



Community Profile

Athens City Hall
 301 College Ave, Athens, Georgia, 30601
 Drive Time: 45 minute radii

Prepared by Esri
 Latitude: 33.95977
 Longitude: -83.37609

45 minutes

Population Summary	
2000 Total Population	325,058
2010 Total Population	417,510
2017 Total Population	455,368
2017 Group Quarters	14,708
2022 Total Population	484,569
2017-2022 Annual Rate	1.25%
2017 Total Daytime Population	424,025
Workers	174,896
Residents	249,129
Household Summary	
2000 Households	120,538
2000 Average Household Size	2.60
2010 Households	152,323
2010 Average Household Size	2.66
2017 Households	164,516
2017 Average Household Size	2.68
2022 Households	174,823
2022 Average Household Size	2.69
2017-2022 Annual Rate	1.22%
2010 Families	103,694
2010 Average Family Size	3.15
2017 Families	110,930
2017 Average Family Size	3.18
2022 Families	117,459
2022 Average Family Size	3.20
2017-2022 Annual Rate	1.15%
Housing Unit Summary	
2000 Housing Units	128,754
Owner Occupied Housing Units	61.4%
Renter Occupied Housing Units	32.3%
Vacant Housing Units	6.4%
2010 Housing Units	169,714
Owner Occupied Housing Units	59.8%
Renter Occupied Housing Units	29.9%
Vacant Housing Units	10.2%
2017 Housing Units	181,522
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	33.5%
Vacant Housing Units	9.4%
2022 Housing Units	192,934
Owner Occupied Housing Units	57.0%
Renter Occupied Housing Units	33.6%
Vacant Housing Units	9.4%
Median Household Income	
2017	\$48,242
2022	\$53,137
Median Home Value	
2017	\$167,573
2022	\$199,423
Per Capita Income	
2017	\$23,975
2022	\$27,418
Median Age	
2010	33.4
2017	34.5
2022	35.5

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Athens City Hall
301 College Ave, Athens, Georgia, 30601
Drive Time: 45 minute radii

Prepared by Esri
Latitude: 33.95977
Longitude: -83.37609

45 minutes

2017 Households by Income

Household Income Base	164,511
<\$15,000	15.7%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	3.8%
\$200,000+	3.2%
Average Household Income	\$65,155

2022 Households by Income

Household Income Base	174,818
<\$15,000	15.0%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	4.7%
\$200,000+	3.9%
Average Household Income	\$74,862

2017 Owner Occupied Housing Units by Value

Total	103,611
<\$50,000	6.5%
\$50,000 - \$99,999	13.8%
\$100,000 - \$149,999	22.9%
\$150,000 - \$199,999	19.4%
\$200,000 - \$249,999	10.5%
\$250,000 - \$299,999	7.1%
\$300,000 - \$399,999	9.7%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	4.2%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	1.0%
Average Home Value	\$216,406

2022 Owner Occupied Housing Units by Value

Total	109,951
<\$50,000	4.2%
\$50,000 - \$99,999	10.1%
\$100,000 - \$149,999	18.8%
\$150,000 - \$199,999	17.1%
\$200,000 - \$249,999	10.4%
\$250,000 - \$299,999	8.5%
\$300,000 - \$399,999	13.6%
\$400,000 - \$499,999	6.0%
\$500,000 - \$749,999	8.1%
\$750,000 - \$999,999	1.9%
\$1,000,000 +	1.3%
Average Home Value	\$266,618

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Athens City Hall
301 College Ave, Athens, Georgia, 30601
Drive Time: 45 minute radii

Prepared by Esri
Latitude: 33.95977
Longitude: -83.37609

	45 minutes
2010 Population by Age	
Total	417,508
0 - 4	6.7%
5 - 9	6.9%
10 - 14	6.6%
15 - 24	18.2%
25 - 34	13.7%
35 - 44	13.5%
45 - 54	13.1%
55 - 64	10.5%
65 - 74	6.4%
75 - 84	3.2%
85 +	1.2%
18 +	75.8%
2017 Population by Age	
Total	455,367
0 - 4	6.2%
5 - 9	6.3%
10 - 14	6.3%
15 - 24	17.9%
25 - 34	14.0%
35 - 44	12.5%
45 - 54	12.4%
55 - 64	11.4%
65 - 74	8.2%
75 - 84	3.6%
85 +	1.3%
18 +	77.7%
2022 Population by Age	
Total	484,570
0 - 4	6.1%
5 - 9	6.1%
10 - 14	6.4%
15 - 24	17.1%
25 - 34	13.6%
35 - 44	12.6%
45 - 54	11.6%
55 - 64	11.6%
65 - 74	8.9%
75 - 84	4.5%
85 +	1.4%
18 +	77.8%
2010 Population by Sex	
Males	203,316
Females	214,194
2017 Population by Sex	
Males	222,247
Females	233,122
2022 Population by Sex	
Males	236,873
Females	247,696

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Athens City Hall
 301 College Ave, Athens, Georgia, 30601
 Drive Time: 45 minute radii

Prepared by Esri
 Latitude: 33.95977
 Longitude: -83.37609

45 minutes

2010 Population by Race/Ethnicity

Total	417,511
White Alone	76.0%
Black Alone	16.0%
American Indian Alone	0.2%
Asian Alone	2.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.3%
Two or More Races	1.9%
Hispanic Origin	7.2%
Diversity Index	47.7

