

# 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)	9,705	49,347	164,518
Projected Population (2023)	10,241	51,686	172,316
Census Population (2010)	8,854	43,634	148,546
Census Population (2000)	3,855	28,155	119,602
Projected Annual Growth (2018-2023)	535 1.1%	2,339 0.9%	7,798 0.9%
Historical Annual Growth (2010-2018)	851 1.2%	5,713 1.6%	15,972 1.3%
Historical Annual Growth (2000-2010)	4,999 13.0%	15,479 5.5%	28,944 2.4%
Estimated Population Density (2018)	3,090 <i>psm</i>	1,746 <i>psm</i>	2,096 <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)	3,950	19,262	62,041
Projected Households (2023)	4,163	20,167	65,029
Census Households (2010)	3,599	16,982	55,863
Census Households (2000)	1,416	10,629	44,673
Projected Annual Growth (2018-2023)	213 1.1%	904 0.9%	2,988 1.0%
Historical Annual Change (2000-2018)	2,534 9.9%	8,633 4.5%	17,368 2.2%
<b>Average Household Income</b>			
Estimated Average Household Income (2018)	\$103,228	\$107,221	\$102,577
Projected Average Household Income (2023)	\$118,622	\$124,392	\$117,237
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)	\$15,394 3.0%	\$17,170 3.2%	\$14,660 2.9%
Historical Annual Change (2000-2018)	\$16,457 1.1%	\$32,042 2.4%	\$31,619 2.5%
<b>Median Household Income</b>			
Estimated Median Household Income (2018)	\$69,326	\$80,792	\$80,390
Projected Median Household Income (2023)	\$78,512	\$92,230	\$92,089
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)	\$9,187 2.7%	\$11,438 2.8%	\$11,698 2.9%
Historical Annual Change (2000-2018)	\$9,011 0.8%	\$19,732 1.8%	\$20,363 1.9%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2018)	\$42,064	\$41,974	\$38,786
Projected Per Capita Income (2023)	\$48,269	\$48,650	\$44,342
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)	\$6,205 3.0%	\$6,676 3.2%	\$5,556 2.9%
Historical Annual Change (2000-2018)	\$10,144 1.8%	\$13,578 2.7%	\$12,381 2.6%
Estimated Average Household Net Worth (2018)	\$546,798	\$702,276	\$700,464

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<b>Race and Ethnicity</b>						
Total Population (2018)	9,705		49,347		164,518	
White (2018)	5,278	54.4%	31,439	63.7%	107,637	65.4%
Black or African American (2018)	2,796	28.8%	10,861	22.0%	35,391	21.5%
American Indian or Alaska Native (2018)	28	0.3%	149	0.3%	535	0.3%
Asian (2018)	717	7.4%	3,545	7.2%	9,288	5.6%
Hawaiian or Pacific Islander (2018)	10	0.1%	21	-	79	-
Other Race (2018)	600	6.2%	2,037	4.1%	7,124	4.3%
Two or More Races (2018)	275	2.8%	1,296	2.6%	4,464	2.7%
Population < 18 (2018)	2,418	24.9%	10,989	22.3%	36,998	22.5%
White Not Hispanic	934	38.6%	5,260	47.9%	17,926	48.5%
Black or African American	820	33.9%	2,787	25.4%	9,106	24.6%
Asian	167	6.9%	832	7.6%	2,065	5.6%
Other Race Not Hispanic	131	5.4%	562	5.1%	1,812	4.9%
Hispanic	366	15.2%	1,548	14.1%	6,088	16.5%
Not Hispanic or Latino Population (2018)	8,563	88.2%	44,418	90.0%	145,446	88.4%
Not Hispanic White	4,812	56.2%	29,042	65.4%	97,717	67.2%
Not Hispanic Black or African American	2,723	31.8%	10,518	23.7%	34,299	23.6%
Not Hispanic American Indian or Alaska Native	25	0.3%	114	0.3%	341	0.2%
Not Hispanic Asian	695	8.1%	3,473	7.8%	9,149	6.3%
Not Hispanic Hawaiian or Pacific Islander	10	0.1%	20	-	70	-
Not Hispanic Other Race	89	1.0%	235	0.5%	592	0.4%
Not Hispanic Two or More Races	210	2.4%	1,016	2.3%	3,277	2.3%
Hispanic or Latino Population (2018)	1,142	11.8%	4,929	10.0%	19,072	11.6%
Hispanic White	466	40.8%	2,396	48.6%	9,920	52.0%
Hispanic Black or African American	73	6.4%	343	7.0%	1,092	5.7%
Hispanic American Indian or Alaska Native	3	0.3%	35	0.7%	193	1.0%
Hispanic Asian	22	1.9%	72	1.5%	138	0.7%
Hispanic Hawaiian or Pacific Islander	-	-	1	-	9	-
Hispanic Other Race	512	44.8%	1,801	36.6%	6,533	34.3%
Hispanic Two or More Races	65	5.7%	280	5.7%	1,187	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)	8,965	87.5%	46,156	89.3%	150,782	87.5%
Hispanic or Latino Population (2023)	1,276	12.5%	5,530	10.7%	21,534	12.5%
Projected Annual Growth (2018-2023)	134	2.3%	601	2.4%	2,462	2.6%
Historical Annual Growth (2000-2010)	711	19.8%	2,529	15.2%	7,504	8.3%

