

EXPANDED PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



RF5

Lat/Lon: 33.8556/-84.5868

1133 East-West Connector

Austell, GA 30106

	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2019)	9,186	65,967	195,669
Projected Population (2024)	9,411	68,661	203,199
Census Population (2010)	8,173	59,454	174,955
Census Population (2000)	6,296	55,806	159,664
Projected Annual Growth (2019 to 2024)	225 0.5%	2,694 0.8%	7,529 0.8%
Historical Annual Growth (2010 to 2019)	1,013 1.2%	6,513 1.1%	20,714 1.2%
Historical Annual Growth (2000 to 2010)	1,877 3.0%	3,648 0.7%	15,292 1.0%
Estimated Population Density (2019)	2,925 psm	2,334 psm	2,492 psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi
Households			
Estimated Households (2019)	3,505	24,725	71,966
Projected Households (2024)	3,655	26,187	76,016
Census Households (2010)	3,067	21,843	63,158
Census Households (2000)	2,200	20,195	57,904
Estimated Households with Children (2019)	1,198 34.2%	8,611 34.8%	25,918 36.0%
Estimated Average Household Size (2019)	2.59	2.64	2.67
Average Household Income			
Estimated Average Household Income (2019)	\$93,088	\$83,959	\$87,704
Projected Average Household Income (2024)	\$104,947	\$92,802	\$99,547
Estimated Average Family Income (2019)	\$110,392	\$98,509	\$100,331
Median Household Income			
Estimated Median Household Income (2019)	\$78,203	\$70,978	\$70,653
Projected Median Household Income (2024)	\$90,559	\$81,907	\$81,657
Estimated Median Family Income (2019)	\$91,739	\$82,255	\$81,590
Per Capita Income			
Estimated Per Capita Income (2019)	\$35,593	\$31,532	\$32,482
Projected Per Capita Income (2024)	\$40,830	\$35,455	\$37,457
Estimated Per Capita Income 5 Year Growth	\$5,237 14.7%	\$3,923 12.4%	\$4,975 15.3%
Estimated Average Household Net Worth (2019)	\$631,244	\$539,332	\$561,276
Daytime Demos (2019)			
Total Businesses	384	2,113	5,660
Total Employees	4,098	19,619	48,138
Company Headquarter Businesses	-	3 0.1%	14 0.2%
Company Headquarter Employees	69 1.7%	2,021 10.3%	3,073 6.4%
Employee Population per Business	10.7	9.3	8.5
Residential Population per Business	23.9	31.2	34.6

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Race & Ethnicity

	1 mi radius		3 mi radius		5 mi radius	
White (2019)	3,936	42.8%	28,153	42.7%	83,817	42.8%
Black or African American (2019)	4,051	44.1%	27,813	42.2%	80,740	41.3%
American Indian or Alaska Native (2019)	27	0.3%	264	0.4%	782	0.4%
Asian (2019)	362	3.9%	2,400	3.6%	6,685	3.4%
Hawaiian or Pacific Islander (2019)	-	-	36	-	112	-
Other Race (2019)	582	6.3%	5,212	7.9%	17,304	8.8%
Two or More Races (2019)	228	2.5%	2,088	3.2%	6,229	3.2%
Not Hispanic or Latino Population (2019)	7,966	86.7%	54,700	82.9%	157,254	80.4%
Hispanic or Latino Population (2019)	1,220	13.3%	11,267	17.1%	38,415	19.6%
Not Hispanic or Latino Population (2024)	8,161	86.7%	56,871	82.8%	163,057	80.2%
Hispanic or Latino Population (2024)	1,250	13.3%	11,790	17.2%	40,142	19.8%
Not Hispanic or Latino Population (2010)	7,016	85.8%	49,353	83.0%	140,485	80.3%
Hispanic or Latino Population (2010)	1,157	14.2%	10,100	17.0%	34,471	19.7%
Not Hispanic or Latino Population (2000)	5,916	94.0%	51,717	92.7%	142,325	89.1%
Hispanic or Latino Population (2000)	381	6.0%	4,088	7.3%	17,338	10.9%
Projected Hispanic Annual Growth (2019 to 2024)	30	0.5%	522	0.9%	1,726	0.9%
Historic Hispanic Annual Growth (2000 to 2019)	839	11.6%	7,179	9.2%	21,077	6.4%

Age Distribution (2019)

