



DEMOGRAPHIC FACT SHEET

Austell Road LCI Study Area

- Approximately 7,600 people divided into 2,700 households reside within the LCI study area. This population is growing at a steady annual rate. The population is projected to increase by nearly 500 people during the next five years. Although Austell Road is more of a business corridor than a residential corridor, this projection seems thin given the current development momentum in the area.
- The LCI study area population tends to be married and family-oriented, with an average household size of 2.65. They tend to be mixed in terms of age and race.
- The LCI study area population is moderately well educated (20.6% hold college degrees).
- The average commute time to work for LCI study area residents is more than 30 minutes; this is indicative of a bedroom community, despite the fact that the job-housing ratio leans more towards jobs than housing – 2.59 jobs per household. This indicates that the jobs located on the corridor are not held by those living in the immediate area.
- Incomes are middle-class, averaging \$56,000 per year; 9.8% earn over \$100,000 annually.
- Nearly 2/3 (62.1%) of LCI study area residents live in owner-occupied housing units with a median house value of approximately \$136,000.
- Housing structures in the LCI study area are older, with a median age of more than 20 years; less than 15% of housing units have been built since 1999.

The Austell Road Corridor in the S. Cobb Context

- The Austell Road LCI study area is located in south Cobb County on the western edge of the South Cobb Super District as defined by the Atlanta Regional Commission (ARC).
- The South Cobb Super District is growing at a more rapid pace than the County as a whole.

2000 - 2006 Growth	Cobb Co.	S. Cobb Super District
Population 2000	607,751	99,483
Population 2006	654,900	109,629
% Change	7.76%	10.20%

- By 2030, this area will comprise 17% of the County’s population and 6% of the County’s employment.

2030 Forecasts	Cobb Co.	S. Cobb Super District	S. Cobb Super District as % of County
Employment	763,889	128,962	17%
Population	448,821	26,461	6%

- Population within the LCI study area represents only 14% of the trade area (a 3-mile radius of Austell Road & East West Connector) population, which includes 55,500 people. These trade area residents have similar characteristics to the study area residents – mixed ages and races, family-oriented, and middle-class. T
- The minority population in the trade area is growing at a much faster rate than the population as a whole, particularly Hispanics and African-Americans, which is expected to account for half of the 3,000+ new residents forecasted for the trade area in the next five years.
- The trade area population is also aging with an average age of 35.5 in 2006 compared to 37.8 in 2011. The incomes and house values are higher in the trade area as compared to the study area, due to the influence of Smyrna and Vinings to the east.
- More than 17,000 people work in the trade area, of which 41% (7,043) work in the LCI study area.
- Within the trade area, services and retail trade comprise more than three-quarters of jobs, which is consistent with a suburban community. Not surprisingly, health services are a dominant factor due to the location of WellStar Cobb Hospital in the study area. The daytime population also boosts demand for restaurants and retail services throughout the study area along Austell Road and the East-West Connector.

South Cobb Super District Demographics

	2000	2005	2010	2015	2020	2025	2030
Population	99,483	106,887	112,462	117,137	121,185	124,634	128,962
Households	36,367	39,573	41,543	44,054	46,209	48,069	49,927
Average Household Size	2.74	2.70	2.71	2.66	2.62	2.59	2.58
Employment	29,787	32,754	37,181	40,854	46,872	52,013	57,630
Jobs/Housing Balance	0.82	0.83	0.90	0.93	1.01	1.08	1.15

DEMOGRAPHIC PROFILE AUSTELL ROAD LCI MARKET AREA

Population Trends	Austell Rd. LCI		Austell Road & East-West Connector	
	Study Area	1-Mile Radius	3-Mile Radius	5-Mile Radius
1990 (Census)	5,015	5,243	38,153	108,950
2000 (Census)	7,005	7,450	51,954	146,839
2006 (Estimate)	7,625	8,674	55,527	160,350
2011 (Projected)	8,106	9,644	58,545	171,580
Annual % Change				
1990-2006	2.7%	3.2%	2.4%	2.4%
2006-2011	1.2%	2.1%	1.1%	1.4%
Household Trends				
1990 (Census)	1,717	1,750	13,270	39,695
2000 (Census)	2,507	2,696	18,444	52,438
2006 (Estimate)	2,722	3,149	19,640	56,580
2011 (Projected)	2,893	3,519	20,666	60,039
Annual % Change				
1990-2006	2.9%	3.7%	2.5%	2.2%
2006-2011	1.2%	2.2%	1.0%	1.2%
Population Profile (2006)				
Median Age	35.70	35.54	35.87	34.94
% Under 18	26.0%	25.5%	26.8%	26.7%
% 65+	12.9%	13.6%	10.7%	9.8%
Minority Population (Non-White)	55.3%	58.0%	52.9%	51.9%
African-American Population	45.2%	50.6%	42.3%	40.2%
Hispanic Population (Any Race)	9.5%	7.8%	9.6%	12.8%
Male/Female Ratio	0.88%	0.83%	0.92%	0.98%
Married Population (Aged 15+)	75.1%	52.0%	59.8%	57.3%
High School Graduates (Aged 25+)	61.0%	62.8%	58.2%	56.6%
College Graduates (Aged 25+)	20.6%	19.1%	26.3%	25.3%
Housing/Household Profile (2006)				
Average Household Size	2.65	2.55	2.75	2.75
% Family Households	70.4%	68.9%	74.2%	71.6%
% Single-Person Households	29.6%	31.1%	25.8%	28.4%
Housing Units (Occupied)				
% Owner-Occupied	62.1%	58.8%	78.3%	72.3%
% Renter-Occupied	37.9%	41.2%	21.7%	27.7%
Median Owner-Occ. House Value	\$136,438	\$134,941	\$146,850	\$145,808
Income Profile (2006)				
Average Household Income	\$56,151	\$53,761	\$63,929	\$63,899
Median Household Income	\$48,370	\$46,834	\$55,878	\$53,538
Per Capita Income	\$21,661	\$21,589	\$23,336	\$23,250
Household Income				
Less than \$15,000	8.2%	9.1%	6.9%	8.5%
\$15,000-24,999	10.8%	10.5%	8.5%	8.9%
\$25,000-34,999	13.3%	14.2%	10.1%	11.5%
\$35,000-49,999	19.9%	20.6%	18.2%	17.6%
\$50,000-74,999	27.1%	27.1%	27.0%	24.3%
\$75,000-99,999	10.9%	9.8%	14.8%	13.7%
\$100,000-149,999	7.2%	7.2%	11.2%	11.3%
\$150,000+	2.6%	1.6%	3.3%	4.1%
Employment Profile (2006)				
Occupation Classification (Aged 16+)				
Blue-Collar	19.5%	17.4%	21.2%	23.3%
White Collar	67.2%	68.3%	66.8%	64.7%
Service and Farm	13.3%	14.3%	12.1%	12.1%
Class of Worker (Aged 16+)				
Private Worker	85.5%	83.1%	83.3%	83.6%
Public Worker	10.5%	13.0%	11.8%	11.4%
Self-Employed Worker	4.0%	3.9%	4.9%	5.0%
Avg. Travel Time to Work (Minutes)	33.78	34.03	35.87	35.37

Sources: Claritas and Ackerman/JJG (November 2006)