Complete Profile

2010-2020 Census, 2026 Estimates with 2031 Projections

Calculated using Weighted Block Centroid from Block Groups

RPC
Retail Planning Corporation

Lat/Lon: 33.9936/-84.5994

1635 Old 41 Hwy NW Kennesaw, GA 30152	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2026)	9,122		59,377		175,296	
Projected Population (2031)	9,155		61,567		176,747	
Census Population (2020)	8,703		53,971		167,832	
Census Population (2010)	9,369		47,746		148,989	
Projected Annual Growth (2026-2031)	33	-	2,189	*0.7%*	1,451	*0.2%*
Historical Annual Growth (2020-2026)	419	-	5,406	*1.7%*	7,464	*0.7%*
Historical Annual Growth (2010-2020)	-666	*-0.7%*	6,225	*1.3%*	18,843	*1.3%*
Estimated Population Density (2026)	2,905	*psm*	2,101	*psm*	2,233	*psm*
Trade Area Size	3.1	*sq mi*	28.3	*sq mi*	78.5	*sq mi*
Households						
Estimated Households (2026)	4,169		23,822		68,475	
Projected Households (2031)	4,208		25,014		69,686	
Census Households (2020)	3,786		20,864		63,459	
Census Households (2010)	3,665		18,368		55,982	
Projected Annual Growth (2026-2031)	39	*0.2%*	1,192	*1.0%*	1,211	*0.4%*
Historical Annual Change (2010-2026)	504	*0.9%*	5,453	*1.9%*	12,493	*1.4%*
Average Household Income						
Estimated Average Household Income (2026)	$113,870		$152,662		$147,895	
Projected Average Household Income (2031)	$114,889		$151,043		$147,843	
Census Average Household Income (2010)	$81,832		$82,700		$78,161	
Census Average Household Income (2000)	$88,627		$73,935		$71,162	
Projected Annual Change (2026-2031)	$1,019	*0.2%*	-$1,619	*-0.2%*	-$52	-
Historical Annual Change (2000-2026)	$25,242	*1.1%*	$78,727	*4.1%*	$76,733	*4.1%*
Median Household Income						
Estimated Median Household Income (2026)	$91,498		$122,415		$117,461	
Projected Median Household Income (2031)	$92,044		$121,345		$117,198	
Census Median Household Income (2010)	$57,175		$63,012		$63,667	
Census Median Household Income (2000)	$60,574		$60,280		$60,291	
Projected Annual Change (2026-2031)	$546	*0.1%*	-$1,071	*-0.2%*	-$263	-
Historical Annual Change (2000-2026)	$30,925	*2.0%*	$62,135	*4.0%*	$57,170	*3.6%*
Per Capita Income						
Estimated Per Capita Income (2026)	$52,274		$61,577		$57,978	
Projected Per Capita Income (2031)	$53,038		$61,686		$58,495	
Census Per Capita Income (2010)	$31,997		$31,812		$29,369	
Census Per Capita Income (2000)	$32,270		$28,283		$26,462	
Projected Annual Change (2026-2031)	$764	*0.3%*	$109	-	$517	*0.2%*
Historical Annual Change (2000-2026)	$20,003	*2.4%*	$33,293	*4.5%*	$31,515	*4.6%*
Estimated Average Household Net Worth (2026)	$1.03 M		$1.47 M		$1.44 M	

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2010-2020 Census, 2026 Estimates with 2031 Projections

