

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.9926/-84.6276

1600 Kennesaw Due West Rd NW Kennesaw, GA 30152		1 mi radius		3 mi radius		5 mi radius	
Population							
Estimated Population (2023)	5,370		55,798		152,156		
Projected Population (2028)	5,400		58,646		160,569		
Census Population (2020)	5,464		54,397		153,223		
Census Population (2010)	4,823		50,501		135,279		
Projected Annual Growth (2023-2028)	30	0.1%	2,848	1.0%	8,413	1.1%	
Historical Annual Growth (2020-2023)	-94	-	1,401	0.9%	-1,067	-0.2%	
Historical Annual Growth (2010-2020)	641	1.3%	3,895	0.8%	17,944	1.3%	
Estimated Population Density (2023)	1,710	psm	1,974	psm	1,938	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2023)	1,823		20,841		58,364		
Projected Households (2028)	1,818		21,945		61,439		
Census Households (2020)	1,868		19,976		56,886		
Census Households (2010)	1,666		18,181		49,901		
Projected Annual Growth (2023-2028)	-6	-	1,104	1.1%	3,074	1.1%	
Historical Annual Change (2010-2023)	158	0.7%	2,660	1.1%	8,463	1.3%	
Average Household Income							
Estimated Average Household Income (2023)	\$224,592		\$157,957		\$143,034		
Projected Average Household Income (2028)	\$246,073		\$163,005		\$147,195		
Census Average Household Income (2010)	\$89,728		\$93,749		\$84,511		
Census Average Household Income (2000)	\$81,014		\$83,381		\$76,289		
Projected Annual Change (2023-2028)	\$21,482	1.9%	\$5,048	0.6%	\$4,161	0.6%	
Historical Annual Change (2000-2023)	\$143,578	7.7%	\$74,577	3.9%	\$66,745	3.8%	
Median Household Income							
Estimated Median Household Income (2023)	\$150,439		\$119,836		\$112,512		
Projected Median Household Income (2028)	\$153,766		\$122,465		\$114,913		
Census Median Household Income (2010)	\$73,842		\$71,471		\$68,554		
Census Median Household Income (2000)	\$71,239		\$70,645		\$65,812		
Projected Annual Change (2023-2028)	\$3,326	0.4%	\$2,629	0.4%	\$2,401	0.4%	
Historical Annual Change (2000-2023)	\$79,200	4.8%	\$49,191	3.0%	\$46,699	3.1%	
Per Capita Income							
Estimated Per Capita Income (2023)	\$76,254		\$59,061		\$55,018		
Projected Per Capita Income (2028)	\$82,827		\$61,056		\$56,466		
Census Per Capita Income (2010)	\$30,957		\$33,748		\$31,174		
Census Per Capita Income (2000)	\$27,006		\$28,670		\$28,033		
Projected Annual Change (2023-2028)	\$6,573	1.7%	\$1,995	0.7%	\$1,448	0.5%	
Historical Annual Change (2000-2023)	\$49,248	7.9%	\$30,391	4.6%	\$26,985	4.2%	
Estimated Average Household Net Worth (2023)	\$1.12 M		\$812,729		\$764,530		

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1600 Kennesaw Due West Rd NW			1 mi radius		3 mi radius		5 mi radius	
Kennesaw, GA 30152								
Race and Ethnicity								
Total Population (2023)			5,370		55,798		152,156	
White (2023)			3,605	67.1%	35,098	62.9%	92,072	60.5%
Black or African American (2023)			879	16.4%	11,715	21.0%	33,796	22.2%
