

Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups



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 (2022)	8,677		52,682		166,470	
Projected Population (2027)	9,978		56,933		176,629	
Census Population (2020)	8,672		52,261		166,116	
Census Population (2010)	9,283		46,188		147,664	
Projected Annual Growth (2022-2027)	1,301	3.0%	4,251	1.6%	10,159	1.2%
Historical Annual Growth (2020-2022)	5	-	421	0.4%	354	0.1%
Historical Annual Growth (2010-2020)	-611	-0.7%	6,073	1.3%	18,451	1.2%
Estimated Population Density (2022)	2,763 <i>psm</i>		1,864 <i>psm</i>		2,121 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>	
Households						
Estimated Households (2022)	3,780		20,418		63,016	
Projected Households (2027)	4,434		22,647		68,455	
Census Households (2020)	3,776		20,283		62,892	
Census Households (2010)	3,647		17,822		55,530	
Projected Annual Growth (2022-2027)	654	3.5%	2,228	2.2%	5,440	1.7%
Historical Annual Change (2010-2022)	133	0.3%	2,597	1.2%	7,486	1.1%
Average Household Income						
Estimated Average Household Income (2022)	\$102,506		\$119,941		\$108,168	
Projected Average Household Income (2027)	\$104,757		\$133,422		\$121,429	
Census Average Household Income (2010)	\$81,841		\$82,484		\$78,140	
Census Average Household Income (2000)	\$89,129		\$73,755		\$71,075	
Projected Annual Change (2022-2027)	\$2,251	0.4%	\$13,482	2.2%	\$13,260	2.5%
Historical Annual Change (2000-2022)	\$13,377	0.7%	\$46,186	2.8%	\$37,094	2.4%
Median Household Income						
Estimated Median Household Income (2022)	\$75,617		\$93,209		\$87,695	
Projected Median Household Income (2027)	\$92,713		\$113,208		\$106,290	
Census Median Household Income (2010)	\$57,217		\$62,623		\$63,597	
Census Median Household Income (2000)	\$60,676		\$60,202		\$60,157	
Projected Annual Change (2022-2027)	\$17,096	4.5%	\$19,999	4.3%	\$18,595	4.2%
Historical Annual Change (2000-2022)	\$14,941	1.1%	\$33,007	2.5%	\$27,538	2.1%
Per Capita Income						
Estimated Per Capita Income (2022)	\$44,966		\$46,716		\$41,084	
Projected Per Capita Income (2027)	\$46,820		\$53,285		\$47,192	
Census Per Capita Income (2010)	\$32,133		\$31,822		\$29,386	
Census Per Capita Income (2000)	\$32,373		\$28,346		\$26,451	
Projected Annual Change (2022-2027)	\$1,854	0.8%	\$6,569	2.8%	\$6,108	3.0%
Historical Annual Change (2000-2022)	\$12,593	1.8%	\$18,369	2.9%	\$14,634	2.5%
Estimated Average Household Net Worth (2022)	\$470,882		\$752,433		\$704,684	

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1635 Old 41 Hwy NW Kennesaw, GA 30152		1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity							
Total Population (2022)		8,677		52,682		166,470	
White (2022)		3,955	45.6%	28,546	54.2%	94,485	56.8%
Black or African American (2022)		2,913	33.6%	11,960	22.7%	34,587	20.8%
American Indian or Alaska Native (2022)		26	0.3%	191	0.4%	838	0.5%
Asian (2022)		524	6.0%	5,264	10.0%	11,932	7.2%