Calculated using Weighted Block Centroid from Block Groups

RPC
Retail Planning Corporation

Lat/Lon: 33.9936/-84.5994

1635 Old 41 Hwy NW Kennesaw, GA 30152	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2026)	9,122		59,377		175,296	
White (2026)	4,315	*47.3%*	33,069	*55.7%*	100,300	*57.2%*
Black or African American (2026)	3,166	*34.7%*	15,581	*26.2%*	42,624	*24.3%*
American Indian or Alaska Native (2026)	23	*0.3%*	199	*0.3%*	747	*0.4%*
Asian (2026)	552	*6.0%*	4,042	*6.8%*	10,276	*5.9%*
Hawaiian or Pacific Islander (2026)	-	-	20	-	70	-
Other Race (2026)	385	*4.2%*	2,404	*4.0%*	8,522	*4.9%*
Two or More Races (2026)	681	*7.5%*	4,062	*6.8%*	12,758	*7.3%*
Population < 18 (2026)	1,866	*20.5%*	11,700	*19.7%*	35,805	*20.4%*
White Not Hispanic	601	*32.2%*	5,105	*43.6%*	16,025	*44.8%*
Black or African American	785	*42.1%*	3,274	*28.0%*	9,076	*25.3%*
Asian	94	*5.1%*	825	*7.1%*	1,942	*5.4%*
Other Race Not Hispanic	95	*5.1%*	623	*5.3%*	1,905	*5.3%*
Hispanic	291	*15.6%*	1,874	*16.0%*	6,856	*19.1%*
Not Hispanic or Latino Population (2026)	8,028	*88.0%*	52,385	*88.2%*	151,904	*86.7%*
Not Hispanic White	4,075	*50.8%*	31,364	*59.9%*	95,025	*62.6%*
Not Hispanic Black or African American	3,130	*39.0%*	15,298	*29.2%*	41,756	*27.5%*
Not Hispanic American Indian or Alaska Native	6	-	56	*0.1%*	159	*0.1%*
Not Hispanic Asian	547	*6.8%*	4,011	*7.7%*	10,189	*6.7%*
Not Hispanic Hawaiian or Pacific Islander	-	-	10	-	36	-
Not Hispanic Other Race	29	*0.4%*	197	*0.4%*	543	*0.4%*
Not Hispanic Two or More Races	242	*3.0%*	1,448	*2.8%*	4,196	*2.8%*
Hispanic or Latino Population (2026)	1,094	*12.0%*	6,992	*11.8%*	23,392	*13.3%*
Hispanic White	240	*22.0%*	1,705	*24.4%*	5,275	*22.6%*
Hispanic Black or African American	36	*3.3%*	283	*4.0%*	867	*3.7%*
Hispanic American Indian or Alaska Native	17	*1.6%*	142	*2.0%*	588	*2.5%*
Hispanic Asian	5	*0.4%*	31	*0.4%*	86	*0.4%*
Hispanic Hawaiian or Pacific Islander	-	-	10	*0.1%*	34	*0.1%*
Hispanic Other Race	356	*32.6%*	2,207	*31.6%*	7,979	*34.1%*
Hispanic Two or More Races	439	*40.2%*	2,614	*37.4%*	8,562	*36.6%*
Not Hispanic or Latino Population (2020)	7,494	*86.1%*	48,028	*89.0%*	146,481	*87.3%*
Hispanic or Latino Population (2020)	1,209	*13.9%*	5,943	*11.0%*	21,351	*12.7%*
Not Hispanic or Latino Population (2010)	8,265	*88.2%*	43,217	*90.5%*	132,821	*89.1%*
Hispanic or Latino Population (2010)	1,104	*11.8%*	4,529	*9.5%*	16,167	*10.9%*
Not Hispanic or Latino Population (2031)	7,978	*87.1%*	53,686	*87.2%*	151,649	*85.8%*
Hispanic or Latino Population (2031)	1,177	*12.9%*	7,881	*12.8%*	25,098	*14.2%*
Projected Annual Growth (2026-2031)	83	*1.5%*	889	*2.5%*	1,707	*1.5%*
Historical Annual Growth (2010-2020)	105	*0.9%*	1,414	*3.1%*	5,184	*3.2%*