American Indian or Alaska Native (2023)			13	0.2%	159	0.3%	407	0.3%
Asian (2023)			415	7.7%	3,523	6.3%	12,351	8.1%
Hawaiian or Pacific Islander (2023)			3	-	16	-	47	-
Other Race (2023)			122	2.3%	1,703	3.1%	4,187	2.8%
Two or More Races (2023)			333	6.2%	3,584	6.4%	9,296	6.1%
Population < 18 (2023)			1,193	22.2%	11,892	21.3%	31,034	20.4%
White Not Hispanic			784	65.7%	7,302	61.4%	18,603	59.9%
Black or African American			166	14.0%	2,292	19.3%	6,656	21.4%
Asian			79	6.6%	661	5.6%	1,798	5.8%
Other Race Not Hispanic			57	4.8%	562	4.7%	1,396	4.5%
Hispanic			106	8.9%	1,076	9.0%	2,580	8.3%
Not Hispanic or Latino Population (2023)			4,887	91.0%	50,298	90.1%	138,281	90.9%
Not Hispanic White			3,477	71.1%	33,797	67.2%	88,727	64.2%
Not Hispanic Black or African American			862	17.6%	11,527	22.9%	33,264	24.1%
Not Hispanic American Indian or Alaska Native			5	-	44	-	131	-
Not Hispanic Asian			409	8.4%	3,495	6.9%	12,241	8.9%
Not Hispanic Hawaiian or Pacific Islander			2	-	11	-	24	-
Not Hispanic Other Race			18	0.4%	182	0.4%	512	0.4%
Not Hispanic Two or More Races			114	2.3%	1,242	2.5%	3,383	2.4%
Hispanic or Latino Population (2023)			483	9.0%	5,500	9.9%	13,875	9.1%
Hispanic White			128	26.4%	1,301	23.7%	3,346	24.1%
Hispanic Black or African American			17	3.6%	188	3.4%	532	3.8%
Hispanic American Indian or Alaska Native			8	1.7%	115	2.1%	276	2.0%
Hispanic Asian			5	1.1%	28	0.5%	111	0.8%
Hispanic Hawaiian or Pacific Islander			2	0.3%	5	-	23	0.2%
Hispanic Other Race			103	21.4%	1,520	27.6%	3,674	26.5%
Hispanic Two or More Races			220	45.5%	2,342	42.6%	5,913	42.6%
Not Hispanic or Latino Population (2020)			4,962	90.8%	48,711	89.5%	138,094	90.1%
Hispanic or Latino Population (2020)			502	9.2%	5,686	10.5%	15,129	9.9%
Not Hispanic or Latino Population (2010)			4,381	90.8%	45,964	91.0%	124,316	91.9%
Hispanic or Latino Population (2010)			442	9.2%	4,537	9.0%	10,962	8.1%
Not Hispanic or Latino Population (2028)			4,901	90.7%	52,881	90.2%	145,916	90.9%
Hispanic or Latino Population (2028)			500	9.3%	5,765	9.8%	14,653	9.1%
Projected Annual Growth (2023-2028)			17	0.7%	265	1.0%	779	1.1%
Historical Annual Growth (2010-2020)			60	1.4%	1,149	2.5%	4,166	3.8%

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Kennesaw, GA 30152							
Total Age Distribution (2023)							
Total Population	5,370			55,798		152,156	
Age Under 5 Years	246	4.6%		2,461	4.4%	6,789	4.5%
Age 5 to 9 Years	308	5.7%		3,132	5.6%	8,437	5.5%
Age 10 to 14 Years	384	7.2%		3,735	6.7%	9,514	6.3%
Age 15 to 19 Years	407	7.6%		4,073	7.3%	11,819	7.8%
Age 20 to 24 Years	317	5.9%		3,733	6.7%	12,671	8.3%
Age 25 to 29 Years	257	4.8%		3,530	6.3%	9,952	6.5%
Age 30 to 34 Years	320	6.0%		3,526	6.3%	10,040	6.6%
Age 35 to 39 Years	400	7.5%		3,747	6.7%	10,358	6.8%
Age 40 to 44 Years	457	8.5%		4,204	7.5%	11,047	7.3%
Age 45 to 49 Years	433	8.1%		4,110	7.4%	10,500	6.9%
Age 50 to 54 Years	451	8.4%		4,369	7.8%	10,578	7.0%
