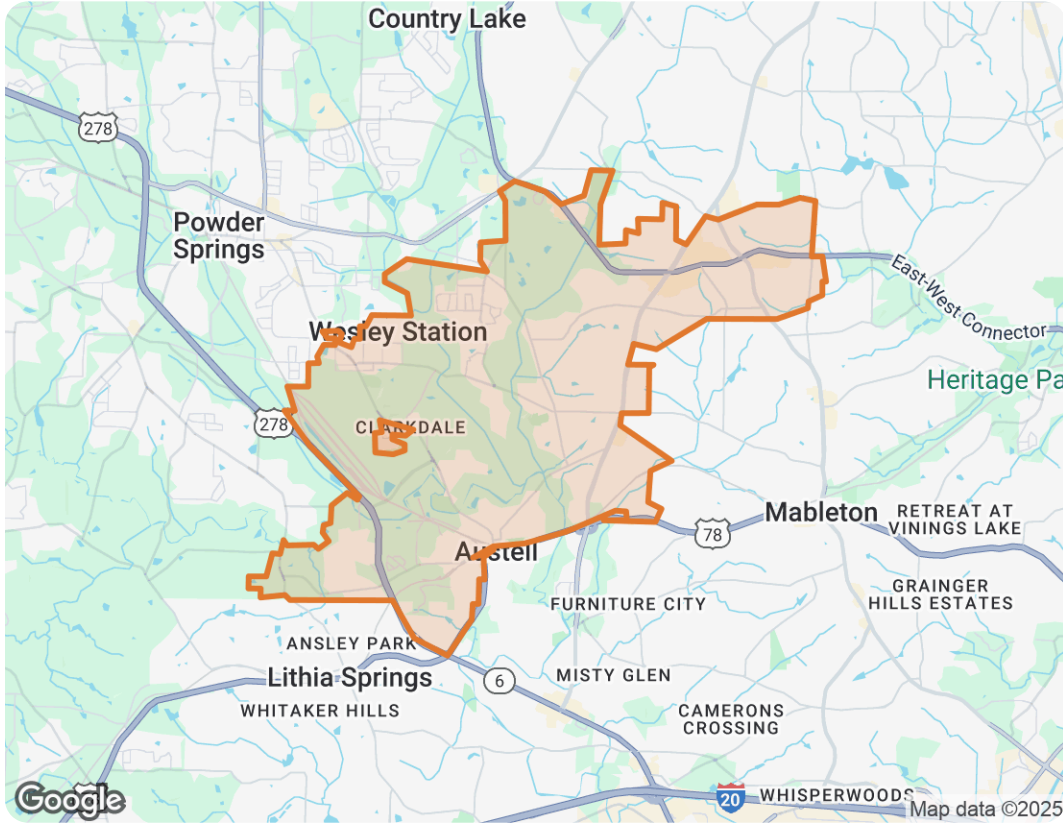


## Austell, GA 30106

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**Wendt CRS, Inc.**  
Commercial Realty Services

# Austell, GA 30106

## Trade Area Summary

### Attribute Summary for Austell, GA 30106

Median Household Income

**\$67,774**

Source: 2024/2029 Income (Esri)

Median Age

**37.5**

Source: 2024/2029 Age: 5 Year Increments (Esri)

Total Population

**23,780**

Source: 2024 Age: 1 Year Increments (Esri)

1st Dominant Segment

**Bright Young Professionals**

Source: 2024 Tapestry Market Segmentation (Households)

### Consumer Segmentation

LIFE MODE - What are the people like that live in this area?



**Middle Ground**

Lifestyles of thirtysomethings

URBANIZATION - Where do people like this usually live?



**Urban Periphery**

City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments	Bright Young Professionals	Middleburg	Urban Edge Families	Workday Drive	Set to Impress
% of Households	2,151 (24.1%)	1,780 (19.9%)	1,629 (18.2%)	702 (7.9%)	599 (6.7%)
Lifestyle Group	Middle Ground	Family Landscapes	Sprouting Explorers	Family Landscapes	Midtown Singles
Urbanization Group	Urban Periphery	Semirural	Urban Periphery	Suburban Periphery	Metro Cities
Residence Type	Single Family; Multi-Units	Single Family	Single Family	Single Family	Multi-Unit Rentals; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Singles
Average Household Size	2.37	2.69	3.07	2.87	2.06
Median Age	34.7	37.6	35.3	39.5	35
Diversity Index	76	60.4	88.5	62.9	72.9
Median Household Income	\$74,200	\$83,700	\$71,700	\$116,800	\$49,300
Median Net Worth	\$102,300	\$277,100	\$169,300	\$579,100	\$21,100
Median Home Value	\$337,700	\$306,900	\$315,900	\$406,900	\$244,500
Homeownership	45.9	76.1	65.5	84.8	30.1
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial	Services or Professional
Education	Some College No Degree	High School Diploma	High School Diploma	Bachelor's Degree	High School Diploma
Preferred Activities	Go to bars/clubs; attend concerts. Eat at fast food, family restaurants.	Spending priorities also focus on family. Enjoy hunting, fishing, bowling and baseball.	Family outings to theme parks are popular. Residents favor fast-food dining places.	Prefer outdoor activities and sports. Family-oriented purchases and activities dominate.	Maintain close relationships with family. Enjoy going to rock concerts, night clubs, and the zoo.
Financial	Own retirement savings and student loans	Carry some debt; invest for future	Spend money carefully; buy necessities	Well insured, invest in a range of funds, high debt	Prefer name brands, buy generic when it's a better deal
Media	Get most of their information from the Internet	TV and magazines provide entertainment and information	Listen to Hispanic radio, use the Internet for socializing	Connected, with a host of wireless devices	Use the Internet for social media, video games and watching TV

# Austell, GA 30106

## Consumer Segmentation

Top Tapestry Segments	Bright Young Professionals	Middleburg	Urban Edge Families	Workday Drive	Set to Impress
Vehicle	Own newer cars	Like to drive trucks, SUVs, or motorcycles	One or two vehicles	Own 2+ vehicles (minivans, SUVs)	Own used, imported vehicles

## Consumer Segment Details

About this segment

### Bright Young Professionals

Ranked

**1st**

dominant segment for this area

In this area

**24.1%**

of households fall into this segment

In the United States

**2.3%**

of households fall into this segment

### Who Are They?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

### Neighborhood

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing, buildings with 5 –19 units); 43% built 1980–99.
- Average rent mirrors the US.
- Lower vacancy rate is at 8.2%.

