

# COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.9936/-84.5994

RFULL9

1635 Old 41 Hwy NW Kennesaw, GA 30152	1 mi radius	3 mi radius	5 mi radius
<b>Population</b>			
Estimated Population (2018)	9,915	50,187	164,844
Projected Population (2023)	10,235	51,502	169,068
Census Population (2010)	8,854	43,634	148,546
Census Population (2000)	3,855	28,155	119,602
Projected Annual Growth (2018-2023)	320 0.6%	1,315 0.5%	4,224 0.5%
Historical Annual Growth (2010-2018)	1,061 1.5%	6,553 1.9%	16,298 1.4%
Historical Annual Growth (2000-2010)	4,999 13.0%	15,479 5.5%	28,944 2.4%
Estimated Population Density (2018)	3,157 <i>psm</i>	1,776 <i>psm</i>	2,100 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2018)	4,091	19,865	62,979
Projected Households (2023)	4,282	20,683	65,615
Census Households (2010)	3,599	16,982	55,863
Census Households (2000)	1,416	10,629	44,673
Projected Annual Growth (2018-2023)	191 0.9%	818 0.8%	2,636 0.8%
Historical Annual Change (2000-2018)	2,675 10.5%	9,236 4.8%	18,306 2.3%
<b>Average Household Income</b>			
Estimated Average Household Income (2018)	\$106,381	\$110,250	\$106,863
Projected Average Household Income (2023)	\$121,738	\$127,983	\$122,540
Census Average Household Income (2010)	\$80,696	\$84,086	\$77,985
Census Average Household Income (2000)	\$86,771	\$75,179	\$70,958
Projected Annual Change (2018-2023)	\$15,357 2.9%	\$17,733 3.2%	\$15,677 2.9%
Historical Annual Change (2000-2018)	\$19,610 1.3%	\$35,071 2.6%	\$35,905 2.8%
<b>Median Household Income</b>			
Estimated Median Household Income (2018)	\$70,260	\$81,919	\$82,226
Projected Median Household Income (2023)	\$80,138	\$93,288	\$93,969
Census Median Household Income (2010)	\$56,328	\$63,444	\$63,651
Census Median Household Income (2000)	\$60,315	\$61,061	\$60,027
Projected Annual Change (2018-2023)	\$9,878 2.8%	\$11,370 2.8%	\$11,743 2.9%
Historical Annual Change (2000-2018)	\$9,945 0.9%	\$20,858 1.9%	\$22,199 2.1%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2018)	\$43,944	\$43,757	\$40,931
Projected Per Capita Income (2023)	\$50,981	\$51,514	\$47,659
Census Per Capita Income (2010)	\$32,802	\$32,726	\$29,327
Census Per Capita Income (2000)	\$31,921	\$28,396	\$26,405
Projected Annual Change (2018-2023)	\$7,037 3.2%	\$7,757 3.5%	\$6,728 3.3%
Historical Annual Change (2000-2018)	\$12,023 2.1%	\$15,362 3.0%	\$14,526 3.1%
Estimated Average Household Net Worth (2018)	\$607,655	\$760,693	\$755,325