Hawaiian or Pacific Islander (2022)		-	-	20	-	83	-
Other Race (2022)		550	6.3%	2,223	4.2%	7,862	4.7%
Two or More Races (2022)		709	8.2%	4,478	8.5%	16,684	10.0%
Population < 18 (2022)		1,753	20.2%	10,373	19.7%	35,141	21.1%
White Not Hispanic		493	28.1%	4,526	43.6%	15,573	44.3%
Black or African American		708	40.4%	2,647	25.5%	8,034	22.9%
Asian		86	4.9%	712	6.9%	1,794	5.1%
Other Race Not Hispanic		185	10.6%	966	9.3%	3,482	9.9%
Hispanic		280	16.0%	1,523	14.7%	6,258	17.8%
Not Hispanic or Latino Population (2022)		7,623	87.9%	47,178	89.6%	145,449	87.4%
Not Hispanic White		3,781	49.6%	27,428	58.1%	89,601	61.6%
Not Hispanic Black or African American		2,746	36.0%	11,387	24.1%	32,441	22.3%
Not Hispanic American Indian or Alaska Native		8	0.1%	88	0.2%	413	0.3%
Not Hispanic Asian		512	6.7%	5,131	10.9%	11,559	7.9%
Not Hispanic Hawaiian or Pacific Islander		-	-	14	-	48	-
Not Hispanic Other Race		174	2.3%	621	1.3%	2,494	1.7%
Not Hispanic Two or More Races		403	5.3%	2,509	5.3%	8,893	6.1%
Hispanic or Latino Population (2022)		1,054	12.1%	5,504	10.4%	21,021	12.6%
Hispanic White		173	16.5%	1,118	20.3%	4,884	23.2%
Hispanic Black or African American		167	15.9%	573	10.4%	2,146	10.2%
Hispanic American Indian or Alaska Native		18	1.7%	103	1.9%	426	2.0%
Hispanic Asian		12	1.1%	133	2.4%	372	1.8%
Hispanic Hawaiian or Pacific Islander		-	-	6	0.1%	35	0.2%
Hispanic Other Race		376	35.7%	1,603	29.1%	5,368	25.5%
Hispanic Two or More Races		307	29.1%	1,969	35.8%	7,790	37.1%
Not Hispanic or Latino Population (2020)		7,643	88.1%	46,728	89.4%	145,092	87.3%
Hispanic or Latino Population (2020)		1,029	11.9%	5,533	10.6%	21,024	12.7%
Not Hispanic or Latino Population (2010)		8,185	88.2%	41,818	90.5%	131,565	89.1%
Hispanic or Latino Population (2010)		1,098	11.8%	4,371	9.5%	16,099	10.9%
Not Hispanic or Latino Population (2027)		8,820	88.4%	51,017	89.6%	154,499	87.5%
Hispanic or Latino Population (2027)		1,157	11.6%	5,916	10.4%	22,130	12.5%
Projected Annual Growth (2022-2027)		104	2.0%	411	1.5%	1,109	1.1%
Historical Annual Growth (2010-2020)		-69	-0.6%	1,162	2.7%	4,924	3.1%

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Total Age Distribution (2022)							
Total Population		8,677		52,682		166,470	
Age Under 5 Years		494	5.7%	2,565	4.9%	8,821	5.3%
Age 5 to 9 Years		440	5.1%	2,805	5.3%	10,032	6.0%
Age 10 to 14 Years		468	5.4%	3,009	5.7%	10,086	6.1%
Age 15 to 19 Years		533	6.1%	4,149	7.9%	11,740	7.1%
Age 20 to 24 Years		702	8.1%	5,044	9.6%	13,401	8.1%
Age 25 to 29 Years		957	11.0%	4,233	8.0%	11,815	7.1%
Age 30 to 34 Years		889	10.2%	4,051	7.7%	12,426	7.5%
Age 35 to 39 Years		750	8.6%	3,983	7.6%	12,629	7.6%
Age 40 to 44 Years		597	6.9%	3,717	7.1%	11,993	7.2%
Age 45 to 49 Years		450	5.2%	3,122	5.9%	10,333	6.2%
Age 50 to 54 Years		469	5.4%	3,171	6.0%	10,432	6.3%
Age 55 to 59 Years		426	4.9%	2,974	5.6%	9,859	5.9%