Age 55 to 59 Years	370	6.9%		3,734	6.7%	9,461	6.2%
Age 60 to 64 Years	325	6.0%		3,357	6.0%	8,563	5.6%
Age 65 to 69 Years	278	5.2%		2,775	5.0%	7,222	4.7%
Age 70 to 74 Years	185	3.4%		2,176	3.9%	5,995	3.9%
Age 75 to 79 Years	137	2.5%		1,661	3.0%	4,423	2.9%
Age 80 to 84 Years	64	1.2%		767	1.4%	2,359	1.6%
Age 85 Years or Over	31	0.6%		707	1.3%	2,427	1.6%
Median Age	39.9			39.2		38.3	
Age 19 Years or Less	1,345	25.0%		13,401	24.0%	36,559	24.0%
Age 20 to 64 Years	3,330	62.0%		34,311	61.5%	93,171	61.2%
Age 65 Years or Over	695	12.9%		8,086	14.5%	22,426	14.7%
Female Age Distribution (2023)							
Female Population	2,725	50.7%		28,712	51.5%	78,787	51.8%
Age Under 5 Years	127	4.7%		1,197	4.2%	3,259	4.1%
Age 5 to 9 Years	161	5.9%		1,568	5.5%	4,220	5.4%
Age 10 to 14 Years	202	7.4%		1,814	6.3%	4,665	5.9%
Age 15 to 19 Years	204	7.5%		2,073	7.2%	6,111	7.8%
Age 20 to 24 Years	156	5.7%		1,898	6.6%	6,478	8.2%
Age 25 to 29 Years	128	4.7%		1,710	6.0%	4,809	6.1%
Age 30 to 34 Years	170	6.2%		1,790	6.2%	5,058	6.4%
Age 35 to 39 Years	205	7.5%		1,951	6.8%	5,324	6.8%
Age 40 to 44 Years	230	8.4%		2,192	7.6%	5,819	7.4%
Age 45 to 49 Years	228	8.4%		2,157	7.5%	5,461	6.9%
Age 50 to 54 Years	212	7.8%		2,175	7.6%	5,301	6.7%
Age 55 to 59 Years	178	6.5%		1,922	6.7%	4,914	6.2%
Age 60 to 64 Years	167	6.1%		1,733	6.0%	4,466	5.7%
Age 65 to 69 Years	136	5.0%		1,484	5.2%	3,911	5.0%
Age 70 to 74 Years	80	2.9%		1,157	4.0%	3,321	4.2%
Age 75 to 79 Years	82	3.0%		977	3.4%	2,593	3.3%
Age 80 to 84 Years	36	1.3%		433	1.5%	1,394	1.8%
Age 85 Years or Over	22	0.8%		480	1.7%	1,683	2.1%
Female Median Age	39.5			40.0		39.3	
Age 19 Years or Less	694	25.5%		6,653	23.2%	18,255	23.2%
Age 20 to 64 Years	1,675	61.5%		17,528	61.0%	47,630	60.5%
Age 65 Years or Over	356	13.1%		4,531	15.8%	12,902	16.4%

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Kennesaw, GA 30152								
Male Age Distribution (2023)								
Male Population	2,645	49.3%	27,086	48.5%	73,369	48.2%		
Age Under 5 Years	119	4.5%	1,263	4.7%	3,530	4.8%		
Age 5 to 9 Years	147	5.6%	1,564	5.8%	4,217	5.7%		
Age 10 to 14 Years	182	6.9%	1,921	7.1%	4,849	6.6%		
Age 15 to 19 Years	203	7.7%	2,001	7.4%	5,708	7.8%		
Age 20 to 24 Years	161	6.1%	1,836	6.8%	6,193	8.4%		
Age 25 to 29 Years	129	4.9%	1,820	6.7%	5,143	7.0%		
Age 30 to 34 Years	150	5.7%	1,736	6.4%	4,981	6.8%		
Age 35 to 39 Years	195	7.4%	1,796	6.6%	5,033	6.9%		
Age 40 to 44 Years	227	8.6%	2,012	7.4%	5,228	7.1%		
Age 45 to 49 Years	205	7.8%	1,954	7.2%	5,040	6.9%		
Age 50 to 54 Years	239	9.0%	2,194	8.1%	5,278	7.2%		
Age 55 to 59 Years	191	7.2%	1,811	6.7%	4,547	6.2%		
Age 60 to 64 Years	157	6.0%	1,624	6.0%	4,098	5.6%		
Age 65 to 69 Years	142	5.4%	1,291	4.8%	3,311	4.5%		
Age 70 to 74 Years	105	4.0%	1,018	3.8%	2,674	3.6%		
Age 75 to 79 Years	54	2.1%	684	2.5%	1,830	2.5%		
Age 80 to 84 Years	28	1.1%	334	1.2%	965	1.3%		
Age 85 Years or Over	9	0.3%	227	0.8%	744	1.0%		
