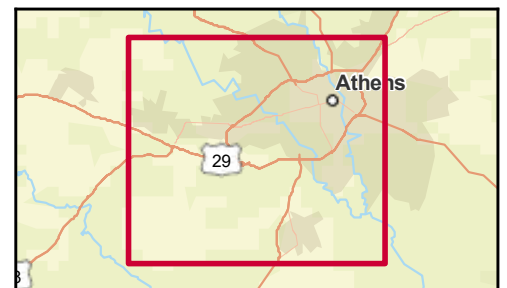
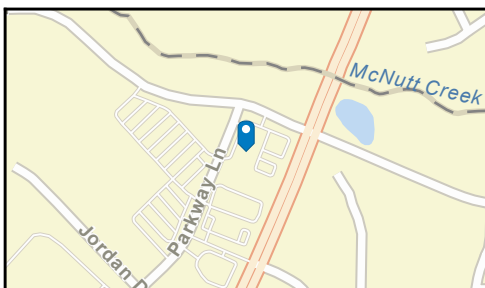
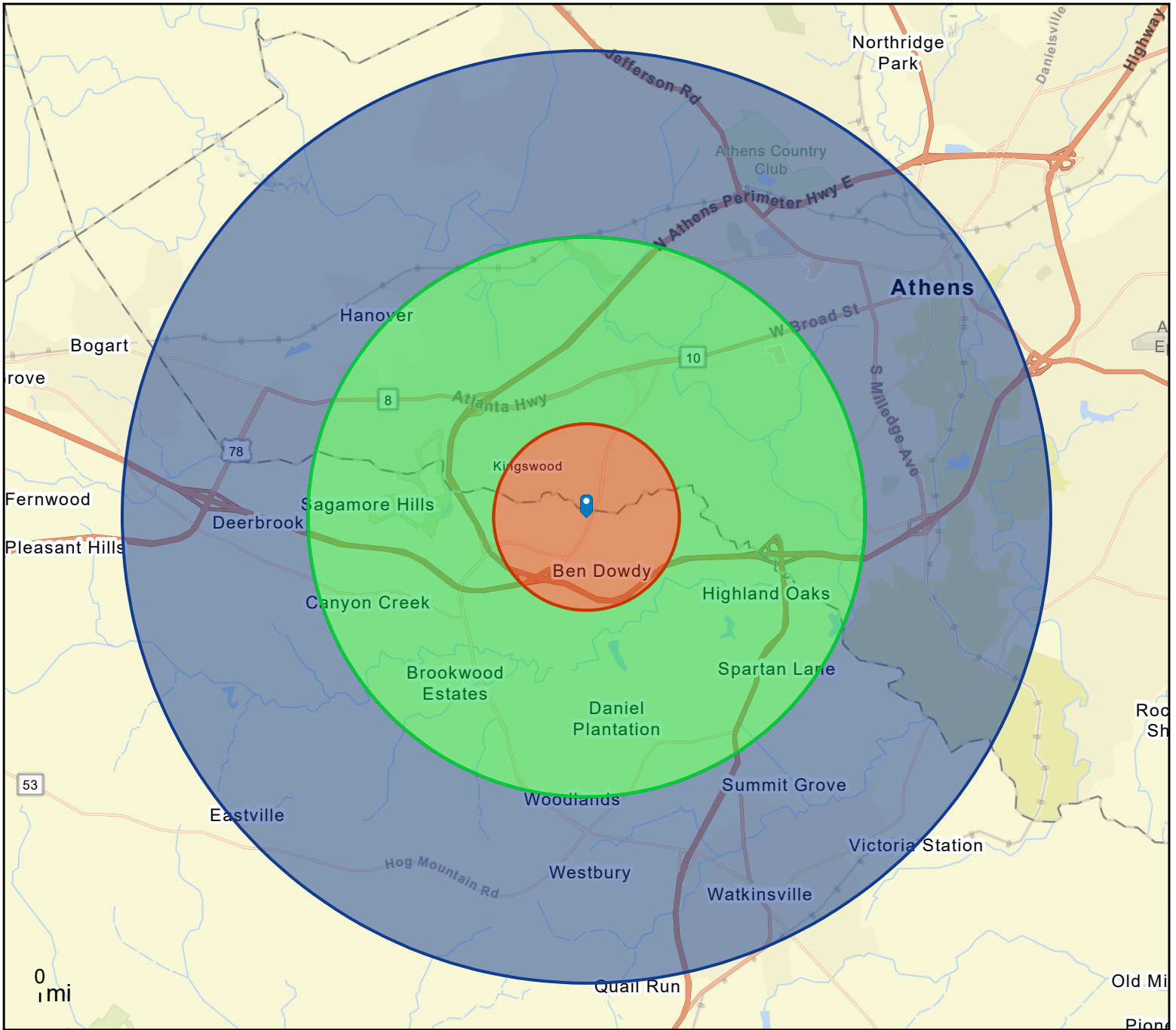