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1635 Old 41 Hwy NW Kennesaw, GA 30152	1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2026)						
Total Population	9,122		59,377		175,296	
Age Under 5 Years	420	*4.6%*	2,976	*5.0%*	9,171	*5.2%*
Age 5 to 9 Years	451	*4.9%*	3,066	*5.2%*	9,495	*5.4%*
Age 10 to 14 Years	572	*6.3%*	3,333	*5.6%*	10,217	*5.8%*
Age 15 to 19 Years	728	*8.0%*	4,737	*8.0%*	13,049	*7.4%*
Age 20 to 24 Years	696	*7.6%*	6,401	*10.8%*	15,504	*8.8%*
Age 25 to 29 Years	712	*7.8%*	4,290	*7.2%*	11,622	*6.6%*
Age 30 to 34 Years	672	*7.4%*	3,924	*6.6%*	11,841	*6.8%*
Age 35 to 39 Years	599	*6.6%*	3,665	*6.2%*	11,299	*6.4%*
Age 40 to 44 Years	587	*6.4%*	3,642	*6.1%*	11,306	*6.4%*
Age 45 to 49 Years	582	*6.4%*	3,529	*5.9%*	10,719	*6.1%*
Age 50 to 54 Years	533	*5.8%*	3,738	*6.3%*	11,435	*6.5%*
Age 55 to 59 Years	549	*6.0%*	3,546	*6.0%*	10,997	*6.3%*
Age 60 to 64 Years	541	*5.9%*	3,406	*5.7%*	10,588	*6.0%*
Age 65 to 69 Years	406	*4.5%*	2,860	*4.8%*	8,913	*5.1%*
Age 70 to 74 Years	358	*3.9%*	2,216	*3.7%*	6,891	*3.9%*
Age 75 to 79 Years	335	*3.7%*	1,878	*3.2%*	5,573	*3.2%*
Age 80 to 84 Years	200	*2.2%*	1,102	*1.9%*	3,392	*1.9%*
Age 85 Years or Over	180	*2.0%*	1,067	*1.8%*	3,283	*1.9%*
Median Age	37.0		36.9		38.1	
Age 19 Years or Less	2,171	*23.8%*	14,111	*23.8%*	41,932	*23.9%*
Age 20 to 64 Years	5,471	*60.0%*	36,142	*60.9%*	105,312	*60.1%*
Age 65 Years or Over	1,480	*16.2%*	9,124	*15.4%*	28,052	*16.0%*
Female Age Distribution (2026)						
Female Population	4,910	*53.8%*	29,627	*49.9%*	88,338	*50.4%*
Age Under 5 Years	198	*4.0%*	1,505	*5.1%*	4,546	*5.1%*
Age 5 to 9 Years	231	*4.7%*	1,522	*5.1%*	4,668	*5.3%*
Age 10 to 14 Years	269	*5.5%*	1,626	*5.5%*	5,028	*5.7%*
Age 15 to 19 Years	300	*6.1%*	2,038	*6.9%*	5,804	*6.6%*
Age 20 to 24 Years	337	*6.9%*	2,546	*8.6%*	6,772	*7.7%*
Age 25 to 29 Years	393	*8.0%*	2,139	*7.2%*	5,775	*6.5%*
Age 30 to 34 Years	376	*7.7%*	2,041	*6.9%*	5,891	*6.7%*
Age 35 to 39 Years	330	*6.7%*	1,899	*6.4%*	5,738	*6.5%*
Age 40 to 44 Years	332	*6.8%*	1,906	*6.4%*	5,815	*6.6%*
Age 45 to 49 Years	355	*7.2%*	1,914	*6.5%*	5,671	*6.4%*
Age 50 to 54 Years	310	*6.3%*	1,961	*6.6%*	5,901	*6.7%*
Age 55 to 59 Years	321	*6.5%*	1,864	*6.3%*	5,682	*6.4%*
Age 60 to 64 Years	334	*6.8%*	1,799	*6.1%*	5,509	*6.2%*
Age 65 to 69 Years	228	*4.6%*	1,488	*5.0%*	4,779	*5.4%*
Age 70 to 74 Years	214	*4.4%*	1,198	*4.0%*	3,796	*4.3%*
Age 75 to 79 Years	209	*4.2%*	1,037	*3.5%*	3,213	*3.6%*
Age 80 to 84 Years	100	*2.0%*	587	*2.0%*	1,909	*2.2%*
Age 85 Years or Over	74	*1.5%*	557	*1.9%*	1,842	*2.1%*
Female Median Age	39.8		38.4		39.5	
Age 19 Years or Less	997	*20.3%*	6,690	*22.6%*	20,045	*22.7%*
Age 20 to 64 Years	3,089	*62.9%*	18,069	*61.0%*	52,753	*59.7%*
Age 65 Years or Over	824	*16.8%*	4,868	*16.4%*	15,539	*17.6%*

