispanic Origin (Any Race)	21.3%	11.9%	11.2%

Persons of Hispanic origin represent 11.2% 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 63.4 in the identified area, compared to 65.4 for the U.S. as a whole.

### Households

2021 Wealth Index	30	43	65
2000 Households	1,950	20,066	45,766
2010 Households	2,259	22,206	51,817
2021 Total Households	2,565	24,884	57,737
2026 Total Households	2,692	26,152	60,597
2000-2010 Annual Rate	1.48%	1.02%	1.25%
2010-2021 Annual Rate	1.14%	1.02%	0.97%
2021-2026 Annual Rate	0.97%	1.00%	0.97%
2021 Average Household Size	2.64	2.40	2.40

The household count in this area has changed from 51,817 in 2010 to 57,737 in the current year, a change of 0.97% annually. The five-year projection of households is 60,597, a change of 0.97% annually from the current year total. Average household size is currently 2.40, compared to 2.41 in the year 2010. The number of families in the current year is 29,684 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

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Trail Creek Village  
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	5 minutes	10 minutes	15 minutes
<b>Mortgage Income</b>			
2021 Percent of Income for Mortgage	19.4%	25.6%	21.6%
<b>Median Household Income</b>			
2021 Median Household Income	\$31,074	\$32,611	\$42,926
2026 Median Household Income	\$35,703	\$37,625	\$50,295
2021-2026 Annual Rate	2.82%	2.90%	3.22%
<b>Average Household Income</b>			
2021 Average Household Income	\$43,508	\$52,657	\$67,164
2026 Average Household Income	\$50,405	\$60,969	\$77,516
2021-2026 Annual Rate	2.99%	2.97%	2.91%
<b>Per Capita Income</b>			
2021 Per Capita Income	\$16,340	\$20,062	\$25,984
2026 Per Capita Income	\$18,983	\$23,329	\$30,080
2021-2026 Annual Rate	3.04%	3.06%	2.97%

### Households by Income

Current median household income is \$42,926 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$50,295 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$67,164 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$77,516 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$25,984 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$30,080 in five years, compared to \$39,378 for all U.S. households

<b>Housing</b>			
2021 Housing Affordability Index	122	90	106
2000 Total Housing Units	2,138	21,539	48,681
2000 Owner Occupied Housing Units	1,106	8,346	21,740
2000 Renter Occupied Housing Units	844	11,720	24,026
2000 Vacant Housing Units	188	1,473	2,915
2010 Total Housing Units	2,699	25,325	58,223
2010 Owner Occupied Housing Units	1,136	8,864	24,506
2010 Renter Occupied Housing Units	1,123	13,342	27,311
2010 Vacant Housing Units	440	3,119	6,406
2021 Total Housing Units	3,011	27,642	63,280
2021 Owner Occupied Housing Units	1,271	9,339	26,083
2021 Renter Occupied Housing Units	1,294	15,545	31,654
2021 Vacant Housing Units	446	2,758	5,543
2026 Total Housing Units	3,152	28,951	66,223
2026 Owner Occupied Housing Units	1,379	10,003	27,842
2026 Renter Occupied Housing Units	1,313	16,149	32,755
2026 Vacant Housing Units	460	2,799	5,626

Currently, 41.2% of the 63,280 housing units in the area are owner occupied; 50.0%, renter occupied; and 8.8% 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 58,223 housing units in the area - 42.1% owner occupied, 46.9% renter occupied, and 11.0% vacant. The annual rate of change in housing units since 2010 is 3.77%. Median home value in the area is \$221,172, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 3.01% annually to \$256,501.