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<b>Race and Ethnicity</b>			
Total Population (2018)	9,915	50,187	164,844
White (2018)	5,352 54.0%	31,673 63.1%	107,239 65.1%
Black or African American (2018)	2,890 29.2%	11,294 22.5%	35,761 21.7%
American Indian or Alaska Native (2018)	29 0.3%	151 0.3%	534 0.3%
Asian (2018)	735 7.4%	3,601 7.2%	9,550 5.8%
Hawaiian or Pacific Islander (2018)	11 0.1%	23 -	82 -
Other Race (2018)	615 6.2%	2,103 4.2%	7,170 4.3%
Two or More Races (2018)	283 2.9%	1,341 2.7%	4,508 2.7%
Population < 18 (2018)	2,435 24.6%	11,024 22.0%	36,800 22.3%
White Not Hispanic	938 38.5%	5,225 47.4%	17,791 48.3%
Black or African American	824 33.8%	2,827 25.6%	8,989 24.4%
Asian	165 6.8%	821 7.5%	2,104 5.7%
Other Race Not Hispanic	129 5.3%	555 5.0%	1,770 4.8%
Hispanic	379 15.6%	1,596 14.5%	6,145 16.7%
Not Hispanic or Latino Population (2018)	8,737 88.1%	45,084 89.8%	145,562 88.3%
Not Hispanic White	4,874 55.8%	29,211 64.8%	97,252 66.8%
Not Hispanic Black or African American	2,814 32.2%	10,927 24.2%	34,621 23.8%
Not Hispanic American Indian or Alaska Native	25 0.3%	114 0.3%	338 0.2%
Not Hispanic Asian	713 8.2%	3,525 7.8%	9,410 6.5%
Not Hispanic Hawaiian or Pacific Islander	10 0.1%	22 -	73 0.1%
Not Hispanic Other Race	88 1.0%	237 0.5%	554 0.4%
Not Hispanic Two or More Races	212 2.4%	1,048 2.3%	3,313 2.3%
Hispanic or Latino Population (2018)	1,178 11.9%	5,103 10.2%	19,283 11.7%
Hispanic White	477 40.5%	2,462 48.2%	9,987 51.8%
Hispanic Black or African American	77 6.5%	367 7.2%	1,140 5.9%
Hispanic American Indian or Alaska Native	3 0.3%	38 0.7%	196 1.0%
Hispanic Asian	22 1.9%	76 1.5%	140 0.7%
Hispanic Hawaiian or Pacific Islander	- -	1 -	9 -
Hispanic Other Race	527 44.8%	1,866 36.6%	6,616 34.3%
Hispanic Two or More Races	70 6.0%	293 5.7%	1,195 6.2%
Not Hispanic or Latino Population (2010)	7,784 87.9%	39,446 90.4%	132,017 88.9%
Hispanic or Latino Population (2010)	1,070 12.1%	4,188 9.6%	16,529 11.1%
Not Hispanic or Latino Population (2000)	3,496 90.7%	26,496 94.1%	110,577 92.5%
Hispanic or Latino Population (2000)	359 9.3%	1,659 5.9%	9,025 7.5%
Not Hispanic or Latino Population (2023)	9,037 88.3%	46,270 89.8%	149,130 88.2%
Hispanic or Latino Population (2023)	1,198 11.7%	5,232 10.2%	19,938 11.8%
Projected Annual Growth (2018-2023)	20 0.3%	129 0.5%	656 0.7%
Historical Annual Growth (2000-2010)	711 19.8%	2,529 15.2%	7,504 8.3%

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### Kennesaw, GA 30152

1 mi radius      3 mi radius      5 mi radius

#### Total Age Distribution (2018)

	1 mi radius	3 mi radius	5 mi radius
Total Population	9,915	50,187	164,844
Age Under 5 Years	673 6.8%	2,888 5.8%	9,655 5.9%
Age 5 to 9 Years	600 6.1%	2,882 5.7%	10,098 6.1%
Age 10 to 14 Years	691 7.0%	3,210 6.4%	10,765 6.5%
Age 15 to 19 Years	720 7.3%	3,826 7.6%	12,099 7.3%
Age 20 to 24 Years	703 7.1%	4,422 8.8%	13,102 7.9%
Age 25 to 29 Years	950 9.6%	4,159 8.3%	12,026 7.3%
Age 30 to 34 Years	816 8.2%	3,505 7.0%	11,091 6.7%
Age 35 to 39 Years	727 7.3%	3,438 6.9%	11,265 6.8%
Age 40 to 44 Years	654 6.6%	3,311 6.6%	10,968 6.7%
Age 45 to 49 Years	627 6.3%	3,402 6.8%	11,476 7.0%
Age 50 to 54 Years	630 6.4%	3,233 6.4%	10,846 6.6%
Age 55 to 59 Years	548 5.5%	3,010 6.0%	10,244 6.2%
Age 60 to 64 Years	508 5.1%	2,621 5.2%	8,813 5.3%
Age 65 to 69 Years	387 3.9%	2,161 4.3%	7,450 4.5%
Age 70 to 74 Years	247 2.5%	1,577 3.1%	6,021 3.7%
Age 75 to 79 Years	151 1.5%	1,051 2.1%	3,996 2.4%
Age 80 to 84 Years	108 1.1%	666 1.3%	2,405 1.5%
Age 85 Years or Over	174 1.8%	825 1.6%	2,524 1.5%
Median Age	33.5	35.5	36.5
Age 19 Years or Less	2,685 27.1%	12,806 25.5%	42,617 25.9%
Age 20 to 64 Years	6,162 62.2%	31,103 62.0%	99,832 60.6%
Age 65 Years or Over	1,068 10.8%	6,279 12.5%	22,396 13.6%