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## 1635 Old 41 Hwy NW

## 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	9,705	49,347	164,518
Age Under 5 Years	683 7.0%	2,911 5.9%	9,799 6.0%
Age 5 to 9 Years	600 6.2%	2,905 5.9%	10,212 6.2%
Age 10 to 14 Years	677 7.0%	3,166 6.4%	10,716 6.5%
Age 15 to 19 Years	703 7.2%	3,768 7.6%	12,080 7.3%
Age 20 to 24 Years	698 7.2%	4,334 8.8%	13,203 8.0%
Age 25 to 29 Years	925 9.5%	4,034 8.2%	11,887 7.2%
Age 30 to 34 Years	790 8.1%	3,375 6.8%	10,832 6.6%
Age 35 to 39 Years	713 7.3%	3,370 6.8%	11,149 6.8%
Age 40 to 44 Years	639 6.6%	3,262 6.6%	10,940 6.6%
Age 45 to 49 Years	618 6.4%	3,379 6.8%	11,544 7.0%
Age 50 to 54 Years	620 6.4%	3,220 6.5%	10,964 6.7%
Age 55 to 59 Years	533 5.5%	2,978 6.0%	10,309 6.3%
Age 60 to 64 Years	487 5.0%	2,574 5.2%	8,836 5.4%
Age 65 to 69 Years	372 3.8%	2,121 4.3%	7,441 4.5%
Age 70 to 74 Years	230 2.4%	1,478 3.0%	5,787 3.5%
Age 75 to 79 Years	141 1.4%	998 2.0%	3,849 2.3%
Age 80 to 84 Years	105 1.1%	639 1.3%	2,355 1.4%
Age 85 Years or Over	173 1.8%	834 1.7%	2,615 1.6%
Median Age	33.3	35.6	36.5
Age 19 Years or Less	2,662 27.4%	12,749 25.8%	42,806 26.0%
Age 20 to 64 Years	6,023 62.1%	30,528 61.9%	99,664 60.6%
Age 65 Years or Over	1,020 10.5%	6,071 12.3%	22,048 13.4%

