

Expanded Profile

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

Lat/Lon: 33.8607/-84.5963

3753 Austell Rd SW Austell, GA 30106		1 mi radius		3 mi radius		5 mi radius	
Population							
Estimated Population (2022)	10,506		70,793		187,455		
Projected Population (2027)	10,907		74,432		197,187		
Census Population (2020)	10,517		70,064		185,338		
Census Population (2010)	9,700		62,711		169,639		
Projected Annual Growth (2022 to 2027)	401	0.8%	3,639	1.0%	9,732	1.0%	
Historical Annual Growth (2020 to 2022)	-11	-	729	0.5%	2,116	0.6%	
Historical Annual Growth (2010 to 2020)	817	4.2%	7,354	5.9%	15,699	4.6%	
Estimated Population Density (2022)	3,346 psm		2,505 psm		2,388 psm		
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi		
Households							
Estimated Households (2022)	4,026		25,697		67,923		
Projected Households (2027)	4,333		28,010		74,070		
Census Households (2020)	4,005		25,255		66,752		
Census Households (2010)	3,675		22,575		60,358		
Estimated Households with Children (2022)	1,379	34.3%	9,347	36.4%	24,917	36.7%	
Estimated Average Household Size (2022)	2.53		2.73		2.72		
Average Household Income							
Estimated Average Household Income (2022)	\$74,593		\$91,239		\$94,251		
Projected Average Household Income (2027)	\$79,809		\$98,032		\$101,779		
Estimated Average Family Income (2022)	\$90,364		\$104,790		\$106,887		
Median Household Income							
Estimated Median Household Income (2022)	\$70,615		\$77,051		\$77,143		
Projected Median Household Income (2027)	\$83,246		\$92,195		\$92,242		
Estimated Median Family Income (2022)	\$80,678		\$90,469		\$90,393		
Per Capita Income							
Estimated Per Capita Income (2022)	\$28,812		\$33,186		\$34,300		
Projected Per Capita Income (2027)	\$31,925		\$36,955		\$38,373		
Estimated Per Capita Income 5 Year Growth	\$3,113	10.8%	\$3,769	11.4%	\$4,073	11.9%	
Estimated Average Household Net Worth (2022)	\$368,816		\$491,022		\$513,109		
Daytime Demos (2022)							
Total Businesses	716		3,526		9,438		
Total Employees	14,134		27,376		59,857		
Company Headquarter Businesses	22	3.1%	59	1.7%	198	2.1%	
Company Headquarter Employees	301	2.1%	983	3.6%	4,169	7.0%	
Employee Population per Business	19.7		7.8		6.3		
Residential Population per Business	14.7		20.1		19.9		