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1635 Old 41 Hwy NW Kennesaw, GA 30152	1 mi radius		3 mi radius		5 mi radius	
Male Age Distribution (2026)						
Male Population	4,212	*46.2%*	29,750	*50.1%*	86,958	*49.6%*
Age Under 5 Years	222	*5.3%*	1,471	*4.9%*	4,625	*5.3%*
Age 5 to 9 Years	221	*5.2%*	1,544	*5.2%*	4,827	*5.6%*
Age 10 to 14 Years	303	*7.2%*	1,707	*5.7%*	5,190	*6.0%*
Age 15 to 19 Years	428	*10.2%*	2,699	*9.1%*	7,245	*8.3%*
Age 20 to 24 Years	359	*8.5%*	3,855	*13.0%*	8,733	*10.0%*
Age 25 to 29 Years	319	*7.6%*	2,151	*7.2%*	5,847	*6.7%*
Age 30 to 34 Years	296	*7.0%*	1,882	*6.3%*	5,950	*6.8%*
Age 35 to 39 Years	270	*6.4%*	1,767	*5.9%*	5,561	*6.4%*
Age 40 to 44 Years	254	*6.0%*	1,736	*5.8%*	5,492	*6.3%*
Age 45 to 49 Years	227	*5.4%*	1,615	*5.4%*	5,047	*5.8%*
Age 50 to 54 Years	222	*5.3%*	1,777	*6.0%*	5,534	*6.4%*
Age 55 to 59 Years	229	*5.4%*	1,682	*5.7%*	5,315	*6.1%*
Age 60 to 64 Years	206	*4.9%*	1,607	*5.4%*	5,079	*5.8%*
Age 65 to 69 Years	179	*4.2%*	1,372	*4.6%*	4,133	*4.8%*
Age 70 to 74 Years	143	*3.4%*	1,019	*3.4%*	3,095	*3.6%*
Age 75 to 79 Years	127	*3.0%*	841	*2.8%*	2,360	*2.7%*
Age 80 to 84 Years	101	*2.4%*	514	*1.7%*	1,483	*1.7%*
Age 85 Years or Over	106	*2.5%*	510	*1.7%*	1,441	*1.7%*
Male Median Age	34.2		35.7		36.8	
Age 19 Years or Less	1,174	*27.9%*	7,421	*24.9%*	21,886	*25.2%*
Age 20 to 64 Years	2,382	*56.6%*	18,073	*60.7%*	52,559	*60.4%*
Age 65 Years or Over	655	*15.6%*	4,256	*14.3%*	12,512	*14.4%*
Males per 100 Females (2026)						
Overall Comparison	86		100		98	
Age Under 5 Years	112	*52.9%*	98	*49.4%*	102	*50.4%*
Age 5 to 9 Years	96	*48.9%*	101	*50.4%*	103	*50.8%*
Age 10 to 14 Years	113	*53.0%*	105	*51.2%*	103	*50.8%*
Age 15 to 19 Years	143	*58.8%*	132	*57.0%*	125	*55.5%*
Age 20 to 24 Years	106	*51.6%*	151	*60.2%*	129	*56.3%*
Age 25 to 29 Years	81	*44.8%*	101	*50.1%*	101	*50.3%*
Age 30 to 34 Years	79	*44.1%*	92	*48.0%*	101	*50.3%*
Age 35 to 39 Years	82	*45.0%*	93	*48.2%*	97	*49.2%*
Age 40 to 44 Years	77	*43.4%*	91	*47.7%*	94	*48.6%*
Age 45 to 49 Years	64	*39.0%*	84	*45.8%*	89	*47.1%*
Age 50 to 54 Years	72	*41.7%*	91	*47.5%*	94	*48.4%*
Age 55 to 59 Years	71	*41.6%*	90	*47.4%*	94	*48.3%*
Age 60 to 64 Years	62	*38.2%*	89	*47.2%*	92	*48.0%*
Age 65 to 69 Years	78	*43.9%*	92	*48.0%*	86	*46.4%*
Age 70 to 74 Years	67	*40.0%*	85	*46.0%*	82	*44.9%*
Age 75 to 79 Years	61	*37.8%*	81	*44.8%*	73	*42.3%*
Age 80 to 84 Years	101	*50.3%*	88	*46.7%*	78	*43.7%*
Age 85 Years or Over	144	*58.9%*	92	*47.8%*	78	*43.9%*
Age 19 Years or Less	118	*54.1%*	111	*52.6%*	109	*52.2%*
Age 20 to 39 Years	87	*46.4%*	112	*52.8%*	108	*51.9%*
Age 40 to 64 Years	69	*40.8%*	89	*47.1%*	93	*48.1%*
Age 65 Years or Over	80	*44.3%*	87	*46.6%*	81	*44.6%*

