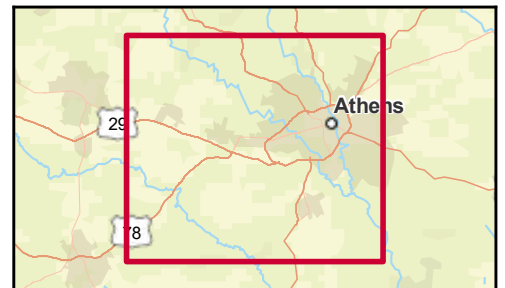
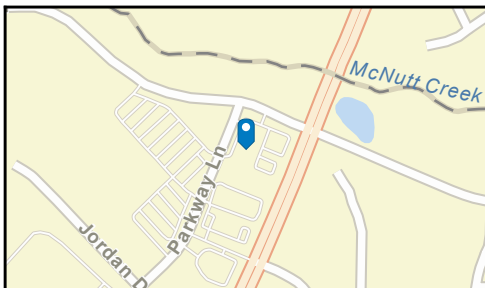
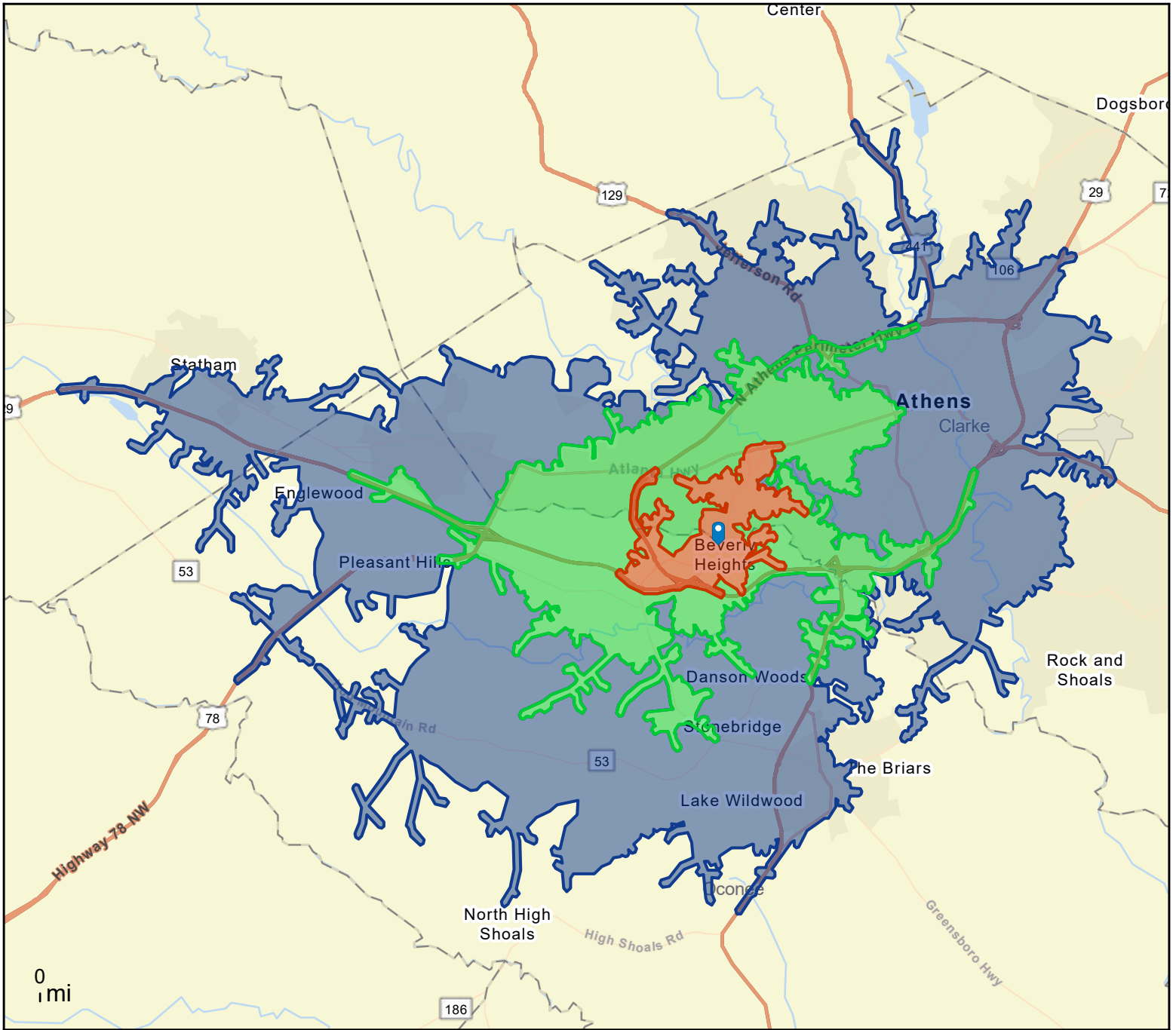




