

# Executive Summary

1025 E West Connector, Austell, Georgia, 30106 2  
 1025 E West Connector, Austell, Georgia, 30106  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 33.85604  
 Longitude: -84.58302

	1 mile	3 miles	5 miles
<b>Population</b>			
2010 Population	7,891	63,323	176,404
2020 Population	8,263	71,472	195,642
2024 Population	8,331	73,045	199,409
2029 Population	8,622	74,192	201,961
2010-2020 Annual Rate	0.46%	1.22%	1.04%
2020-2024 Annual Rate	0.19%	0.51%	0.45%
2024-2029 Annual Rate	0.69%	0.31%	0.25%
2020 Male Population	46.4%	47.8%	48.1%
2020 Female Population	53.6%	52.2%	51.9%
2020 Median Age	39.9	36.8	36.1
2024 Male Population	47.3%	48.7%	49.0%
2024 Female Population	52.7%	51.3%	51.0%
2024 Median Age	40.2	37.7	37.0

In the identified area, the current year population is 199,409. In 2020, the Census count in the area was 195,642. The rate of change since 2020 was 0.45% annually. The five-year projection for the population in the area is 201,961 representing a change of 0.25% annually from 2024 to 2029. Currently, the population is 49.0% male and 51.0% female.

### Median Age

The median age in this area is 37.0, compared to U.S. median age of 39.3.

### Race and Ethnicity

2024 White Alone	31.8%	33.1%	32.9%
2024 Black Alone	44.6%	38.8%	39.1%
2024 American Indian/Alaska Native Alone	0.8%	0.9%	0.8%
2024 Asian Alone	3.9%	3.2%	3.1%
2024 Pacific Islander Alone	0.0%	0.1%	0.1%
2024 Other Race	9.0%	12.7%	12.7%
2024 Two or More Races	9.9%	11.2%	11.3%
2024 Hispanic Origin (Any Race)	17.9%	24.6%	24.8%

Persons of Hispanic origin represent 24.8% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 81.8 in the identified area, compared to 72.5 for the U.S. as a whole.

### Households

2024 Wealth Index	140	98	98
2010 Households	2,922	23,220	63,875
2020 Households	3,274	26,314	72,183
2024 Households	3,322	26,971	73,930
2029 Households	3,443	27,606	75,334
2010-2020 Annual Rate	1.14%	1.26%	1.23%
2020-2024 Annual Rate	0.34%	0.58%	0.56%
2024-2029 Annual Rate	0.72%	0.47%	0.38%
2024 Average Household Size	2.49	2.69	2.66

The household count in this area has changed from 72,183 in 2020 to 73,930 in the current year, a change of 0.56% annually. The five-year projection of households is 75,334, a change of 0.38% annually from the current year total. Average household size is currently 2.66, compared to 2.68 in the year 2020. The number of families in the current year is 47,813 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

**Source:** U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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<b>Mortgage Income</b>			
2024 Percent of Income for Mortgage	23.3%	26.1%	27.3%
<b>Median Household Income</b>			
2024 Median Household Income	\$100,626	\$86,686	\$84,711
2029 Median Household Income	\$116,757	\$103,885	\$102,367
2024-2029 Annual Rate	3.02%	3.69%	3.86%
<b>Average Household Income</b>			
2024 Average Household Income	\$139,441	\$113,859	\$117,052
2029 Average Household Income	\$161,411	\$133,216	\$136,454
2024-2029 Annual Rate	2.97%	3.19%	3.11%
<b>Per Capita Income</b>			
2024 Per Capita Income	\$54,736	\$41,952	\$43,614
2029 Per Capita Income	\$63,844	\$49,466	\$51,140
2024-2029 Annual Rate	3.13%	3.35%	3.23%
<b>GINI Index</b>			
2024 Gini Index	35.9	36.5	37.5
<b>Households by Income</b>			

Current median household income is \$84,711 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$102,367 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$117,052 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$136,454 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$43,614 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$51,140 in five years, compared to \$51,203 for all U.S. households.

<b>Housing</b>			
2024 Housing Affordability Index	108	96	92
2010 Total Housing Units	3,144	25,994	72,334
2010 Owner Occupied Housing Units	2,160	16,528	41,898
2010 Renter Occupied Housing Units	763	6,692	21,977
2010 Vacant Housing Units	222	2,774	8,459
2020 Total Housing Units	3,427	27,768	76,561
2020 Owner Occupied Housing Units	2,340	17,246	44,913
2020 Renter Occupied Housing Units	934	9,068	27,270
2020 Vacant Housing Units	136	1,451	4,358
2024 Total Housing Units	3,455	28,313	78,029
2024 Owner Occupied Housing Units	2,467	18,599	48,510
2024 Renter Occupied Housing Units	855	8,372	25,420
2024 Vacant Housing Units	133	1,342	4,099
2029 Total Housing Units	3,579	28,959	79,452
2029 Owner Occupied Housing Units	2,559	19,477	51,022
2029 Renter Occupied Housing Units	884	8,129	24,312
2029 Vacant Housing Units	136	1,353	4,118
<b>Socioeconomic Status Index</b>			
2024 Socioeconomic Status Index	53.7	49.5	49.0

Currently, 62.2% of the 78,029 housing units in the area are owner occupied; 32.6%, renter occupied; and 5.3% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 76,561 housing units in the area and 5.7% vacant housing units. The annual rate of change in housing units since 2020 is 0.45%. Median home value in the area is \$369,397, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 2.89% annually to \$425,859.

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