### Socioeconomic Traits

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

### Market Profile

- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.

# Austell, GA 30106

## Consumer Segment Details

About this segment

### Middleburg

Ranked

**2nd**

dominant segment  
for this area

In this area

**19.9%**

of households fall  
into this segment

In the United States

**3.1%**

of households fall  
into this segment

### Who Are They?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

### Neighborhood

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$175,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

### Socioeconomic Traits

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here, faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

### Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

# Austell, GA 30106

## Consumer Segment Details

About this segment

### Urban Edge Families

Ranked

**3rd**

dominant segment  
for this area

In this area

**18.2%**

of households fall  
into this segment

In the United States

**1.5%**

of households fall  
into this segment

### Who Are They?

Located throughout the South and West, most Urban Edge Families residents own their own homes, primarily single-family housing—out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Many residents are foreign born. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

### Neighborhood

- Urban Edge Families residents are family-centric. Most are married couples with children of all ages or single parents; multigenerational homes are common.
- Average household size is higher at 3.19.
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs.
- Three quarters of all housing were built 1970 or later.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work.

### Socioeconomic Traits

- Nearly 17% have earned a college degree, and 63% hold a high school diploma only or have spent some time at a college or university.
- Labor force participation is higher at 66%.
- Most Urban Edge Families residents derive income from wages or salaries.
- They tend to spend money carefully and focus more on necessities.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

### Market Profile

- When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.
- Cell phones are preferred over landlines.
- Favorite channels include Animal Planet, MTV, ABC Family Channel, Bravo, and Nick Jr., as well as programming on Spanish TV.
- Residents listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.

# Austell, GA 30106

## Consumer Segment Details

About this segment

### Workday Drive

Ranked

**4th**

dominant segment  
for this area

In this area

**7.9%**

of households fall  
into this segment

In the United States

**3.1%**

of households fall  
into this segment

### Who Are They?

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

### Neighborhood

- Workday Drive residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68%, and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

### Socioeconomic Traits

- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices, anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans.

### Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

# Austell, GA 30106

## Consumer Segment Details

About this segment

### Set to Impress

Ranked

**5th**

dominant segment  
for this area

In this area

**6.7%**

of households fall  
into this segment

In the United States

**1.4%**

of households fall  
into this segment

### Who Are They?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and a large portion are single-person nonfamily households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

### Neighborhood

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- Mostly found in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

### Socioeconomic Traits

- Residents are educated and mobile. Many are enrolled in college.
- Consumers always have an eye out for a sale and will stock up when the price is right.
- Prefer name brands, but buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- Image-conscious consumers that dress to impress and often make impulse buys.
- Maintain close relationships with family.

### Market Profile

- Listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- Use the Internet for social media, downloading video games, and watching TV programs.
- Own used, imported vehicles.
- Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

# Austell, GA 30106

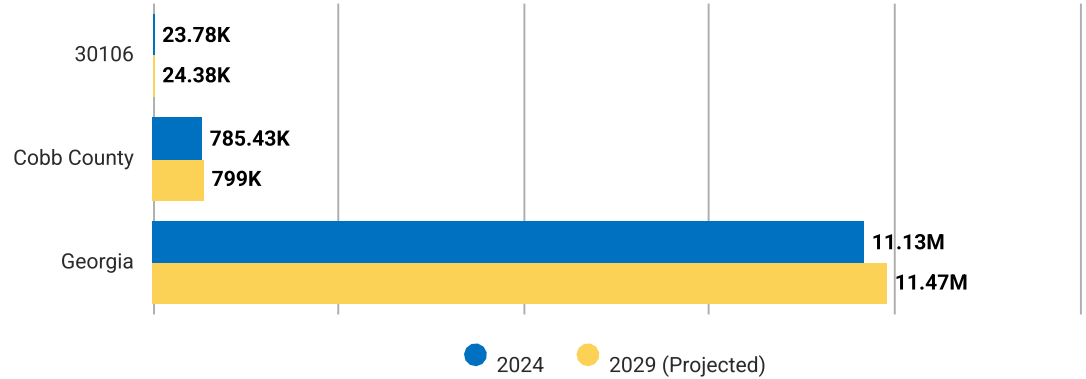
## Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

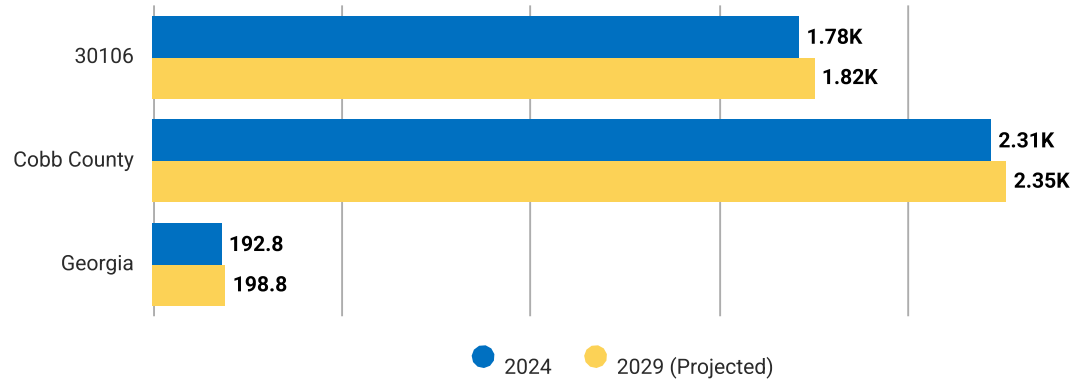
### Total Population

This chart shows the total population in an area, compared with other geographies.



### Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



### Total Daytime Population

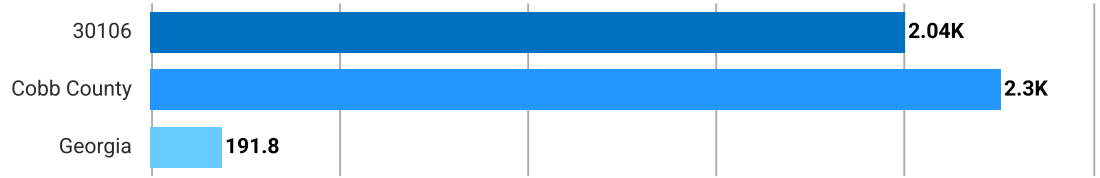
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



# Austell, GA 30106

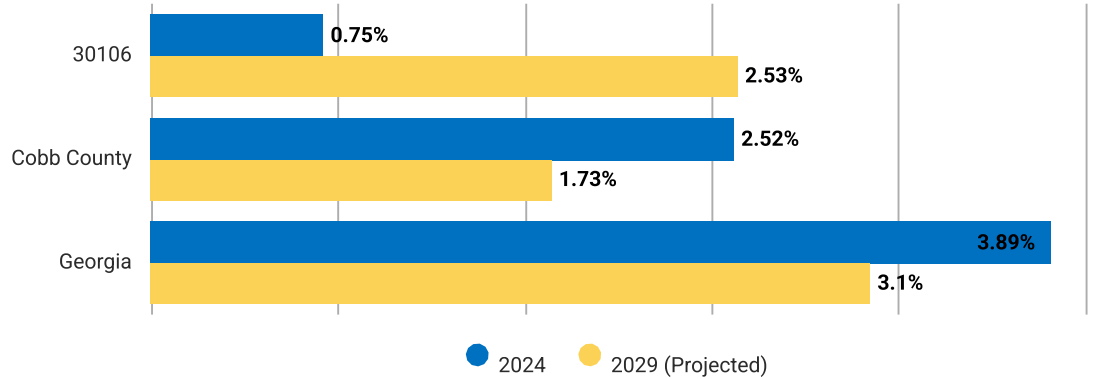
## Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



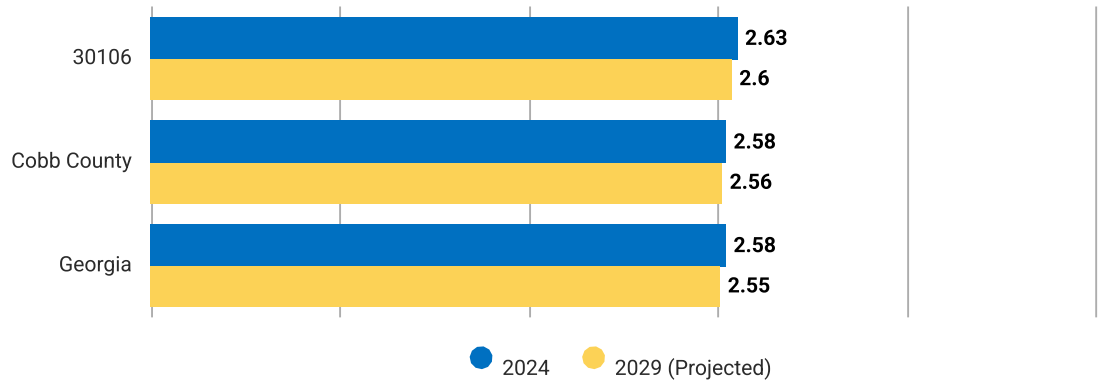
## Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.



## Average Household Size

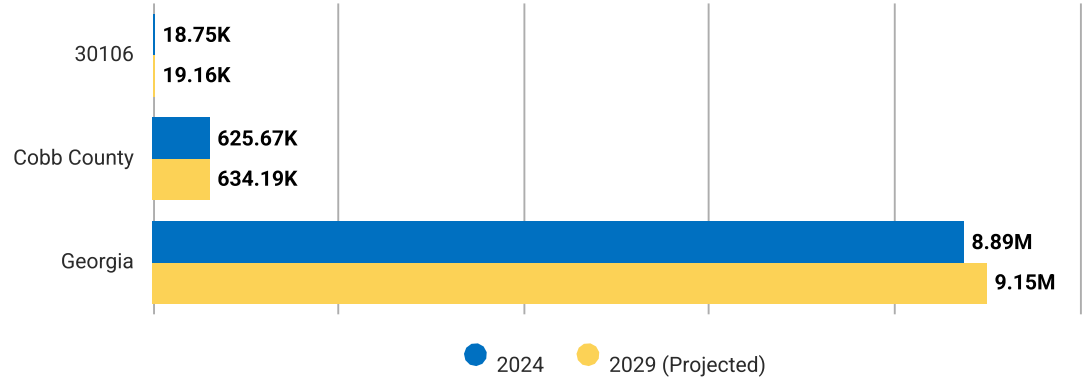
This chart shows the average household size in an area, compared with other geographies.



# Austell, GA 30106

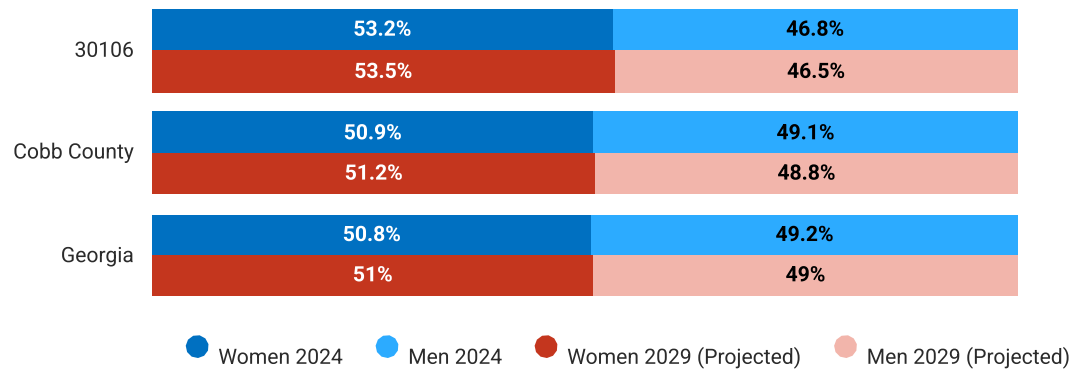
## Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



## Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



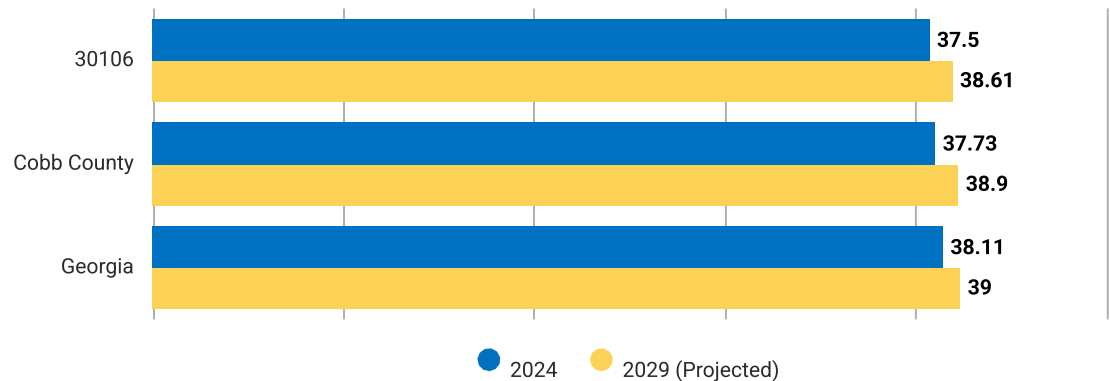
## Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