Site Map

1021 Parkway Blvd, Athens, Georgia, 30606
Drive time bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri
Latitude: 33.92215
Longitude: -83.44164



May 16, 2024



Market Profile

1021 Parkway Blvd, Athens, Georgia, 30606
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Prepared by Esri
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	0 - 5 minute	5 - 10 minute	10 - 15 minute
Population Summary			
2010 Total Population	3,674	26,592	70,977
2020 Total Population	4,473	30,418	82,205
2020 Group Quarters	221	661	9,042
2023 Total Population	4,506	32,155	84,186
2023 Group Quarters	222	660	9,040
2028 Total Population	4,647	33,075	85,863
2023-2028 Annual Rate	0.62%	0.57%	0.40%
2023 Total Daytime Population	6,413	39,705	105,223
Workers	4,299	24,059	59,962
Residents	2,114	15,646	45,261
Household Summary			
2010 Households	1,576	11,510	26,074
2010 Average Household Size	2.30	2.26	2.41
2020 Total Households	1,897	13,296	30,649
2020 Average Household Size	2.24	2.24	2.39
2023 Households	1,925	14,014	31,609
2023 Average Household Size	2.23	2.25	2.38
2028 Households	1,992	14,520	32,509
2028 Average Household Size	2.22	2.23	2.36
2023-2028 Annual Rate	0.69%	0.71%	0.56%
2010 Families	892	5,881	12,294
2010 Average Family Size	2.81	2.90	3.02
2023 Families	1,047	6,924	14,361
2023 Average Family Size	2.82	3.00	3.09
2028 Families	1,092	7,162	14,738
2028 Average Family Size	2.81	2.99	3.07
2023-2028 Annual Rate	0.85%	0.68%	0.52%
Housing Unit Summary			
2000 Housing Units	1,419	9,837	24,268
Owner Occupied Housing Units	47.6%	45.6%	38.7%
Renter Occupied Housing Units	45.2%	49.6%	55.3%
Vacant Housing Units	7.3%	4.8%	6.0%
2010 Housing Units	1,771	12,750	29,309
Owner Occupied Housing Units	46.4%	41.6%	37.4%
Renter Occupied Housing Units	42.6%	48.7%	51.6%
Vacant Housing Units	11.0%	9.7%	11.0%
2020 Housing Units	2,033	14,332	33,237
Owner Occupied Housing Units	44.6%	43.1%	36.8%
Renter Occupied Housing Units	48.7%	49.6%	55.4%
Vacant Housing Units	6.7%	7.5%	7.6%
2023 Housing Units	2,059	15,065	34,151
Owner Occupied Housing Units	54.0%	43.0%	38.2%
Renter Occupied Housing Units	39.5%	50.0%	54.4%
Vacant Housing Units	6.5%	7.0%	7.4%
2028 Housing Units	2,126	15,522	35,030
Owner Occupied Housing Units	55.8%	44.2%	39.4%
Renter Occupied Housing Units	37.9%	49.4%	53.4%
Vacant Housing Units	6.3%	6.5%	7.2%