1021 Parkway Blvd, Athens, Georgia, 30606
Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 33.92215
Longitude: -83.44164





Market Profile

1021 Parkway Blvd, Athens, Georgia, 30606
 Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 33.92215
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2010 Total Population	2,061	28,385	50,146
2020 Total Population	2,613	32,624	56,879
2020 Group Quarters	43	529	9,074
2023 Total Population	2,798	34,082	58,336
2023 Group Quarters	44	528	9,070
2028 Total Population	2,934	35,198	59,423
2023-2028 Annual Rate	0.95%	0.65%	0.37%
2023 Total Daytime Population	5,029	34,765	87,502
Workers	3,590	18,279	56,181
Residents	1,439	16,486	31,321
Household Summary			
2010 Households	849	12,193	17,626
2010 Average Household Size	2.42	2.31	2.36
2020 Total Households	1,040	14,048	20,224
2020 Average Household Size	2.47	2.28	2.36
2023 Households	1,057	14,761	20,946
2023 Average Household Size	2.61	2.27	2.35
2028 Households	1,114	15,339	21,532
2028 Average Household Size	2.59	2.26	2.34
2023-2028 Annual Rate	1.06%	0.77%	0.55%
2010 Families	553	6,666	7,883
2010 Average Family Size	2.92	2.91	3.01
2023 Families	662	7,764	8,962
2023 Average Family Size	3.25	2.97	3.10
2028 Families	702	8,052	9,172
2028 Average Family Size	3.23	2.96	3.08
2023-2028 Annual Rate	1.18%	0.73%	0.46%
Housing Unit Summary			
2000 Housing Units	776	10,315	17,401
Owner Occupied Housing Units	63.1%	48.7%	36.9%
Renter Occupied Housing Units	29.9%	46.2%	57.4%
Vacant Housing Units	7.0%	5.1%	5.7%
2010 Housing Units	930	13,546	19,612
Owner Occupied Housing Units	59.7%	44.5%	37.9%
Renter Occupied Housing Units	31.6%	45.5%	52.0%
Vacant Housing Units	8.7%	10.0%	10.1%
2020 Housing Units	1,119	15,006	22,139
Owner Occupied Housing Units	55.8%	45.2%	37.8%
Renter Occupied Housing Units	37.2%	48.4%	53.5%
Vacant Housing Units	5.8%	6.5%	8.6%
2023 Housing Units	1,131	15,724	22,861
Owner Occupied Housing Units	64.1%	48.3%	36.8%
Renter Occupied Housing Units	29.4%	45.6%	54.8%
Vacant Housing Units	6.5%	6.1%	8.4%
2028 Housing Units	1,188	16,257	23,433
Owner Occupied Housing Units	65.6%	49.5%	37.7%
Renter Occupied Housing Units	28.1%	44.9%	54.2%
Vacant Housing Units	6.2%	5.6%	8.1%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