## Median Age

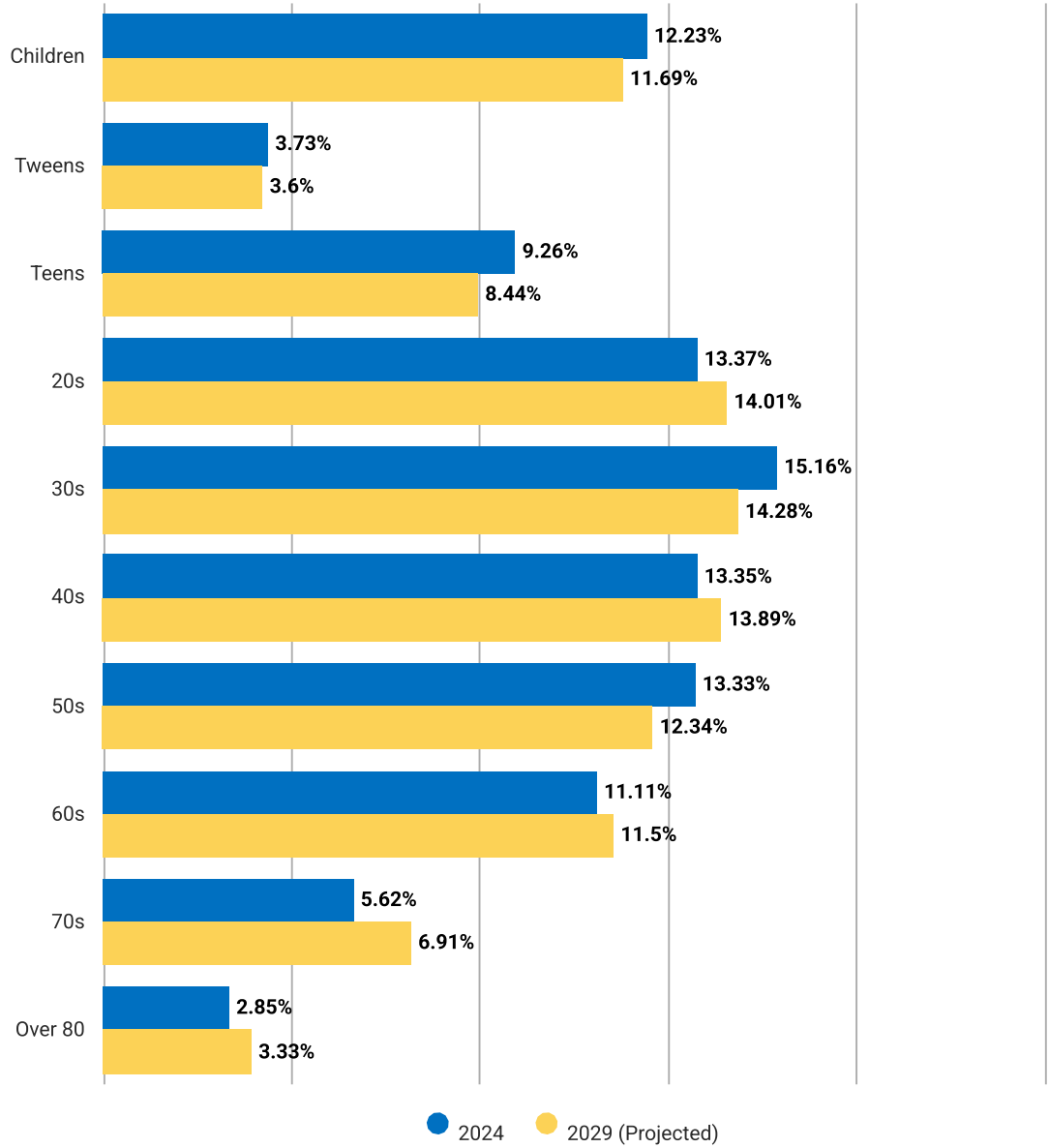
This chart shows the median age in an area, compared with other geographies.



# Austell, GA 30106

## Population by Age

This chart breaks down the population of an area by age group.



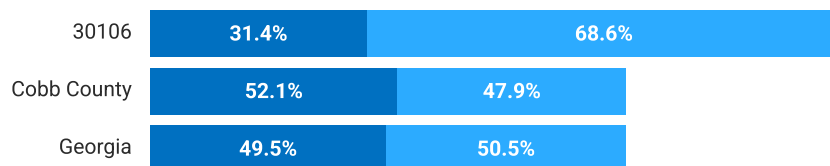
## Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

## Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



# Austell, GA 30106

## Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



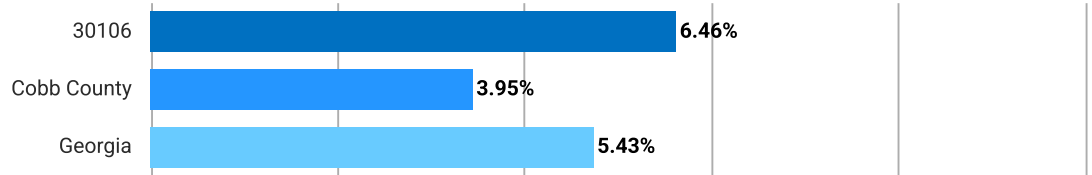
## Married

This chart shows the number of people in an area who are married, compared with other geographies.