#### Female Age Distribution (2018)

	1 mi radius	3 mi radius	5 mi radius
Female Population	5,422 54.7%	26,461 52.7%	85,654 52.0%
Age Under 5 Years	321 5.9%	1,429 5.4%	4,729 5.5%
Age 5 to 9 Years	306 5.7%	1,440 5.4%	4,973 5.8%
Age 10 to 14 Years	349 6.4%	1,598 6.0%	5,303 6.2%
Age 15 to 19 Years	354 6.5%	1,983 7.5%	6,192 7.2%
Age 20 to 24 Years	394 7.3%	2,313 8.7%	6,690 7.8%
Age 25 to 29 Years	518 9.6%	2,115 8.0%	5,948 6.9%
Age 30 to 34 Years	448 8.3%	1,852 7.0%	5,704 6.7%
Age 35 to 39 Years	400 7.4%	1,778 6.7%	5,783 6.8%
Age 40 to 44 Years	361 6.7%	1,737 6.6%	5,689 6.6%
Age 45 to 49 Years	356 6.6%	1,813 6.9%	5,960 7.0%
Age 50 to 54 Years	337 6.2%	1,674 6.3%	5,507 6.4%
Age 55 to 59 Years	311 5.7%	1,642 6.2%	5,524 6.4%
Age 60 to 64 Years	298 5.5%	1,400 5.3%	4,727 5.5%
Age 65 to 69 Years	241 4.4%	1,207 4.6%	4,030 4.7%
Age 70 to 74 Years	137 2.5%	854 3.2%	3,324 3.9%
Age 75 to 79 Years	88 1.6%	622 2.4%	2,324 2.7%
Age 80 to 84 Years	71 1.3%	410 1.6%	1,484 1.7%
Age 85 Years or Over	132 2.4%	595 2.2%	1,760 2.1%
Female Median Age	34.9	36.6	37.6
Age 19 Years or Less	1,331 24.5%	6,450 24.4%	21,197 24.7%
Age 20 to 64 Years	3,423 63.1%	16,323 61.7%	51,534 60.2%
Age 65 Years or Over	669 12.3%	3,688 13.9%	12,923 15.1%

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## Kennesaw, GA 30152

1 mi radius      3 mi radius      5 mi radius

### Male Age Distribution (2018)

	1 mi radius	3 mi radius	5 mi radius
Male Population	4,492 45.3%	23,726 47.3%	79,190 48.0%
Age Under 5 Years	352 7.8%	1,459 6.1%	4,926 6.2%
Age 5 to 9 Years	294 6.5%	1,442 6.1%	5,125 6.5%
Age 10 to 14 Years	343 7.6%	1,612 6.8%	5,462 6.9%
Age 15 to 19 Years	365 8.1%	1,843 7.8%	5,907 7.5%
Age 20 to 24 Years	309 6.9%	2,109 8.9%	6,412 8.1%
Age 25 to 29 Years	431 9.6%	2,044 8.6%	6,077 7.7%
Age 30 to 34 Years	369 8.2%	1,653 7.0%	5,387 6.8%
Age 35 to 39 Years	327 7.3%	1,661 7.0%	5,483 6.9%
Age 40 to 44 Years	292 6.5%	1,574 6.6%	5,279 6.7%
Age 45 to 49 Years	271 6.0%	1,589 6.7%	5,516 7.0%
Age 50 to 54 Years	293 6.5%	1,560 6.6%	5,338 6.7%
Age 55 to 59 Years	237 5.3%	1,368 5.8%	4,719 6.0%
Age 60 to 64 Years	210 4.7%	1,221 5.1%	4,086 5.2%
Age 65 to 69 Years	147 3.3%	954 4.0%	3,420 4.3%
Age 70 to 74 Years	110 2.4%	722 3.0%	2,696 3.4%
Age 75 to 79 Years	63 1.4%	429 1.8%	1,671 2.1%
Age 80 to 84 Years	37 0.8%	255 1.1%	921 1.2%
Age 85 Years or Over	43 0.9%	229 1.0%	764 1.0%
Male Median Age	31.7	34.4	35.3
Age 19 Years or Less	1,354 30.1%	6,356 26.8%	21,419 27.0%
Age 20 to 64 Years	2,739 61.0%	14,779 62.3%	48,298 61.0%
Age 65 Years or Over	399 8.9%	2,590 10.9%	9,473 12.0%