### Female Age Distribution (2018)

	1 mi radius	3 mi radius	5 mi radius
Female Population	5,311 54.7%	26,026 52.7%	85,659 52.1%
Age Under 5 Years	328 6.2%	1,457 5.6%	4,836 5.6%
Age 5 to 9 Years	305 5.7%	1,448 5.6%	5,050 5.9%
Age 10 to 14 Years	344 6.5%	1,582 6.1%	5,291 6.2%
Age 15 to 19 Years	350 6.6%	1,962 7.5%	6,173 7.2%
Age 20 to 24 Years	391 7.4%	2,274 8.7%	6,747 7.9%
Age 25 to 29 Years	504 9.5%	2,051 7.9%	5,891 6.9%
Age 30 to 34 Years	435 8.2%	1,785 6.9%	5,573 6.5%
Age 35 to 39 Years	388 7.3%	1,730 6.6%	5,723 6.7%
Age 40 to 44 Years	351 6.6%	1,702 6.5%	5,688 6.6%
Age 45 to 49 Years	351 6.6%	1,792 6.9%	5,985 7.0%
Age 50 to 54 Years	333 6.3%	1,675 6.4%	5,594 6.5%
Age 55 to 59 Years	303 5.7%	1,616 6.2%	5,564 6.5%
Age 60 to 64 Years	289 5.4%	1,384 5.3%	4,754 5.6%
Age 65 to 69 Years	228 4.3%	1,170 4.5%	4,030 4.7%
Age 70 to 74 Years	130 2.5%	805 3.1%	3,191 3.7%
Age 75 to 79 Years	81 1.5%	595 2.3%	2,272 2.7%
Age 80 to 84 Years	70 1.3%	394 1.5%	1,449 1.7%
Age 85 Years or Over	131 2.5%	604 2.3%	1,845 2.2%
Female Median Age	34.7	36.6	37.7
Age 19 Years or Less	1,327 25.0%	6,450 24.8%	21,350 24.9%
Age 20 to 64 Years	3,344 63.0%	16,008 61.5%	51,521 60.1%
Age 65 Years or Over	640 12.1%	3,568 13.7%	12,788 14.9%

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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	4,394 45.3%	23,321 47.3%	78,859 47.9%
Age Under 5 Years	355 8.1%	1,453 6.2%	4,962 6.3%
Age 5 to 9 Years	294 6.7%	1,456 6.2%	5,162 6.5%
Age 10 to 14 Years	334 7.6%	1,584 6.8%	5,426 6.9%
Age 15 to 19 Years	352 8.0%	1,806 7.7%	5,907 7.5%
Age 20 to 24 Years	307 7.0%	2,061 8.8%	6,456 8.2%
Age 25 to 29 Years	421 9.6%	1,983 8.5%	5,996 7.6%
Age 30 to 34 Years	355 8.1%	1,590 6.8%	5,258 6.7%
Age 35 to 39 Years	326 7.4%	1,640 7.0%	5,426 6.9%
Age 40 to 44 Years	289 6.6%	1,560 6.7%	5,252 6.7%
Age 45 to 49 Years	267 6.1%	1,588 6.8%	5,559 7.0%
Age 50 to 54 Years	287 6.5%	1,545 6.6%	5,369 6.8%
Age 55 to 59 Years	230 5.2%	1,362 5.8%	4,744 6.0%
Age 60 to 64 Years	198 4.5%	1,191 5.1%	4,082 5.2%
Age 65 to 69 Years	144 3.3%	951 4.1%	3,411 4.3%
Age 70 to 74 Years	100 2.3%	673 2.9%	2,596 3.3%
Age 75 to 79 Years	60 1.4%	403 1.7%	1,577 2.0%
Age 80 to 84 Years	35 0.8%	244 1.0%	906 1.1%
Age 85 Years or Over	41 0.9%	230 1.0%	770 1.0%
Male Median Age	31.6	34.4	35.2
Age 19 Years or Less	1,335 30.4%	6,299 27.0%	21,457 27.2%
Age 20 to 64 Years	2,679 61.0%	14,520 62.3%	48,143 61.0%
Age 65 Years or Over	380 8.7%	2,502 10.7%	9,260 11.7%

