



Market Profile

100 US Highway 31 S, Athens, Alabama, 35611
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.80189
Longitude: -86.95375

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	18,124	25,555	51,280
2010 Total Population	19,944	29,056	64,311
2021 Total Population	22,707	33,139	75,389
2021 Group Quarters	475	480	2,638
2026 Total Population	23,721	34,705	80,002
2021-2026 Annual Rate	0.88%	0.93%	1.19%
2021 Total Daytime Population	27,248	35,860	67,543
Workers	13,673	16,066	24,212
Residents	13,575	19,794	43,331
Household Summary			
2000 Households	7,483	10,336	19,121
2000 Average Household Size	2.34	2.41	2.54
2010 Households	8,338	11,870	24,275
2010 Average Household Size	2.33	2.40	2.53
2021 Households	9,647	13,757	29,090
2021 Average Household Size	2.30	2.37	2.50
2026 Households	10,123	14,468	31,026
2026 Average Household Size	2.30	2.37	2.49
2021-2026 Annual Rate	0.97%	1.01%	1.30%
2010 Families	5,245	7,934	17,489
2010 Average Family Size	2.96	2.97	3.00
2021 Families	5,895	8,954	20,549
2021 Average Family Size	2.96	2.96	2.99
2026 Families	6,133	9,347	21,797
2026 Average Family Size	2.96	2.96	2.99
2021-2026 Annual Rate	0.79%	0.86%	1.19%
Housing Unit Summary			
2000 Housing Units	8,145	11,243	20,675
Owner Occupied Housing Units	57.1%	62.6%	70.1%
Renter Occupied Housing Units	34.8%	29.3%	22.4%
Vacant Housing Units	8.1%	8.1%	7.5%
2010 Housing Units	9,135	12,963	26,483
Owner Occupied Housing Units	54.8%	61.0%	69.0%
Renter Occupied Housing Units	36.4%	30.5%	22.7%
Vacant Housing Units	8.7%	8.4%	8.3%
2021 Housing Units	10,355	14,717	31,013
Owner Occupied Housing Units	56.1%	62.5%	71.1%
Renter Occupied Housing Units	37.0%	31.0%	22.7%
Vacant Housing Units	6.8%	6.5%	6.2%
2026 Housing Units	10,849	15,450	33,020
Owner Occupied Housing Units	57.2%	63.4%	71.8%
Renter Occupied Housing Units	36.2%	30.2%	22.2%
Vacant Housing Units	6.7%	6.4%	6.0%
Median Household Income			
2021	\$49,538	\$52,738	\$61,859
2026	\$53,970	\$57,539	\$69,352
Median Home Value			
2021	\$158,119	\$165,762	\$179,457
2026	\$185,794	\$195,515	\$209,463
Per Capita Income			
2021	\$31,475	\$31,970	\$31,646
2026	\$35,196	\$35,805	\$35,566
Median Age			
2010	39.0	38.9	38.0
2021	41.1	41.3	40.2
2026	42.4	42.7	41.6

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.



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2021 Households by Income			
Household Income Base	9,647	13,757	29,090
<\$15,000	14.6%	12.6%	9.9%
\$15,000 - \$24,999	12.1%	11.0%	8.6%
\$25,000 - \$34,999	12.6%	12.7%	12.0%
\$35,000 - \$49,999	11.0%	10.9%	10.0%
\$50,000 - \$74,999	17.3%	17.4%	16.7%
\$75,000 - \$99,999	7.7%	9.6%	12.5%
\$100,000 - \$149,999	13.8%	13.7%	18.0%
\$150,000 - \$199,999	5.6%	6.3%	6.9%
\$200,000+	5.4%	5.6%	5.3%
Average Household Income	\$73,689	\$76,994	\$82,269
2026 Households by Income			
Household Income Base	10,123	14,468	31,026
<\$15,000	12.9%	11.1%	8.7%
\$15,000 - \$24,999	10.8%	9.7%	7.5%
\$25,000 - \$34,999	11.8%	11.9%	10.9%
\$35,000 - \$49,999	10.5%	10.3%	9.1%
\$50,000 - \$74,999	18.2%	18.1%	16.7%
\$75,000 - \$99,999	7.9%	9.8%	12.5%
\$100,000 - \$149,999	15.4%	15.4%	20.3%
\$150,000 - \$199,999	6.6%	7.5%	8.3%
\$200,000+	6.0%	6.3%	6.0%
Average Household Income	\$82,046	\$85,883	\$91,991
2021 Owner Occupied Housing Units by Value			
Total	5,814	9,195	22,037
<\$50,000	7.5%	8.9%	8.7%
\$50,000 - \$99,999	15.2%	14.2%	11.3%
\$100,000 - \$149,999	24.6%	21.6%	18.8%
\$150,000 - \$199,999	16.7%	16.9%	19.0%
\$200,000 - \$249,999	11.7%	11.0%	14.3%
\$250,000 - \$299,999	8.5%	10.2%	9.8%
\$300,000 - \$399,999	9.3%	9.8%	10.0%
\$400,000 - \$499,999	2.3%	2.8%	3.4%
\$500,000 - \$749,999	2.8%	3.0%	3.0%
\$750,000 - \$999,999	0.8%	0.9%	1.2%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.1%
\$2,000,000 +	0.3%	0.3%	0.2%
Average Home Value	\$203,882	\$208,556	\$214,563
2026 Owner Occupied Housing Units by Value			
Total	6,201	9,796	23,709
<\$50,000	5.3%	6.1%	5.7%
\$50,000 - \$99,999	11.1%	10.0%	7.5%
\$100,000 - \$149,999	21.1%	17.9%	14.8%
\$150,000 - \$199,999	17.4%	17.5%	19.1%
\$200,000 - \$249,999	12.5%	11.8%	15.4%
\$250,000 - \$299,999	8.9%	11.0%	10.8%
\$300,000 - \$399,999	12.1%	12.7%	12.8%
\$400,000 - \$499,999	3.4%	4.1%	4.9%
\$500,000 - \$749,999	5.0%	5.4%	5.4%
\$750,000 - \$999,999	1.7%	2.0%	2.6%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.5%	0.7%	0.3%
\$2,000,000 +	0.7%	0.5%	0.4%
Average Home Value	\$250,097	\$258,389	\$264,103