### Males per 100 Females (2018)

	1 mi radius	3 mi radius	5 mi radius
Overall Comparison	83	90	92
Age Under 5 Years	110 52.3%	102 50.5%	104 51.0%
Age 5 to 9 Years	96 49.0%	100 50.0%	103 50.8%
Age 10 to 14 Years	98 49.5%	101 50.2%	103 50.7%
Age 15 to 19 Years	103 50.7%	93 48.2%	95 48.8%
Age 20 to 24 Years	78 43.9%	91 47.7%	96 48.9%
Age 25 to 29 Years	83 45.4%	97 49.2%	102 50.5%
Age 30 to 34 Years	82 45.2%	89 47.2%	94 48.6%
Age 35 to 39 Years	82 45.0%	93 48.3%	95 48.7%
Age 40 to 44 Years	81 44.7%	91 47.6%	93 48.1%
Age 45 to 49 Years	76 43.2%	88 46.7%	93 48.1%
Age 50 to 54 Years	87 46.5%	93 48.2%	97 49.2%
Age 55 to 59 Years	76 43.3%	83 45.5%	85 46.1%
Age 60 to 64 Years	71 41.4%	87 46.6%	86 46.4%
Age 65 to 69 Years	61 37.9%	79 44.2%	85 45.9%
Age 70 to 74 Years	80 44.4%	85 45.8%	81 44.8%
Age 75 to 79 Years	71 41.5%	69 40.8%	72 41.8%
Age 80 to 84 Years	52 34.4%	62 38.3%	62 38.3%
Age 85 Years or Over	32 24.4%	39 27.8%	43 30.3%
Age 19 Years or Less	102 50.4%	99 49.6%	101 50.3%
Age 20 to 39 Years	82 44.9%	93 48.1%	97 49.2%
Age 40 to 64 Years	78 43.9%	88 46.9%	91 47.6%
Age 65 Years or Over	60 37.4%	70 41.3%	73 42.3%

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### Kennesaw, GA 30152

	1 mi radius	3 mi radius	5 mi radius
<b>Household Type (2018)</b>			
Total Households	4,091	19,865	62,979
Households with Children	1,351 33.0%	6,154 31.0%	20,548 32.6%
Average Household Size	2.4	2.5	2.6
Household Density per Square Mile	1,303	703	802
Population Family	7,748 78.1%	38,921 77.6%	132,347 80.3%
Population Non-Family	1,963 19.8%	9,821 19.6%	28,407 17.2%
Population Group Quarters	204 2.1%	1,445 2.9%	4,090 2.5%
Family Households	2,498 61.1%	12,329 62.1%	41,340 65.6%
Married Couple Households	1,685 67.4%	9,118 74.0%	31,118 75.3%
Other Family Households	813 32.6%	3,210 26.0%	10,223 24.7%
Family Households with Children	1,343 53.7%	6,113 49.6%	20,394 49.3%
Married Couple with Children	798 59.5%	4,110 67.2%	14,242 69.8%
Other Family Households with Children	544 40.5%	2,003 32.8%	6,152 30.2%
Family Households No Children	1,155 46.3%	6,215 50.4%	20,946 50.7%
Married Couple No Children	887 76.7%	5,008 80.6%	16,875 80.6%
Other Family Households No Children	269 23.3%	1,207 19.4%	4,071 19.4%
Non-Family Households	1,593 38.9%	7,537 37.9%	21,639 34.4%
Non-Family Households with Children	9 0.5%	41 0.5%	153 0.7%
Non-Family Households No Children	1,585 99.5%	7,495 99.5%	21,485 99.3%
Average Family Household Size	3.1	3.2	3.2
Average Family Income	\$128,058	\$135,934	\$131,109
Median Family Income	\$88,162	\$103,978	\$101,411
Average Non-Family Household Size	1.2	1.3	1.3
<b>Marital Status (2018)</b>			
Population Age 15 Years or Over	7,950	41,207	134,327
Never Married	3,196 40.2%	14,750 35.8%	46,154 34.4%
Currently Married	3,138 39.5%	18,651 45.3%	63,783 47.5%
Previously Married	1,615 20.3%	7,807 18.9%	24,390 18.2%
Separated	319 19.8%	1,314 16.8%	5,162 21.2%
Widowed	394 24.4%	1,859 23.8%	5,256 21.5%
Divorced	902 55.9%	4,635 59.4%	13,972 57.3%
<b>Educational Attainment (2018)</b>			
Adult Population Age 25 Years or Over	6,527	32,959	109,125
Elementary (Grade Level 0 to 8)	452 6.9%	858 2.6%	3,573 3.3%
Some High School (Grade Level 9 to 11)	229 3.5%	1,043 3.2%	4,280 3.9%
High School Graduate	1,397 21.4%	6,658 20.2%	21,310 19.5%
Some College	1,193 18.3%	6,024 18.3%	21,946 20.1%
Associate Degree Only	451 6.9%	2,112 6.4%	8,650 7.9%
Bachelor Degree Only	1,771 27.1%	10,572 32.1%	33,209 30.4%
Graduate Degree	1,034 15.8%	5,692 17.3%	16,157 14.8%
Any College (Some College or Higher)	4,449 68.2%	24,400 74.0%	79,961 73.3%
College Degree + (Bachelor Degree or Higher)	2,805 43.0%	16,264 49.3%	49,365 45.2%