Male Median Age	40.2		38.6		37.3			
Age 19 Years or Less	652	24.6%	6,748	24.9%	18,304	24.9%		
Age 20 to 64 Years	1,655	62.6%	16,783	62.0%	45,541	62.1%		
Age 65 Years or Over	339	12.8%	3,555	13.1%	9,524	13.0%		
Males per 100 Females (2023)								
Overall Comparison	97		94		93			
Age Under 5 Years	94	48.4%	105	51.3%	108	52.0%		
Age 5 to 9 Years	91	47.8%	100	49.9%	100	50.0%		
Age 10 to 14 Years	90	47.4%	106	51.4%	104	51.0%		
Age 15 to 19 Years	100	50.0%	97	49.1%	93	48.3%		
Age 20 to 24 Years	104	50.9%	97	49.2%	96	48.9%		
Age 25 to 29 Years	101	50.2%	106	51.6%	107	51.7%		
Age 30 to 34 Years	88	46.9%	97	49.2%	98	49.6%		
Age 35 to 39 Years	95	48.7%	92	47.9%	95	48.6%		
Age 40 to 44 Years	99	49.7%	92	47.8%	90	47.3%		
Age 45 to 49 Years	90	47.4%	91	47.5%	92	48.0%		
Age 50 to 54 Years	112	52.9%	101	50.2%	100	49.9%		
Age 55 to 59 Years	107	51.8%	94	48.5%	93	48.1%		
Age 60 to 64 Years	94	48.5%	94	48.4%	92	47.9%		
Age 65 to 69 Years	104	51.1%	87	46.5%	85	45.9%		
Age 70 to 74 Years	131	56.7%	88	46.8%	81	44.6%		
Age 75 to 79 Years	66	39.8%	70	41.2%	71	41.4%		
Age 80 to 84 Years	79	44.3%	77	43.5%	69	40.9%		
Age 85 Years or Over	41	29.2%	47	32.2%	44	30.6%		
Age 19 Years or Less	94	48.4%	101	50.4%	100	50.1%		
Age 20 to 39 Years	96	49.1%	98	49.4%	99	49.6%		
Age 40 to 64 Years	100	50.1%	94	48.5%	93	48.2%		
Age 65 Years or Over	95	48.7%	78	44.0%	74	42.5%		

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1600 Kennesaw Due West Rd NW		1 mi radius		3 mi radius		5 mi radius	
Kennesaw, GA 30152							
Household Type (2023)							
Total Households		1,823		20,841		58,364	
Households with Children		946	51.9%	7,415	35.6%	19,675	33.7%
Average Household Size		2.9		2.7		2.5	
Household Density per Square Mile		581		737		743	
Population Family		4,931	91.8%	48,450	86.8%	126,010	82.8%
Population Non-Family		439	8.2%	6,903	12.4%	21,452	14.1%
Population Group Quarters		-	-	445	0.8%	4,694	3.1%
Family Households		1,498	82.1%	15,233	73.1%	40,334	69.1%
Married Couple Households		1,223	81.6%	11,573	76.0%	30,550	75.7%
Other Family Households with Children		275	18.4%	3,660	24.0%	9,785	24.3%
Family Households with Children		942	62.9%	7,387	48.5%	19,559	48.5%
Married Couple with Children		795	84.3%	5,635	76.3%	14,909	76.2%
Other Family Households with Children		147	15.7%	1,752	23.7%	4,650	23.8%
Family Households No Children		555	37.1%	7,846	51.5%	20,775	51.5%
Married Couple No Children		428	77.1%	5,939	75.7%	15,641	75.3%
Other Family Households No Children		127	22.9%	1,908	24.3%	5,134	24.7%
Non-Family Households		326	17.9%	5,607	26.9%	18,030	30.9%
Non-Family Households with Children		3	1.0%	28	0.5%	116	0.6%
Non-Family Households No Children		322	99.0%	5,579	99.5%	17,914	99.4%
Average Family Household Size		3.3		3.2		3.1	
Average Family Income		\$257,870		\$181,212		\$167,406	
Median Family Income		\$163,931		\$138,294		\$136,542	