Age Under 5	640	7.0%	4,517	6.8%	14,045	7.2%
Age 5 to 9 Years	588	6.4%	4,237	6.4%	12,967	6.6%
Age 10 to 14 Years	548	6.0%	4,203	6.4%	12,757	6.5%
Age 15 to 19 Years	506	5.5%	3,949	6.0%	12,258	6.3%
Age 20 to 24 Years	499	5.4%	3,618	5.5%	11,994	6.1%
Age 25 to 29 Years	630	6.9%	4,452	6.7%	14,379	7.3%
Age 30 to 34 Years	681	7.4%	4,765	7.2%	14,849	7.6%
Age 35 to 39 Years	685	7.5%	4,809	7.3%	14,882	7.6%
Age 40 to 44 Years	570	6.2%	4,355	6.6%	13,476	6.9%
Age 45 to 49 Years	629	6.8%	4,567	6.9%	13,587	6.9%
Age 50 to 54 Years	603	6.6%	4,274	6.5%	12,998	6.6%
Age 55 to 59 Years	599	6.5%	4,431	6.7%	12,369	6.3%
Age 60 to 64 Years	495	5.4%	3,711	5.6%	10,126	5.2%
Age 65 to 74 Years	834	9.1%	5,867	8.9%	14,813	7.6%
Age 75 to 84 Years	461	5.0%	3,076	4.7%	7,432	3.8%
Age 85 Years or Over	216	2.4%	1,138	1.7%	2,737	1.4%
Median Age	38.1		37.6		35.9	

Gender Age Distribution (2019)

Female Population	4,896	53.3%	34,965	53.0%	101,438	51.8%
Age 0 to 19 Years	1,100	22.5%	8,221	23.5%	25,171	24.8%
Age 20 to 64 Years	2,902	59.3%	20,819	59.5%	61,579	60.7%
Age 65 Years or Over	894	18.3%	5,924	16.9%	14,687	14.5%
Female Median Age	39.9		39.2		37.3	
Male Population	4,290	46.7%	31,002	47.0%	94,232	48.2%
Age 0 to 19 Years	1,182	27.6%	8,684	28.0%	26,856	28.5%
Age 20 to 64 Years	2,490	58.1%	18,161	58.6%	57,080	60.6%
Age 65 Years or Over	617	14.4%	4,157	13.4%	10,295	10.9%
Male Median Age	36.0		35.8		34.3	

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Austell, GA 30106

Household Income Distribution (2019)

	1 mi radius		3 mi radius		5 mi radius	
HH Income \$200,000 or More	223	6.4%	1,223	4.9%	4,068	5.7%
HH Income \$150,000 to \$199,999	304	8.7%	1,781	7.2%	5,240	7.3%
HH Income \$100,000 to \$149,999	680	19.4%	4,527	18.3%	11,725	16.3%
HH Income \$75,000 to \$99,999	538	15.4%	3,569	14.4%	10,285	14.3%
HH Income \$50,000 to \$74,999	688	19.6%	4,397	17.8%	12,907	17.9%
HH Income \$35,000 to \$49,999	445	12.7%	3,081	12.5%	9,363	13.0%
HH Income \$25,000 to \$34,999	213	6.1%	2,481	10.0%	6,938	9.6%
HH Income \$15,000 to \$24,999	106	3.0%	1,678	6.8%	5,731	8.0%
HH Income Under \$15,000	307	8.8%	1,989	8.0%	5,710	7.9%
HH Income \$35,000 or More	2,878	82.1%	18,578	75.1%	53,588	74.5%
HH Income \$75,000 or More	1,746	49.8%	11,100	44.9%	31,318	43.5%

Housing (2019)

	1 mi radius		3 mi radius		5 mi radius	
Total Housing Units	3,592		25,845		74,951	
Housing Units Occupied	3,505	97.6%	24,725	95.7%	71,966	96.0%
Housing Units Owner-Occupied	2,356	67.2%	17,278	69.9%	46,973	65.3%
Housing Units, Renter-Occupied	1,149	32.8%	7,447	30.1%	24,993	34.7%
Housing Units, Vacant	87	2.5%	1,120	4.5%	2,984	4.1%

Marital Status (2019)

	1 mi radius		3 mi radius		5 mi radius	
Never Married	2,278	30.7%	17,747	33.5%	56,872	36.5%
Currently Married	3,386	45.7%	22,858	43.1%	64,637	41.5%
Separated	445	6.0%	3,004	5.7%	9,212	5.9%
Widowed	413	5.6%	2,949	5.6%	7,507	4.8%
Divorced	889	12.0%	6,452	12.2%	17,673	11.3%

Household Type (2019)

	1 mi radius		3 mi radius		5 mi radius	
Population Family	7,688	83.7%	55,634	84.3%	161,962	82.8%
Population Non-Family	1,401	15.3%	9,663	14.6%	29,855	15.3%
Population Group Quarters	96	1.0%	670	1.0%	3,852	2.0%
Family Households	2,319	66.2%	16,838	68.1%	48,068	66.8%
Non-Family Households	1,186	33.8%	7,887	31.9%	23,898	33.2%
Married Couple with Children	705	20.8%	5,018	22.0%	15,255	23.6%
Average Family Household Size	3.3		3.3		3.4	