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

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	0 - 5 minute	5 - 10 minute	10 - 15 minute
2023 Households by Income			
Household Income Base	1,925	14,014	31,609
<\$15,000	3.6%	10.1%	15.2%
\$15,000 - \$24,999	5.8%	8.5%	10.3%
\$25,000 - \$34,999	6.9%	9.9%	9.8%
\$35,000 - \$49,999	12.4%	11.1%	12.9%
\$50,000 - \$74,999	20.2%	18.7%	15.9%
\$75,000 - \$99,999	11.5%	12.6%	8.7%
\$100,000 - \$149,999	18.3%	13.7%	13.8%
\$150,000 - \$199,999	10.9%	7.5%	7.0%
\$200,000+	10.3%	7.8%	6.5%
Average Household Income	\$113,475	\$92,626	\$82,858
2028 Households by Income			
Household Income Base	1,992	14,520	32,509
<\$15,000	2.7%	8.3%	13.2%
\$15,000 - \$24,999	3.7%	6.3%	8.5%
\$25,000 - \$34,999	5.3%	8.3%	9.0%
\$35,000 - \$49,999	10.4%	10.1%	11.4%
\$50,000 - \$74,999	20.0%	18.6%	15.3%
\$75,000 - \$99,999	11.8%	13.4%	9.5%
\$100,000 - \$149,999	19.0%	15.2%	16.1%
\$150,000 - \$199,999	14.8%	10.1%	9.4%
\$200,000+	12.5%	9.6%	7.7%
Average Household Income	\$132,207	\$108,750	\$96,901
2023 Owner Occupied Housing Units by Value			
Total	1,111	6,483	13,034
<\$50,000	1.1%	2.1%	2.9%
\$50,000 - \$99,999	0.5%	3.6%	4.7%
\$100,000 - \$149,999	1.5%	4.4%	7.9%
\$150,000 - \$199,999	5.4%	9.1%	10.9%
\$200,000 - \$249,999	26.3%	17.8%	15.0%
\$250,000 - \$299,999	11.8%	15.7%	11.1%
\$300,000 - \$399,999	21.4%	20.1%	19.5%
\$400,000 - \$499,999	14.7%	9.2%	10.7%
\$500,000 - \$749,999	9.5%	12.2%	12.3%
\$750,000 - \$999,999	3.1%	3.7%	2.4%
\$1,000,000 - \$1,499,999	4.9%	2.1%	2.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$391,344	\$356,151	\$348,477
2028 Owner Occupied Housing Units by Value			
Total	1,186	6,858	13,798
<\$50,000	1.0%	2.0%	2.5%
\$50,000 - \$99,999	0.3%	3.2%	4.3%
\$100,000 - \$149,999	1.2%	3.9%	7.1%
\$150,000 - \$199,999	4.3%	7.9%	9.9%
\$200,000 - \$249,999	22.5%	15.6%	13.8%
\$250,000 - \$299,999	10.5%	13.9%	10.1%
\$300,000 - \$399,999	22.4%	21.4%	20.6%
\$400,000 - \$499,999	15.9%	9.8%	11.3%
\$500,000 - \$749,999	12.2%	15.0%	14.4%
\$750,000 - \$999,999	3.8%	4.6%	2.8%
\$1,000,000 - \$1,499,999	5.8%	2.6%	2.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$421,459	\$382,147	\$367,872