### Males per 100 Females (2018)

	1 mi radius	3 mi radius	5 mi radius
Overall Comparison	83	90	92
Age Under 5 Years	108 52.0%	100 49.9%	103 50.6%
Age 5 to 9 Years	96 49.1%	101 50.1%	102 50.5%
Age 10 to 14 Years	97 49.3%	100 50.0%	103 50.6%
Age 15 to 19 Years	100 50.1%	92 47.9%	96 48.9%
Age 20 to 24 Years	78 43.9%	91 47.5%	96 48.9%
Age 25 to 29 Years	83 45.5%	97 49.2%	102 50.4%
Age 30 to 34 Years	82 45.0%	89 47.1%	94 48.5%
Age 35 to 39 Years	84 45.6%	95 48.7%	95 48.7%
Age 40 to 44 Years	82 45.2%	92 47.8%	92 48.0%
Age 45 to 49 Years	76 43.2%	89 47.0%	93 48.2%
Age 50 to 54 Years	86 46.3%	92 48.0%	96 49.0%
Age 55 to 59 Years	76 43.2%	84 45.7%	85 46.0%
Age 60 to 64 Years	68 40.6%	86 46.2%	86 46.2%
Age 65 to 69 Years	63 38.8%	81 44.8%	85 45.8%
Age 70 to 74 Years	77 43.4%	84 45.6%	81 44.9%
Age 75 to 79 Years	75 42.7%	68 40.4%	69 41.0%
Age 80 to 84 Years	49 33.1%	62 38.3%	62 38.5%
Age 85 Years or Over	32 24.0%	38 27.6%	42 29.4%
Age 19 Years or Less	101 50.2%	98 49.4%	101 50.1%
Age 20 to 39 Years	82 45.0%	93 48.1%	97 49.2%
Age 40 to 64 Years	78 43.9%	89 47.0%	91 47.5%
Age 65 Years or Over	59 37.3%	70 41.2%	72 42.0%

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## 1635 Old 41 Hwy NW

### Kennesaw, GA 30152

	1 mi radius		3 mi radius		5 mi radius	
<b>Household Type (2018)</b>						
Total Households	3,950		19,262		62,041	
Households with Children	1,321	33.4%	6,055	31.4%	20,434	32.9%
Average Household Size	2.4		2.5		2.6	
Household Density per Square Mile	1,258		682		790	
Population Family	7,623	78.5%	38,623	78.3%	132,920	80.8%
Population Non-Family	1,879	19.4%	9,253	18.8%	27,462	16.7%
Population Group Quarters	204	2.1%	1,471	3.0%	4,136	2.5%
Family Households	2,436	61.7%	12,147	63.1%	41,194	66.4%
Married Couple Households	1,641	67.3%	9,011	74.2%	30,962	75.2%
Other Family Households	795	32.7%	3,136	25.8%	10,232	24.8%
Family Households with Children	1,313	53.9%	6,016	49.5%	20,284	49.2%
Married Couple with Children	781	59.5%	4,059	67.5%	14,114	69.6%
Other Family Households with Children	532	40.5%	1,957	32.5%	6,170	30.4%
Family Households No Children	1,123	46.1%	6,131	50.5%	20,910	50.8%
Married Couple No Children	860	76.6%	4,953	80.8%	16,848	80.6%
Other Family Households No Children	263	23.4%	1,179	19.2%	4,062	19.4%
Non-Family Households	1,514	38.3%	7,115	36.9%	20,847	33.6%
Non-Family Households with Children	9	0.6%	39	0.6%	150	0.7%
Non-Family Households No Children	1,506	99.4%	7,076	99.4%	20,697	99.3%
Average Family Household Size	3.1		3.2		3.2	
Average Family Income	\$122,555		\$129,936		\$124,181	
Median Family Income	\$85,333		\$101,241		\$98,526	
Average Non-Family Household Size	1.2		1.3		1.3	
<b>Marital Status (2018)</b>						
Population Age 15 Years or Over	7,746		40,366		133,791	
Never Married	3,114	40.2%	14,269	35.3%	45,877	34.3%
Currently Married	3,058	39.5%	18,428	45.7%	63,529	47.5%
Previously Married	1,574	20.3%	7,669	19.0%	24,386	18.2%
Separated	311	19.8%	1,275	16.6%	5,163	21.2%
Widowed	383	24.4%	1,835	23.9%	5,252	21.5%
Divorced	880	55.9%	4,559	59.4%	13,971	57.3%
<b>Educational Attainment (2018)</b>						
Adult Population Age 25 Years or Over	6,345		32,264		108,509	
Elementary (Grade Level 0 to 8)	474	7.5%	917	2.8%	3,900	3.6%
Some High School (Grade Level 9 to 11)	225	3.5%	1,043	3.2%	4,373	4.0%
High School Graduate	1,329	20.9%	6,368	19.7%	20,750	19.1%
Some College	1,194	18.8%	6,062	18.8%	22,507	20.7%
Associate Degree Only	427	6.7%	2,012	6.2%	8,418	7.8%
Bachelor Degree Only	1,701	26.8%	10,302	31.9%	32,605	30.0%
Graduate Degree	996	15.7%	5,560	17.2%	15,955	14.7%
Any College (Some College or Higher)	4,318	68.0%	23,936	74.2%	79,486	73.3%
College Degree + (Bachelor Degree or Higher)	2,697	42.5%	15,863	49.2%	48,560	44.8%

