

Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.8559/-84.5883

1133 East-West Connector		1 mi radius		3 mi radius		5 mi radius	
Austell, GA 30106							
Population							
Estimated Population (2022)		9,375		65,644		192,216	
Projected Population (2027)		9,707		69,126		201,327	
Census Population (2020)		8,899		65,247		190,727	
Census Population (2010)		8,147		58,808		174,594	
Projected Annual Growth (2022 to 2027)		332	0.7%	3,482	1.1%	9,111	0.9%
Historical Annual Growth (2020 to 2022)		476	2.7%	397	0.3%	1,489	0.4%
Historical Annual Growth (2010 to 2020)		751	4.6%	6,439	5.5%	16,133	4.6%
Estimated Population Density (2022)		2,986	psm	2,323	psm	2,449	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi
Households							
Estimated Households (2022)		3,600		24,307		70,228	
Projected Households (2027)		3,861		26,522		76,240	
Census Households (2020)		3,390		24,000		69,282	
Census Households (2010)		3,071		21,578		62,763	
Estimated Households with Children (2022)		1,226	34.0%	8,616	35.4%	25,552	36.4%
Estimated Average Household Size (2022)		2.57		2.68		2.70	
Average Household Income							
Estimated Average Household Income (2022)		\$93,931		\$92,404		\$95,228	
Projected Average Household Income (2027)		\$100,375		\$99,199		\$103,559	
Estimated Average Family Income (2022)		\$118,161		\$107,001		\$108,500	
Median Household Income							
Estimated Median Household Income (2022)		\$89,661		\$77,547		\$78,089	
Projected Median Household Income (2027)		\$106,025		\$92,711		\$93,175	
Estimated Median Family Income (2022)		\$106,458		\$90,987		\$91,858	
Per Capita Income							
Estimated Per Capita Income (2022)		\$36,175		\$34,281		\$34,942	
Projected Per Capita Income (2027)		\$40,021		\$38,122		\$39,359	
Estimated Per Capita Income 5 Year Growth		\$3,845	10.6%	\$3,842	11.2%	\$4,417	12.6%
Estimated Average Household Net Worth (2022)		\$604,045		\$509,674		\$524,993	
Daytime Demos (2022)							
Total Businesses		755		3,480		10,250	
Total Employees		14,056		26,946		64,863	
Company Headquarter Businesses		22	2.9%	63	1.8%	210	2.0%
Company Headquarter Employees		299	2.1%	962	3.6%	4,703	7.3%
Employee Population per Business		18.6		7.7		6.3	
Residential Population per Business		12.4		18.9		18.8	

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Race & Ethnicity							
White (2022)		3,099	33.1%	24,613	37.5%	71,726	37.3%
Black or African American (2022)		4,529	48.3%	27,334	41.6%	80,226	41.7%
American Indian or Alaska Native (2022)		53	0.6%	406	0.6%	1,157	0.6%
Asian (2022)		354	3.8%	2,232	3.4%	6,110	3.2%
Hawaiian or Pacific Islander (2022)		3	-	33	-	84	-
Other Race (2022)		587	6.3%	5,160	7.9%	15,194	7.9%
Two or More Races (2022)		749	8.0%	5,865	8.9%	17,717	9.2%
Not Hispanic or Latino Population (2022)		7,857	83.8%	52,751	80.4%	153,187	79.7%
Hispanic or Latino Population (2022)		1,518	16.2%	12,893	19.6%	39,029	20.3%
Not Hispanic or Latino Population (2027)		8,140	83.9%	55,516	80.3%	160,198	79.6%
Hispanic or Latino Population (2027)		1,567	16.1%	13,610	19.7%	41,129	20.4%
Not Hispanic or Latino Population (2020)		7,267	81.7%	50,260	77.0%	145,367	76.2%
Hispanic or Latino Population (2020)		1,632	18.3%	14,987	23.0%	45,360	23.8%
Not Hispanic or Latino Population (2010)		7,015	86.1%	48,845	83.1%	140,025	80.2%