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.

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2010 Population by Age			
Total	19,944	29,058	64,310
0 - 4	6.7%	6.6%	6.5%
5 - 9	6.1%	6.3%	6.6%
10 - 14	6.0%	6.5%	6.7%
15 - 24	12.6%	12.5%	12.2%
25 - 34	13.5%	13.1%	13.8%
35 - 44	12.7%	13.2%	14.7%
45 - 54	13.9%	14.5%	15.5%
55 - 64	11.6%	11.9%	11.7%
65 - 74	8.4%	8.2%	7.3%
75 - 84	5.8%	5.1%	3.8%
85 +	2.5%	2.0%	1.3%
18 +	77.5%	76.7%	76.1%
2021 Population by Age			
Total	22,707	33,139	75,387
0 - 4	5.8%	5.8%	5.7%
5 - 9	6.0%	6.1%	6.2%
10 - 14	6.0%	6.2%	6.4%
15 - 24	10.7%	10.6%	10.7%
25 - 34	13.3%	12.9%	13.5%
35 - 44	12.6%	12.8%	14.2%
45 - 54	11.9%	12.4%	13.2%
55 - 64	13.1%	13.6%	13.7%
65 - 74	10.9%	11.0%	10.1%
75 - 84	6.6%	6.0%	4.8%
85 +	3.0%	2.5%	1.6%
18 +	78.9%	78.6%	78.3%
2026 Population by Age			
Total	23,718	34,706	80,001
0 - 4	5.7%	5.6%	5.6%
5 - 9	5.8%	5.8%	6.0%
10 - 14	6.0%	6.2%	6.4%
15 - 24	11.2%	10.9%	10.7%
25 - 34	11.4%	11.0%	11.8%
35 - 44	13.4%	13.4%	14.5%
45 - 54	11.6%	12.0%	13.0%
55 - 64	12.5%	13.2%	13.2%
65 - 74	11.6%	11.7%	10.9%
75 - 84	7.6%	7.2%	6.1%
85 +	3.3%	2.7%	1.8%
18 +	78.9%	78.7%	78.3%
2010 Population by Sex			
Males	9,461	13,987	32,723
Females	10,483	15,069	31,588
2021 Population by Sex			
Males	10,839	15,984	38,095
Females	11,868	17,154	37,293
2026 Population by Sex			
Males	11,389	16,801	40,433
Females	12,332	17,904	39,569