Age 60 to 64 Years		464	5.3%	2,982	5.7%	9,695	5.8%
Age 65 to 69 Years		359	4.1%	2,379	4.5%	7,766	4.7%
Age 70 to 74 Years		245	2.8%	1,770	3.4%	6,397	3.8%
Age 75 to 79 Years		155	1.8%	1,205	2.3%	4,161	2.5%
Age 80 to 84 Years		101	1.2%	697	1.3%	2,455	1.5%
Age 85 Years or Over		179	2.1%	824	1.6%	2,431	1.5%
Median Age		33.9		36.2		37.1	
Age 19 Years or Less		1,934	22.3%	12,529	23.8%	40,678	24.4%
Age 20 to 64 Years		5,704	65.7%	33,278	63.2%	102,581	61.6%
Age 65 Years or Over		1,039	12.0%	6,875	13.1%	23,210	13.9%
Female Age Distribution (2022)							
Female Population		4,819	55.5%	27,580	52.4%	85,864	51.6%
Age Under 5 Years		243	5.0%	1,278	4.6%	4,304	5.0%
Age 5 to 9 Years		228	4.7%	1,387	5.0%	4,944	5.8%
Age 10 to 14 Years		237	4.9%	1,495	5.4%	4,921	5.7%
Age 15 to 19 Years		271	5.6%	2,142	7.8%	5,930	6.9%
Age 20 to 24 Years		390	8.1%	2,629	9.5%	6,805	7.9%
Age 25 to 29 Years		510	10.6%	2,134	7.7%	5,807	6.8%
Age 30 to 34 Years		467	9.7%	2,109	7.6%	6,284	7.3%
Age 35 to 39 Years		407	8.5%	2,056	7.5%	6,445	7.5%
Age 40 to 44 Years		327	6.8%	1,921	7.0%	6,188	7.2%
Age 45 to 49 Years		255	5.3%	1,641	5.9%	5,347	6.2%
Age 50 to 54 Years		256	5.3%	1,634	5.9%	5,272	6.1%
Age 55 to 59 Years		251	5.2%	1,596	5.8%	5,229	6.1%
Age 60 to 64 Years		291	6.0%	1,582	5.7%	5,111	6.0%
Age 65 to 69 Years		231	4.8%	1,304	4.7%	4,187	4.9%
Age 70 to 74 Years		156	3.2%	968	3.5%	3,500	4.1%
Age 75 to 79 Years		98	2.0%	703	2.5%	2,431	2.8%
Age 80 to 84 Years		66	1.4%	415	1.5%	1,482	1.7%
Age 85 Years or Over		134	2.8%	589	2.1%	1,677	2.0%
Female Median Age		35.3		36.9		38.1	
Age 19 Years or Less		979	20.3%	6,302	22.8%	20,100	23.4%
Age 20 to 64 Years		3,155	65.5%	17,301	62.7%	52,488	61.1%
Age 65 Years or Over		685	14.2%	3,978	14.4%	13,276	15.5%

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1635 Old 41 Hwy NW Kennesaw, GA 30152		1 mi radius		3 mi radius		5 mi radius	
Male Age Distribution (2022)							
Male Population		3,858	44.5%	25,102	47.6%	80,606	48.4%
Age Under 5 Years		251	6.5%	1,287	5.1%	4,516	5.6%
Age 5 to 9 Years		211	5.5%	1,418	5.6%	5,087	6.3%
Age 10 to 14 Years		231	6.0%	1,514	6.0%	5,164	6.4%
Age 15 to 19 Years		262	6.8%	2,008	8.0%	5,810	7.2%
Age 20 to 24 Years		312	8.1%	2,416	9.6%	6,596	8.2%
Age 25 to 29 Years		446	11.6%	2,098	8.4%	6,008	7.5%
Age 30 to 34 Years		422	10.9%	1,942	7.7%	6,142	7.6%
Age 35 to 39 Years		342	8.9%	1,927	7.7%	6,184	7.7%
Age 40 to 44 Years		270	7.0%	1,796	7.2%	5,804	7.2%
Age 45 to 49 Years		195	5.1%	1,481	5.9%	4,986	6.2%
Age 50 to 54 Years		213	5.5%	1,538	6.1%	5,160	6.4%
Age 55 to 59 Years		175	4.5%	1,378	5.5%	4,629	5.7%
Age 60 to 64 Years		173	4.5%	1,401	5.6%	4,583	5.7%
Age 65 to 69 Years		128	3.3%	1,075	4.3%	3,579	4.4%
Age 70 to 74 Years		89	2.3%	803	3.2%	2,898	3.6%
Age 75 to 79 Years		56	1.5%	502	2.0%	1,730	2.1%
Age 80 to 84 Years		35	0.9%	282	1.1%	974	1.2%
Age 85 Years or Over		45	1.2%	235	0.9%	754	0.9%
Male Median Age		32.5		35.4		36.0	