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### Kennesaw, GA 30152

#### Housing

	1 mi radius		3 mi radius		5 mi radius	
Total Housing Units (2018)	4,217		20,463		64,842	
Total Housing Units (2010)	3,916		18,415		60,814	
Historical Annual Growth (2010-2018)	301	1.0%	2,047	1.4%	4,027	0.8%
Housing Units Occupied (2018)	4,091	97.0%	19,865	97.1%	62,979	97.1%
Housing Units Owner-Occupied	2,025	49.5%	11,314	57.0%	40,929	65.0%
Housing Units Renter-Occupied	2,066	50.5%	8,551	43.0%	22,050	35.0%
Housing Units Vacant (2018)	126	3.1%	598	3.0%	1,863	3.0%

#### Household Size (2018)

	1 mi radius		3 mi radius		5 mi radius	
Total Households	4,091		19,865		62,979	
1 Person Households	1,288	31.5%	5,781	29.1%	16,743	26.6%
2 Person Households	1,277	31.2%	6,448	32.5%	20,228	32.1%
3 Person Households	681	16.6%	3,289	16.6%	10,685	17.0%
4 Person Households	537	13.1%	2,622	13.2%	9,116	14.5%
5 Person Households	205	5.0%	1,136	5.7%	3,945	6.3%
6 Person Households	69	1.7%	379	1.9%	1,398	2.2%
7 or More Person Households	34	0.8%	212	1.1%	864	1.4%

#### Household Income Distribution (2018)

	1 mi radius		3 mi radius		5 mi radius	
HH Income \$200,000 or More	316	7.7%	2,090	10.5%	6,147	9.8%
HH Income \$150,000 to \$199,999	219	5.4%	1,563	7.9%	5,605	8.9%
HH Income \$125,000 to \$149,999	291	7.1%	1,261	6.3%	4,682	7.4%
HH Income \$100,000 to \$124,999	337	8.2%	2,179	11.0%	6,469	10.3%
HH Income \$75,000 to \$99,999	648	15.8%	3,067	15.4%	9,803	15.6%
HH Income \$50,000 to \$74,999	800	19.6%	3,423	17.2%	10,896	17.3%
HH Income \$35,000 to \$49,999	529	12.9%	2,267	11.4%	7,348	11.7%
HH Income \$25,000 to \$34,999	439	10.7%	1,555	7.8%	4,617	7.3%
HH Income \$15,000 to \$24,999	256	6.3%	1,280	6.4%	3,691	5.9%
HH Income \$10,000 to \$14,999	73	1.8%	422	2.1%	1,379	2.2%
HH Income Under \$10,000	182	4.4%	758	3.8%	2,343	3.7%