**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

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	5 minutes	10 minutes	15 minutes
<b>Population Summary</b>			
2000 Total Population	5,223	52,761	118,036
2010 Total Population	6,030	59,432	134,173
2021 Total Population	6,803	66,330	149,292
2021 Group Quarters	42	6,547	10,484
2026 Total Population	7,122	69,248	155,997
2021-2026 Annual Rate	0.92%	0.86%	0.88%
2021 Total Daytime Population	8,225	84,911	163,201
Workers	4,291	48,786	82,399
Residents	3,934	36,125	80,802
<b>Household Summary</b>			
2000 Households	1,950	20,066	45,766
2000 Average Household Size	2.66	2.39	2.40
2010 Households	2,259	22,206	51,817
2010 Average Household Size	2.65	2.42	2.41
2021 Households	2,565	24,884	57,737
2021 Average Household Size	2.64	2.40	2.40
2026 Households	2,692	26,152	60,597
2026 Average Household Size	2.63	2.40	2.40
2021-2026 Annual Rate	0.97%	1.00%	0.97%
2010 Families	1,405	10,449	27,294
2010 Average Family Size	3.22	3.07	3.01
2021 Families	1,581	11,379	29,684
2021 Average Family Size	3.23	3.09	3.04
2026 Families	1,653	11,832	30,881
2026 Average Family Size	3.23	3.09	3.05
2021-2026 Annual Rate	0.89%	0.78%	0.79%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,138	21,539	48,681
Owner Occupied Housing Units	51.7%	38.7%	44.7%
Renter Occupied Housing Units	39.5%	54.4%	49.4%
Vacant Housing Units	8.8%	6.8%	6.0%
2010 Housing Units	2,699	25,325	58,223
Owner Occupied Housing Units	42.1%	35.0%	42.1%
Renter Occupied Housing Units	41.6%	52.7%	46.9%
Vacant Housing Units	16.3%	12.3%	11.0%
2021 Housing Units	3,011	27,642	63,280
Owner Occupied Housing Units	42.2%	33.8%	41.2%
Renter Occupied Housing Units	43.0%	56.2%	50.0%
Vacant Housing Units	14.8%	10.0%	8.8%
2026 Housing Units	3,152	28,951	66,223
Owner Occupied Housing Units	43.8%	34.6%	42.0%
Renter Occupied Housing Units	41.7%	55.8%	49.5%
Vacant Housing Units	14.6%	9.7%	8.5%
<b>Median Household Income</b>			
2021	\$31,074	\$32,611	\$42,926
2026	\$35,703	\$37,625	\$50,295
<b>Median Home Value</b>			
2021	\$143,396	\$199,030	\$221,172
2026	\$202,031	\$232,821	\$256,501
<b>Per Capita Income</b>			
2021	\$16,340	\$20,062	\$25,984
2026	\$18,983	\$23,329	\$30,080
<b>Median Age</b>			
2010	29.3	24.8	27.3
2021	32.8	26.4	29.3
2026	34.1	26.9	29.9

**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

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	5 minutes	10 minutes	15 minutes
<b>2021 Households by Income</b>			
Household Income Base	2,565	24,879	57,732
<\$15,000	20.0%	23.6%	17.6%
\$15,000 - \$24,999	18.8%	17.0%	13.8%
\$25,000 - \$34,999	16.3%	11.7%	10.7%
\$35,000 - \$49,999	13.1%	12.4%	13.0%
\$50,000 - \$74,999	14.8%	15.2%	16.2%
\$75,000 - \$99,999	9.2%	7.4%	9.5%
\$100,000 - \$149,999	6.4%	7.4%	10.0%
\$150,000 - \$199,999	0.7%	2.4%	4.2%
\$200,000+	0.5%	3.1%	5.1%
Average Household Income	\$43,508	\$52,657	\$67,164
<b>2026 Households by Income</b>			
Household Income Base	2,692	26,147	60,592
<\$15,000	17.5%	21.0%	15.3%
\$15,000 - \$24,999	16.9%	15.3%	12.1%
\$25,000 - \$34,999	14.9%	11.0%	10.0%
\$35,000 - \$49,999	12.8%	11.8%	12.3%
\$50,000 - \$74,999	16.7%	16.6%	16.9%
\$75,000 - \$99,999	10.9%	8.4%	10.2%
\$100,000 - \$149,999	8.8%	9.1%	11.9%
\$150,000 - \$199,999	0.9%	3.1%	5.3%
\$200,000+	0.7%	3.7%	6.1%
Average Household Income	\$50,405	\$60,969	\$77,516
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,271	9,331	26,071
<\$50,000	16.9%	7.7%	5.0%
\$50,000 - \$99,999	14.9%	9.3%	6.3%
\$100,000 - \$149,999	20.8%	15.7%	12.6%
\$150,000 - \$199,999	14.5%	17.7%	18.9%
\$200,000 - \$249,999	16.0%	18.5%	17.0%
\$250,000 - \$299,999	4.2%	6.7%	10.4%
\$300,000 - \$399,999	9.8%	11.1%	13.2%
\$400,000 - \$499,999	2.1%	6.8%	7.5%
\$500,000 - \$749,999	0.2%	4.1%	6.0%
\$750,000 - \$999,999	0.3%	1.4%	2.0%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.2%	0.3%	0.2%
Average Home Value	\$165,571	\$242,511	\$274,026
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,379	9,994	27,829
<\$50,000	10.4%	4.6%	2.9%
\$50,000 - \$99,999	8.3%	4.9%	3.3%
\$100,000 - \$149,999	14.9%	10.1%	7.6%
\$150,000 - \$199,999	15.4%	16.3%	16.2%
\$200,000 - \$249,999	23.2%	21.5%	18.5%
\$250,000 - \$299,999	7.3%	8.7%	12.2%
\$300,000 - \$399,999	15.8%	15.2%	16.8%
\$400,000 - \$499,999	3.3%	9.4%	10.1%
\$500,000 - \$749,999	0.4%	5.8%	8.3%
\$750,000 - \$999,999	0.4%	2.2%	2.8%
\$1,000,000 - \$1,499,999	0.1%	0.7%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.4%	0.6%	0.3%
Average Home Value	\$214,042	\$292,502	\$318,990