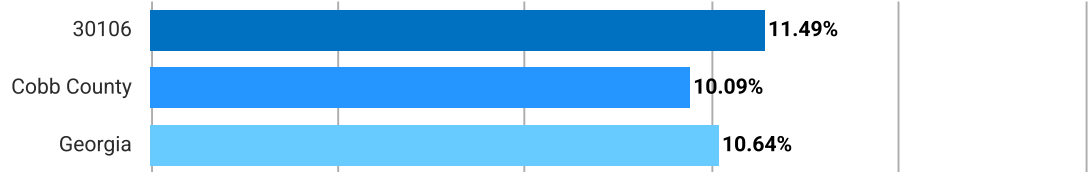
## Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



## Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



# Austell, GA 30106

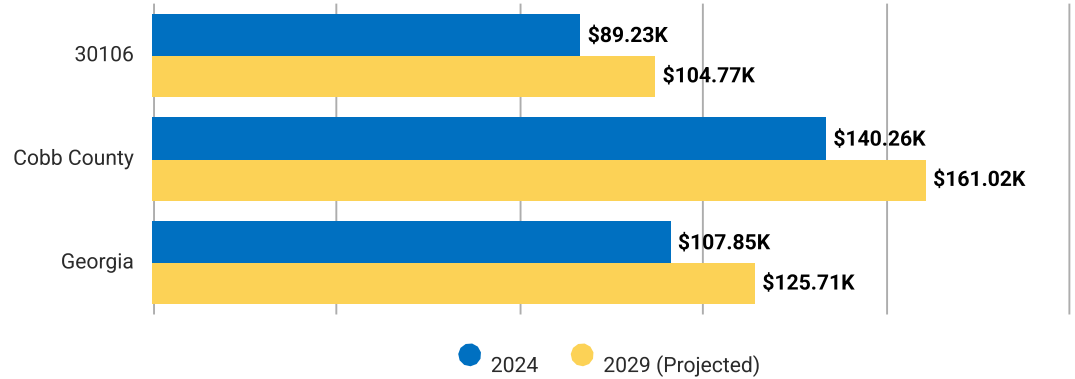
## Income

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

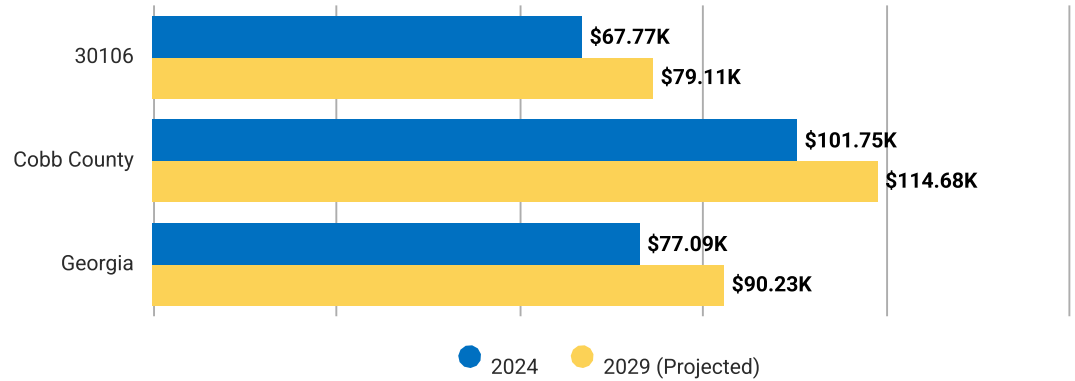
### Average Household Income

This chart shows the average household income in an area, compared with other geographies.



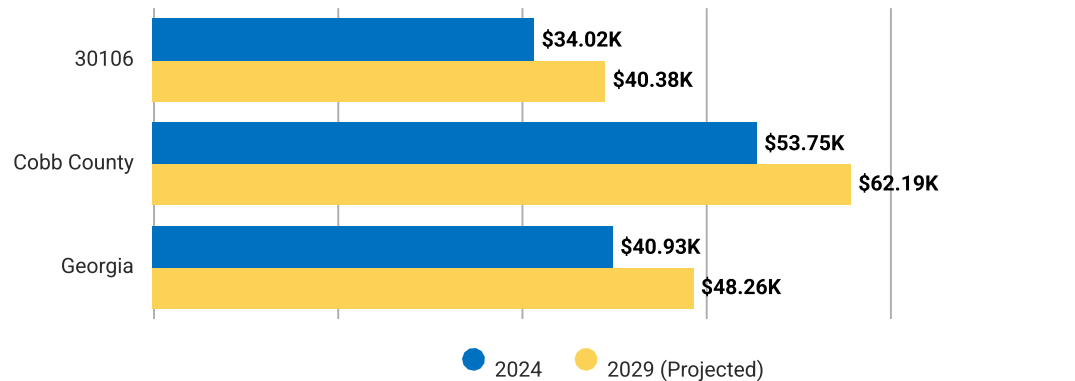
### Median Household Income

This chart shows the median household income in an area, compared with other geographies.



### Per Capita Income

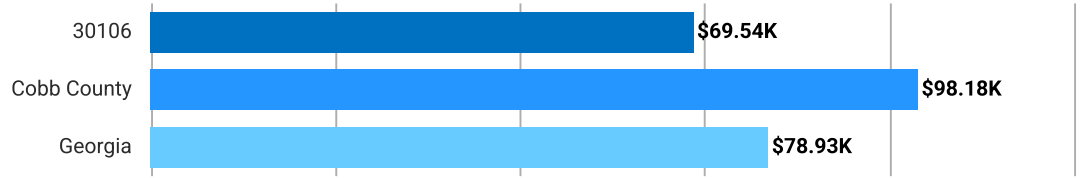
This chart shows per capita income in an area, compared with other geographies.



# Austell, GA 30106

## Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



## Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

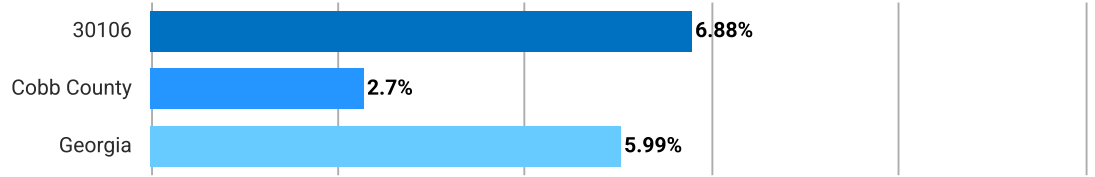
### Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



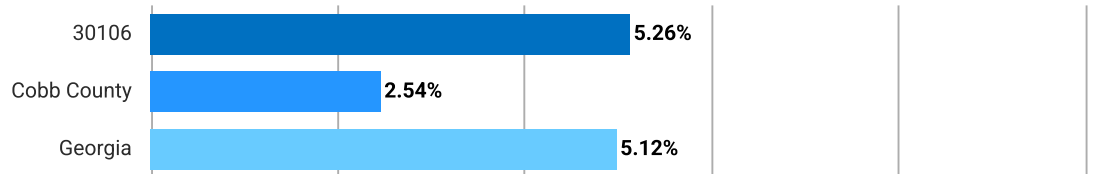
### Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