Age 19 Years or Less		955	24.8%	6,227	24.8%	20,579	25.5%
Age 20 to 64 Years		2,549	66.1%	15,977	63.6%	50,093	62.1%
Age 65 Years or Over		354	9.2%	2,897	11.5%	9,934	12.3%
Males per 100 Females (2022)							
Overall Comparison		80		91		94	
Age Under 5 Years		104	50.9%	101	50.2%	105	51.2%
Age 5 to 9 Years		93	48.1%	102	50.6%	103	50.7%
Age 10 to 14 Years		97	49.4%	101	50.3%	105	51.2%
Age 15 to 19 Years		97	49.1%	94	48.4%	98	49.5%
Age 20 to 24 Years		80	44.5%	92	47.9%	97	49.2%
Age 25 to 29 Years		87	46.7%	98	49.6%	103	50.8%
Age 30 to 34 Years		90	47.4%	92	47.9%	98	49.4%
Age 35 to 39 Years		84	45.7%	94	48.4%	96	49.0%
Age 40 to 44 Years		83	45.3%	93	48.3%	94	48.4%
Age 45 to 49 Years		77	43.4%	90	47.4%	93	48.2%
Age 50 to 54 Years		83	45.4%	94	48.5%	98	49.5%
Age 55 to 59 Years		70	41.1%	86	46.3%	89	47.0%
Age 60 to 64 Years		59	37.2%	89	47.0%	90	47.3%
Age 65 to 69 Years		55	35.7%	82	45.2%	85	46.1%
Age 70 to 74 Years		57	36.4%	83	45.3%	83	45.3%
Age 75 to 79 Years		57	36.3%	71	41.7%	71	41.6%
Age 80 to 84 Years		53	34.6%	68	40.5%	66	39.6%
Age 85 Years or Over		34	25.3%	40	28.5%	45	31.0%
Age 19 Years or Less		98	49.4%	99	49.7%	102	50.6%
Age 20 to 39 Years		86	46.2%	94	48.4%	98	49.6%
Age 40 to 64 Years		74	42.7%	91	47.6%	93	48.1%
Age 65 Years or Over		52	34.0%	73	42.1%	75	42.8%

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1635 Old 41 Hwy NW Kennesaw, GA 30152	1 mi radius		3 mi radius		5 mi radius	
Household Type (2022)						
Total Households	3,780		20,418		63,016	
Households with Children	1,149	30.4%	6,392	31.3%	21,018	33.4%
Average Household Size	2.2		2.5		2.6	
Household Density per Square Mile	1,204		723		803	
Population Family	6,227	71.8%	40,098	76.1%	133,773	80.4%
Population Non-Family	2,160	24.9%	9,931	18.8%	27,835	16.7%
Population Group Quarters	290	3.3%	2,654	5.0%	4,862	2.9%
Family Households	2,053	54.3%	12,807	62.7%	42,010	66.7%
Married Couple Households	1,287	62.7%	9,451	73.8%	31,469	74.9%
Other Family Households with Children	766	37.3%	3,356	26.2%	10,541	25.1%
Family Households with Children	1,147	55.9%	6,380	49.8%	20,985	50.0%
Married Couple with Children	646	56.4%	4,437	69.6%	14,978	71.4%
Other Family Households with Children	500	43.6%	1,943	30.4%	6,007	28.6%
Family Households No Children	906	44.1%	6,427	50.2%	21,025	50.0%
Married Couple No Children	641	70.7%	5,014	78.0%	16,491	78.4%
Other Family Households No Children	265	29.3%	1,414	22.0%	4,534	21.6%
Non-Family Households	1,727	45.7%	7,611	37.3%	21,006	33.3%
Non-Family Households with Children	2	0.1%	12	0.2%	33	0.2%
Non-Family Households No Children	1,725	99.9%	7,599	99.8%	20,973	99.8%
Average Family Household Size	3.0		3.1		3.2	
Average Family Income	\$142,282		\$149,880		\$130,084	
Median Family Income	\$108,582		\$117,486		\$108,090	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2022)						
Population Age 15 Years or Over	7,276		44,302		137,532	