Household Size (2019)

	1 mi radius		3 mi radius		5 mi radius	
1 Person Households	1,013	28.9%	6,469	26.2%	19,367	26.9%
2 Person Households	1,031	29.4%	7,808	31.6%	21,495	29.9%
3 Person Households	577	16.5%	4,106	16.6%	11,787	16.4%
4 Person Households	480	13.7%	3,225	13.0%	9,770	13.6%
5 Person Households	216	6.2%	1,663	6.7%	5,111	7.1%
6 or More Person Households	187	5.3%	1,455	5.9%	4,436	6.2%

Household Vehicles (2019)

	1 mi radius		3 mi radius		5 mi radius	
Households with 0 Vehicles Available	73	2.1%	942	3.8%	3,095	4.3%
Households with 1 Vehicles Available	1,220	34.8%	7,769	31.4%	23,626	32.8%
Households with 2 or More Vehicles Available	2,211	63.1%	16,014	64.8%	45,246	62.9%
Total Vehicles Available	6,749		47,516		134,835	
Average Vehicles Per Household	1.9		1.9		1.9	

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Labor Force (2019)

Estimated Labor Population Age 16 Years or Over	7,311		52,194		153,468	
Estimated Civilian Employed	4,926	67.4%	34,702	66.5%	102,966	67.1%
Estimated Civilian Unemployed	224	3.1%	1,365	2.6%	3,724	2.4%
Estimated in Armed Forces	8	0.1%	27	-	162	0.1%
Estimated Not in Labor Force	2,153	29.4%	16,099	30.8%	46,616	30.4%
Unemployment Rate	3.1%		2.6%		2.4%	

Occupation (2019)

Occupation: Population Age 16 Years or Over	4,926		34,702		102,966	
Management, Business, Financial Operations	1,003	20.4%	6,597	19.0%	20,649	20.1%
Professional, Related	1,097	22.3%	7,140	20.6%	20,680	20.1%
Service	790	16.0%	5,040	14.5%	15,185	14.7%
Sales, Office	1,078	21.9%	7,995	23.0%	22,614	22.0%
Farming, Fishing, Forestry	-	-	5	-	17	-
Construct, Extraction, Maintenance	456	9.3%	3,936	11.3%	11,962	11.6%
Production, Transport Material Moving	503	10.2%	3,990	11.5%	11,859	11.5%
White Collar Workers	3,177	64.5%	21,732	62.6%	63,943	62.1%
Blue Collar Workers	1,749	35.5%	12,970	37.4%	39,023	37.9%

Consumer Expenditure (2019)

Total Household Expenditure	\$232.84 M		\$1.54 B		\$4.59 B	
Total Non-Retail Expenditure	\$122.62 M	52.7%	\$809.78 M	52.6%	\$2.42 B	52.7%
Total Retail Expenditure	\$110.22 M	47.3%	\$729.28 M	47.4%	\$2.17 B	47.3%
Apparel	\$8.25 M	3.5%	\$54.21 M	3.5%	\$162.2 M	3.5%
Contributions	\$7.59 M	3.3%	\$49.49 M	3.2%	\$148.51 M	3.2%
Education	\$7.06 M	3.0%	\$44.9 M	2.9%	\$136.62 M	3.0%
Entertainment	\$13.26 M	5.7%	\$87.02 M	5.7%	\$259.67 M	5.7%
Food and Beverages	\$34.31 M	14.7%	\$227.66 M	14.8%	\$676.89 M	14.8%
Furnishings and Equipment	\$8.25 M	3.5%	\$54.08 M	3.5%	\$161.29 M	3.5%
Gifts	\$5.7 M	2.4%	\$36.8 M	2.4%	\$111.15 M	2.4%
Health Care	\$19.55 M	8.4%	\$130.88 M	8.5%	\$386.75 M	8.4%
Household Operations	\$9.14 M	3.9%	\$60.17 M	3.9%	\$179.64 M	3.9%
Miscellaneous Expenses	\$4.42 M	1.9%	\$29.07 M	1.9%	\$86.56 M	1.9%
Personal Care	\$3.13 M	1.3%	\$20.69 M	1.3%	\$61.58 M	1.3%
Personal Insurance	\$1.66 M	0.7%	\$10.79 M	0.7%	\$32.3 M	0.7%
Reading	\$505.9 K	0.2%	\$3.34 M	0.2%	\$9.93 M	0.2%
Shelter	\$48.9 M	21.0%	\$323.44 M	21.0%	\$965.69 M	21.1%
Tobacco	\$1.37 M	0.6%	\$9.45 M	0.6%	\$27.77 M	0.6%
Transportation	\$42.74 M	18.4%	\$282.54 M	18.4%	\$839.75 M	18.3%
Utilities	\$17.02 M	7.3%	\$114.53 M	7.4%	\$338.78 M	7.4%