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Household Type (2026)						
Total Households	4,169		23,822		68,475	
Households with Children	937	*22.5%*	6,318	*26.5%*	20,065	*29.3%*
Average Household Size	2.1		2.4		2.5	
Household Density per Square Mile	1,328		843		872	
Population Family	5,490	*60.2%*	40,100	*67.5%*	132,703	*75.7%*
Population Non-Family	3,298	*36.2%*	16,161	*27.2%*	37,183	*21.2%*
Population Group Quarters	334	*3.7%*	3,117	*5.2%*	5,410	*3.1%*
Family Households	1,761	*42.2%*	12,950	*54.4%*	42,709	*62.4%*
Married Couple Households	1,033	*58.7%*	9,709	*75.0%*	31,863	*74.6%*
Other Family Households	728	*41.3%*	3,241	*25.0%*	10,846	*25.4%*
Family Households with Children	934	*53.1%*	6,308	*48.7%*	20,034	*46.9%*
Married Couple with Children	485	*51.9%*	4,337	*68.8%*	14,337	*71.6%*
Other Family Households with Children	450	*48.1%*	1,971	*31.2%*	5,697	*28.4%*
Family Households No Children	827	*46.9%*	6,642	*51.3%*	22,676	*53.1%*
Married Couple No Children	548	*66.3%*	5,372	*80.9%*	17,526	*77.3%*
Other Family Households No Children	279	*33.7%*	1,269	*19.1%*	5,150	*22.7%*
Non-Family Households	2,408	*57.8%*	10,872	*45.6%*	25,765	*37.6%*
Non-Family Households with Children	2	-	10	-	31	*0.1%*
Non-Family Households No Children	2,406	*99.9%*	10,862	*99.9%*	25,734	*99.9%*
Average Family Household Size	3.1		3.1		3.1	
Average Family Income	$154,648		$199,576		$179,336	
Median Family Income	$128,555		$155,797		$143,066	
Average Non-Family Household Size	1.4		1.5		1.4	
Marital Status (2026)						
Population Age 15 Years or Over	7,679		50,003		146,413	
Never Married	2,424	*31.6%*	18,042	*36.1%*	52,074	*35.6%*
Currently Married	3,503	*45.6%*	23,345	*46.7%*	69,021	*47.1%*
Previously Married	1,752	*22.8%*	8,616	*17.2%*	25,319	*17.3%*
Separated	194	*11.1%*	1,735	*20.1%*	4,683	*18.5%*
Widowed	396	*22.6%*	2,095	*24.3%*	5,959	*23.5%*
Divorced	1,162	*66.3%*	4,786	*55.5%*	14,676	*58.0%*
Educational Attainment (2026)						
Adult Population Age 25 Years or Over	6,254		38,865		117,860	
Elementary (Grade Level 0 to 8)	93	*1.5%*	860	*2.2%*	3,225	*2.7%*
Some High School (Grade Level 9 to 11)	196	*3.1%*	734	*1.9%*	3,328	*2.8%*
High School Graduate	1,230	*19.7%*	6,641	*17.1%*	21,358	*18.1%*
Some College	1,159	*18.5%*	5,871	*15.1%*	18,840	*16.0%*
Associate Degree Only	447	*7.1%*	3,122	*8.0%*	10,167	*8.6%*
Bachelor Degree Only	2,258	*36.1%*	13,495	*34.7%*	37,973	*32.2%*
Graduate Degree	872	*13.9%*	8,143	*21.0%*	22,969	*19.5%*
Any College (Some College or Higher)	4,736	*75.7%*	30,631	*78.8%*	89,948	*76.3%*
College Degree + (Bachelor Degree or Higher)	3,130	*50.0%*	21,638	*55.7%*	60,941	*51.7%*

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Calculated using Weighted Block Centroid from Block Groups

RPC
Retail Planning Corporation

Lat/Lon: 33.9936/-84.5994

1635 Old 41 Hwy NW Kennesaw, GA 30152	1 mi radius		3 mi radius		5 mi radius	
Housing						
Total Housing Units (2026)	4,342		24,741		71,058	
Total Housing Units (2020)	4,046		21,909		66,397	
Historical Annual Growth (2020-2026)	296	-	2,832	-	4,661	-
Housing Units Occupied (2026)	4,169	*96.0%*	23,822	*96.3%*	68,475	*96.4%*
Housing Units Owner-Occupied	1,705	*40.9%*	12,738	*53.5%*	42,653	*62.3%*
Housing Units Renter-Occupied	2,464	*59.1%*	11,083	*46.5%*	25,822	*37.7%*
Housing Units Vacant (2026)	173	*4.0%*	919	*3.7%*	2,583	*3.6%*
Household Size (2026)						
Total Households	4,169		23,822		68,475	
1 Person Households	1,928	*46.2%*	7,959	*33.4%*	19,363	*28.3%*
2 Person Households	1,031	*24.7%*	7,589	*31.9%*	23,186	*33.9%*
3 Person Households	528	*12.7%*	3,406	*14.3%*	10,478	*15.3%*
4 Person Households	417	*10.0%*	2,863	*12.0%*	8,995	*13.1%*
5 Person Households	155	*3.7%*	1,218	*5.1%*	3,937	*5.7%*
6 Person Households	63	*1.5%*	498	*2.1%*	1,598	*2.3%*
7 or More Person Households	48	*1.2%*	290	*1.2%*	917	*1.3%*
Household Income Distribution (2026)						
HH Income $200,000 or More	660	*15.8%*	5,765	*24.2%*	14,922	*21.8%*
HH Income $150,000 to $199,999	499	*12.0%*	2,719	*11.4%*	8,545	*12.5%*
HH Income $125,000 to $149,999	316	*7.6%*	1,697	*7.1%*	6,127	*8.9%*
HH Income $100,000 to $124,999	339	*8.1%*	2,855	*12.0%*	7,645	*11.2%*
HH Income $75,000 to $99,999	410	*9.8%*	2,536	*10.6%*	8,133	*11.9%*
HH Income $50,000 to $74,999	726	*17.4%*	3,250	*13.6%*	8,766	*12.8%*
HH Income $35,000 to $49,999	425	*10.2%*	1,754	*7.4%*	5,047	*7.4%*
HH Income $25,000 to $34,999	244	*5.9%*	911	*3.8%*	2,792	*4.1%*
HH Income $15,000 to $24,999	221	*5.3%*	923	*3.9%*	2,455	*3.6%*
HH Income $10,000 to $14,999	13	*0.3%*	325	*1.4%*	1,256	*1.8%*
HH Income Under $10,000	315	*7.6%*	1,086	*4.6%*	2,788	*4.1%*
Household Vehicles (2026)						
Households 0 Vehicles Available	576	*13.8%*	1,300	*5.5%*	3,683	*5.4%*
Households 1 Vehicle Available	1,859	*44.6%*	8,140	*34.2%*	20,905	*30.5%*
Households 2 Vehicles Available	1,251	*30.0%*	9,421	*39.5%*	28,427	*41.5%*
Households 3 or More Vehicles Available	483	*11.6%*	4,960	*20.8%*	15,460	*22.6%*
Total Vehicles Available	5,906		43,832		130,191	
Average Vehicles per Household	1.4		1.8		1.9	
Owner-Occupied Household Vehicles	3,068	*51.9%*	28,004	*63.9%*	92,004	*70.7%*
Average Vehicles per Owner-Occupied Household	1.8		2.2		2.2	
Renter-Occupied Household Vehicles	2,839	*48.1%*	15,828	*36.1%*	38,187	*29.3%*
Average Vehicles per Renter-Occupied Household	1.2		1.4		1.5	
Travel Time (2026)						
Worker Base Age 16 years or Over	4,618		33,368		96,551	
Travel to Work in 14 Minutes or Less	706	*15.3%*	6,228	*18.7%*	15,440	*16.0%*
Travel to Work in 15 to 29 Minutes	1,183	*25.6%*	8,468	*25.4%*	23,774	*24.6%*
Travel to Work in 30 to 59 Minutes	1,097	*23.8%*	9,082	*27.2%*	29,339	*30.4%*
Travel to Work in 60 Minutes or More	330	*7.1%*	3,322	*10.0%*	10,332	*10.7%*
Work at Home	1,302	*28.2%*	6,267	*18.8%*	17,666	*18.3%*
Average Minutes Travel to Work	27.2		26.5		28.6	