Never Married	2,348	32.3%	15,084	34.0%	45,316	32.9%
Currently Married	3,139	43.1%	20,622	46.5%	66,394	48.3%
Previously Married	1,788	24.6%	8,596	19.4%	25,822	18.8%
Separated	502	28.0%	1,965	22.9%	5,009	19.4%
Widowed	340	19.0%	1,844	21.5%	5,201	20.1%
Divorced	947	52.9%	4,788	55.7%	15,611	60.5%
Educational Attainment (2022)						
Adult Population Age 25 Years or Over	6,041		35,109		112,391	
Elementary (Grade Level 0 to 8)	209	3.5%	755	2.1%	3,629	3.2%
Some High School (Grade Level 9 to 11)	145	2.4%	1,171	3.3%	4,452	4.0%
High School Graduate	1,177	19.5%	5,726	16.3%	21,197	18.9%
Some College	1,106	18.3%	6,964	19.8%	20,956	18.6%
Associate Degree Only	283	4.7%	1,902	5.4%	7,525	6.7%
Bachelor Degree Only	1,963	32.5%	12,108	34.5%	35,835	31.9%
Graduate Degree	1,157	19.2%	6,484	18.5%	18,796	16.7%
Any College (Some College or Higher)	4,509	74.7%	27,458	78.2%	83,112	73.9%
College Degree + (Bachelor Degree or Higher)	3,121	51.7%	18,592	53.0%	54,631	48.6%

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1635 Old 41 Hwy NW		1 mi radius		3 mi radius		5 mi radius	
Kennesaw, GA 30152							
Housing							
Total Housing Units (2022)		4,037		21,477		66,003	
Total Housing Units (2020)		4,032		21,309		65,793	
Historical Annual Growth (2020-2022)		5	-	167	-	210	-
Housing Units Occupied (2022)		3,780	93.6%	20,418	95.1%	63,016	95.5%
Housing Units Owner-Occupied		1,852	49.0%	12,321	60.3%	42,061	66.7%
Housing Units Renter-Occupied		1,928	51.0%	8,098	39.7%	20,954	33.3%
Housing Units Vacant (2022)		257	6.4%	1,058	4.9%	2,987	4.5%
Household Size (2022)							
Total Households		3,780		20,418		63,016	
1 Person Households		1,453	38.4%	5,954	29.2%	16,330	25.9%
2 Person Households		1,184	31.3%	6,950	34.0%	21,226	33.7%
3 Person Households		520	13.8%	3,315	16.2%	10,801	17.1%
4 Person Households		403	10.7%	2,594	12.7%	8,967	14.2%
5 Person Households		164	4.3%	1,110	5.4%	3,839	6.1%
6 Person Households		44	1.2%	345	1.7%	1,273	2.0%
7 or More Person Households		12	0.3%	150	0.7%	580	0.9%
Household Income Distribution (2022)							
HH Income \$200,000 or More		174	4.6%	2,720	13.3%	7,489	11.9%
HH Income \$150,000 to \$199,999		406	10.7%	1,842	9.0%	6,031	9.6%
HH Income \$125,000 to \$149,999		402	10.6%	1,590	7.8%	4,890	7.8%
HH Income \$100,000 to \$124,999		303	8.0%	2,074	10.2%	6,350	10.1%
HH Income \$75,000 to \$99,999		665	17.6%	3,438	16.8%	9,668	15.3%
HH Income \$50,000 to \$74,999		691	18.3%	3,254	15.9%	10,075	16.0%
HH Income \$35,000 to \$49,999		375	9.9%	1,971	9.7%	6,763	10.7%
HH Income \$25,000 to \$34,999		444	11.7%	1,382	6.8%	4,285	6.8%
HH Income \$15,000 to \$24,999		242	6.4%	1,009	4.9%	2,938	4.7%
HH Income \$10,000 to \$14,999		45	1.2%	293	1.4%	1,479	2.3%
HH Income Under \$10,000		33	0.9%	845	4.1%	3,047	4.8%
Household Vehicles (2022)							
Households 0 Vehicles Available		168	4.4%	663	3.2%	2,515	4.0%