#### Household Vehicles (2018)

	1 mi radius		3 mi radius		5 mi radius	
Households 0 Vehicles Available	236	5.8%	554	2.8%	2,148	3.4%
Households 1 Vehicle Available	1,471	36.0%	6,340	31.9%	18,227	28.9%
Households 2 Vehicles Available	1,886	46.1%	8,963	45.1%	28,318	45.0%
Households 3 or More Vehicles Available	498	12.2%	4,008	20.2%	14,287	22.7%
Total Vehicles Available	6,925		37,778		122,743	
Average Vehicles per Household	1.7		1.9		1.9	
Owner-Occupied Household Vehicles	3,900	56.3%	24,147	63.9%	87,938	71.6%
Average Vehicles per Owner-Occupied Household	1.9		2.1		2.1	
Renter-Occupied Household Vehicles	3,025	43.7%	13,631	36.1%	34,805	28.4%
Average Vehicles per Renter-Occupied Household	1.5		1.6		1.6	

#### Travel Time (2015)

	1 mi radius		3 mi radius		5 mi radius	
Worker Base Age 16 years or Over	5,465		26,446		89,379	
Travel to Work in 14 Minutes or Less	925	16.9%	4,724	17.9%	14,769	16.5%
Travel to Work in 15 to 29 Minutes	2,125	38.9%	8,612	32.6%	25,490	28.5%
Travel to Work in 30 to 59 Minutes	1,915	35.0%	9,257	35.0%	30,566	34.2%
Travel to Work in 60 Minutes or More	760	13.9%	3,692	14.0%	13,506	15.1%
Work at Home	120	2.2%	1,595	6.0%	7,147	8.0%
Average Minutes Travel to Work	26.8		28.0		29.2	

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# COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.9936/-84.5994

RFULL9

1635 Old 41 Hwy NW Kennesaw, GA 30152	1 mi radius	3 mi radius	5 mi radius
<b>Transportation To Work (2015)</b>			
Worker Base Age 16 years or Over	5,465	26,446	89,379
Drive to Work Alone	4,783 87.5%	22,055 83.4%	71,479 80.0%
Drive to Work in Carpool	340 6.2%	1,813 6.9%	7,462 8.3%
Travel to Work by Public Transportation	122 2.2%	274 1.0%	976 1.1%
Drive to Work on Motorcycle	- -	6 -	101 0.1%
Bicycle to Work	- -	7 -	40 -
Walk to Work	48 0.9%	381 1.4%	1,275 1.4%
Other Means	52 1.0%	316 1.2%	900 1.0%
Work at Home	120 2.2%	1,595 6.0%	7,147 8.0%
<b>Daytime Demographics (2018)</b>			
Total Businesses	491	3,203	9,883
Total Employees	6,480	40,005	111,139
Company Headquarter Businesses	7 1.4%	29 0.9%	65 0.7%
Company Headquarter Employees	486 7.5%	3,694 9.2%	13,802 12.4%
Employee Population per Business	13.2 to 1	12.5 to 1	11.2 to 1
Residential Population per Business	20.2 to 1	15.7 to 1	16.7 to 1
Adj. Daytime Demographics Age 16 Years or Over	8,677	51,819	151,452
<b>Labor Force</b>			
Labor Population Age 16 Years or Over (2018)	7,804	40,558	132,300
Labor Force Total Males (2018)	3,424 43.9%	18,891 46.6%	62,651 47.4%
Male Civilian Employed	2,783 81.3%	14,788 78.3%	47,522 75.9%
Male Civilian Unemployed	36 1.0%	347 1.8%	1,333 2.1%
Males in Armed Forces	- -	81 0.4%	168 0.3%
Males Not in Labor Force	605 17.7%	3,675 19.5%	13,628 21.8%
Labor Force Total Females (2018)	4,380 56.1%	21,667 53.4%	69,649 52.6%
Female Civilian Employed	2,824 64.5%	13,855 63.9%	44,278 63.6%
Female Civilian Unemployed	61 1.4%	398 1.8%	1,447 2.1%
Females in Armed Forces	- -	19 0.1%	19 -
Females Not in Labor Force	1,495 34.1%	7,394 34.1%	23,906 34.3%
Unemployment Rate	1.2%	1.8%	2.1%
Labor Force Growth (2010-2018)	-229 -3.9%	735 2.6%	277 0.3%
Male Labor Force Growth (2010-2018)	-119 -4.1%	361 2.5%	143 0.3%
Female Labor Force Growth (2010-2018)	-110 -3.7%	374 2.8%	134 0.3%
<b>Occupation (2015)</b>			
Occupation Population Age 16 Years or Over	5,835	27,908	91,522
Occupation Total Males	2,902 49.7%	14,426 51.7%	47,379 51.8%
Occupation Total Females	2,934 50.3%	13,481 48.3%	44,143 48.2%
Management, Business, Financial Operations	1,321 22.6%	5,639 20.2%	17,890 19.5%
Professional, Related	1,388 23.8%	7,260 26.0%	22,024 24.1%
Service	1,229 21.1%	5,150 18.5%	16,192 17.7%
Sales, Office	1,414 24.2%	7,189 25.8%	23,192 25.3%
Farming, Fishing, Forestry	1 -	41 0.1%	264 0.3%
Construction, Extraction, Maintenance	217 3.7%	864 3.1%	5,227 5.7%
Production, Transport, Material Moving	264 4.5%	1,765 6.3%	6,731 7.4%
White Collar Workers	4,124 70.7%	20,087 72.0%	63,107 69.0%
Blue Collar Workers	1,712 29.3%	7,820 28.0%	28,416 31.0%