1021 Parkway Blvd, Athens, Georgia, 30606
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2023 Households by Income			
Household Income Base	1,057	14,761	20,946
<\$15,000	2.6%	7.6%	15.8%
\$15,000 - \$24,999	4.0%	8.2%	9.2%
\$25,000 - \$34,999	9.6%	10.0%	8.3%
\$35,000 - \$49,999	8.6%	10.6%	12.4%
\$50,000 - \$74,999	16.7%	17.9%	16.0%
\$75,000 - \$99,999	12.5%	12.5%	8.6%
\$100,000 - \$149,999	15.7%	14.7%	15.0%
\$150,000 - \$199,999	14.9%	8.8%	7.6%
\$200,000+	15.4%	9.6%	7.2%
Average Household Income	\$134,781	\$102,424	\$86,730
2028 Households by Income			
Household Income Base	1,114	15,339	21,532
<\$15,000	2.0%	6.1%	13.6%
\$15,000 - \$24,999	2.6%	5.8%	7.5%
\$25,000 - \$34,999	7.1%	8.1%	7.6%
\$35,000 - \$49,999	6.8%	9.7%	10.9%
\$50,000 - \$74,999	15.7%	17.7%	15.0%
\$75,000 - \$99,999	12.2%	13.3%	9.3%
\$100,000 - \$149,999	16.3%	16.1%	16.9%
\$150,000 - \$199,999	18.9%	11.7%	10.4%
\$200,000+	18.3%	11.5%	8.7%
Average Household Income	\$156,152	\$119,474	\$101,819
2023 Owner Occupied Housing Units by Value			
Total	725	7,592	8,408
<\$50,000	1.7%	1.3%	1.8%
\$50,000 - \$99,999	0.0%	2.4%	3.1%
\$100,000 - \$149,999	1.2%	4.4%	5.5%
\$150,000 - \$199,999	3.3%	7.4%	8.3%
\$200,000 - \$249,999	25.1%	15.5%	17.1%
\$250,000 - \$299,999	14.1%	15.6%	12.1%
\$300,000 - \$399,999	17.8%	21.1%	22.7%
\$400,000 - \$499,999	12.8%	10.8%	10.8%
\$500,000 - \$749,999	11.9%	14.3%	13.5%
\$750,000 - \$999,999	4.6%	4.4%	2.3%
\$1,000,000 - \$1,499,999	7.4%	2.7%	2.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$430,594	\$388,703	\$368,557
2028 Owner Occupied Housing Units by Value			
Total	779	8,042	8,836
<\$50,000	1.5%	1.1%	1.6%
\$50,000 - \$99,999	0.0%	2.1%	2.8%
\$100,000 - \$149,999	0.9%	3.9%	4.8%
\$150,000 - \$199,999	2.6%	6.3%	7.3%
\$200,000 - \$249,999	21.3%	13.6%	15.3%
\$250,000 - \$299,999	12.3%	13.7%	11.0%
\$300,000 - \$399,999	18.2%	22.2%	23.8%
\$400,000 - \$499,999	13.6%	11.3%	11.3%
\$500,000 - \$749,999	14.8%	17.0%	16.0%
\$750,000 - \$999,999	5.6%	5.3%	2.5%
\$1,000,000 - \$1,499,999	9.0%	3.3%	3.0%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$467,481	\$413,727	\$390,255

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

1021 Parkway Blvd, Athens, Georgia, 30606
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Median Household Income			
2023	\$90,657	\$67,082	\$55,104
2028	\$107,929	\$78,743	\$65,244
Median Home Value			
2023	\$325,581	\$316,896	\$309,303
2028	\$361,972	\$341,998	\$330,081
Per Capita Income			
2023	\$53,743	\$44,001	\$31,660
2028	\$62,397	\$51,656	\$37,454
Median Age			
2010	42.2	32.0	24.1
2020	39.5	35.6	24.7
2023	43.7	35.8	24.8
2028	44.7	37.4	24.8
2020 Population by Age			
Total	2,613	32,624	56,879
0 - 4	5.3%	5.5%	4.4%
5 - 9	5.2%	5.5%	4.4%
10 - 14	5.4%	5.6%	4.4%
15 - 24	15.8%	18.1%	38.3%
25 - 34	12.3%	14.5%	14.0%
35 - 44	13.1%	12.1%	9.9%
45 - 54	10.8%	10.7%	8.1%
55 - 64	11.1%	10.3%	7.2%
65 - 74	11.6%	10.2%	5.8%
75 - 84	6.9%	5.3%	2.7%
85 +	2.4%	2.1%	0.9%
18 +	80.7%	80.1%	84.3%
2023 Population by Age			
Total	2,797	34,082	58,336
0 - 4	4.4%	5.0%	3.9%
5 - 9	5.1%	5.2%	3.7%
10 - 14	5.8%	5.3%	3.4%
15 - 24	12.9%	19.0%	40.3%
25 - 34	11.2%	14.5%	15.3%
35 - 44	12.1%	12.0%	9.0%
45 - 54	12.1%	10.4%	7.2%
55 - 64	13.7%	11.2%	7.5%
65 - 74	12.6%	9.8%	6.0%
75 - 84	7.2%	5.2%	2.7%
85 +	2.9%	2.4%	1.0%
18 +	80.7%	81.1%	86.7%
2028 Population by Age			
Total	2,935	35,199	59,424
0 - 4	4.4%	5.0%	4.0%
5 - 9	5.1%	5.0%	3.6%
10 - 14	5.7%	5.1%	3.3%
15 - 24	12.3%	18.7%	40.0%
25 - 34	10.5%	12.9%	14.7%
35 - 44	12.3%	12.8%	9.2%
45 - 54	12.7%	10.9%	7.2%
55 - 64	12.2%	10.4%	7.1%
65 - 74	12.7%	9.9%	6.2%
75 - 84	8.4%	6.5%	3.5%
85 +	3.5%	2.7%	1.2%
18 +	81.1%	81.7%	86.9%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 16, 2024