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Transportation To Work (2026)						
Worker Base Age 16 years or Over	4,618		33,368		96,551	
Drive to Work Alone	2,878	*62.3%*	23,427	*70.2%*	67,876	*70.3%*
Drive to Work in Carpool	301	*6.5%*	2,287	*6.9%*	7,941	*8.2%*
Travel to Work by Public Transportation	51	*1.1%*	441	*1.3%*	926	*1.0%*
Drive to Work on Motorcycle	-	-	116	*0.3%*	186	*0.2%*
Bicycle to Work	6	*0.1%*	57	*0.2%*	132	*0.1%*
Walk to Work	18	*0.4%*	251	*0.8%*	591	*0.6%*
Other Means	63	*1.4%*	520	*1.6%*	1,234	*1.3%*
Work at Home	1,302	*28.2%*	6,267	*18.8%*	17,666	*18.3%*
Daytime Demographics (2026)						
Total Businesses	861		4,824		13,826	
Total Employees	9,654		44,082		121,454	
Company Headquarter Businesses	36	*4.2%*	163	*3.4%*	427	*3.1%*
Company Headquarter Employees	2,369	*24.5%*	9,365	*21.2%*	24,468	*20.1%*
Employee Population per Business	11.2	to 1	9.1	to 1	8.8	to 1
Residential Population per Business	10.6	to 1	12.3	to 1	12.7	to 1
Adj. Daytime Demographics Age 16 Years or Over	12,558		59,831		168,783	
Labor Force						
Labor Population Age 16 Years or Over (2026)	7,553		49,222		144,146	
Labor Force Total Males (2026)	3,409	*45.1%*	24,636	*50.1%*	71,177	*49.4%*
Male Civilian Employed	2,287	*67.1%*	17,608	*71.5%*	51,064	*71.7%*
Male Civilian Unemployed	61	*1.8%*	748	*3.0%*	1,938	*2.7%*
Males in Armed Forces	10	*0.3%*	59	*0.2%*	179	*0.3%*
Males Not in Labor Force	1,051	*30.8%*	6,221	*25.3%*	17,996	*25.3%*
Labor Force Total Females (2026)	4,144	*54.9%*	24,586	*49.9%*	72,969	*50.6%*
Female Civilian Employed	2,346	*56.6%*	15,775	*64.2%*	45,506	*62.4%*
Female Civilian Unemployed	88	*2.1%*	549	*2.2%*	1,595	*2.2%*
Females in Armed Forces	6	*0.1%*	32	*0.1%*	68	-
Females Not in Labor Force	1,705	*41.1%*	8,230	*33.5%*	25,801	*35.4%*
Unemployment Rate	148	*2.0%*	1,298	*2.6%*	3,532	*2.5%*
Occupation (2026)						
Occupation Population Age 16 Years or Over	4,618		33,368		96,551	
Occupation Total Males	2,272	*49.2%*	17,593	*52.7%*	51,044	*52.9%*
Occupation Total Females	2,346	50.8%	15,775	47.3%	45,506	47.1%
Management, Business, Financial Operations	1,017	-	8,294	24.9%	23,321	24.2%
Professional, Related	1,559	33.8%	10,014	30.0%	27,703	28.7%
Service	480	*10.4%*	3,944	*11.8%*	12,034	*12.5%*
Sales, Office	991	*21.5%*	6,680	*20.0%*	19,163	*19.8%*
Farming, Fishing, Forestry	-	-	8	-	144	*0.1%*
Construction, Extraction, Maintenance	236	*5.1%*	1,774	*5.3%*	6,341	*6.6%*
Production, Transport, Material Moving	334	*7.2%*	2,653	*8.0%*	7,844	*8.1%*
White Collar Workers	3,567	*77.2%*	24,988	*74.9%*	70,187	*72.7%*
Blue Collar Workers	1,051	*22.8%*	8,379	*25.1%*	26,364	*27.3%*