Educational Attainment (2019)

Adult Population Age 25 Years or Over	6,404		45,443		131,648	
Elementary (Grade Level 0 to 8)	314	4.9%	2,481	5.5%	8,477	6.4%
Some High School (Grade Level 9 to 11)	281	4.4%	2,616	5.8%	9,418	7.2%
High School Graduate	1,541	24.1%	12,532	27.6%	32,787	24.9%
Some College	1,325	20.7%	9,320	20.5%	25,621	19.5%
Associate Degree Only	318	5.0%	3,382	7.4%	9,639	7.3%
Bachelor Degree Only	1,759	27.5%	9,879	21.7%	28,796	21.9%
Graduate Degree	866	13.5%	5,233	11.5%	16,911	12.8%

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Units In Structure (2019)

	1 mi radius		3 mi radius		5 mi radius	
1 Detached Unit	2,594	84.6%	19,802	90.7%	52,700	83.4%
1 Attached Unit	318	10.4%	1,480	6.8%	6,174	9.8%
2 to 4 Units	86	2.8%	844	3.9%	3,099	4.9%
5 to 9 Units	33	1.1%	789	3.6%	3,140	5.0%
10 to 19 Units	268	8.7%	685	3.1%	2,762	4.4%
20 to 49 Units	90	3.0%	428	2.0%	1,883	3.0%
50 or More Units	52	1.7%	426	2.0%	1,049	1.7%
Mobile Home or Trailer	64	2.1%	269	1.2%	1,161	1.8%
Other Structure	-	-	-	-	-	-

Homes Built By Year (2019)

Homes Built 2010 or later	135	4.4%	787	3.6%	2,866	4.5%
Homes Built 2000 to 2009	845	27.6%	4,419	20.2%	13,652	21.6%
Homes Built 1990 to 1999	998	32.5%	5,279	24.2%	14,934	23.6%
Homes Built 1980 to 1989	591	19.3%	4,652	21.3%	13,592	21.5%
Homes Built 1970 to 1979	438	14.3%	4,136	18.9%	10,353	16.4%
Homes Built 1960 to 1969	357	11.6%	3,708	17.0%	8,771	13.9%
Homes Built 1950 to 1959	115	3.8%	1,332	6.1%	6,095	9.7%
Homes Built Before 1949	25	0.8%	413	1.9%	1,704	2.7%

Home Values (2019)

Home Values \$1,000,000 or More	19	0.9%	137	0.9%	385	0.9%
Home Values \$500,000 to \$999,999	162	7.8%	1,279	8.3%	3,890	9.4%
Home Values \$400,000 to \$499,999	216	10.4%	1,201	7.8%	3,921	9.4%
Home Values \$300,000 to \$399,999	328	15.7%	2,321	15.1%	6,687	16.1%
Home Values \$200,000 to \$299,999	590	28.3%	4,388	28.5%	11,492	27.6%
Home Values \$150,000 to \$199,999	499	23.9%	3,562	23.1%	8,468	20.4%
Home Values \$100,000 to \$149,999	346	16.6%	2,630	17.1%	6,849	16.5%
Home Values \$70,000 to \$99,999	96	4.6%	853	5.5%	2,437	5.9%
Home Values \$50,000 to \$69,999	25	1.2%	318	2.1%	963	2.3%
Home Values \$25,000 to \$49,999	25	1.2%	280	1.8%	929	2.2%
Home Values Under \$25,000	39	1.9%	237	1.5%	756	1.8%
Owner-Occupied Median Home Value	\$243,760		\$216,737		\$226,652	
Renter-Occupied Median Rent	\$1,004		\$958		\$927	

Transportation To Work (2019)

Drive to Work Alone	3,878	77.9%	27,747	78.0%	81,470	77.0%
Drive to Work in Carpool	521	10.5%	4,108	11.5%	12,276	11.6%
Travel to Work by Public Transportation	99	2.0%	526	1.5%	1,608	1.5%
Drive to Work on Motorcycle	-	-	33	-	50	-
Walk or Bicycle to Work	6	0.1%	327	0.9%	1,182	1.1%
Other Means	114	2.3%	522	1.5%	1,639	1.6%
Work at Home	358	7.2%	2,322	6.5%	7,511	7.1%

Travel Time (2019)

Travel to Work in 14 Minutes or Less	461	9.3%	3,570	10.0%	11,547	10.9%
Travel to Work in 15 to 29 Minutes	1,549	31.1%	10,265	28.8%	28,693	27.1%
Travel to Work in 30 to 59 Minutes	1,892	38.0%	14,012	39.4%	42,835	40.5%
Travel to Work in 60 Minutes or More	672	13.5%	4,568	12.8%	12,533	11.9%
Average Minutes Travel to Work	32.2		30.8		30.6	

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