Households 1 Vehicle Available		1,466	38.8%	7,251	35.5%	19,475	30.9%
Households 2 Vehicles Available		1,390	36.8%	7,438	36.4%	25,358	40.2%
Households 3 or More Vehicles Available		757	20.0%	5,066	24.8%	15,667	24.9%
Total Vehicles Available		6,606		38,726		122,364	
Average Vehicles per Household		1.7		1.9		1.9	
Owner-Occupied Household Vehicles		4,039	61.1%	27,251	70.4%	92,665	75.7%
Average Vehicles per Owner-Occupied Household		2.2		2.2		2.2	
Renter-Occupied Household Vehicles		2,567	38.9%	11,476	29.6%	29,699	24.3%
Average Vehicles per Renter-Occupied Household		1.3		1.4		1.4	
Travel Time (2022)							
Worker Base Age 16 years or Over		4,923		29,837		90,839	
Travel to Work in 14 Minutes or Less		664	13.5%	5,945	19.9%	16,003	17.6%
Travel to Work in 15 to 29 Minutes		908	18.4%	9,007	30.2%	25,991	28.6%
Travel to Work in 30 to 59 Minutes		2,191	44.5%	8,779	29.4%	29,348	32.3%
Travel to Work in 60 Minutes or More		752	15.3%	3,444	11.5%	11,424	12.6%
Work at Home		409	8.3%	2,663	8.9%	8,073	8.9%
Average Minutes Travel to Work		34.0		25.2		27.3	

Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.9936/-84.5994

1635 Old 41 Hwy NW Kennesaw, GA 30152	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2022)						
Worker Base Age 16 years or Over	4,923		29,837		90,839	
Drive to Work Alone	3,940	80.0%	24,189	81.1%	73,156	80.5%
Drive to Work in Carpool	284	5.8%	1,318	4.4%	5,499	6.1%
Travel to Work by Public Transportation	192	3.9%	654	2.2%	1,454	1.6%
Drive to Work on Motorcycle	1	-	101	0.3%	203	0.2%
Bicycle to Work	-	-	2	-	4	-
Walk to Work	14	0.3%	380	1.3%	1,283	1.4%
Other Means	82	1.7%	530	1.8%	1,166	1.3%
Work at Home	409	8.3%	2,663	8.9%	8,073	8.9%
Daytime Demographics (2022)						
Total Businesses	764		4,334		12,779	
Total Employees	7,940		40,460		119,436	
Company Headquarter Businesses	34	4.5%	172	4.0%	488	3.8%
Company Headquarter Employees	1,458	18.4%	7,241	17.9%	22,728	19.0%
Employee Population per Business	10.4 to 1		9.3 to 1		9.3 to 1	
Residential Population per Business	11.4 to 1		12.2 to 1		13.0 to 1	
Adj. Daytime Demographics Age 16 Years or Over	10,131		54,185		163,697	
Labor Force						
Labor Population Age 16 Years or Over (2022)	7,174		43,654		135,471	
Labor Force Total Males (2022)	3,110	43.4%	20,569	47.1%	64,801	47.8%
Male Civilian Employed	2,374	76.3%	15,185	73.8%	47,058	72.6%
Male Civilian Unemployed	7	0.2%	515	2.5%	1,259	1.9%
Males in Armed Forces	60	1.9%	92	0.4%	298	0.5%
Males Not in Labor Force	670	21.5%	4,777	23.2%	16,187	25.0%
Labor Force Total Females (2022)	4,064	56.6%	23,085	52.9%	70,669	52.2%
Female Civilian Employed	2,549	62.7%	14,652	63.5%	43,781	62.0%
Female Civilian Unemployed	95	2.3%	484	2.1%	1,270	1.8%
Females in Armed Forces	-	-	-	-	73	0.1%
Females Not in Labor Force	1,419	34.9%	7,949	34.4%	25,546	36.1%
Unemployment Rate	102	1.4%	999	2.3%	2,529	1.9%
Occupation (2022)						
Occupation Population Age 16 Years or Over	4,923		29,837		90,839	