Average Non-Family Household Size		1.3		1.2		1.2	
Marital Status (2023)							
Population Age 15 Years or Over		4,432		46,471		127,416	
Never Married		1,081	24.4%	14,069	30.3%	42,304	33.2%
Currently Married		2,785	62.8%	24,323	52.3%	64,085	50.3%
Previously Married		566	12.8%	8,079	17.4%	21,027	16.5%
Separated		134	23.6%	1,047	13.0%	2,700	12.8%
Widowed		98	17.4%	1,986	24.6%	5,521	26.3%
Divorced		334	59.0%	5,046	62.5%	12,805	60.9%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		3,708		38,664		102,926	
Elementary (Grade Level 0 to 8)		90	2.4%	826	2.1%	2,392	2.3%
Some High School (Grade Level 9 to 11)		116	3.1%	1,212	3.1%	2,772	2.7%
High School Graduate		660	17.8%	6,478	16.8%	16,707	16.2%
Some College		525	14.1%	6,324	16.4%	17,442	16.9%
Associate Degree Only		163	4.4%	2,780	7.2%	7,575	7.4%
Bachelor Degree Only		1,399	37.7%	13,423	34.7%	35,024	34.0%
Graduate Degree		756	20.4%	7,620	19.7%	21,014	20.4%
Any College (Some College or Higher)		2,842	76.6%	30,148	78.0%	81,055	78.8%
College Degree + (Bachelor Degree or Higher)		2,154	58.1%	21,044	54.4%	56,038	54.4%

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	1 mi radius		3 mi radius		5 mi radius		
Housing							
Total Housing Units (2023)	1,894		21,712		60,583		
Total Housing Units (2020)	1,944		20,848		58,968		
Historical Annual Growth (2020-2023)	-50	-	863		-	1,614	-
Housing Units Occupied (2023)	1,823	96.3%	20,841	96.0%	58,364	96.3%	
Housing Units Owner-Occupied	1,284	70.4%	13,905	66.7%	38,269	65.6%	
Housing Units Renter-Occupied	539	29.6%	6,936	33.3%	20,095	34.4%	
Housing Units Vacant (2023)	71	3.7%	871	4.0%	2,218	3.7%	
Household Size (2023)							
Total Households	1,823		20,841		58,364		
1 Person Households	249	13.6%	4,484	21.5%	14,165	24.3%	
2 Person Households	474	26.0%	6,498	31.2%	18,726	32.1%	
3 Person Households	395	21.7%	3,995	19.2%	10,474	17.9%	
4 Person Households	405	22.2%	3,500	16.8%	9,020	15.5%	
5 Person Households	206	11.3%	1,522	7.3%	3,912	6.7%	
6 Person Households	65	3.5%	564	2.7%	1,375	2.4%	
7 or More Person Households	30	1.7%	277	1.3%	692	1.2%	
Household Income Distribution (2023)							
HH Income \$200,000 or More	572	31.4%	4,382	21.0%	11,337	19.4%	
HH Income \$150,000 to \$199,999	357	19.6%	2,974	14.3%	8,054	13.8%	
HH Income \$125,000 to \$149,999	113	6.2%	1,935	9.3%	5,033	8.6%	
HH Income \$100,000 to \$124,999	189	10.4%	2,112	10.1%	6,091	10.4%	
HH Income \$75,000 to \$99,999	178	9.8%	2,926	14.0%	7,775	13.3%	
HH Income \$50,000 to \$74,999	232	12.7%	2,558	12.3%	7,346	12.6%	
HH Income \$35,000 to \$49,999	33	1.8%	1,394	6.7%	4,440	7.6%	
HH Income \$25,000 to \$34,999	35	1.9%	952	4.6%	3,029	5.2%	
HH Income \$15,000 to \$24,999	64	3.5%	598	2.9%	2,055	3.5%	
HH Income \$10,000 to \$14,999	-	-	230	1.1%	979	1.7%	
HH Income Under \$10,000	49	2.7%	780	3.7%	2,225	3.8%	
Household Vehicles (2023)							
Households 0 Vehicles Available	68	3.7%	724	3.5%	1,966	3.4%	