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	19,942	29,056	64,312
White Alone	71.6%	74.8%	78.2%
Black Alone	17.8%	15.3%	14.1%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	0.9%	0.8%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.9%	6.4%	4.2%
Two or More Races	2.1%	2.0%	1.8%
Hispanic Origin	10.0%	9.3%	6.4%
Diversity Index	55.4	51.6	44.4
2021 Population by Race/Ethnicity			
Total	22,706	33,139	75,390
White Alone	68.4%	71.6%	75.4%
Black Alone	18.4%	16.0%	14.8%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	1.2%	1.0%	1.3%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	8.2%	7.7%	4.9%
Two or More Races	2.9%	2.9%	2.7%
Hispanic Origin	11.8%	11.0%	7.6%
Diversity Index	60.3	56.7	49.2
2026 Population by Race/Ethnicity			
Total	23,720	34,706	80,003
White Alone	66.7%	70.1%	74.0%
Black Alone	18.9%	16.4%	15.3%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	1.4%	1.2%	1.6%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	8.9%	8.3%	5.3%
Two or More Races	3.2%	3.1%	3.0%
Hispanic Origin	12.7%	11.9%	8.2%
Diversity Index	62.6	59.0	51.5
2010 Population by Relationship and Household Type			
Total	19,944	29,056	64,311
In Households	97.4%	98.2%	95.5%
In Family Households	79.6%	82.7%	83.3%
Householder	26.4%	27.3%	27.1%
Spouse	18.6%	20.1%	21.0%
Child	29.2%	30.2%	30.5%
Other relative	3.6%	3.5%	3.1%
Nonrelative	1.8%	1.7%	1.6%
In Nonfamily Households	17.7%	15.4%	12.2%
In Group Quarters	2.6%	1.8%	4.5%
Institutionalized Population	2.6%	1.8%	4.5%
Noninstitutionalized Population	0.1%	0.0%	0.0%

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.

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2021 Population 25+ by Educational Attainment			
Total	16,217	23,631	53,582
Less than 9th Grade	5.5%	6.0%	5.1%
9th - 12th Grade, No Diploma	8.7%	8.7%	9.1%
High School Graduate	25.9%	25.1%	24.5%
GED/Alternative Credential	5.1%	5.1%	6.5%
Some College, No Degree	18.0%	18.5%	19.4%
Associate Degree	9.7%	9.6%	9.2%
Bachelor's Degree	18.9%	18.9%	17.7%
Graduate/Professional Degree	8.3%	8.2%	8.5%
2021 Population 15+ by Marital Status			
Total	18,657	27,157	61,628
Never Married	30.3%	28.6%	29.7%
Married	45.8%	49.6%	50.5%
Widowed	9.3%	8.2%	6.2%
Divorced	14.6%	13.6%	13.6%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,554	13,996	31,858
Population 16+ Employed	94.9%	95.1%	95.9%
Population 16+ Unemployment rate	5.1%	4.9%	4.1%
Population 16-24 Employed	13.1%	12.2%	11.1%
Population 16-24 Unemployment rate	8.9%	8.6%	7.4%
Population 25-54 Employed	64.7%	64.4%	66.2%
Population 25-54 Unemployment rate	5.6%	5.3%	4.3%
Population 55-64 Employed	15.8%	16.8%	16.9%
Population 55-64 Unemployment rate	1.5%	1.8%	2.1%
Population 65+ Employed	6.4%	6.6%	5.7%
Population 65+ Unemployment rate	1.4%	1.2%	1.4%
2021 Employed Population 16+ by Industry			
Total	9,062	13,313	30,541
Agriculture/Mining	0.7%	0.5%	0.7%
Construction	9.1%	9.6%	8.8%
Manufacturing	15.6%	15.9%	15.7%
Wholesale Trade	1.4%	1.6%	2.1%
Retail Trade	13.1%	12.2%	11.3%
Transportation/Utilities	3.9%	4.2%	4.7%
Information	0.8%	0.8%	0.8%
Finance/Insurance/Real Estate	4.3%	4.3%	4.1%
Services	45.3%	44.6%	44.6%
Public Administration	5.8%	6.2%	7.3%
2021 Employed Population 16+ by Occupation			
Total	9,060	13,311	30,541
White Collar	54.1%	56.0%	59.0%
Management/Business/Financial	13.4%	14.4%	16.1%
Professional	22.2%	22.6%	24.2%
Sales	8.2%	8.1%	8.6%
Administrative Support	10.3%	10.8%	10.2%
Services	17.8%	15.8%	14.5%
Blue Collar	28.1%	28.2%	26.5%
Farming/Forestry/Fishing	0.4%	0.3%	0.3%
Construction/Extraction	7.7%	7.8%	7.2%
Installation/Maintenance/Repair	3.7%	3.2%	3.0%
Production	9.1%	8.9%	8.4%
Transportation/Material Moving	7.3%	8.1%	7.7%