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

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	0 - 5 minute	5 - 10 minute	10 - 15 minute
Median Household Income			
2023	\$76,933	\$61,290	\$51,937
2028	\$90,566	\$71,972	\$60,876
Median Home Value			
2023	\$316,387	\$291,658	\$289,278
2028	\$345,489	\$316,383	\$310,604
Per Capita Income			
2023	\$48,575	\$40,010	\$31,489
2028	\$56,642	\$47,331	\$37,103
Median Age			
2010	34.3	30.8	24.4
2020	35.6	34.4	25.4
2023	36.7	34.5	25.8
2028	38.3	35.9	26.2
2020 Population by Age			
Total	4,473	30,418	82,205
0 - 4	4.8%	5.5%	4.7%
5 - 9	4.9%	5.4%	4.8%
10 - 14	4.9%	5.4%	4.9%
15 - 24	19.7%	19.1%	34.9%
25 - 34	14.9%	15.4%	14.7%
35 - 44	12.4%	12.3%	10.0%
45 - 54	10.1%	10.5%	8.3%
55 - 64	10.1%	10.1%	7.8%
65 - 74	10.6%	9.4%	6.1%
75 - 84	5.8%	4.9%	2.9%
85 +	1.9%	2.0%	0.9%
18 +	82.9%	80.7%	82.8%
2023 Population by Age			
Total	4,506	32,154	84,187
0 - 4	4.6%	5.0%	4.4%
5 - 9	4.6%	4.9%	4.2%
10 - 14	4.9%	4.8%	4.0%
15 - 24	18.8%	20.4%	35.9%
25 - 34	14.9%	15.6%	15.6%
35 - 44	11.7%	12.2%	9.4%
45 - 54	9.9%	10.0%	7.8%
55 - 64	11.4%	10.8%	8.0%
65 - 74	10.4%	9.0%	6.5%
75 - 84	6.3%	4.9%	3.0%
85 +	2.5%	2.3%	1.1%
18 +	82.2%	82.2%	84.7%
2028 Population by Age			
Total	4,646	33,078	85,864
0 - 4	4.7%	5.0%	4.5%
5 - 9	4.6%	4.7%	4.1%
10 - 14	4.9%	4.7%	4.0%
15 - 24	18.6%	20.0%	35.5%
25 - 34	12.4%	14.5%	14.8%
35 - 44	13.3%	12.5%	9.8%
45 - 54	10.6%	10.4%	7.9%
55 - 64	10.1%	10.1%	7.6%
65 - 74	10.3%	9.3%	6.7%
75 - 84	7.5%	6.0%	3.9%
85 +	3.0%	2.7%	1.3%
18 +	82.2%	82.7%	84.9%
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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	0 - 5 minute	5 - 10 minute	10 - 15 minute
Males	2,143	14,309	38,643
Females	2,330	16,109	43,562
2023 Population by Sex			
Males	2,163	15,286	40,724
Females	2,343	16,869	43,462
2028 Population by Sex			
Males	2,218	15,630	41,432
Females	2,429	17,446	44,432
2010 Population by Race/Ethnicity			
Total	3,673	26,592	70,977
White Alone	72.7%	66.0%	70.0%
Black Alone	17.0%	24.0%	19.7%
American Indian Alone	0.2%	0.2%	0.1%
Asian Alone	4.2%	4.4%	4.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	3.9%	3.3%	3.3%
Two or More Races	1.9%	1.9%	2.0%
Hispanic Origin	8.5%	7.1%	7.3%
Diversity Index	52.6	56.8	53.9
2020 Population by Race/Ethnicity			
Total	4,473	30,418	82,205
White Alone	69.7%	63.2%	66.8%
Black Alone	15.8%	21.6%	17.6%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	4.3%	5.4%	4.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	4.1%	3.1%	4.2%
Two or More Races	5.5%	6.3%	6.1%
Hispanic Origin	7.8%	7.3%	8.2%
Diversity Index	55.8	60.7	58.8
2023 Population by Race/Ethnicity			
Total	4,505	32,155	84,187
White Alone	68.1%	61.5%	65.6%
Black Alone	16.4%	22.3%	17.8%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.5%	5.6%	5.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.5%	3.4%	4.4%
Two or More Races	6.0%	6.7%	6.5%
Hispanic Origin	8.5%	8.1%	8.9%
Diversity Index	58.0	62.8	60.5
2028 Population by Race/Ethnicity			
Total	4,648	33,075	85,863
White Alone	66.0%	59.8%	64.0%
Black Alone	16.9%	22.6%	18.0%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.9%	6.0%	5.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.0%	3.8%	4.8%
Two or More Races	6.6%	7.4%	7.1%
Hispanic Origin	9.7%	8.9%	9.6%
Diversity Index	60.9	64.9	62.6