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RFULL9

1635 Old 41 Hwy NW Kennesaw, GA 30152		1 mi radius		3 mi radius		5 mi radius	
<b>Units In Structure (2015)</b>							
Total Units		3,599		16,982		55,863	
1 Detached Unit		1,444	40.1%	10,871	64.0%	42,280	75.7%
1 Attached Unit		914	25.4%	2,230	13.1%	5,831	10.4%
2 Units		4	0.1%	29	0.2%	347	0.6%
3 to 4 Units		102	2.8%	280	1.7%	715	1.3%
5 to 9 Units		153	4.2%	696	4.1%	1,794	3.2%
10 to 19 Units		857	23.8%	2,018	11.9%	4,716	8.4%
20 to 49 Units		509	14.2%	2,037	12.0%	4,373	7.8%
50 or More Units		59	1.6%	630	3.7%	1,790	3.2%
Mobile Home or Trailer		183	5.1%	538	3.2%	936	1.7%
Other Structure		-	-	-	-	4	-
<b>Homes Built By Year (2015)</b>							
Homes Built 2014 or later		79	2.2%	230	1.4%	1,077	1.9%
Homes Built 2010 to 2013		218	6.1%	681	4.0%	1,908	3.4%
Homes Built 2000 to 2009		2,152	59.8%	5,836	34.4%	13,151	23.5%
Homes Built 1990 to 1999		838	23.3%	5,177	30.5%	17,823	31.9%
Homes Built 1980 to 1989		532	14.8%	3,582	21.1%	13,302	23.8%
Homes Built 1970 to 1979		176	4.9%	2,263	13.3%	7,954	14.2%
Homes Built 1960 to 1969		163	4.5%	869	5.1%	3,510	6.3%
Homes Built 1950 to 1959		36	1.0%	403	2.4%	1,833	3.3%
Homes Built 1940 to 1949		11	0.3%	117	0.7%	1,017	1.8%
Homes Built Before 1939		19	0.5%	177	1.0%	1,218	2.2%
Median Age of Homes		18.5 yrs		24.2 yrs		27.3 yrs	
<b>Home Values (2015)</b>							
Owner Specified Housing Units		1,843		10,109		36,974	
Home Values \$1,000,000 or More		20	1.1%	136	1.3%	522	1.4%
Home Values \$750,000 to \$999,999		54	2.9%	342	3.4%	1,013	2.7%
Home Values \$500,000 to \$749,999		229	12.4%	1,025	10.1%	2,573	7.0%
Home Values \$400,000 to \$499,999		190	10.3%	738	7.3%	2,362	6.4%
Home Values \$300,000 to \$399,999		276	15.0%	1,919	19.0%	6,224	16.8%
Home Values \$250,000 to \$299,999		147	8.0%	1,315	13.0%	4,770	12.9%
Home Values \$200,000 to \$249,999		168	9.1%	1,301	12.9%	6,066	16.4%
Home Values \$175,000 to \$199,999		181	9.8%	897	8.9%	3,848	10.4%
Home Values \$150,000 to \$174,999		209	11.3%	1,306	12.9%	5,240	14.2%
Home Values \$125,000 to \$149,999		173	9.4%	695	6.9%	3,310	9.0%
Home Values \$100,000 to \$124,999		200	10.9%	628	6.2%	2,051	5.5%
Home Values \$90,000 to \$99,999		9	0.5%	140	1.4%	581	1.6%
Home Values \$80,000 to \$89,999		9	0.5%	123	1.2%	529	1.4%
Home Values \$70,000 to \$79,999		4	0.2%	70	0.7%	302	0.8%
Home Values \$60,000 to \$69,999		45	2.4%	94	0.9%	211	0.6%
Home Values \$50,000 to \$59,999		1	-	36	0.4%	100	0.3%
Home Values \$35,000 to \$49,999		25	1.4%	96	0.9%	226	0.6%
Home Values \$25,000 to \$34,999		2	0.1%	33	0.3%	133	0.4%
Home Values \$10,000 to \$24,999		32	1.8%	152	1.5%	359	1.0%
Home Values Under \$10,000		45	2.4%	142	1.4%	355	1.0%
Owner-Occupied Median Home Value		\$235,447		\$249,337		\$231,594	
Renter-Occupied Median Rent		\$1,036		\$956		\$986	