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Males	1,264	15,462	26,654
Females	1,349	17,162	30,225
2023 Population by Sex			
Males	1,347	16,190	28,382
Females	1,451	17,892	29,954
2028 Population by Sex			
Males	1,405	16,633	28,858
Females	1,529	18,566	30,565
2010 Population by Race/Ethnicity			
Total	2,061	28,384	50,146
White Alone	78.4%	69.5%	73.8%
Black Alone	11.5%	20.2%	16.2%
American Indian Alone	0.3%	0.2%	0.1%
Asian Alone	3.5%	4.6%	5.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	4.5%	3.6%	2.6%
Two or More Races	1.6%	1.9%	2.0%
Hispanic Origin	7.7%	8.0%	5.9%
Diversity Index	45.8	55.1	49.0
2020 Population by Race/Ethnicity			
Total	2,613	32,624	56,879
White Alone	73.2%	65.5%	71.7%
Black Alone	12.1%	19.0%	13.8%
American Indian Alone	0.5%	0.3%	0.5%
Asian Alone	4.3%	5.3%	5.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.3%	3.4%	3.2%
Two or More Races	5.6%	6.3%	5.7%
Hispanic Origin	8.2%	8.2%	6.8%
Diversity Index	52.6	59.8	52.9
2023 Population by Race/Ethnicity			
Total	2,797	34,082	58,336
White Alone	72.7%	64.1%	70.0%
Black Alone	11.7%	19.5%	14.4%
American Indian Alone	0.4%	0.3%	0.5%
Asian Alone	4.7%	5.5%	5.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.3%	3.8%	3.5%
Two or More Races	6.2%	6.7%	6.2%
Hispanic Origin	8.6%	9.0%	7.5%
Diversity Index	53.7	61.7	55.3
2028 Population by Race/Ethnicity			
Total	2,935	35,198	59,424
White Alone	70.9%	62.5%	68.3%
Black Alone	11.8%	19.7%	14.7%
American Indian Alone	0.5%	0.4%	0.5%
Asian Alone	5.0%	5.9%	5.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.9%	4.1%	3.8%
Two or More Races	6.9%	7.3%	6.8%
Hispanic Origin	9.8%	9.8%	8.2%
Diversity Index	56.7	63.8	57.7