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## 1635 Old 41 Hwy NW

## Kennesaw, GA 30152

### Housing

	1 mi radius	3 mi radius	5 mi radius
Total Housing Units (2018)	4,082	19,884	64,028
Total Housing Units (2010)	3,916	18,415	60,814
Historical Annual Growth (2010-2018)	166 0.5%	1,468 1.0%	3,214 0.7%
Housing Units Occupied (2018)	3,950 96.8%	19,262 96.9%	62,041 96.9%
Housing Units Owner-Occupied	1,965 49.7%	11,126 57.8%	40,597 65.4%
Housing Units Renter-Occupied	1,986 50.3%	8,137 42.2%	21,444 34.6%
Housing Units Vacant (2018)	132 3.3%	621 3.2%	1,987 3.2%

### Household Size (2018)

	1 mi radius	3 mi radius	5 mi radius
Total Households	3,950	19,262	62,041
1 Person Households	1,215 30.8%	5,438 28.2%	16,029 25.8%
2 Person Households	1,222 30.9%	6,193 32.2%	19,713 31.8%
3 Person Households	674 17.1%	3,259 16.9%	10,741 17.3%
4 Person Households	532 13.5%	2,631 13.7%	9,230 14.9%
5 Person Households	205 5.2%	1,143 5.9%	4,026 6.5%
6 Person Households	69 1.8%	383 2.0%	1,405 2.3%
7 or More Person Households	34 0.9%	217 1.1%	895 1.4%

### Household Income Distribution (2018)

	1 mi radius	3 mi radius	5 mi radius
HH Income \$200,000 or More	290 7.3%	1,956 10.2%	5,720 9.2%
HH Income \$150,000 to \$199,999	187 4.7%	1,453 7.5%	5,168 8.3%
HH Income \$125,000 to \$149,999	283 7.2%	1,179 6.1%	4,558 7.3%
HH Income \$100,000 to \$124,999	326 8.3%	2,160 11.2%	6,445 10.4%
HH Income \$75,000 to \$99,999	596 15.1%	2,914 15.1%	9,346 15.1%
HH Income \$50,000 to \$74,999	805 20.4%	3,451 17.9%	11,266 18.2%
HH Income \$35,000 to \$49,999	514 13.0%	2,167 11.2%	7,174 11.6%
HH Income \$25,000 to \$34,999	401 10.1%	1,430 7.4%	4,371 7.0%
HH Income \$15,000 to \$24,999	280 7.1%	1,347 7.0%	4,020 6.5%
HH Income \$10,000 to \$14,999	73 1.8%	407 2.1%	1,426 2.3%
HH Income Under \$10,000	195 4.9%	798 4.1%	2,547 4.1%

### Household Vehicles (2018)

	1 mi radius	3 mi radius	5 mi radius
Households 0 Vehicles Available	234 5.9%	557 2.9%	2,183 3.5%
Households 1 Vehicle Available	1,429 36.2%	6,176 32.1%	18,080 29.1%
Households 2 Vehicles Available	1,794 45.4%	8,545 44.4%	27,511 44.3%
Households 3 or More Vehicles Available	493 12.5%	3,984 20.7%	14,267 23.0%
Total Vehicles Available	6,684	36,656	120,784
Average Vehicles per Household	1.7	1.9	1.9
Owner-Occupied Household Vehicles	3,782 56.6%	23,761 64.8%	87,106 72.1%
Average Vehicles per Owner-Occupied Household	1.9	2.1	2.1
Renter-Occupied Household Vehicles	2,901 43.4%	12,895 35.2%	33,678 27.9%
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	5,294	25,797	87,658
Travel to Work in 14 Minutes or Less	895 16.9%	4,604 17.8%	14,456 16.5%
Travel to Work in 15 to 29 Minutes	2,065 39.0%	8,415 32.6%	25,034 28.6%
Travel to Work in 30 to 59 Minutes	1,861 35.2%	9,071 35.2%	30,118 34.4%
Travel to Work in 60 Minutes or More	740 14.0%	3,608 14.0%	13,283 15.2%
Work at Home	117 2.2%	1,564 6.1%	7,016 8.0%
Average Minutes Travel to Work	26.9	28.1	29.3

