

1st in Senior Population Share — ALEX Intelligence 2024

Athens Leads in Senior Population Share

17.5% Aged 65+ — ALEX Intelligence 2024

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THE DATA

17.5%

Share Aged 65 and Over (2024)

Athens leads all cities in the Huntsville market in senior population share.

This figure represents a significant demographic concentration, suggesting a mature housing market with established residents. The high share of older adults indicates strong demand for age-friendly housing, healthcare proximity, and community amenities tailored to retirees.

01

Demand for Right-Sized Housing Is Rising

With 17.5% of Athens's population aged 65 and over, the local housing market is shifting toward smaller, low-maintenance homes and communities designed for aging in place. This trend supports sustained demand for condos, cottages, and retirement-focused developments, even as younger buyers enter the market in other areas.



02

Investors Should Target Age-Ready Infrastructure

The senior concentration in Athens signals a long-term structural shift. Developers and investors who prioritize walkable neighborhoods, accessible healthcare, and community services will gain a competitive edge. This demographic is less likely to relocate and more likely to invest in home modifications, creating stable, resilient real estate value over time.

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