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 16, 2024



Market Profile

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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2020 Population by Relationship and Household Type			
Total	2,613	32,624	56,879
In Households	98.4%	98.4%	84.0%
Householder	41.8%	42.4%	35.9%
Opposite-Sex Spouse	19.9%	16.5%	11.4%
Same-Sex Spouse	0.3%	0.3%	0.2%
Opposite-Sex Unmarried Partner	1.3%	2.3%	2.0%
Same-Sex Unmarried Partner	0.3%	0.3%	0.2%
Biological Child	22.8%	23.5%	18.0%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	0.7%	0.8%	0.6%
Grandchild	1.3%	1.8%	1.3%
Brother or Sister	0.5%	1.0%	0.8%
Parent	1.0%	0.9%	0.7%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.2%
Other Relatives	0.6%	0.8%	0.7%
Foster Child	0.1%	0.1%	0.0%
Other Nonrelatives	6.8%	6.8%	11.5%
In Group Quarters	1.6%	1.6%	16.0%
Institutionalized	0.3%	0.7%	0.3%
Noninstitutionalized	1.4%	1.0%	15.6%
2023 Population 25+ by Educational Attainment			
Total	2,006	22,323	28,437
Less than 9th Grade	0.8%	1.7%	2.3%
9th - 12th Grade, No Diploma	4.3%	3.4%	3.3%
High School Graduate	11.6%	12.6%	12.0%
GED/Alternative Credential	0.7%	3.3%	3.0%
Some College, No Degree	17.3%	14.0%	14.2%
Associate Degree	6.0%	7.7%	6.8%
Bachelor's Degree	29.5%	27.2%	28.2%
Graduate/Professional Degree	29.7%	30.1%	30.2%
2023 Population 15+ by Marital Status			
Total	2,368	28,806	51,936
Never Married	33.8%	38.0%	60.9%
Married	46.9%	47.0%	30.3%
Widowed	6.7%	6.1%	2.6%
Divorced	12.6%	8.8%	6.3%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,392	18,688	28,730
Population 16+ Employed	98.9%	95.6%	95.5%
Population 16+ Unemployment rate	1.1%	4.4%	4.5%
Population 16-24 Employed	15.1%	20.3%	34.9%
Population 16-24 Unemployment rate	1.4%	9.2%	8.6%
Population 25-54 Employed	65.0%	60.5%	51.9%
Population 25-54 Unemployment rate	0.3%	3.2%	2.4%
Population 55-64 Employed	16.0%	13.8%	9.6%
Population 55-64 Unemployment rate	3.9%	3.0%	1.1%
Population 65+ Employed	3.8%	5.3%	3.7%
Population 65+ Unemployment rate	0.0%	1.5%	2.1%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Employed Population 16+ by Industry			
Total	1,377	17,869	27,430
Agriculture/Mining	0.1%	0.4%	0.6%
Construction	2.7%	2.8%	3.3%
Manufacturing	2.8%	4.7%	6.4%
Wholesale Trade	2.0%	1.1%	0.8%
Retail Trade	13.7%	14.2%	8.4%
Transportation/Utilities	3.2%	2.5%	3.0%
Information	2.5%	1.9%	1.5%
Finance/Insurance/Real Estate	9.6%	5.6%	3.8%
Services	60.1%	63.2%	69.3%
Public Administration	3.3%	3.7%	2.9%
2023 Employed Population 16+ by Occupation			
Total	1,378	17,867	27,430
White Collar	79.4%	70.5%	69.4%
Management/Business/Financial	20.4%	16.2%	15.3%
Professional	37.2%	37.4%	39.3%
Sales	13.1%	8.7%	6.5%
Administrative Support	8.6%	8.1%	8.2%
Services	11.8%	15.5%	18.9%
Blue Collar	8.9%	14.0%	11.7%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	1.9%	2.2%	1.6%
Installation/Maintenance/Repair	2.0%	2.0%	2.3%
Production	0.7%	2.3%	3.4%
Transportation/Material Moving	4.2%	7.3%	4.2%
2020 Households by Type			
Total	1,040	14,048	20,224
Married Couple Households	50.1%	39.6%	32.2%
With Own Children <18	18.4%	14.6%	13.4%
Without Own Children <18	31.7%	25.0%	18.8%
Cohabiting Couple Households	3.4%	5.9%	5.9%
With Own Children <18	1.0%	1.3%	1.0%
Without Own Children <18	2.5%	4.6%	4.8%
Male Householder, No Spouse/Partner	17.6%	20.8%	26.9%
Living Alone	11.1%	13.0%	15.4%
65 Years and over	3.0%	3.0%	2.5%
With Own Children <18	1.1%	1.7%	1.7%
Without Own Children <18, With Relatives	2.8%	2.3%	2.2%