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Race & Ethnicity							
White (2022)	3,261	31.0%	25,138	35.5%	70,593	37.7%	
Black or African American (2022)	5,250	50.0%	30,396	42.9%	77,241	41.2%	
American Indian or Alaska Native (2022)	65	0.6%	440	0.6%	1,155	0.6%	
Asian (2022)	340	3.2%	2,413	3.4%	5,743	3.1%	
Hawaiian or Pacific Islander (2022)	7	-	35	-	84	-	
Other Race (2022)	753	7.2%	5,890	8.3%	14,927	8.0%	
Two or More Races (2022)	829	7.9%	6,482	9.2%	17,712	9.4%	
Not Hispanic or Latino Population (2022)	8,675	82.6%	56,311	79.5%	148,735	79.3%	
Hispanic or Latino Population (2022)	1,831	17.4%	14,482	20.5%	38,720	20.7%	
Not Hispanic or Latino Population (2027)	9,015	82.7%	59,199	79.5%	156,310	79.3%	
Hispanic or Latino Population (2027)	1,892	17.3%	15,234	20.5%	40,877	20.7%	
Not Hispanic or Latino Population (2020)	8,416	80.0%	53,258	76.0%	140,354	75.7%	
Hispanic or Latino Population (2020)	2,101	20.0%	16,807	24.0%	44,985	24.3%	
Not Hispanic or Latino Population (2010)	8,270	85.3%	51,432	82.0%	135,613	79.9%	
Hispanic or Latino Population (2010)	1,430	14.7%	11,279	18.0%	34,026	20.1%	
Projected Hispanic Annual Growth (2022 to 2027)	61	0.7%	752	1.0%	2,157	1.1%	
Historic Hispanic Annual Growth (2010 to 2022)	401	2.3%	3,203	2.4%	4,694	1.1%	
Age Distribution (2022)							
Age Under 5	686	6.5%	4,478	6.3%	12,382	6.6%	
Age 5 to 9 Years	676	6.4%	4,419	6.2%	11,879	6.3%	
Age 10 to 14 Years	675	6.4%	4,800	6.8%	12,570	6.7%	
Age 15 to 19 Years	607	5.8%	4,561	6.4%	12,222	6.5%	
Age 20 to 24 Years	652	6.2%	3,940	5.6%	10,951	5.8%	
Age 25 to 29 Years	714	6.8%	4,622	6.5%	12,718	6.8%	
Age 30 to 34 Years	803	7.6%	5,282	7.5%	14,108	7.5%	
Age 35 to 39 Years	718	6.8%	5,234	7.4%	13,921	7.4%	
Age 40 to 44 Years	673	6.4%	4,870	6.9%	13,004	6.9%	
Age 45 to 49 Years	650	6.2%	4,783	6.8%	12,581	6.7%	
Age 50 to 54 Years	651	6.2%	4,761	6.7%	12,974	6.9%	
Age 55 to 59 Years	638	6.1%	4,735	6.7%	12,111	6.5%	
Age 60 to 64 Years	575	5.5%	3,979	5.6%	10,180	5.4%	
Age 65 to 74 Years	944	9.0%	6,311	8.9%	15,635	8.3%	
Age 75 to 84 Years	525	5.0%	3,038	4.3%	7,771	4.1%	
Age 85 Years or Over	321	3.1%	978	1.4%	2,446	1.3%	
Median Age	37.3		37.3		36.7		
Gender Age Distribution (2022)							
Female Population	5,795	55.2%	37,200	52.5%	96,870	51.7%	
Age 0 to 19 Years	1,336	23.1%	9,017	24.2%	24,054	24.8%	
Age 20 to 64 Years	3,326	57.4%	22,105	59.4%	57,745	59.6%	
Age 65 Years or Over	1,133	19.6%	6,078	16.3%	15,072	15.6%	
Female Median Age	39.9		38.8		38.1		
Male Population	4,711	44.8%	33,593	47.5%	90,585	48.3%	
Age 0 to 19 Years	1,307	27.7%	9,241	27.5%	24,999	27.6%	
Age 20 to 64 Years	2,748	58.3%	20,102	59.8%	54,805	60.5%	
Age 65 Years or Over	656	13.9%	4,249	12.7%	10,781	11.9%	
Male Median Age	34.6		35.8		35.3		

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Household Income Distribution (2022)						
HH Income \$200,000 or More	158	3.9%	1,768	6.9%	5,091	7.5%
HH Income \$150,000 to \$199,999	259	6.4%	1,786	7.0%	5,070	7.5%
HH Income \$100,000 to \$149,999	587	14.6%	4,879	19.0%	12,080	17.8%
HH Income \$75,000 to \$99,999	588	14.6%	4,076	15.9%	10,646	15.7%
HH Income \$50,000 to \$74,999	929	23.1%	4,861	18.9%	13,593	20.0%
HH Income \$35,000 to \$49,999	482	12.0%	3,048	11.9%	7,889	11.6%
HH Income \$25,000 to \$34,999	352	8.7%	1,876	7.3%	5,259	7.7%
HH Income \$15,000 to \$24,999	197	4.9%	1,125	4.4%	3,348	4.9%
HH Income Under \$15,000	473	11.8%	2,279	8.9%	4,947	7.3%
HH Income \$35,000 or More	3,004	74.6%	20,417	79.5%	54,369	80.0%
HH Income \$75,000 or More	1,592	39.6%	12,508	48.7%	32,888	48.4%
Housing (2022)						
Total Housing Units	4,354		28,040		73,803	
Housing Units Occupied	4,026	92.5%	25,697	91.6%	67,923	92.0%
Housing Units Owner-Occupied	2,425	60.2%	17,806	69.3%	45,405	66.8%
Housing Units, Renter-Occupied	1,601	39.8%	7,891	30.7%	22,518	33.2%
Housing Units, Vacant	328	8.1%	2,343	9.1%	5,880	8.7%
Marital Status (2022)						
Never Married	2,995	35.4%	20,222	35.4%	53,337	35.4%
Currently Married	3,204	37.8%	24,352	42.7%	65,602	43.6%
Separated	432	5.1%	1,778	3.1%	5,524	3.7%
Widowed	746	8.8%	3,467	6.1%	7,950	5.3%
Divorced	1,093	12.9%	7,277	12.7%	18,212	12.1%
Household Type (2022)						
Population Family	8,320	79.2%	60,171	85.0%	157,411	84.0%
Population Non-Family	1,862	17.7%	10,013	14.1%	27,579	14.7%
Population Group Quarters	325	3.1%	608	0.9%	2,465	1.3%
Family Households	2,474	61.4%	17,739	69.0%	46,471	68.4%
Non-Family Households	1,552	38.6%	7,958	31.0%	21,452	31.6%
Married Couple with Children	745	23.3%	5,508	22.6%	14,993	22.9%
Average Family Household Size	3.4		3.4		3.4	
Household Size (2022)						
1 Person Households	1,369	34.0%	6,650	25.9%	17,573	25.9%
2 Person Households	1,168	29.0%	8,001	31.1%	20,999	30.9%
3 Person Households	613	15.2%	4,306	16.8%	11,387	16.8%
4 Person Households	469	11.7%	3,426	13.3%	9,246	13.6%
5 Person Households	240	6.0%	1,820	7.1%	4,789	7.1%
6 or More Person Households	166	4.1%	1,495	5.8%	3,929	5.8%
Household Vehicles (2022)						
Households with 0 Vehicles Available	275	6.8%	1,059	4.1%	3,058	4.5%
Households with 1 Vehicles Available	1,617	40.2%	8,586	33.4%	21,382	31.5%
Households with 2 or More Vehicles Available	2,134	53.0%	16,051	62.5%	43,484	64.0%
Total Vehicles Available	6,852		48,925		129,697	
Average Vehicles Per Household	1.7		1.9		1.9	