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RFULL9

## 1635 Old 41 Hwy NW

## Kennesaw, GA 30152

1 mi radius      3 mi radius      5 mi radius

### Total Annual Consumer Expenditure (2018)

Total Household Expenditure	\$296 M	\$1.48 B	\$4.62 B
Total Non-Retail Expenditure	\$154 M	\$775 M	\$2.42 B
Total Retail Expenditure	\$142 M	\$704 M	\$2.20 B
Apparel	\$10.4 M	\$51.9 M	\$162 M
Contributions	\$13.3 M	\$70.2 M	\$220 M
Education	\$11.3 M	\$59.3 M	\$185 M
Entertainment	\$16.7 M	\$83.8 M	\$262 M
Food and Beverages	\$43.0 M	\$212 M	\$663 M
Furnishings and Equipment	\$10.3 M	\$52.3 M	\$164 M
Gifts	\$7.47 M	\$39.0 M	\$122 M
Health Care	\$23.2 M	\$114 M	\$355 M
Household Operations	\$8.62 M	\$44.5 M	\$140 M
Miscellaneous Expenses	\$4.32 M	\$21.4 M	\$66.5 M
Personal Care	\$3.84 M	\$19.1 M	\$59.7 M
Personal Insurance	\$2.24 M	\$11.7 M	\$36.6 M
Reading	\$661 K	\$3.31 M	\$10.3 M
Shelter	\$60.7 M	\$305 M	\$954 M
Tobacco	\$1.74 M	\$8.23 M	\$25.6 M
Transportation	\$55.8 M	\$276 M	\$863 M
Utilities	\$22.0 M	\$107 M	\$333 M

### Monthly Household Consumer Expenditure (2018)

Total Household Expenditure	\$6,019	\$6,205	\$6,115
Total Non-Retail Expenditure	\$3,134 52.1%	\$3,253 52.4%	\$3,205 52.4%
Total Retail Expenditures	\$2,885 47.9%	\$2,952 47.6%	\$2,910 47.6%
Apparel	\$211 3.5%	\$218 3.5%	\$215 3.5%
Contributions	\$270 4.5%	\$294 4.7%	\$291 4.8%
Education	\$229 3.8%	\$249 4.0%	\$245 4.0%
Entertainment	\$340 5.6%	\$351 5.7%	\$347 5.7%
Food and Beverages	\$876 14.6%	\$891 14.4%	\$878 14.4%
Furnishings and Equipment	\$210 3.5%	\$220 3.5%	\$217 3.5%
Gifts	\$152 2.5%	\$164 2.6%	\$161 2.6%
Health Care	\$473 7.9%	\$478 7.7%	\$469 7.7%
Household Operations	\$175 2.9%	\$187 3.0%	\$185 3.0%
Miscellaneous Expenses	\$88 1.5%	\$90 1.4%	\$88 1.4%
Personal Care	\$78 1.3%	\$80 1.3%	\$79 1.3%
Personal Insurance	\$46 0.8%	\$49 0.8%	\$48 0.8%
Reading	\$13 0.2%	\$14 0.2%	\$14 0.2%
Shelter	\$1,237 20.5%	\$1,279 20.6%	\$1,263 20.6%
Tobacco	\$35 0.6%	\$35 0.6%	\$34 0.6%
Transportation	\$1,137 18.9%	\$1,157 18.6%	\$1,141 18.7%
Utilities	\$447 7.4%	\$450 7.3%	\$441 7.2%

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