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



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	0 - 5 minute	5 - 10 minute	10 - 15 minute
2020 Population by Relationship and Household Type			
Total	4,473	30,418	82,205
In Households	95.1%	97.8%	89.0%
Householder	42.5%	42.9%	37.5%
Opposite-Sex Spouse	17.2%	15.3%	11.6%
Same-Sex Spouse	0.3%	0.3%	0.2%
Opposite-Sex Unmarried Partner	2.2%	2.4%	2.2%
Same-Sex Unmarried Partner	0.3%	0.3%	0.1%
Biological Child	20.0%	22.8%	19.8%
Adopted Child	0.4%	0.5%	0.4%
Stepchild	0.7%	0.7%	0.7%
Grandchild	1.2%	1.8%	1.6%
Brother or Sister	0.8%	1.0%	1.0%
Parent	0.9%	1.0%	0.7%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.2%	0.2%
Other Relatives	0.7%	0.9%	0.8%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	7.2%	7.5%	12.0%
In Group Quarters	4.9%	2.2%	11.0%
Institutionalized	1.1%	0.6%	0.4%
Noninstitutionalized	3.8%	1.6%	10.6%
2023 Population 25+ by Educational Attainment			
Total	3,023	20,854	43,294
Less than 9th Grade	0.7%	2.3%	2.0%
9th - 12th Grade, No Diploma	3.4%	4.0%	4.5%
High School Graduate	10.9%	14.5%	14.0%
GED/Alternative Credential	1.3%	3.2%	3.7%
Some College, No Degree	16.1%	14.6%	14.5%
Associate Degree	6.8%	8.0%	6.7%
Bachelor's Degree	28.7%	25.1%	27.8%
Graduate/Professional Degree	32.0%	28.3%	26.9%
2023 Population 15+ by Marital Status			
Total	3,869	27,416	73,528
Never Married	36.1%	42.9%	56.8%
Married	46.2%	42.9%	33.4%
Widowed	7.6%	5.5%	2.8%
Divorced	10.1%	8.7%	7.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,480	17,372	41,679
Population 16+ Employed	98.1%	96.1%	95.3%
Population 16+ Unemployment rate	1.9%	3.9%	4.7%
Population 16-24 Employed	24.0%	21.0%	32.0%
Population 16-24 Unemployment rate	4.6%	8.2%	8.4%
Population 25-54 Employed	61.7%	60.9%	54.1%
Population 25-54 Unemployment rate	0.7%	2.6%	3.3%
Population 55-64 Employed	11.8%	13.3%	9.9%
Population 55-64 Unemployment rate	2.7%	2.8%	1.2%
Population 65+ Employed	2.5%	4.8%	4.0%
Population 65+ Unemployment rate	0.0%	2.3%	1.5%

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	2,433	16,697	39,706
Agriculture/Mining	0.0%	0.4%	0.7%
Construction	1.7%	3.0%	3.4%
Manufacturing	2.8%	6.4%	6.9%
Wholesale Trade	1.6%	0.9%	1.1%
Retail Trade	13.1%	14.2%	9.3%
Transportation/Utilities	4.9%	2.2%	4.1%
Information	1.7%	1.5%	1.6%
Finance/Insurance/Real Estate	8.4%	3.7%	4.6%
Services	61.9%	64.4%	65.2%
Public Administration	3.8%	3.3%	3.2%
2023 Employed Population 16+ by Occupation			
Total	2,431	16,694	39,706
White Collar	76.1%	69.3%	66.5%
Management/Business/Financial	16.7%	17.6%	13.9%
Professional	41.7%	34.9%	37.2%
Sales	11.4%	8.9%	6.9%
Administrative Support	6.3%	7.8%	8.6%
Services	14.6%	16.0%	18.5%
Blue Collar	9.2%	14.7%	14.9%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	1.2%	2.2%	1.8%
Installation/Maintenance/Repair	1.4%	2.3%	2.1%
Production	1.1%	2.9%	4.6%
Transportation/Material Moving	5.4%	7.1%	6.2%
2020 Households by Type			
Total	1,897	13,296	30,649
Married Couple Households	41.4%	36.3%	31.3%
With Own Children <18	13.7%	13.6%	12.7%
Without Own Children <18	27.8%	22.6%	18.6%
Cohabiting Couple Households	6.1%	6.2%	6.2%
With Own Children <18	1.1%	1.2%	1.3%
Without Own Children <18	5.0%	4.9%	4.9%
Male Householder, No Spouse/Partner	20.6%	22.3%	26.1%
Living Alone	12.8%	14.1%	14.0%
65 Years and over	2.5%	3.2%	2.3%
With Own Children <18	1.4%	1.7%	1.7%
Without Own Children <18, With Relatives	3.0%	2.2%	2.5%
No Relatives Present	3.4%	4.3%	7.8%
Female Householder, No Spouse/Partner	31.9%	35.3%	36.3%
Living Alone	18.8%	19.5%	16.9%
65 Years and over	7.0%	8.0%	5.0%
With Own Children <18	3.7%	5.6%	6.0%
Without Own Children <18, With Relatives	5.0%	5.9%	5.8%
No Relatives Present	4.4%	4.4%	7.7%
2020 Households by Size			
Total	1,897	13,296	30,649
1 Person Household	31.5%	33.5%	30.9%
2 Person Household	36.7%	33.5%	33.2%
3 Person Household	14.2%	14.4%	15.5%
4 Person Household	11.1%	11.6%	12.9%
5 Person Household	4.2%	4.5%	4.9%
6 Person Household	1.7%	1.5%	1.5%
7 + Person Household	0.7%	0.9%	1.1%