Hispanic or Latino Population (2010)		1,132	13.9%	9,963	16.9%	34,570	19.8%
Projected Hispanic Annual Growth (2022 to 2027)		49	0.6%	717	1.1%	2,099	1.1%
Historic Hispanic Annual Growth (2010 to 2022)		386	2.8%	2,931	2.5%	4,460	1.1%
Age Distribution (2022)							
Age Under 5		618	6.6%	4,138	6.3%	13,049	6.8%
Age 5 to 9 Years		606	6.5%	4,007	6.1%	12,219	6.4%
Age 10 to 14 Years		590	6.3%	4,264	6.5%	12,708	6.6%
Age 15 to 19 Years		543	5.8%	4,087	6.2%	12,279	6.4%
Age 20 to 24 Years		543	5.8%	3,620	5.5%	11,152	5.8%
Age 25 to 29 Years		615	6.6%	4,336	6.6%	13,257	6.9%
Age 30 to 34 Years		742	7.9%	4,974	7.6%	14,897	7.8%
Age 35 to 39 Years		701	7.5%	4,892	7.5%	14,557	7.6%
Age 40 to 44 Years		619	6.6%	4,506	6.9%	13,418	7.0%
Age 45 to 49 Years		628	6.7%	4,413	6.7%	12,803	6.7%
Age 50 to 54 Years		631	6.7%	4,358	6.6%	13,150	6.8%
Age 55 to 59 Years		618	6.6%	4,400	6.7%	12,340	6.4%
Age 60 to 64 Years		507	5.4%	3,711	5.7%	10,386	5.4%
Age 65 to 74 Years		854	9.1%	6,044	9.2%	15,701	8.2%
Age 75 to 84 Years		406	4.3%	2,963	4.5%	7,830	4.1%
Age 85 Years or Over		156	1.7%	931	1.4%	2,472	1.3%
Median Age		37.2		37.6		36.5	
Gender Age Distribution (2022)							
Female Population		5,023	53.6%	34,459	52.5%	99,375	51.7%
Age 0 to 19 Years		1,174	23.4%	8,173	23.7%	24,640	24.8%
Age 20 to 64 Years		3,006	59.8%	20,518	59.5%	59,571	59.9%
Age 65 Years or Over		843	16.8%	5,769	16.7%	15,163	15.3%
Female Median Age		39.0		39.0		37.8	
Male Population		4,352	46.4%	31,185	47.5%	92,841	48.3%
Age 0 to 19 Years		1,184	27.2%	8,323	26.7%	25,614	27.6%
Age 20 to 64 Years		2,596	59.6%	18,692	59.9%	56,388	60.7%
Age 65 Years or Over		573	13.2%	4,169	13.4%	10,839	11.7%
Male Median Age		35.6		36.2		35.1	

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Household Income Distribution (2022)						
HH Income \$200,000 or More	352	9.8%	1,806	7.4%	5,521	7.9%
HH Income \$150,000 to \$199,999	312	8.7%	1,703	7.0%	5,225	7.4%
HH Income \$100,000 to \$149,999	657	18.3%	4,598	18.9%	12,351	17.6%
HH Income \$75,000 to \$99,999	551	15.3%	3,816	15.7%	10,878	15.5%
HH Income \$50,000 to \$74,999	645	17.9%	4,641	19.1%	13,963	19.9%
HH Income \$35,000 to \$49,999	398	11.1%	2,793	11.5%	8,130	11.6%
HH Income \$25,000 to \$34,999	212	5.9%	1,811	7.5%	5,361	7.6%
HH Income \$15,000 to \$24,999	177	4.9%	1,033	4.3%	3,506	5.0%
HH Income Under \$15,000	296	8.2%	2,104	8.7%	5,293	7.5%
HH Income \$35,000 or More	2,915	81.0%	19,358	79.6%	56,068	79.8%
HH Income \$75,000 or More	1,872	52.0%	11,923	49.1%	33,975	48.4%
Housing (2022)						
Total Housing Units	3,780		26,476		76,320	
Housing Units Occupied	3,600	95.2%	24,307	91.8%	70,228	92.0%
Housing Units Owner-Occupied	2,268	63.0%	16,868	69.4%	46,499	66.2%
Housing Units, Renter-Occupied	1,332	37.0%	7,438	30.6%	23,730	33.8%
Housing Units, Vacant	180	5.0%	2,169	8.9%	6,091	8.7%
Marital Status (2022)						
Never Married	2,414	31.9%	18,637	35.0%	54,971	35.6%
Currently Married	3,282	43.4%	22,637	42.5%	66,942	43.4%
Separated	347	4.6%	1,633	3.1%	5,645	3.7%
Widowed	677	9.0%	3,237	6.1%	7,920	5.1%
Divorced	840	11.1%	7,091	13.3%	18,763	12.2%
Household Type (2022)						
Population Family	7,643	81.5%	55,426	84.4%	160,587	83.5%
Population Non-Family	1,624	17.3%	9,667	14.7%	29,120	15.1%