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Labor Force (2022)							
Estimated Labor Population Age 16 Years or Over		8,333		56,072		147,968	
Estimated Civilian Employed		5,517	66.2%	37,139	66.2%	97,919	66.2%
Estimated Civilian Unemployed		131	1.6%	997	1.8%	2,672	1.8%
Estimated in Armed Forces		6	-	12	-	195	0.1%
Estimated Not in Labor Force		2,679	32.1%	17,924	32.0%	47,181	31.9%
Unemployment Rate		1.6%		1.8%		1.8%	
Occupation (2022)							
Occupation: Population Age 16 Years or Over		5,517		37,139		97,919	
Management, Business, Financial Operations		999	18.1%	7,318	19.7%	19,320	19.7%
Professional, Related		1,196	21.7%	8,087	21.8%	22,361	22.8%
Service		1,001	18.1%	5,884	15.8%	15,131	15.5%
Sales, Office		1,111	20.1%	7,555	20.3%	18,800	19.2%
Farming, Fishing, Forestry		-	-	13	-	18	-
Construct, Extraction, Maintenance		468	8.5%	3,746	10.1%	10,256	10.5%
Production, Transport Material Moving		742	13.4%	4,536	12.2%	12,032	12.3%
White Collar Workers		3,306	59.9%	22,960	61.8%	60,481	61.8%
Blue Collar Workers		2,211	40.1%	14,178	38.2%	37,438	38.2%
Consumer Expenditure (2022)							
Total Household Expenditure		\$229.62 M		\$1.68 B		\$4.56 B	
Total Non-Retail Expenditure		\$121.04 M	52.7%	\$886.17 M	52.7%	\$2.4 B	52.7%
Total Retail Expenditure		\$108.57 M	47.3%	\$796.66 M	47.3%	\$2.16 B	47.3%
Apparel		\$8.08 M	3.5%	\$59.54 M	3.5%	\$161.47 M	3.5%
Contributions		\$7.3 M	3.2%	\$54.77 M	3.3%	\$148.84 M	3.3%
Education		\$6.67 M	2.9%	\$50.44 M	3.0%	\$137.49 M	3.0%
Entertainment		\$12.89 M	5.6%	\$95.57 M	5.7%	\$259.05 M	5.7%
Food and Beverages		\$34.04 M	14.8%	\$248.31 M	14.8%	\$671.51 M	14.7%
Furnishings and Equipment		\$8.02 M	3.5%	\$59.38 M	3.5%	\$160.86 M	3.5%
Gifts		\$5.48 M	2.4%	\$41.2 M	2.4%	\$112.21 M	2.5%
Health Care		\$19.49 M	8.5%	\$141.81 M	8.4%	\$383.02 M	8.4%
Household Operations		\$8.94 M	3.9%	\$65.98 M	3.9%	\$178.82 M	3.9%
Miscellaneous Expenses		\$4.34 M	1.9%	\$31.81 M	1.9%	\$86.13 M	1.9%
Personal Care		\$3.08 M	1.3%	\$22.6 M	1.3%	\$61.16 M	1.3%
Personal Insurance		\$1.58 M	0.7%	\$11.92 M	0.7%	\$32.34 M	0.7%
Reading		\$496.97 K	0.2%	\$3.65 M	0.2%	\$9.89 M	0.2%
Shelter		\$48.57 M	21.2%	\$353.32 M	21.0%	\$958.34 M	21.0%
Tobacco		\$1.45 M	0.6%	\$10.07 M	0.6%	\$27.1 M	0.6%
Transportation		\$42.01 M	18.3%	\$308.68 M	18.3%	\$835.03 M	18.3%
Utilities		\$17.19 M	7.5%	\$123.8 M	7.4%	\$334.11 M	7.3%
Educational Attainment (2022)							
Adult Population Age 25 Years or Over		7,211		48,594		127,451	
Elementary (Grade Level 0 to 8)		413	5.7%	2,346	4.8%	7,775	6.1%
Some High School (Grade Level 9 to 11)		345	4.8%	2,302	4.7%	7,383	5.8%
High School Graduate		1,983	27.5%	12,262	25.2%	29,915	23.5%
Some College		1,269	17.6%	9,182	18.9%	23,437	18.4%
Associate Degree Only		493	6.8%	4,349	8.9%	10,523	8.3%
Bachelor Degree Only		1,861	25.8%	11,720	24.1%	30,502	23.9%
Graduate Degree		847	11.8%	6,434	13.2%	17,915	14.1%