Occupation Total Males	2,374	48.2%	15,185	50.9%	47,058	51.8%
Occupation Total Females	2,549	51.8%	14,652	49.1%	43,781	48.2%
Management, Business, Financial Operations	909	-	6,417	21.5%	18,900	20.8%
Professional, Related	1,648	33.5%	9,002	30.2%	24,744	27.2%
Service	392	8.0%	3,194	10.7%	12,019	13.2%
Sales, Office	1,332	27.1%	7,061	23.7%	19,823	21.8%
Farming, Fishing, Forestry	-	-	4	-	79	-
Construction, Extraction, Maintenance	304	6.2%	1,386	4.6%	6,015	6.6%
Production, Transport, Material Moving	338	6.9%	2,773	9.3%	9,259	10.2%
White Collar Workers	3,889	79.0%	22,480	75.3%	63,467	69.9%
Blue Collar Workers	1,034	21.0%	7,357	24.7%	27,372	30.1%

Complete Profile

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1635 Old 41 Hwy NW Kennesaw, GA 30152		1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2022)							
Total Units		3,780		20,418		63,016	
1 Detached Unit		1,641	43.4%	11,961	58.6%	41,971	66.6%
1 Attached Unit		565	14.9%	1,995	9.8%	5,375	8.5%
2 Units		16	0.4%	104	0.5%	364	0.6%
3 to 4 Units		31	0.8%	234	1.1%	688	1.1%
5 to 9 Units		262	6.9%	1,008	4.9%	2,841	4.5%
10 to 19 Units		535	14.2%	2,020	9.9%	4,665	7.4%
20 to 49 Units		430	11.4%	1,879	9.2%	3,976	6.3%
50 or More Units		221	5.8%	900	4.4%	2,333	3.7%
Mobile Home or Trailer		79	2.1%	318	1.6%	802	1.3%
Other Structure		-	-	-	-	-	-
Homes Built By Year (2022)							
Homes Built 2014 or later		212	5.2%	1,206	5.6%	3,624	5.5%
Homes Built 2010 to 2013		58	1.4%	594	2.8%	1,593	2.4%
Homes Built 2000 to 2009		1,576	39.0%	5,357	24.9%	12,127	18.4%
Homes Built 1990 to 1999		1,000	24.8%	5,280	24.6%	16,517	25.0%
Homes Built 1980 to 1989		466	11.5%	3,815	17.8%	13,406	20.3%
Homes Built 1970 to 1979		249	6.2%	2,297	10.7%	7,840	11.9%
Homes Built 1960 to 1969		118	2.9%	1,104	5.1%	4,083	6.2%
Homes Built 1950 to 1959		69	1.7%	358	1.7%	1,794	2.7%
Homes Built 1940 to 1949		22	0.5%	139	0.6%	869	1.3%
Homes Built Before 1939		11	0.3%	268	1.2%	1,161	1.8%
Median Age of Homes		19.7	yrs	24.2	yrs	26.9	yrs
Home Values (2022)							
Owner Specified Housing Units		1,852		12,321		42,061	
Home Values \$1,000,000 or More		8	0.4%	178	1.4%	425	1.0%
Home Values \$750,000 to \$999,999		72	3.9%	386	3.1%	954	2.3%
Home Values \$500,000 to \$749,999		171	9.3%	1,546	12.6%	3,478	8.3%
Home Values \$400,000 to \$499,999		129	7.0%	1,088	8.8%	3,535	8.4%
Home Values \$300,000 to \$399,999		362	19.6%	2,875	23.3%	8,959	21.3%
Home Values \$250,000 to \$299,999		109	5.9%	1,640	13.3%	6,456	15.3%
Home Values \$200,000 to \$249,999		366	19.8%	1,871	15.2%	7,576	18.0%
Home Values \$175,000 to \$199,999		219	11.8%	920	7.5%	4,242	10.1%
Home Values \$150,000 to \$174,999		377	20.4%	1,132	9.2%	3,391	8.1%
Home Values \$125,000 to \$149,999		24	1.3%	258	2.1%	1,294	3.1%
Home Values \$100,000 to \$124,999		6	0.3%	196	1.6%	811	1.9%
Home Values \$90,000 to \$99,999		1	-	11	-	84	0.2%