No Relatives Present	2.8%	3.8%	7.6%
Female Householder, No Spouse/Partner	28.8%	33.7%	35.0%
Living Alone	17.9%	19.1%	17.1%
65 Years and over	9.2%	8.2%	4.8%
With Own Children <18	3.1%	5.3%	5.2%
Without Own Children <18, With Relatives	4.7%	5.6%	5.1%
No Relatives Present	3.2%	3.8%	7.6%
2020 Households by Size			
Total	1,040	14,048	20,224
1 Person Household	28.9%	32.0%	32.6%
2 Person Household	35.1%	34.4%	32.3%
3 Person Household	14.1%	14.3%	14.5%
4 Person Household	13.7%	11.8%	13.6%
5 Person Household	5.5%	4.9%	4.6%
6 Person Household	1.6%	1.6%	1.5%
7 + Person Household	1.1%	1.0%	1.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2020 Households by Tenure and Mortgage Status			
Total	1,040	14,048	20,224
Owner Occupied	60.0%	48.3%	41.4%
Owned with a Mortgage/Loan	39.4%	32.0%	29.1%
Owned Free and Clear	20.6%	16.3%	12.3%
Renter Occupied	40.0%	51.7%	58.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	111	84	73
Percent of Income for Mortgage	21.6%	28.4%	33.7%
Wealth Index	151	98	70
2020 Housing Units By Urban/ Rural Status			
Total	1,119	15,006	22,139
Urban Housing Units	95.4%	96.9%	89.7%
Rural Housing Units	4.6%	3.1%	10.3%
2020 Population By Urban/ Rural Status			
Total	2,613	32,624	56,879
Urban Population	95.2%	96.0%	89.0%
Rural Population	4.8%	4.0%	11.0%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments			
1.	In Style (5B)	College Towns (14B)	Dorms to Diplomas (14C)
2.	Exurbanites (1E)	Savvy Suburbanites (1D)	College Towns (14B)
3.	Golden Years (9B)	Young and Restless (11B)	Workday Drive (4A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$2,825,567	\$32,187,240	\$40,404,362
Average Spent	\$2,673.19	\$2,180.56	\$1,928.98
Spending Potential Index	122	99	88
Education: Total \$	\$2,559,763	\$26,820,261	\$35,751,846
Average Spent	\$2,421.72	\$1,816.97	\$1,706.86
Spending Potential Index	135	101	95
Entertainment/Recreation: Total \$	\$4,965,309	\$52,664,911	\$63,073,921
Average Spent	\$4,697.55	\$3,567.84	\$3,011.26
Spending Potential Index	124	94	80
Food at Home: Total \$	\$8,686,817	\$96,941,665	\$116,565,937
Average Spent	\$8,218.37	\$6,567.42	\$5,565.07
Spending Potential Index	121	97	82
Food Away from Home: Total \$	\$4,775,479	\$54,266,056	\$68,476,472
Average Spent	\$4,517.96	\$3,676.31	\$3,269.19
Spending Potential Index	121	99	88
Health Care: Total \$	\$9,634,937	\$102,341,509	\$118,610,990
Average Spent	\$9,115.36	\$6,933.24	\$5,662.70
Spending Potential Index	124	94	77
HH Furnishings & Equipment: Total \$	\$3,907,182	\$41,989,990	\$51,021,884
Average Spent	\$3,696.48	\$2,844.66	\$2,435.88
Spending Potential Index	125	96	82
Personal Care Products & Services: Total \$	\$1,278,609	\$13,971,303	\$17,008,407
Average Spent	\$1,209.66	\$946.50	\$812.01
Spending Potential Index	127	99	85
Shelter: Total \$	\$32,852,080	\$357,237,596	\$438,534,125
Average Spent	\$31,080.49	\$24,201.45	\$20,936.41
Spending Potential Index	125	98	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,448,239	\$43,464,821	\$49,084,787
Average Spent	\$4,208.36	\$2,944.57	\$2,343.40
Spending Potential Index	135	94	75
Travel: Total \$	\$3,059,578	\$31,517,532	\$37,608,138
Average Spent	\$2,894.59	\$2,135.19	\$1,795.48
Spending Potential Index	129	95	80
Vehicle Maintenance & Repairs: Total \$	\$1,672,599	\$18,958,323	\$23,558,621
Average Spent	\$1,582.40	\$1,284.35	\$1,124.73
Spending Potential Index	121	98	86

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 16, 2024