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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	5,294	25,797	87,658
Drive to Work Alone	4,632 87.5%	21,515 83.4%	70,084 80.0%
Drive to Work in Carpool	329 6.2%	1,767 6.8%	7,334 8.4%
Travel to Work by Public Transportation	119 2.2%	267 1.0%	961 1.1%
Drive to Work on Motorcycle	- -	6 -	100 0.1%
Bicycle to Work	- -	6 -	39 -
Walk to Work	47 0.9%	367 1.4%	1,244 1.4%
Other Means	50 0.9%	306 1.2%	881 1.0%
Work at Home	117 2.2%	1,564 6.1%	7,016 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	19.8 to 1	15.4 to 1	16.6 to 1
Adj. Daytime Demographics Age 16 Years or Over	8,677	51,932	152,483
<b>Labor Force</b>			
Labor Population Age 16 Years or Over (2018)	7,602	39,731	131,763
Labor Force Total Males (2018)	3,333 43.8%	18,514 46.6%	62,284 47.3%
Male Civilian Employed	2,689 80.7%	14,356 77.5%	46,732 75.0%
Male Civilian Unemployed	39 1.2%	385 2.1%	1,508 2.4%
Males in Armed Forces	- -	86 0.5%	175 0.3%
Males Not in Labor Force	605 18.1%	3,687 19.9%	13,868 22.3%
Labor Force Total Females (2018)	4,269 56.2%	21,218 53.4%	69,479 52.7%
Female Civilian Employed	2,716 63.6%	13,344 62.9%	43,494 62.6%
Female Civilian Unemployed	67 1.6%	447 2.1%	1,641 2.4%
Females in Armed Forces	- -	18 0.1%	18 -
Females Not in Labor Force	1,486 34.8%	7,408 34.9%	24,325 35.0%
Unemployment Rate	1.4%	2.1%	2.4%
Labor Force Growth (2010-2018)	-262 -4.6%	415 1.5%	266 0.3%
Male Labor Force Growth (2010-2018)	-135 -4.8%	207 1.5%	137 0.3%
Female Labor Force Growth (2010-2018)	-126 -4.4%	208 1.6%	128 0.3%
<b>Occupation (2015)</b>			
Occupation Population Age 16 Years or Over	5,667	27,286	89,960
Occupation Total Males	2,824 49.8%	14,149 51.9%	46,595 51.8%
Occupation Total Females	2,843 50.2%	13,137 48.1%	43,365 48.2%
Management, Business, Financial Operations	1,282 22.6%	5,505 20.2%	17,585 19.5%
Professional, Related	1,349 23.8%	7,112 26.1%	21,664 24.1%
Service	1,202 21.2%	5,045 18.5%	15,935 17.7%
Sales, Office	1,371 24.2%	7,040 25.8%	22,808 25.4%
Farming, Fishing, Forestry	- -	38 0.1%	255 0.3%
Construction, Extraction, Maintenance	208 3.7%	825 3.0%	5,116 5.7%
Production, Transport, Material Moving	256 4.5%	1,721 6.3%	6,598 7.3%
White Collar Workers	4,001 70.6%	19,657 72.0%	62,057 69.0%
Blue Collar Workers	1,666 29.4%	7,629 28.0%	27,903 31.0%

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2000-2010 Census, 2018 Estimates with 2023 Projections