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Units In Structure (2026)						
Total Units	4,169		23,822		68,475	
1 Detached Unit	1,462	*35.1%*	12,915	*54.2%*	42,920	*62.7%*
1 Attached Unit	904	*21.7%*	2,606	*10.9%*	7,092	*10.4%*
2 Units	33	*0.8%*	173	*0.7%*	437	*0.6%*
3 to 4 Units	142	*3.4%*	663	*2.8%*	1,732	*2.5%*
5 to 9 Units	277	*6.6%*	1,324	*5.6%*	3,051	*4.5%*
10 to 19 Units	470	*11.3%*	2,095	*8.8%*	4,442	*6.5%*
20 to 49 Units	295	*7.1%*	1,439	*6.0%*	3,186	*4.7%*
50 or More Units	529	*12.7%*	2,215	*9.3%*	4,741	*6.9%*
Mobile Home or Trailer	53	*1.3%*	368	*1.5%*	823	*1.2%*
Other Structure	5	*0.1%*	23	-	50	-
Occupied Homes Built By Year (2026)						
Homes Built 2020 or later	165	*3.9%*	1,147	*4.8%*	2,686	*3.9%*
Homes Built 2010 to 2019	621	*14.9%*	3,841	*16.1%*	9,067	*13.2%*
Homes Built 2000 to 2009	1,997	*47.9%*	6,784	*28.5%*	15,099	*22.1%*
Homes Built 1990 to 1999	604	*14.5%*	4,492	*18.9%*	14,273	*20.8%*
Homes Built 1980 to 1989	338	*8.1%*	3,734	*15.7%*	12,821	*18.7%*
Homes Built 1970 to 1979	252	*6.1%*	1,840	*7.7%*	6,526	*9.5%*
Homes Built 1960 to 1969	83	*2.0%*	1,101	*4.6%*	4,174	*6.1%*
Homes Built 1950 to 1959	46	*1.1%*	554	*2.3%*	2,257	*3.3%*
Homes Built 1940 to 1949	20	*0.5%*	140	*0.6%*	812	*1.2%*
Homes Built Before 1939	42	*1.0%*	188	*0.8%*	760	*1.1%*
Median Age of Homes	25.0	*yrs*	28.8	*yrs*	32.2	*yrs*
Home Values (2026)						
Owner Specified Housing Units	1,705		12,738		42,653	
Home Values $1,000,000 or More	107	*6.3%*	994	*7.8%*	1,913	*4.5%*
Home Values $750,000 to $999,999	122	*7.1%*	1,199	*9.4%*	3,509	*8.2%*
Home Values $500,000 to $749,999	295	*17.3%*	3,415	*26.8%*	11,250	*26.4%*
Home Values $400,000 to $499,999	470	*27.5%*	2,367	*18.6%*	8,347	*19.6%*
Home Values $300,000 to $399,999	318	*18.6%*	2,479	*19.5%*	10,674	*25.0%*
Home Values $250,000 to $299,999	236	*13.8%*	837	*6.6%*	3,094	*7.3%*
Home Values $200,000 to $249,999	79	*4.6%*	535	*4.2%*	1,482	*3.5%*
Home Values $175,000 to $199,999	16	*1.0%*	76	*0.6%*	207	*0.5%*
Home Values $150,000 to $174,999	14	*0.8%*	45	*0.4%*	182	*0.4%*
Home Values $125,000 to $149,999	1	-	3	-	9	-
Home Values $100,000 to $124,999	1	-	17	*0.1%*	80	*0.2%*
Home Values $90,000 to $99,999	-	-	-	-	3	-
Home Values $80,000 to $89,999	1	-	6	-	48	*0.1%*
Home Values $70,000 to $79,999	-	-	35	*0.3%*	84	*0.2%*
Home Values $60,000 to $69,999	-	-	69	*0.5%*	94	*0.2%*
Home Values $50,000 to $59,999	2	*0.1%*	88	*0.7%*	234	*0.5%*
Home Values $35,000 to $49,999	1	-	32	*0.3%*	140	*0.3%*
Home Values $25,000 to $34,999	2	*0.1%*	81	*0.6%*	290	*0.7%*
Home Values $10,000 to $24,999	3	*0.1%*	268	*2.1%*	342	*0.8%*
Home Values Under $10,000	37	*2.2%*	195	*1.5%*	667	*1.6%*
Owner-Occupied Median Home Value	$439,234		$493,076		$465,919	
Renter-Occupied Median Rent	$1,602		$1,734		$1,694	