Households 1 Vehicle Available	419	23.0%	6,183	29.7%	18,416	31.6%	
Households 2 Vehicles Available	806	44.2%	8,365	40.1%	23,383	40.1%	
Households 3 or More Vehicles Available	530	29.1%	5,568	26.7%	14,600	25.0%	
Total Vehicles Available	3,789		41,456		114,069		
Average Vehicles per Household	2.1		2.0		2.0		
Owner-Occupied Household Vehicles	2,939	77.6%	31,376	75.7%	85,048	74.6%	
Average Vehicles per Owner-Occupied Household	2.3		2.3		2.2		
Renter-Occupied Household Vehicles	850	22.4%	10,080	24.3%	29,022	25.4%	
Average Vehicles per Renter-Occupied Household	1.6		1.5		1.4		
Travel Time (2023)							
Worker Base Age 16 years or Over	2,778		30,362		85,458		
Travel to Work in 14 Minutes or Less	229	8.3%	4,075	13.4%	14,156	16.6%	
Travel to Work in 15 to 29 Minutes	755	27.2%	6,602	21.7%	18,578	21.7%	
Travel to Work in 30 to 59 Minutes	656	23.6%	7,162	23.6%	19,520	22.8%	
Travel to Work in 60 Minutes or More	196	7.1%	2,266	7.5%	5,832	6.8%	
Work at Home	942	33.9%	10,257	33.8%	27,372	32.0%	
Average Minutes Travel to Work	27.2		26.7		25.0		

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.9926/-84.6276

1600 Kennesaw Due West Rd NW							
Kennesaw, GA 30152		1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2023)							
Worker Base Age 16 years or Over	2,778		30,362		85,458		
Drive to Work Alone	1,605	57.8%	17,638	58.1%	50,744	59.4%	
Drive to Work in Carpool	117	4.2%	1,711	5.6%	4,648	5.4%	
Travel to Work by Public Transportation	3	-	70	0.2%	231	0.3%	
Drive to Work on Motorcycle	4	0.2%	18	-	84	-	
Bicycle to Work	-	-	10	-	42	-	
Walk to Work	9	0.3%	187	0.6%	1,071	1.3%	
Other Means	98	3.5%	471	1.6%	1,266	1.5%	
Work at Home	942	33.9%	10,257	33.8%	27,372	32.0%	
Daytime Demographics (2023)							
Total Businesses	369		3,763		10,987		
Total Employees	2,155		27,646		85,769		
Company Headquarter Businesses	8	2.2%	112	3.0%	304	2.8%	
Company Headquarter Employees	160	7.4%	5,077	18.4%	16,719	19.5%	
Employee Population per Business	5.8	to 1	7.3	to 1	7.8	to 1	
Residential Population per Business	14.6	to 1	14.8	to 1	13.8	to 1	
Adj. Daytime Demographics Age 16 Years or Over	3,722		42,503		124,773		
Labor Force							
Labor Population Age 16 Years or Over (2023)	4,346		45,653		125,347		
Labor Force Total Males (2023)	2,153	49.5%	21,921	48.0%	59,720	47.6%	
Male Civilian Employed	1,489	69.2%	15,864	72.4%	44,092	73.8%	
Male Civilian Unemployed	30	1.4%	438	2.0%	1,218	2.0%	
Males in Armed Forces	-	-	321	1.5%	523	0.9%	
Males Not in Labor Force	634	29.5%	5,298	24.2%	13,887	23.3%	
Labor Force Total Females (2023)	2,192	50.5%	23,731	52.0%	65,627	52.4%	
Female Civilian Employed	1,289	58.8%	14,506	61.1%	41,373	63.0%	
Female Civilian Unemployed	36	1.7%	425	1.8%	1,158	1.8%	
Females in Armed Forces	-	-	103	0.4%	355	0.5%	
Females Not in Labor Force	867	39.5%	8,696	36.6%	22,741	34.7%	
Unemployment Rate	66	1.5%	863	1.9%	2,376	1.9%	