2017 Population by Race/Ethnicity

Total	455,369
White Alone	73.6%
Black Alone	17.1%
American Indian Alone	0.3%
Asian Alone	3.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.7%
Two or More Races	2.3%
Hispanic Origin	8.2%
Diversity Index	51.5

2022 Population by Race/Ethnicity

Total	484,569
White Alone	71.7%
Black Alone	17.8%
American Indian Alone	0.3%
Asian Alone	3.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.1%
Two or More Races	2.7%
Hispanic Origin	9.2%
Diversity Index	54.5

2010 Population by Relationship and Household Type

Total	417,510
In Households	97.1%
In Family Households	80.3%
Householder	24.8%
Spouse	18.5%
Child	30.7%
Other relative	4.1%
Nonrelative	2.2%
In Nonfamily Households	16.8%
In Group Quarters	2.9%
Institutionalized Population	0.7%
Noninstitutionalized Population	2.2%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Athens City Hall
 301 College Ave, Athens, Georgia, 30601
 Drive Time: 45 minute radii

Prepared by Esri
 Latitude: 33.95977
 Longitude: -83.37609

45 minutes

2017 Population 25+ by Educational Attainment	
Total	288,130
Less than 9th Grade	4.9%
9th - 12th Grade, No Diploma	10.4%
High School Graduate	25.1%
GED/Alternative Credential	5.8%
Some College, No Degree	19.7%
Associate Degree	7.4%
Bachelor's Degree	15.1%
Graduate/Professional Degree	11.5%
2017 Population 15+ by Marital Status	
Total	369,694
Never Married	35.8%
Married	48.3%
Widowed	5.5%
Divorced	10.4%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	95.2%
Civilian Unemployed (Unemployment Rate)	4.8%
2017 Employed Population 16+ by Industry	
Total	209,124
Agriculture/Mining	1.7%
Construction	6.9%
Manufacturing	11.6%
Wholesale Trade	3.0%
Retail Trade	13.0%
Transportation/Utilities	4.2%
Information	1.1%
Finance/Insurance/Real Estate	4.8%
Services	49.9%
Public Administration	3.8%
2017 Employed Population 16+ by Occupation	
Total	209,124
White Collar	58.1%
Management/Business/Financial	12.2%
Professional	21.8%
Sales	11.2%
Administrative Support	12.8%
Services	17.1%
Blue Collar	24.8%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	4.1%
Production	7.5%
Transportation/Material Moving	7.2%
2010 Population By Urban/ Rural Status	
Total Population	417,510
Population Inside Urbanized Area	39.6%
Population Inside Urbanized Cluster	18.6%
Rural Population	41.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Athens City Hall
301 College Ave, Athens, Georgia, 30601
Drive Time: 45 minute radii

Prepared by Esri
Latitude: 33.95977
Longitude: -83.37609

45 minutes

2010 Households by Type

Total	152,322
Households with 1 Person	22.8%
Households with 2+ People	77.2%
Family Households	68.1%
Husband-wife Families	50.6%
With Related Children	23.9%
Other Family (No Spouse Present)	17.5%
Other Family with Male Householder	4.7%
With Related Children	2.7%
Other Family with Female Householder	12.8%
With Related Children	8.3%
Nonfamily Households	9.1%
All Households with Children	35.3%
Multigenerational Households	4.7%
Unmarried Partner Households	5.9%
Male-female	5.3%
Same-sex	0.6%

2010 Households by Size

Total	152,323
1 Person Household	22.8%
2 Person Household	33.2%
3 Person Household	17.8%
4 Person Household	15.1%
5 Person Household	6.8%
6 Person Household	2.7%
7 + Person Household	1.7%

2010 Households by Tenure and Mortgage Status

Total	152,323
Owner Occupied	66.6%
Owned with a Mortgage/Loan	49.1%
Owned Free and Clear	17.5%
Renter Occupied	33.4%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	169,714
Housing Units Inside Urbanized Area	40.2%
Housing Units Inside Urbanized Cluster	18.1%
Rural Housing Units	41.7%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Athens City Hall
 301 College Ave, Athens, Georgia, 30601
 Drive Time: 45 minute radii

Prepared by Esri
 Latitude: 33.95977
 Longitude: -83.37609

45 minutes

Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. Middleburg (4C)
3. Soccer Moms (4A)

2017 Consumer Spending

Apparel & Services: Total \$	\$291,459,164
Average Spent	\$1,771.62
Spending Potential Index	82
Education: Total \$	\$193,618,456
Average Spent	\$1,176.90
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$421,520,786
Average Spent	\$2,562.19
Spending Potential Index	82
Food at Home: Total \$	\$694,108,699
Average Spent	\$4,219.10
Spending Potential Index	84
Food Away from Home: Total \$	\$459,548,918
Average Spent	\$2,793.34
Spending Potential Index	84
Health Care: Total \$	\$761,036,329
Average Spent	\$4,625.91
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$265,169,618
Average Spent	\$1,611.82
Spending Potential Index	83
Personal Care Products & Services: Total \$	\$105,928,271
Average Spent	\$643.88
Spending Potential Index	81
Shelter: Total \$	\$2,124,613,854
Average Spent	\$12,914.33
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$313,113,383
Average Spent	\$1,903.24
Spending Potential Index	81
Travel: Total \$	\$260,891,063
Average Spent	\$1,585.81
Spending Potential Index	77
Vehicle Maintenance & Repairs: Total \$	\$147,196,001
Average Spent	\$894.72
Spending Potential Index	83

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

December 05, 2017