**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  
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Trail Creek Village  
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	5 minutes	10 minutes	15 minutes
<b>2010 Population by Age</b>			
Total	6,033	59,431	134,173
0 - 4	8.3%	5.7%	6.0%
5 - 9	7.0%	4.8%	5.3%
10 - 14	6.7%	4.3%	4.8%
15 - 24	20.1%	36.0%	29.7%
25 - 34	17.1%	16.3%	15.8%
35 - 44	11.8%	9.8%	10.6%
45 - 54	11.7%	8.9%	10.1%
55 - 64	8.8%	7.1%	8.6%
65 - 74	5.2%	4.1%	5.1%
75 - 84	2.4%	2.2%	2.8%
85 +	0.7%	0.9%	1.2%
18 +	74.1%	82.7%	81.1%
<b>2021 Population by Age</b>			
Total	6,803	66,331	149,289
0 - 4	7.1%	5.0%	5.3%
5 - 9	7.1%	4.6%	5.0%
10 - 14	6.6%	4.1%	4.7%
15 - 24	16.0%	33.4%	27.4%
25 - 34	16.6%	17.3%	16.2%
35 - 44	14.4%	10.3%	11.0%
45 - 54	10.2%	7.7%	8.8%
55 - 64	10.1%	7.8%	9.2%
65 - 74	7.5%	6.0%	7.4%
75 - 84	3.5%	2.7%	3.6%
85 +	0.9%	1.1%	1.4%
18 +	75.9%	84.0%	82.5%
<b>2026 Population by Age</b>			
Total	7,121	69,248	155,994
0 - 4	7.0%	5.1%	5.3%
5 - 9	6.8%	4.5%	4.9%
10 - 14	6.5%	4.1%	4.7%
15 - 24	15.8%	32.8%	27.0%
25 - 34	15.2%	16.3%	15.0%
35 - 44	14.4%	10.6%	11.4%
45 - 54	11.1%	8.1%	9.2%
55 - 64	9.7%	7.5%	8.7%
65 - 74	8.1%	6.4%	7.8%
75 - 84	4.4%	3.5%	4.5%
85 +	1.1%	1.1%	1.6%
18 +	76.2%	84.0%	82.5%
<b>2010 Population by Sex</b>			
Males	2,962	28,888	64,162
Females	3,068	30,544	70,011
<b>2021 Population by Sex</b>			
Males	3,363	32,396	71,796
Females	3,440	33,933	77,496
<b>2026 Population by Sex</b>			
Males	3,536	33,828	75,020
Females	3,585	35,419	80,977

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

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Trail Creek Village  
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	5 minutes	10 minutes	15 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	6,031	59,432	134,172
White Alone	43.8%	61.5%	65.8%
Black Alone	42.5%	27.2%	23.4%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	0.7%	3.6%	3.7%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	10.6%	5.4%	4.9%
Two or More Races	1.9%	2.1%	2.1%
Hispanic Origin	20.9%	11.0%	9.9%
Diversity Index	75.0	63.5	59.9
<b>2021 Population by Race/Ethnicity</b>			
Total	6,803	66,329	149,291
White Alone	41.5%	58.6%	62.7%
Black Alone	44.3%	28.7%	24.9%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	0.6%	3.9%	4.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	10.8%	5.8%	5.5%
Two or More Races	2.3%	2.7%	2.7%
Hispanic Origin	21.3%	11.9%	11.2%
Diversity Index	75.5	66.2	63.4
<b>2026 Population by Race/Ethnicity</b>			
Total	7,122	69,249	155,995
White Alone	40.3%	57.2%	61.2%
Black Alone	44.6%	29.1%	25.3%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	0.7%	4.0%	4.2%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	11.4%	6.3%	5.9%
Two or More Races	2.6%	3.0%	3.1%
Hispanic Origin	22.3%	12.9%	12.2%
Diversity Index	76.4	67.9	65.4
<b>2010 Population by Relationship and Household Type</b>			
Total	6,030	59,432	134,173
In Households	99.4%	90.3%	93.1%
In Family Households	78.1%	56.0%	63.4%
Householder	23.2%	17.6%	20.2%
Spouse	13.1%	10.6%	13.6%
Child	32.9%	22.0%	23.8%
Other relative	5.8%	3.8%	3.7%
Nonrelative	3.0%	2.1%	2.1%
In Nonfamily Households	21.3%	34.3%	29.7%
In Group Quarters	0.6%	9.7%	6.9%
Institutionalized Population	0.5%	0.8%	0.6%
Noninstitutionalized Population	0.1%	8.9%	6.3%