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Units In Structure (2022)							
1 Detached Unit	2,410	65.6%	18,732	83.0%	48,190	79.8%	
1 Attached Unit	456	12.4%	1,928	8.5%	4,908	8.1%	
2 to 4 Units	183	5.0%	617	2.7%	1,986	3.3%	
5 to 9 Units	152	4.1%	771	3.4%	2,595	4.3%	
10 to 19 Units	288	7.8%	1,382	6.1%	3,992	6.6%	
20 to 49 Units	238	6.5%	1,009	4.5%	2,718	4.5%	
50 or More Units	266	7.2%	989	4.4%	2,791	4.6%	
Mobile Home or Trailer	33	0.9%	249	1.1%	718	1.2%	
Other Structure	-	-	19	-	26	-	
Homes Built By Year (2022)							
Homes Built 2010 or later	462	12.6%	2,636	11.7%	7,052	11.7%	
Homes Built 2000 to 2009	906	24.7%	4,867	21.6%	12,777	21.2%	
Homes Built 1990 to 1999	882	24.0%	4,868	21.6%	12,569	20.8%	
Homes Built 1980 to 1989	837	22.8%	5,634	25.0%	14,003	23.2%	
Homes Built 1970 to 1979	348	9.5%	3,449	15.3%	8,840	14.6%	
Homes Built 1960 to 1969	427	11.6%	2,981	13.2%	8,053	13.3%	
Homes Built 1950 to 1959	138	3.8%	994	4.4%	3,754	6.2%	
Homes Built Before 1949	26	0.7%	266	1.2%	874	1.4%	
Home Values (2022)							
Home Values \$1,000,000 or More	28	1.2%	238	1.3%	590	1.3%	
Home Values \$500,000 to \$999,999	333	13.7%	2,504	14.1%	6,663	14.7%	
Home Values \$400,000 to \$499,999	203	8.4%	1,734	9.7%	5,139	11.3%	
Home Values \$300,000 to \$399,999	622	25.7%	4,134	23.2%	11,655	25.7%	
Home Values \$200,000 to \$299,999	683	28.2%	5,642	31.7%	13,036	28.7%	
Home Values \$150,000 to \$199,999	225	9.3%	1,956	11.0%	4,390	9.7%	
Home Values \$100,000 to \$149,999	165	6.8%	723	4.1%	1,718	3.8%	
Home Values \$70,000 to \$99,999	18	0.7%	260	1.5%	687	1.5%	
Home Values \$50,000 to \$69,999	15	0.6%	86	0.5%	252	0.6%	
Home Values \$25,000 to \$49,999	67	2.8%	281	1.6%	641	1.4%	
Home Values Under \$25,000	66	2.7%	248	1.4%	635	1.4%	
Owner-Occupied Median Home Value	\$299,962		\$295,942		\$310,799		
Renter-Occupied Median Rent	\$1,232		\$1,240		\$1,232		
Transportation To Work (2022)							
Drive to Work Alone	3,179	57.6%	20,597	55.5%	57,499	58.7%	
Drive to Work in Carpool	438	7.9%	2,423	6.5%	6,798	6.9%	
Travel to Work by Public Transportation	47	0.8%	205	0.6%	557	0.6%	
Drive to Work on Motorcycle	-	-	2	-	7	-	
Walk or Bicycle to Work	33	0.6%	395	1.1%	966	1.0%	
Other Means	101	1.8%	558	1.5%	1,689	1.7%	
Work at Home	1,719	31.2%	12,957	34.9%	30,402	31.0%	
Travel Time (2022)							
Travel to Work in 14 Minutes or Less	514	9.3%	3,242	8.7%	10,649	10.9%	
Travel to Work in 15 to 29 Minutes	1,353	24.5%	8,413	22.7%	23,359	23.9%	
Travel to Work in 30 to 59 Minutes	1,615	29.3%	10,521	28.3%	28,031	28.6%	
Travel to Work in 60 Minutes or More	316	5.7%	2,004	5.4%	5,478	5.6%	
Average Minutes Travel to Work	28.0		27.3		26.9		

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