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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	0 - 5 minute	5 - 10 minute	10 - 15 minute
2020 Households by Tenure and Mortgage Status			
Total	1,897	13,296	30,649
Owner Occupied	47.8%	46.5%	39.9%
Owned with a Mortgage/Loan	30.6%	31.6%	27.5%
Owned Free and Clear	17.2%	14.9%	12.4%
Renter Occupied	52.2%	53.5%	60.1%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	96	84	74
Percent of Income for Mortgage	24.7%	28.6%	33.5%
Wealth Index	110	82	68
2020 Housing Units By Urban/ Rural Status			
Total	2,033	14,332	33,237
Urban Housing Units	98.0%	97.1%	89.3%
Rural Housing Units	2.0%	2.9%	10.7%
2020 Population By Urban/ Rural Status			
Total	4,473	30,418	82,205
Urban Population	97.4%	96.3%	88.1%
Rural Population	2.6%	3.7%	11.9%

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.	Bright Young Professionals	Young and Restless (11B)	College Towns (14B)
3.	College Towns (14B)	Savvy Suburbanites (1D)	Workday Drive (4A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$4,542,744	\$28,141,859	\$58,184,107
Average Spent	\$2,359.87	\$2,008.12	\$1,840.74
Spending Potential Index	107	91	84
Education: Total \$	\$3,829,811	\$23,111,278	\$50,430,261
Average Spent	\$1,989.51	\$1,649.16	\$1,595.44
Spending Potential Index	111	92	89
Entertainment/Recreation: Total \$	\$7,631,266	\$45,182,418	\$91,108,427
Average Spent	\$3,964.29	\$3,224.09	\$2,882.36
Spending Potential Index	105	85	76
Food at Home: Total \$	\$13,698,586	\$84,215,278	\$169,241,788
Average Spent	\$7,116.15	\$6,009.37	\$5,354.23
Spending Potential Index	105	88	79
Food Away from Home: Total \$	\$7,716,968	\$47,285,946	\$98,448,663
Average Spent	\$4,008.81	\$3,374.19	\$3,114.58
Spending Potential Index	108	91	84
Health Care: Total \$	\$14,716,025	\$87,999,047	\$172,662,416
Average Spent	\$7,644.69	\$6,279.37	\$5,462.44
Spending Potential Index	104	85	74
HH Furnishings & Equipment: Total \$	\$6,068,034	\$36,130,365	\$73,585,878
Average Spent	\$3,152.23	\$2,578.16	\$2,328.00
Spending Potential Index	107	87	79
Personal Care Products & Services: Total \$	\$2,007,849	\$12,100,193	\$24,437,036
Average Spent	\$1,043.04	\$863.44	\$773.10
Spending Potential Index	109	90	81
Shelter: Total \$	\$51,319,705	\$308,763,875	\$630,234,352
Average Spent	\$26,659.59	\$22,032.53	\$19,938.45
Spending Potential Index	108	89	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,519,585	\$36,591,930	\$70,882,429
Average Spent	\$3,386.80	\$2,611.10	\$2,242.48
Spending Potential Index	108	83	72
Travel: Total \$	\$4,635,565	\$26,798,426	\$54,110,808
Average Spent	\$2,408.09	\$1,912.26	\$1,711.88
Spending Potential Index	107	85	76
Vehicle Maintenance & Repairs: Total \$	\$2,706,565	\$16,485,195	\$34,009,341
Average Spent	\$1,406.01	\$1,176.34	\$1,075.94
Spending Potential Index	107	90	82

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