

# Executive Summary

Georgia Square Mall  
 3700 Atlanta Hwy, Athens, Georgia, 30606  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 33.94402  
 Longitude: -83.46761

	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	2,672	19,341	56,743
2010 Population	3,616	24,652	66,513
2019 Population	3,992	27,830	75,350
2024 Population	4,218	29,533	79,916
2000-2010 Annual Rate	3.07%	2.46%	1.60%
2010-2019 Annual Rate	1.08%	1.32%	1.36%
2019-2024 Annual Rate	1.11%	1.19%	1.18%
2019 Male Population	47.3%	46.9%	47.1%
2019 Female Population	52.7%	53.1%	52.9%
2019 Median Age	40.2	36.0	32.0

In the identified area, the current year population is 75,350. In 2010, the Census count in the area was 66,513. The rate of change since 2010 was 1.36% annually. The five-year projection for the population in the area is 79,916 representing a change of 1.18% annually from 2019 to 2024. Currently, the population is 47.1% male and 52.9% female.

### Median Age

The median age in this area is 40.2, compared to U.S. median age of 38.5.

### Race and Ethnicity

2019 White Alone	64.4%	62.4%	67.3%
2019 Black Alone	25.0%	25.7%	21.2%
2019 American Indian/Alaska Native Alone	0.5%	0.3%	0.2%
2019 Asian Alone	6.5%	4.9%	4.1%
2019 Pacific Islander Alone	0.1%	0.1%	0.1%
2019 Other Race	1.6%	4.2%	4.7%
2019 Two or More Races	2.0%	2.4%	2.4%
2019 Hispanic Origin (Any Race)	5.5%	9.8%	10.1%

Persons of Hispanic origin represent 10.1% of the population in the identified area compared to 18.6% 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 59.1 in the identified area, compared to 64.8 for the U.S. as a whole.

### Households

2019 Wealth Index	76	90	88
2000 Households	1,157	8,025	22,549
2010 Households	1,765	10,681	26,391
2019 Total Households	1,959	12,079	29,796
2024 Total Households	2,068	12,812	31,638
2000-2010 Annual Rate	4.31%	2.90%	1.59%
2010-2019 Annual Rate	1.13%	1.34%	1.32%
2019-2024 Annual Rate	1.09%	1.19%	1.21%
2019 Average Household Size	2.04	2.29	2.39

The household count in this area has changed from 26,391 in 2010 to 29,796 in the current year, a change of 1.32% annually. The five-year projection of households is 31,638, a change of 1.21% annually from the current year total. Average household size is currently 2.39, compared to 2.38 in the year 2010. The number of families in the current year is 16,303 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 2019 and 2024. Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>Mortgage Income</b>			
2019 Percent of Income for Mortgage	17.2%	20.1%	22.5%
<b>Median Household Income</b>			
2019 Median Household Income	\$55,969	\$56,119	\$53,870
2024 Median Household Income	\$68,491	\$67,324	\$63,169
2019-2024 Annual Rate	4.12%	3.71%	3.24%
<b>Average Household Income</b>			
2019 Average Household Income	\$76,084	\$83,741	\$81,015
2024 Average Household Income	\$91,436	\$97,991	\$93,792
2019-2024 Annual Rate	3.74%	3.19%	2.97%
<b>Per Capita Income</b>			
2019 Per Capita Income	\$36,214	\$35,664	\$31,942
2024 Per Capita Income	\$43,443	\$41,721	\$36,995
2019-2024 Annual Rate	3.71%	3.19%	2.98%

### Households by Income

Current median household income is \$53,870 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$63,169 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$81,015 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$93,792 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$31,942 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$36,995 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
2019 Housing Affordability Index	133	115	104
2000 Total Housing Units	1,217	8,421	23,839
2000 Owner Occupied Housing Units	783	4,472	11,185
2000 Renter Occupied Housing Units	375	3,553	11,364
2000 Vacant Housing Units	59	396	1,290
2010 Total Housing Units	1,924	11,808	29,316
2010 Owner Occupied Housing Units	1,002	5,581	13,533
2010 Renter Occupied Housing Units	763	5,100	12,858
2010 Vacant Housing Units	159	1,127	2,925
2019 Total Housing Units	2,048	12,860	32,146
2019 Owner Occupied Housing Units	974	5,503	13,683
2019 Renter Occupied Housing Units	985	6,576	16,113
2019 Vacant Housing Units	89	781	2,350
2024 Total Housing Units	2,151	13,577	34,001
2024 Owner Occupied Housing Units	1,083	5,999	14,930
2024 Renter Occupied Housing Units	985	6,813	16,708
2024 Vacant Housing Units	83	765	2,363

Currently, 42.6% of the 32,146 housing units in the area are owner occupied; 50.1%, renter occupied; and 7.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 29,316 housing units in the area - 46.2% owner occupied, 43.9% renter occupied, and 10.0% vacant. The annual rate of change in housing units since 2010 is 4.18%. Median home value in the area is \$247,622, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 3.05% annually to \$287,743.

**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 2019 and 2024. Esri converted Census 2000 data into 2010 geography.