Occupation (2023)							
Occupation Population Age 16 Years or Over	2,778		30,362		85,458		
Occupation Total Males	1,489	53.6%	15,860	52.2%	44,088	51.6%	
Occupation Total Females	1,289	46.4%	14,502	47.8%	41,369	48.4%	
Management, Business, Financial Operations	650	-	7,095	23.4%	20,388	23.9%	
Professional, Related	779	28.0%	9,253	30.5%	24,522	28.7%	
Service	349	12.6%	3,762	12.4%	10,821	12.7%	
Sales, Office	565	20.3%	6,243	20.6%	17,655	20.7%	
Farming, Fishing, Forestry	-	-	62	0.2%	106	0.1%	
Construction, Extraction, Maintenance	101	3.6%	1,655	5.4%	4,492	5.3%	
Production, Transport, Material Moving	334	12.0%	2,292	7.5%	7,474	8.7%	
White Collar Workers	1,994	71.8%	22,591	74.4%	62,565	73.2%	
Blue Collar Workers	784	28.2%	7,771	25.6%	22,893	26.8%	



## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.9926/-84.6276

1600 Kennesaw Due West Rd NW		1 mi radius		3 mi radius		5 mi radius	
Kennesaw, GA 30152							
Units In Structure (2023)							
Total Units	1,823		20,841		58,364		
1 Detached Unit	1,461	80.1%	14,658	70.3%	39,297	67.3%	
1 Attached Unit	78	4.3%	1,631	7.8%	4,926	8.4%	
2 Units	7	0.4%	111	0.5%	405	0.7%	
3 to 4 Units	15	0.8%	281	1.3%	761	1.3%	
5 to 9 Units	47	2.6%	595	2.9%	1,706	2.9%	
10 to 19 Units	91	5.0%	1,384	6.6%	4,209	7.2%	
20 to 49 Units	58	3.2%	920	4.4%	3,321	5.7%	
50 or More Units	59	3.2%	1,031	4.9%	3,123	5.4%	
Mobile Home or Trailer	6	0.3%	230	1.1%	613	1.1%	
Other Structure	-	-	1	-	3	-	
Homes Built By Year (2023)							
Homes Built 2014 or later	13	0.7%	206	0.9%	493	0.8%	
Homes Built 2010 to 2013	256	13.5%	2,355	10.8%	6,353	10.5%	
Homes Built 2000 to 2009	568	30.0%	5,136	23.7%	13,115	21.6%	
Homes Built 1990 to 1999	360	19.0%	4,842	22.3%	14,391	23.8%	
Homes Built 1980 to 1989	386	20.4%	4,282	19.7%	12,446	20.5%	
Homes Built 1970 to 1979	105	5.6%	2,149	9.9%	5,754	9.5%	
Homes Built 1960 to 1969	61	3.2%	1,186	5.5%	3,642	6.0%	
Homes Built 1950 to 1959	68	3.6%	568	2.6%	1,429	2.4%	
Homes Built 1940 to 1949	3	0.1%	34	0.2%	205	0.3%	
Homes Built Before 1939	2	0.1%	84	0.4%	537	0.9%	
Median Age of Homes	29.8	yrs	32.2	yrs	33.0	yrs	
Home Values (2023)							
Owner Specified Housing Units	1,284		13,905		38,269		
Home Values \$1,000,000 or More	23	1.8%	288	2.1%	777	2.0%	
Home Values \$750,000 to \$999,999	46	3.6%	574	4.1%	1,315	3.4%	
Home Values \$500,000 to \$749,999	373	29.0%	2,314	16.6%	5,752	15.0%	
Home Values \$400,000 to \$499,999	181	14.1%	1,818	13.1%	5,197	13.6%	
Home Values \$300,000 to \$399,999	323	25.2%	3,591	25.8%	10,315	27.0%	
Home Values \$250,000 to \$299,999	108	8.4%	1,800	12.9%	5,406	14.1%	
Home Values \$200,000 to \$249,999	88	6.8%	1,839	13.2%	4,817	12.6%	
Home Values \$175,000 to \$199,999	35	2.7%	622	4.5%	1,983	5.2%	
Home Values \$150,000 to \$174,999	30	2.4%	447	3.2%	1,163	3.0%	
Home Values \$125,000 to \$149,999	12	0.9%	135	1.0%	364	1.0%	
Home Values \$100,000 to \$124,999	6	0.4%	91	0.7%	291	0.8%	