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1635 Old 41 Hwy NW Kennesaw, GA 30152	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2026)						
Total Household Expenditure	$406.27 M		$2.7 B		$7.71 B	
Total Non-Retail Expenditure	$209.33 M		$1.42 B		$3.97 B	
Total Retail Expenditure	$196.94 M		$1.29 B		$3.74 B	
Alcoholic Beverages	$2.83 M		$18.74 M		$53.46 M	
Apparel	$8.71 M		$56.88 M		$163.28 M	
Contributions	$10.26 M		$69.1 M		$195.56 M	
Education	$6.98 M		$46.7 M		$132.56 M	
Entertainment	$19.7 M		$128.38 M		$368.54 M	
Food Away From Home	$19.38 M		$127.57 M		$364.83 M	
Grocery	$26.43 M		$165.83 M		$484.88 M	
Health Care	$26.39 M		$153.47 M		$447.62 M	
Household Furnishings and Equipment	$10.45 M		$68.81 M		$196.76 M	
Household Operations	$7.87 M		$51.36 M		$147.45 M	
Miscellaneous Expenses	$6.11 M		$40.04 M		$114.54 M	
Personal Care	$4.3 M		$27.34 M		$79.49 M	
Shelter	$72.09 M		$462.24 M		$1.32 B	
Tax and Retirement	$108.68 M		$776.1 M		$2.15 B	
Tobacco and Related	$1.4 M		$7.88 M		$23.91 M	
Transportation	$54.88 M		$379.72 M		$1.1 B	
Utilities	$19.83 M		$123.83 M		$362.89 M	
Monthly Household Consumer Expenditure (2026)						
Total Household Expenditure	$8,121		$9,459		$9,378	
Total Non-Retail Expenditure	$4,184	*51.5%*	$4,957	*52.4%*	$4,827	*51.5%*
Total Retail Expenditures	$3,937	*48.5%*	$4,502	*47.6%*	$4,551	*48.5%*
Alcoholic Beverages	$57	*0.7%*	$66	*0.7%*	$65	*0.7%*
Apparel	$174	*2.1%*	$199	*2.1%*	$199	*2.1%*
Contributions	$205	*2.5%*	$242	*2.6%*	$238	*2.5%*
Education	$139	*1.7%*	$163	*1.7%*	$161	*1.7%*
Entertainment	$394	*4.8%*	$449	*4.7%*	$449	*4.8%*
Food Away From Home	$387	*4.8%*	$446	*4.7%*	$444	*4.7%*
Grocery	$528	*6.5%*	$580	*6.1%*	$590	*6.3%*
Health Care	$527	*6.5%*	$537	*5.7%*	$545	*5.8%*
Household Furnishings and Equipment	$209	*2.6%*	$241	*2.5%*	$239	*2.6%*
Household Operations	$157	*1.9%*	$180	*1.9%*	$179	*1.9%*
Miscellaneous Expenses	$122	*1.5%*	$140	*1.5%*	$139	*1.5%*
Personal Care	$86	*1.1%*	$96	*1.0%*	$97	*1.0%*
Shelter	$1,441	*17.7%*	$1,617	*17.1%*	$1,608	*17.1%*
Tax and Retirement	$2,172	*26.8%*	$2,715	*28.7%*	$2,621	*28.7%*
Tobacco and Related	$28	*0.3%*	$28	*0.3%*	$29	*0.3%*
Transportation	$1,097	*13.5%*	$1,328	*14.0%*	$1,333	*14.2%*
Utilities	$396	*4.9%*	$433	*4.6%*	$442	*4.7%*

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