Population Group Quarters	108	1.2%	552	0.8%	2,509	1.3%
Family Households	2,280	63.3%	16,661	68.5%	47,518	67.7%
Non-Family Households	1,321	36.7%	7,645	31.5%	22,710	32.3%
Married Couple with Children	722	22.0%	5,101	22.5%	15,275	22.8%
Average Family Household Size	3.4		3.3		3.4	
Household Size (2022)						
1 Person Households	1,162	32.3%	6,353	26.1%	18,617	26.5%
2 Person Households	1,090	30.3%	7,877	32.4%	21,666	30.9%
3 Person Households	565	15.7%	4,059	16.7%	11,689	16.6%
4 Person Households	447	12.4%	3,139	12.9%	9,452	13.5%
5 Person Households	191	5.3%	1,596	6.6%	4,851	6.9%
6 or More Person Households	144	4.0%	1,283	5.3%	3,954	5.6%
Household Vehicles (2022)						
Households with 0 Vehicles Available	157	4.3%	1,075	4.4%	3,178	4.5%
Households with 1 Vehicles Available	1,229	34.1%	7,928	32.6%	22,644	32.2%
Households with 2 or More Vehicles Available	2,215	61.5%	15,303	63.0%	44,406	63.2%
Total Vehicles Available	6,781		46,020		132,664	
Average Vehicles Per Household	1.9		1.9		1.9	

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Labor Force (2022)							
Estimated Labor Population Age 16 Years or Over		7,447		52,332		151,572	
Estimated Civilian Employed		5,031	67.6%	34,369	65.7%	101,343	66.9%
Estimated Civilian Unemployed		103	1.4%	865	1.7%	2,733	1.8%
Estimated in Armed Forces		9	0.1%	21	-	196	0.1%
Estimated Not in Labor Force		2,305	30.9%	17,077	32.6%	47,300	31.2%
Unemployment Rate		1.4%		1.7%		1.8%	
Occupation (2022)							
Occupation: Population Age 16 Years or Over		5,031		34,369		101,343	
Management, Business, Financial Operations		1,097	21.8%	6,917	20.1%	20,358	20.1%
Professional, Related		1,168	23.2%	7,778	22.6%	23,236	22.9%
Service		770	15.3%	5,206	15.1%	15,645	15.4%
Sales, Office		985	19.6%	6,866	20.0%	19,536	19.3%
Farming, Fishing, Forestry		-	-	13	-	20	-
Construct, Extraction, Maintenance		396	7.9%	3,439	10.0%	10,233	10.1%
Production, Transport Material Moving		616	12.3%	4,150	12.1%	12,315	12.2%
White Collar Workers		3,249	64.6%	21,561	62.7%	63,130	62.3%
Blue Collar Workers		1,782	35.4%	12,808	37.3%	38,213	37.7%
Consumer Expenditure (2022)							
Total Household Expenditure		\$239.45 M		\$1.61 B		\$4.75 B	
Total Non-Retail Expenditure		\$126.6 M	52.9%	\$846.42 M	52.7%	\$2.5 B	52.7%
Total Retail Expenditure		\$112.85 M	47.1%	\$760.32 M	47.3%	\$2.24 B	47.3%
Apparel		\$8.52 M	3.6%	\$56.84 M	3.5%	\$168.39 M	3.5%
Contributions		\$8 M	3.3%	\$52.55 M	3.3%	\$155.6 M	3.3%
Education		\$7.55 M	3.2%	\$48.36 M	3.0%	\$144.32 M	3.0%
Entertainment		\$13.68 M	5.7%	\$91.39 M	5.7%	\$270.05 M	5.7%
Food and Beverages		\$35.08 M	14.7%	\$236.78 M	14.7%	\$699.08 M	14.7%
Furnishings and Equipment		\$8.49 M	3.5%	\$56.77 M	3.5%	\$167.65 M	3.5%
Gifts		\$6.07 M	2.5%	\$39.56 M	2.5%	\$117.58 M	2.5%
Health Care		\$19.87 M	8.3%	\$135.36 M	8.4%	\$398.2 M	8.4%
Household Operations		\$9.46 M	3.9%	\$63.07 M	3.9%	\$186.52 M	3.9%
Miscellaneous Expenses		\$4.54 M	1.9%	\$30.39 M	1.9%	\$89.76 M	1.9%
Personal Care		\$3.22 M	1.3%	\$21.58 M	1.3%	\$63.71 M	1.3%
Personal Insurance		\$1.73 M	0.7%	\$11.42 M	0.7%	\$33.75 M	0.7%
Reading		\$521.87 K	0.2%	\$3.49 M	0.2%	\$10.31 M	0.2%
Shelter		\$50.52 M	21.1%	\$337.28 M	21.0%	\$998.97 M	21.0%
Tobacco		\$1.37 M	0.6%	\$9.55 M	0.6%	\$28.12 M	0.6%