**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  
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	5 minutes	10 minutes	15 minutes
<b>2021 Population 25+ by Educational Attainment</b>			
Total	4,295	35,089	86,141
Less than 9th Grade	8.9%	5.6%	4.5%
9th - 12th Grade, No Diploma	12.1%	8.3%	6.7%
High School Graduate	27.8%	21.4%	18.5%
GED/Alternative Credential	4.0%	4.3%	3.9%
Some College, No Degree	18.2%	16.5%	16.3%
Associate Degree	6.8%	6.0%	7.4%
Bachelor's Degree	15.2%	20.8%	21.7%
Graduate/Professional Degree	7.1%	17.1%	21.0%
<b>2021 Population 15+ by Marital Status</b>			
Total	5,384	57,211	127,028
Never Married	44.0%	58.2%	50.0%
Married	42.3%	31.3%	37.3%
Widowed	4.1%	3.0%	4.0%
Divorced	9.6%	7.5%	8.7%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,051	31,769	72,362
Population 16+ Employed	95.6%	95.3%	95.2%
Population 16+ Unemployment rate	4.4%	4.7%	4.8%
Population 16-24 Employed	19.0%	31.8%	26.2%
Population 16-24 Unemployment rate	4.0%	4.4%	4.8%
Population 25-54 Employed	67.1%	56.1%	58.6%
Population 25-54 Unemployment rate	3.7%	5.2%	5.4%
Population 55-64 Employed	11.2%	8.9%	11.2%
Population 55-64 Unemployment rate	9.4%	4.4%	2.6%
Population 65+ Employed	2.7%	3.2%	4.0%
Population 65+ Unemployment rate	0.0%	0.4%	0.8%
<b>2021 Employed Population 16+ by Industry</b>			
Total	2,918	30,271	68,916
Agriculture/Mining	0.6%	0.9%	1.2%
Construction	6.9%	4.9%	4.6%
Manufacturing	14.7%	9.1%	8.9%
Wholesale Trade	1.7%	2.1%	2.5%
Retail Trade	11.5%	9.7%	10.4%
Transportation/Utilities	8.1%	4.5%	3.7%
Information	0.4%	1.6%	1.2%
Finance/Insurance/Real Estate	4.4%	3.7%	3.9%
Services	48.4%	60.6%	60.4%
Public Administration	3.4%	2.7%	3.1%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	2,920	30,270	68,917
White Collar	42.7%	58.9%	63.7%
Management/Business/Financial	7.4%	12.3%	13.5%
Professional	21.1%	29.8%	32.3%
Sales	7.2%	8.3%	8.8%
Administrative Support	6.9%	8.5%	9.2%
Services	21.4%	19.4%	16.2%
Blue Collar	36.1%	21.6%	20.1%
Farming/Forestry/Fishing	0.1%	0.3%	0.5%
Construction/Extraction	5.5%	3.0%	2.8%
Installation/Maintenance/Repair	4.8%	2.9%	2.5%
Production	12.3%	6.0%	5.7%
Transportation/Material Moving	13.4%	9.4%	8.5%

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  
 Drive Time: 5, 10, 15 minute radii