Home Values \$80,000 to \$89,999		-	-	21	0.2%	123	0.3%
Home Values \$70,000 to \$79,999		-	-	34	0.3%	114	0.3%
Home Values \$60,000 to \$69,999		-	-	-	-	5	-
Home Values \$50,000 to \$59,999		-	-	2	-	26	-
Home Values \$35,000 to \$49,999		2	0.1%	39	0.3%	63	0.1%
Home Values \$25,000 to \$34,999		-	-	58	0.5%	66	0.2%
Home Values \$10,000 to \$24,999		1	-	14	0.1%	315	0.8%
Home Values Under \$10,000		-	-	50	0.4%	143	0.3%
Owner-Occupied Median Home Value		\$255,436		\$317,267		\$284,599	
Renter-Occupied Median Rent		\$1,093		\$1,126		\$1,115	

Complete Profile

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 Calculated using Weighted Block Centroid from Block Groups



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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 (2022)							
Total Household Expenditure		\$270.4 M		\$1.63 B		\$4.67 B	
Total Non-Retail Expenditure		\$142.85 M		\$864.26 M		\$2.47 B	
Total Retail Expenditure		\$127.55 M		\$767.49 M		\$2.2 B	
Apparel		\$9.62 M		\$58.53 M		\$166.85 M	
Contributions		\$8.85 M		\$55.66 M		\$157.35 M	
Education		\$8.27 M		\$53.59 M		\$150.24 M	
Entertainment		\$15.39 M		\$94.01 M		\$268.18 M	
Food and Beverages		\$39.71 M		\$237.72 M		\$681.96 M	
Furnishings and Equipment		\$9.58 M		\$58.23 M		\$166.19 M	
Gifts		\$6.73 M		\$42.64 M		\$119.56 M	
Health Care		\$22.5 M		\$133.85 M		\$385.83 M	
Household Operations		\$10.61 M		\$64.92 M		\$185.14 M	
Miscellaneous Expenses		\$5.11 M		\$30.93 M		\$88.47 M	
Personal Care		\$3.65 M		\$21.9 M		\$62.64 M	
Personal Insurance		\$1.92 M		\$12.01 M		\$34.12 M	
Reading		\$587.41 K		\$3.57 M		\$10.2 M	
Shelter		\$57.35 M		\$343.85 M		\$982.46 M	
Tobacco		\$1.58 M		\$8.95 M		\$26.15 M	
Transportation		\$49.42 M		\$296.13 M		\$848.81 M	
Utilities		\$19.53 M		\$115.26 M		\$333.16 M	
Monthly Household Consumer Expenditure (2022)							
Total Household Expenditure		\$5,961		\$6,660		\$6,172	
Total Non-Retail Expenditure		\$3,149	52.8%	\$3,527	53.0%	\$3,265	52.9%
Total Retail Expenditures		\$2,812	47.2%	\$3,132	47.0%	\$2,908	47.1%
Apparel		\$212	3.6%	\$239	3.6%	\$221	3.6%
Contributions		\$195	3.3%	\$227	3.4%	\$208	3.4%
Education		\$182	3.1%	\$219	3.3%	\$199	3.2%
Entertainment		\$339	5.7%	\$384	5.8%	\$355	5.7%
Food and Beverages		\$875	14.7%	\$970	14.6%	\$902	14.6%
Furnishings and Equipment		\$211	3.5%	\$238	3.6%	\$220	3.6%
Gifts		\$148	2.5%	\$174	2.6%	\$158	2.6%
Health Care		\$496	8.3%	\$546	8.2%	\$510	8.3%
Household Operations		\$234	3.9%	\$265	4.0%	\$245	4.0%
Miscellaneous Expenses		\$113	1.9%	\$126	1.9%	\$117	1.9%
Personal Care		\$80	1.3%	\$89	1.3%	\$83	1.3%
Personal Insurance		\$42	0.7%	\$49	0.7%	\$45	0.7%
Reading		\$13	0.2%	\$15	0.2%	\$13	0.2%
Shelter		\$1,264	21.2%	\$1,403	21.1%	\$1,299	21.0%
Tobacco		\$35	0.6%	\$37	0.5%	\$35	0.6%
Transportation		\$1,089	18.3%	\$1,209	18.1%	\$1,122	18.2%
Utilities		\$430	7.2%	\$470	7.1%	\$441	7.1%