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2010 Households by Type			
Total	8,339	11,870	24,275
Households with 1 Person	33.1%	29.5%	24.4%
Households with 2+ People	66.9%	70.5%	75.6%
Family Households	62.9%	66.8%	72.0%
Husband-wife Families	44.3%	49.4%	55.8%
With Related Children	17.9%	20.5%	24.6%
Other Family (No Spouse Present)	18.6%	17.4%	16.3%
Other Family with Male Householder	4.2%	4.2%	4.4%
With Related Children	2.3%	2.4%	2.6%
Other Family with Female Householder	14.4%	13.3%	11.9%
With Related Children	9.1%	8.3%	7.6%
Nonfamily Households	4.0%	3.7%	3.5%
All Households with Children	29.6%	31.5%	35.1%
Multigenerational Households	3.2%	3.3%	3.4%
Unmarried Partner Households	4.4%	4.3%	4.4%
Male-female	4.0%	3.9%	3.8%
Same-sex	0.4%	0.5%	0.6%
2010 Households by Size			
Total	8,338	11,869	24,276
1 Person Household	33.1%	29.5%	24.4%
2 Person Household	33.0%	33.9%	34.8%
3 Person Household	15.1%	16.0%	17.4%
4 Person Household	11.4%	12.7%	14.5%
5 Person Household	4.5%	4.9%	5.8%
6 Person Household	1.8%	1.8%	1.9%
7 + Person Household	1.2%	1.2%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	8,338	11,870	24,275
Owner Occupied	60.1%	66.7%	75.2%
Owned with a Mortgage/Loan	37.9%	43.2%	51.9%
Owned Free and Clear	22.2%	23.5%	23.3%
Renter Occupied	39.9%	33.3%	24.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	193	196	212
Percent of Income for Mortgage	13.4%	13.2%	12.2%
Wealth Index	76	82	86
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,135	12,963	26,483
Housing Units Inside Urbanized Area	0.0%	0.1%	9.7%
Housing Units Inside Urbanized Cluster	84.8%	71.2%	41.4%
Rural Housing Units	15.2%	28.8%	48.9%
2010 Population By Urban/ Rural Status			
Total Population	19,944	29,056	64,311
Population Inside Urbanized Area	0.0%	0.1%	14.1%
Population Inside Urbanized Cluster	83.8%	70.2%	38.6%
Rural Population	16.2%	29.7%	47.3%

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.

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Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Green Acres (6A)	Southern Satellites (10A)
2.	Heartland Communities (6F)	Small Town Simplicity (12C)	Green Acres (6A)
3.	Green Acres (6A)	Southern Satellites (10A)	Middleburg (4C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$16,407,321	\$24,274,696	\$54,634,053
Average Spent	\$1,700.77	\$1,764.53	\$1,878.10
Spending Potential Index	80	83	89
Education: Total \$	\$11,693,717	\$17,315,661	\$39,100,883
Average Spent	\$1,212.16	\$1,258.68	\$1,344.13
Spending Potential Index	70	73	78
Entertainment/Recreation: Total \$	\$26,729,022	\$39,603,254	\$87,924,256
Average Spent	\$2,770.71	\$2,878.77	\$3,022.49
Spending Potential Index	86	89	94
Food at Home: Total \$	\$45,012,902	\$66,659,139	\$147,033,650
Average Spent	\$4,666.00	\$4,845.47	\$5,054.44
Spending Potential Index	86	89	93
Food Away from Home: Total \$	\$29,388,336	\$43,729,540	\$98,686,566
Average Spent	\$3,046.37	\$3,178.71	\$3,392.46
Spending Potential Index	80	84	89
Health Care: Total \$	\$53,991,876	\$80,367,421	\$177,932,207
Average Spent	\$5,596.75	\$5,841.93	\$6,116.61
Spending Potential Index	90	94	98
HH Furnishings & Equipment: Total \$	\$17,568,454	\$26,368,966	\$60,105,250
Average Spent	\$1,821.13	\$1,916.77	\$2,066.18
Spending Potential Index	81	85	92
Personal Care Products & Services: Total \$	\$7,053,710	\$10,401,667	\$23,314,724
Average Spent	\$731.18	\$756.10	\$801.47
Spending Potential Index	81	84	89
Shelter: Total \$	\$149,271,567	\$218,435,727	\$488,097,743
Average Spent	\$15,473.37	\$15,878.15	\$16,778.88
Spending Potential Index	77	79	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,905,538	\$28,521,612	\$65,259,851
Average Spent	\$1,959.73	\$2,073.24	\$2,243.38
Spending Potential Index	82	87	94
Travel: Total \$	\$18,380,927	\$27,489,995	\$63,345,291
Average Spent	\$1,905.35	\$1,998.26	\$2,177.56
Spending Potential Index	75	79	86
Vehicle Maintenance & Repairs: Total \$	\$9,348,742	\$13,912,341	\$30,869,370
Average Spent	\$969.08	\$1,011.29	\$1,061.17
Spending Potential Index	87	91	96

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.