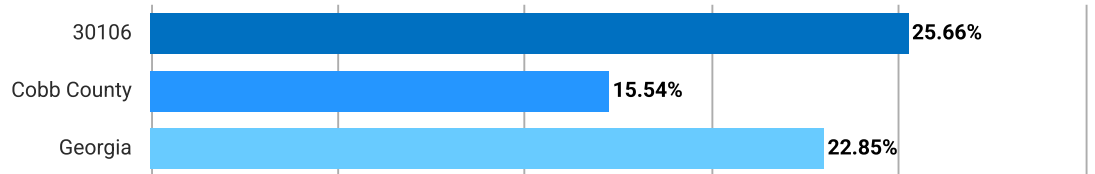
### High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



### High School Graduate

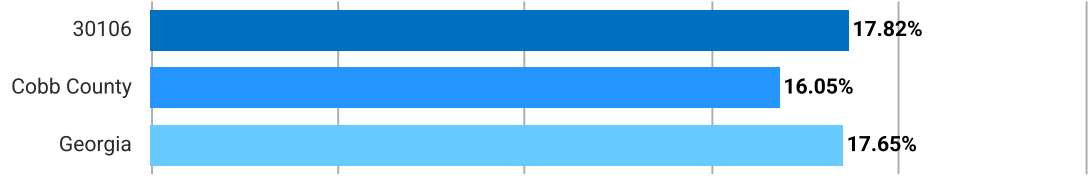
This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



# Austell, GA 30106

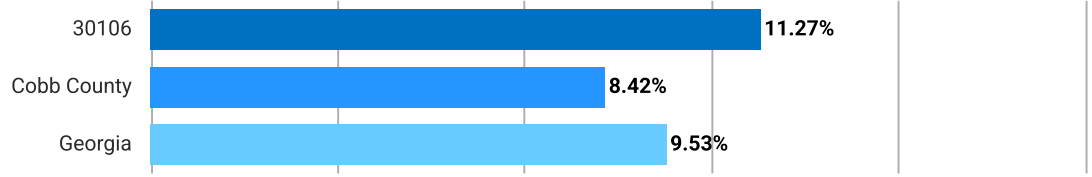
## Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



## Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



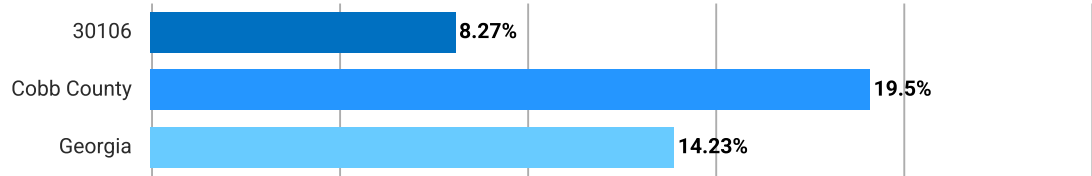
## Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



## Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



## Economy

### Unemployment Number

This chart shows the number of unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



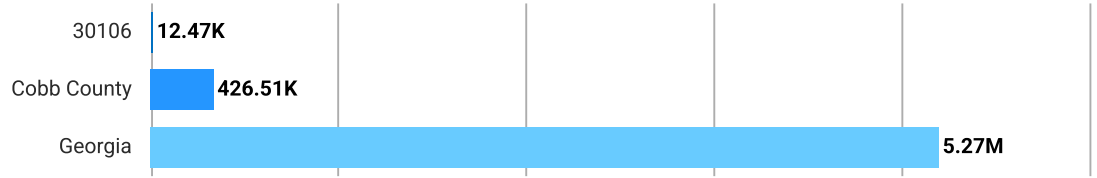
# Austell, GA 30106

## Employment Number

This chart shows the number of employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