Trail Creek Village  
 Latitude: 33.99606  
 Longitude: -83.33666

	5 minutes	10 minutes	15 minutes
<b>2010 Households by Type</b>			
Total	2,260	22,206	51,818
Households with 1 Person	24.5%	29.9%	29.1%
Households with 2+ People	75.5%	70.1%	70.9%
Family Households	62.2%	47.1%	52.7%
Husband-wife Families	34.8%	28.2%	35.3%
With Related Children	16.9%	12.5%	15.2%
Other Family (No Spouse Present)	27.3%	18.9%	17.4%
Other Family with Male Householder	5.6%	4.3%	4.1%
With Related Children	3.3%	2.2%	2.1%
Other Family with Female Householder	21.7%	14.6%	13.2%
With Related Children	14.4%	9.4%	8.6%
Nonfamily Households	13.4%	23.0%	18.2%
All Households with Children	35.2%	24.5%	26.4%
Multigenerational Households	5.4%	3.3%	3.2%
Unmarried Partner Households	8.2%	6.9%	6.6%
Male-female	7.6%	6.2%	5.8%
Same-sex	0.6%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	2,260	22,205	51,818
1 Person Household	24.5%	29.9%	29.1%
2 Person Household	31.5%	33.5%	34.1%
3 Person Household	18.1%	16.4%	16.2%
4 Person Household	13.1%	12.0%	12.5%
5 Person Household	7.5%	4.8%	4.9%
6 Person Household	3.1%	2.0%	2.0%
7 + Person Household	2.3%	1.4%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,259	22,206	51,817
Owner Occupied	50.3%	39.9%	47.3%
Owned with a Mortgage/Loan	31.8%	26.9%	33.3%
Owned Free and Clear	18.5%	13.0%	14.0%
Renter Occupied	49.7%	60.1%	52.7%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	122	90	106
Percent of Income for Mortgage	19.4%	25.6%	21.6%
Wealth Index	30	43	65
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,699	25,325	58,223
Housing Units Inside Urbanized Area	89.4%	87.6%	83.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	10.6%	12.4%	16.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,030	59,432	134,173
Population Inside Urbanized Area	89.0%	87.2%	82.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	11.0%	12.8%	17.1%

**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

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	5 minutes	10 minutes	15 minutes
<b>Top 3 Tapestry Segments</b>			
1.	Down the Road (10D)	Dorms to Diplomas (14C)	College Towns (14B)
2.	Southern Satellites (10A)	College Towns (14B)	Dorms to Diplomas (14C)
3.	City Commons (11E)	Down the Road (10D)	Southern Satellites (10A)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,707,709	\$32,219,363	\$93,614,216
Average Spent	\$1,055.64	\$1,294.78	\$1,621.39
Spending Potential Index	50	61	76
Education: Total \$	\$2,043,706	\$28,842,125	\$80,550,695
Average Spent	\$796.77	\$1,159.06	\$1,395.13
Spending Potential Index	46	67	81
Entertainment/Recreation: Total \$	\$3,949,195	\$45,988,088	\$136,110,896
Average Spent	\$1,539.65	\$1,848.10	\$2,357.43
Spending Potential Index	48	57	73
Food at Home: Total \$	\$6,987,653	\$79,822,765	\$234,064,609
Average Spent	\$2,724.23	\$3,207.79	\$4,053.98
Spending Potential Index	50	59	74
Food Away from Home: Total \$	\$4,889,659	\$58,268,369	\$168,610,880
Average Spent	\$1,906.30	\$2,341.60	\$2,920.33
Spending Potential Index	50	62	77
Health Care: Total \$	\$7,861,979	\$87,262,678	\$260,762,642
Average Spent	\$3,065.10	\$3,506.78	\$4,516.39
Spending Potential Index	49	56	72
HH Furnishings & Equipment: Total \$	\$2,782,649	\$31,827,184	\$94,632,792
Average Spent	\$1,084.85	\$1,279.02	\$1,639.03
Spending Potential Index	48	57	73
Personal Care Products & Services: Total \$	\$1,123,489	\$13,118,689	\$38,615,757
Average Spent	\$438.01	\$527.19	\$668.82
Spending Potential Index	49	59	75
Shelter: Total \$	\$24,256,459	\$295,463,126	\$862,762,669
Average Spent	\$9,456.71	\$11,873.62	\$14,942.98
Spending Potential Index	47	59	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,870,969	\$31,815,331	\$96,702,129
Average Spent	\$1,119.29	\$1,278.55	\$1,674.87
Spending Potential Index	47	53	70
Travel: Total \$	\$2,861,062	\$33,601,861	\$101,466,528
Average Spent	\$1,115.42	\$1,350.34	\$1,757.39
Spending Potential Index	44	53	70
Vehicle Maintenance & Repairs: Total \$	\$1,460,602	\$17,002,307	\$49,451,962
Average Spent	\$569.44	\$683.26	\$856.50
Spending Potential Index	51	62	77

**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.