Transportation		\$43.61 M	18.2%	\$294.52 M	18.3%	\$868.87 M	18.3%
Utilities		\$17.23 M	7.2%	\$117.85 M	7.3%	\$347.31 M	7.3%
Educational Attainment (2022)							
Adult Population Age 25 Years or Over		6,475		45,528		130,810	
Elementary (Grade Level 0 to 8)		350	5.4%	2,306	5.1%	7,755	5.9%
Some High School (Grade Level 9 to 11)		311	4.8%	2,269	5.0%	7,440	5.7%
High School Graduate		1,524	23.5%	11,222	24.6%	30,362	23.2%
Some College		1,046	16.2%	8,371	18.4%	24,024	18.4%
Associate Degree Only		328	5.1%	3,905	8.6%	10,724	8.2%
Bachelor Degree Only		2,020	31.2%	11,241	24.7%	31,506	24.1%
Graduate Degree		896	13.8%	6,215	13.7%	19,000	14.5%

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Units In Structure (2022)							
1 Detached Unit		2,290	74.6%	17,711	82.1%	49,157	78.3%
1 Attached Unit		378	12.3%	1,780	8.2%	5,413	8.6%
2 to 4 Units		113	3.7%	616	2.9%	2,121	3.4%
5 to 9 Units		119	3.9%	731	3.4%	2,794	4.5%
10 to 19 Units		302	9.9%	1,327	6.1%	4,177	6.7%
20 to 49 Units		175	5.7%	989	4.6%	2,812	4.5%
50 or More Units		199	6.5%	914	4.2%	2,995	4.8%
Mobile Home or Trailer		24	0.8%	218	1.0%	731	1.2%
Other Structure	-	-	-	20	-	28	-
Homes Built By Year (2022)							
Homes Built 2010 or later		391	12.7%	2,470	11.4%	7,249	11.5%
Homes Built 2000 to 2009		846	27.6%	4,558	21.1%	13,506	21.5%
Homes Built 1990 to 1999		753	24.5%	4,316	20.0%	12,861	20.5%
Homes Built 1980 to 1989		714	23.3%	5,170	24.0%	14,649	23.3%
Homes Built 1970 to 1979		319	10.4%	3,383	15.7%	9,040	14.4%
Homes Built 1960 to 1969		398	13.0%	3,196	14.8%	8,242	13.1%
Homes Built 1950 to 1959		153	5.0%	972	4.5%	3,813	6.1%
Homes Built Before 1949		27	0.9%	242	1.1%	869	1.4%
Home Values (2022)							
Home Values \$1,000,000 or More		24	1.0%	221	1.3%	603	1.3%
Home Values \$500,000 to \$999,999		344	15.2%	2,350	13.9%	7,132	15.3%
Home Values \$400,000 to \$499,999		204	9.0%	1,689	10.0%	5,210	11.2%
Home Values \$300,000 to \$399,999		584	25.7%	4,180	24.8%	12,130	26.1%
Home Values \$200,000 to \$299,999		700	30.9%	5,313	31.5%	13,030	28.0%
Home Values \$150,000 to \$199,999		208	9.2%	1,642	9.7%	4,460	9.6%
Home Values \$100,000 to \$149,999		107	4.7%	656	3.9%	1,734	3.7%
Home Values \$70,000 to \$99,999		14	0.6%	232	1.4%	680	1.5%
Home Values \$50,000 to \$69,999		14	0.6%	86	0.5%	245	0.5%
Home Values \$25,000 to \$49,999		25	1.1%	256	1.5%	644	1.4%
Home Values Under \$25,000		45	2.0%	245	1.5%	632	1.4%
Owner-Occupied Median Home Value		\$313,140		\$301,240		\$314,257	
Renter-Occupied Median Rent		\$1,255		\$1,235		\$1,232	
Transportation To Work (2022)							
Drive to Work Alone		2,773	55.1%	18,682	54.4%	59,676	58.9%
Drive to Work in Carpool		327	6.5%	2,193	6.4%	7,003	6.9%
Travel to Work by Public Transportation		32	0.6%	136	0.4%	572	0.6%
Drive to Work on Motorcycle	-	-	-	2	-	7	-
Walk or Bicycle to Work		36	0.7%	359	1.0%	995	1.0%
Other Means		118	2.3%	514	1.5%	1,760	1.7%
Work at Home		1,746	34.7%	12,483	36.3%	31,330	30.9%
Travel Time (2022)							
Travel to Work in 14 Minutes or Less		415	8.2%	3,118	9.1%	11,138	11.0%
Travel to Work in 15 to 29 Minutes		987	19.6%	7,470	21.7%	24,299	24.0%
Travel to Work in 30 to 59 Minutes		1,567	31.1%	9,553	27.8%	29,100	28.7%
Travel to Work in 60 Minutes or More		317	6.3%	1,745	5.1%	5,476	5.4%
Average Minutes Travel to Work		30.3		27.1		26.8	