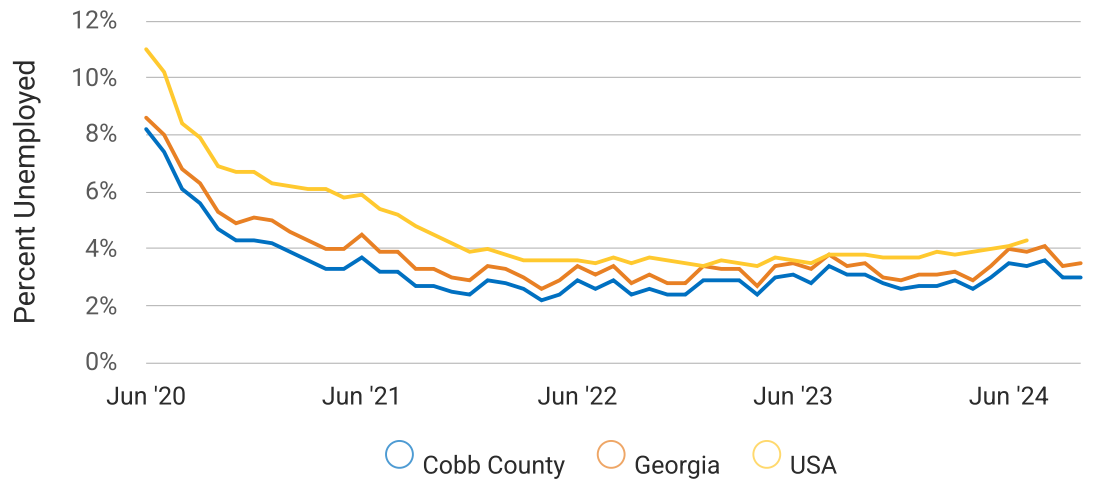


## Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly



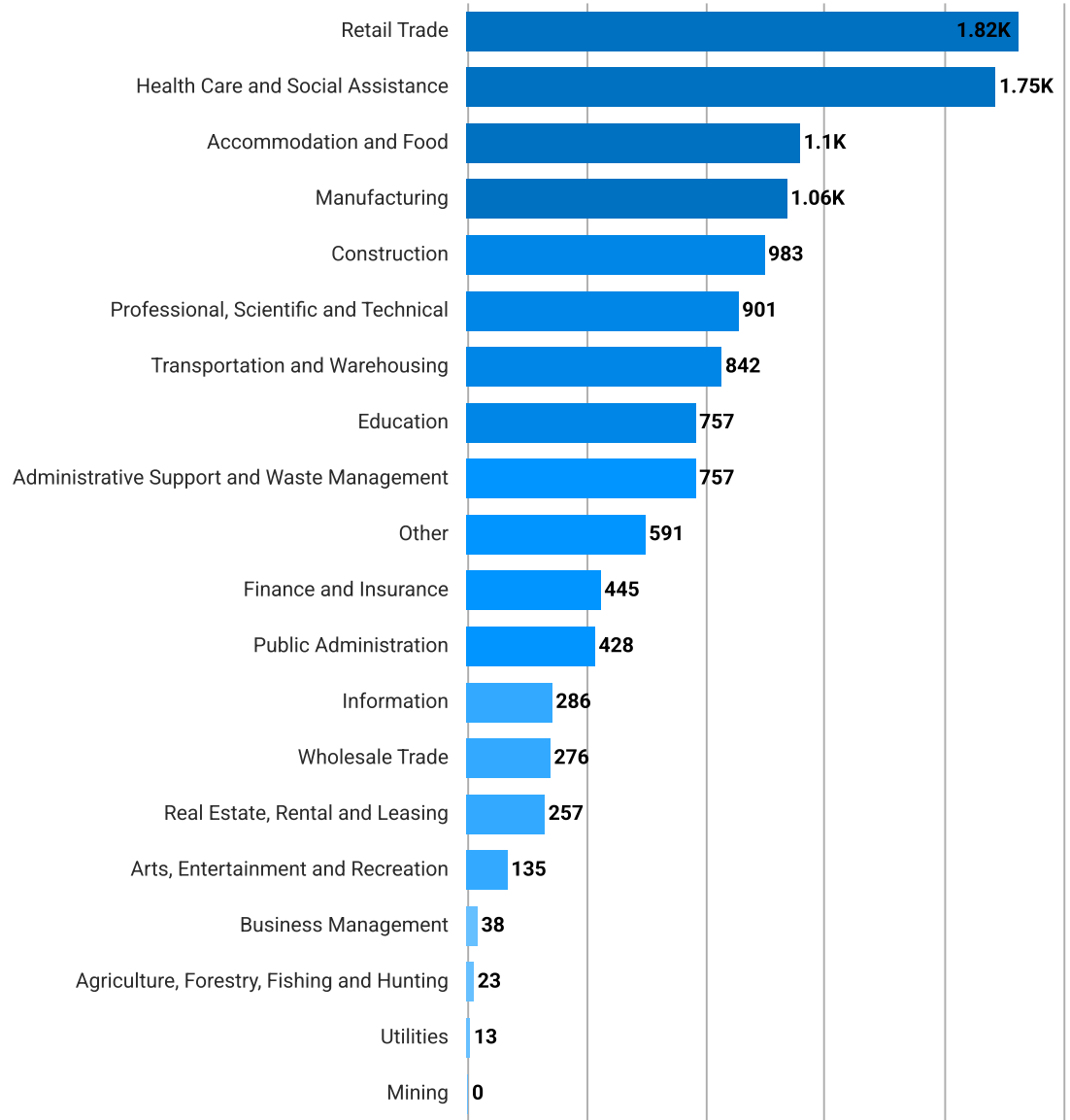
# Austell, GA 30106

## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



# Austell, GA 30106

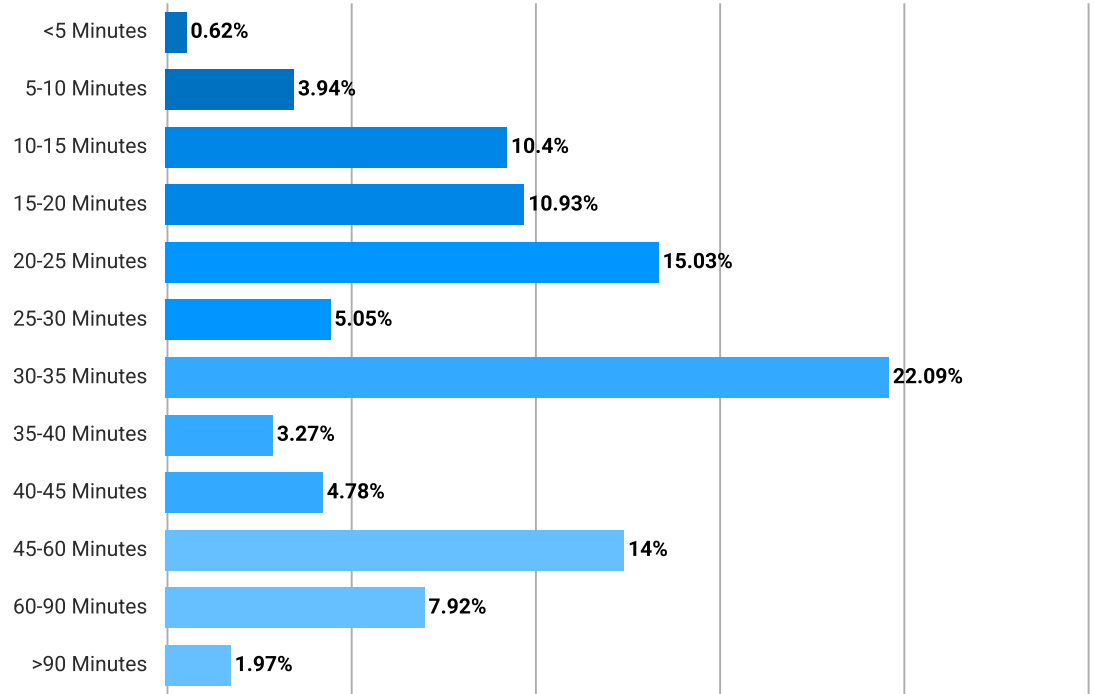
## Commute to Work

### Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

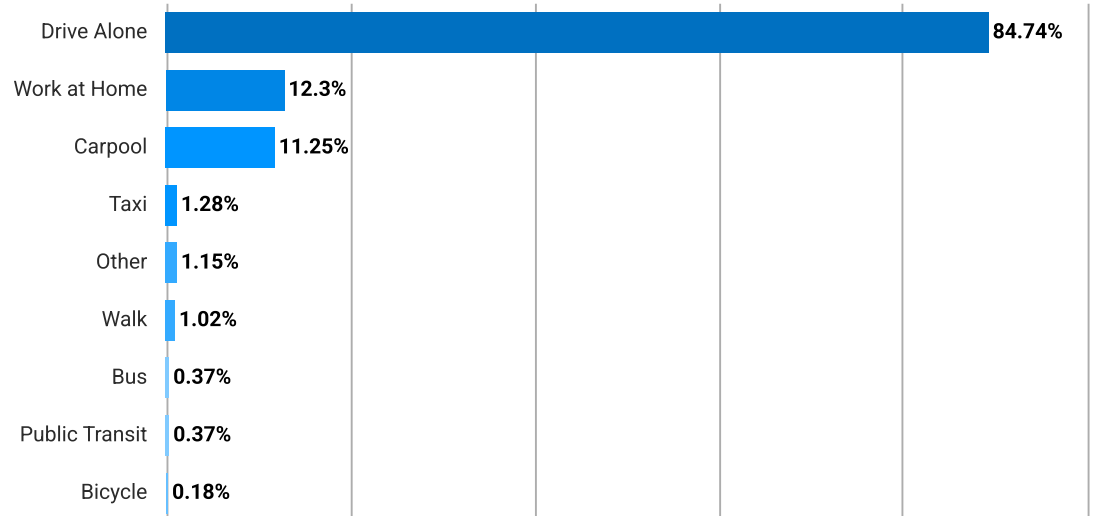


### How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



# Austell, GA 30106

## Home Values

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### 12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

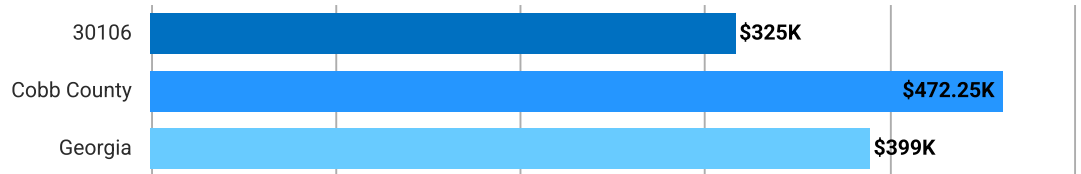


### Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly



### 12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

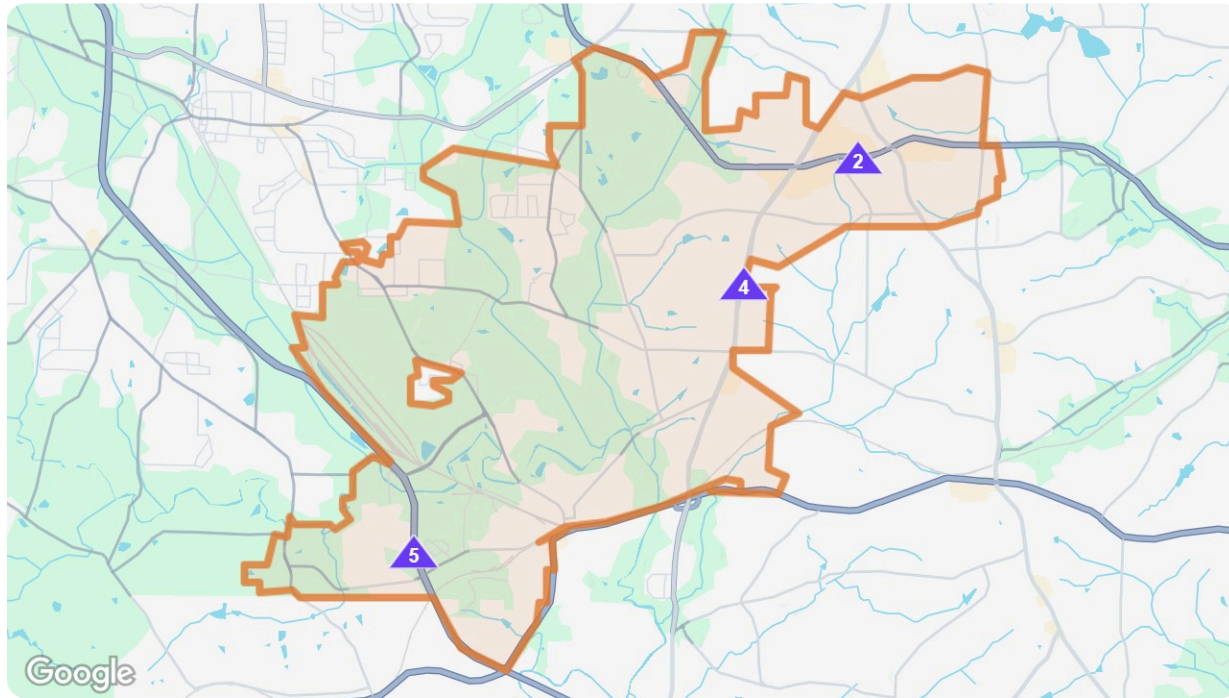
Source: Listing data

Update Frequency: Monthly



# Austell, GA 30106

## Traffic Counts



### Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

### Traffic Counts by Highest Traffic Count

▲ **1 44,868**

C H James Parkway

2024 Est. daily traffic counts

Cross: Betty St  