Home Values \$90,000 to \$99,999	4	0.3%	23	0.2%	64	0.2%	
Home Values \$80,000 to \$89,999	1	-	19	0.1%	68	0.2%	
Home Values \$70,000 to \$79,999	-	-	12	-	35	-	
Home Values \$60,000 to \$69,999	-	-	10	-	50	0.1%	
Home Values \$50,000 to \$59,999	3	0.2%	10	-	27	-	
Home Values \$35,000 to \$49,999	34	2.6%	97	0.7%	161	0.4%	
Home Values \$25,000 to \$34,999	6	0.5%	123	0.9%	184	0.5%	
Home Values \$10,000 to \$24,999	5	0.4%	54	0.4%	209	0.5%	
Home Values Under \$10,000	4	0.3%	37	0.3%	92	0.2%	
Owner-Occupied Median Home Value	\$416,314		\$356,428		\$347,440		
Renter-Occupied Median Rent	\$1,282		\$1,265		\$1,294		



## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.9926/-84.6276

1600 Kennesaw Due West Rd NW Kennesaw, GA 30152		1 mi radius	3 mi radius	5 mi radius
<b>Total Annual Consumer Expenditure (2023)</b>				
Total Household Expenditure		\$238.99 M	\$2.06 B	\$5.33 B
Total Non-Retail Expenditure		\$127.53 M	\$1.1 B	\$2.83 B
Total Retail Expenditure		\$111.46 M	\$964.91 M	\$2.5 B
Apparel		\$8.83 M	\$75.01 M	\$193.28 M
Contributions		\$8.76 M	\$73.23 M	\$187.8 M
Education		\$9.14 M	\$73.67 M	\$187.27 M
Entertainment		\$14.19 M	\$120.77 M	\$311.02 M
Food and Beverages		\$34.16 M	\$296.89 M	\$769.41 M
Furnishings and Equipment		\$8.71 M	\$74.51 M	\$192.02 M
Gifts		\$6.75 M	\$56.39 M	\$144.15 M
Health Care		\$18.69 M	\$165 M	\$429.08 M
Household Operations		\$9.78 M	\$83.27 M	\$214.73 M
Miscellaneous Expenses		\$4.57 M	\$39.3 M	\$101.58 M
Personal Care		\$3.19 M	\$27.61 M	\$71.42 M
Personal Insurance		\$1.9 M	\$15.9 M	\$40.66 M
Reading		\$527.74 K	\$4.54 M	\$11.74 M
Shelter		\$50.22 M	\$432.76 M	\$1.12 B
Tobacco		\$1.08 M	\$10.17 M	\$26.99 M
Transportation		\$42.72 M	\$371.04 M	\$960.02 M
Utilities		\$15.77 M	\$140.08 M	\$365.5 M
<b>Monthly Household Consumer Expenditure (2023)</b>				
Total Household Expenditure		\$10,923	\$8,238	\$7,606
Total Non-Retail Expenditure		\$5,829 53.4%	\$4,379 53.2%	\$4,042 53.1%
Total Retail Expenditures		\$5,094 46.6%	\$3,858 46.8%	\$3,564 46.9%
Apparel		\$403 3.7%	\$300 3.6%	\$276 3.6%
Contributions		\$400 3.7%	\$293 3.6%	\$268 3.5%
Education		\$418 3.8%	\$295 3.6%	\$267 3.5%
Entertainment		\$649 5.9%	\$483 5.9%	\$444 5.8%
Food and Beverages		\$1,561 14.3%	\$1,187 14.4%	\$1,099 14.4%
Furnishings and Equipment		\$398 3.6%	\$298 3.6%	\$274 3.6%
Gifts		\$308 2.8%	\$225 2.7%	\$206 2.7%
Health Care		\$854 7.8%	\$660 8.0%	\$613 8.1%
Household Operations		\$447 4.1%	\$333 4.0%	\$307 4.0%
Miscellaneous Expenses		\$209 1.9%	\$157 1.9%	\$145 1.9%
Personal Care		\$146 1.3%	\$110 1.3%	\$102 1.3%
Personal Insurance		\$87 0.8%	\$64 0.8%	\$58 0.8%
Reading		\$24 0.2%	\$18 0.2%	\$17 0.2%
Shelter		\$2,296 21.0%	\$1,730 21.0%	\$1,600 21.0%
Tobacco		\$50 0.5%	\$41 0.5%	\$39 0.5%
Transportation		\$1,953 17.9%	\$1,484 18.0%	\$1,371 18.0%
Utilities		\$721 6.6%	\$560 6.8%	\$522 6.9%