Cross Dir: E  
Distance: 0.09 miles

Historical counts

Year	▲	Count	Type
2022	▲	45,100	AADT
2019	▲	43,500	AADT

▲ **2 39,848**

East-West Connector

2024 Est. daily traffic counts

Cross: Brookwood Dr SW  
Cross Dir: SW  
Distance: 0.15 miles

Historical counts

Year	▲	Count	Type
2022	▲	39,100	AADT
2019	▲	41,000	AADT

▲ **3 39,649**

Austell Road

2024 Est. daily traffic counts

Cross: Austell Rd  
Cross Dir: S  
Distance: 0.05 miles

Historical counts

Year	▲	Count	Type
2022	▲	40,100	AADT
2018	▲	38,200	AADT

▲ **4 39,649**

Austell Road

2024 Est. daily traffic counts

Cross: Austell Rd  
Cross Dir: S  
Distance: 0.05 miles

Historical counts

Year	▲	Count	Type
2019	▲	38,500	AADT

▲ **5 39,637**

C H James Parkway

2024 Est. daily traffic counts

Cross: Betty St  
Cross Dir: E  
Distance: 0.09 miles

Historical counts

Year	▲	Count	Type
2018	▲	39,100	AADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

# Austell, GA 30106

## About RPR

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- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
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