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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>Units In Structure (2015)</b>						
Total Units	3,599		16,982		55,863	
1 Detached Unit	1,364	37.9%	10,617	62.5%	41,749	74.7%
1 Attached Unit	920	25.6%	2,209	13.0%	5,758	10.3%
2 Units	4	0.1%	27	0.2%	339	0.6%
3 to 4 Units	97	2.7%	272	1.6%	697	1.2%
5 to 9 Units	148	4.1%	680	4.0%	1,735	3.1%
10 to 19 Units	833	23.1%	1,966	11.6%	4,571	8.2%
20 to 49 Units	494	13.7%	2,001	11.8%	4,286	7.7%
50 or More Units	57	1.6%	621	3.7%	1,749	3.1%
Mobile Home or Trailer	191	5.3%	549	3.2%	963	1.7%
Other Structure	-	-	-	-	4	-
<b>Homes Built By Year (2015)</b>						
Homes Built 2014 or later	80	2.2%	234	1.4%	1,066	1.9%
Homes Built 2010 to 2013	212	5.9%	667	3.9%	1,890	3.4%
Homes Built 2000 to 2009	2,095	58.2%	5,720	33.7%	12,971	23.2%
Homes Built 1990 to 1999	816	22.7%	5,053	29.8%	17,463	31.3%
Homes Built 1980 to 1989	517	14.4%	3,534	20.8%	13,148	23.5%
Homes Built 1970 to 1979	169	4.7%	2,225	13.1%	7,862	14.1%
Homes Built 1960 to 1969	158	4.4%	845	5.0%	3,474	6.2%
Homes Built 1950 to 1959	33	0.9%	383	2.3%	1,795	3.2%
Homes Built 1940 to 1949	10	0.3%	113	0.7%	999	1.8%
Homes Built Before 1939	18	0.5%	169	1.0%	1,190	2.1%
Median Age of Homes	18.5 yrs		24.1 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	19	1.0%	131	1.3%	511	1.4%
Home Values \$750,000 to \$999,999	52	2.8%	333	3.3%	998	2.7%
Home Values \$500,000 to \$749,999	224	12.1%	1,003	9.9%	2,539	6.9%
Home Values \$400,000 to \$499,999	185	10.0%	724	7.2%	2,330	6.3%
Home Values \$300,000 to \$399,999	269	14.6%	1,887	18.7%	6,148	16.6%
Home Values \$250,000 to \$299,999	143	7.8%	1,296	12.8%	4,734	12.8%
Home Values \$200,000 to \$249,999	165	8.9%	1,286	12.7%	6,021	16.3%
Home Values \$175,000 to \$199,999	177	9.6%	883	8.7%	3,814	10.3%
Home Values \$150,000 to \$174,999	204	11.1%	1,289	12.8%	5,214	14.1%
Home Values \$125,000 to \$149,999	170	9.2%	699	6.9%	3,304	8.9%
Home Values \$100,000 to \$124,999	196	10.7%	620	6.1%	2,046	5.5%
Home Values \$90,000 to \$99,999	9	0.5%	140	1.4%	577	1.6%
Home Values \$80,000 to \$89,999	10	0.5%	124	1.2%	532	1.4%
Home Values \$70,000 to \$79,999	4	0.2%	68	0.7%	298	0.8%
Home Values \$60,000 to \$69,999	43	2.3%	92	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	1.3%	94	0.9%	224	0.6%
Home Values \$25,000 to \$34,999	2	0.1%	32	0.3%	134	0.4%
Home Values \$10,000 to \$24,999	32	1.8%	150	1.5%	356	1.0%
Home Values Under \$10,000	44	2.4%	141	1.4%	355	1.0%
Owner-Occupied Median Home Value	\$234,645		\$249,014		\$231,605	
Renter-Occupied Median Rent	\$1,045		\$979		\$988	

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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

#### Total Annual Consumer Expenditure (2018)

	1 mi radius	3 mi radius	5 mi radius
Total Household Expenditure	\$284 M	\$1.42 B	\$4.44 B
Total Non-Retail Expenditure	\$148 M	\$741 M	\$2.32 B
Total Retail Expenditure	\$136 M	\$674 M	\$2.11 B
Apparel	\$9.97 M	\$49.7 M	\$156 M
Contributions	\$12.6 M	\$66.6 M	\$208 M
Education	\$10.7 M	\$56.4 M	\$176 M
Entertainment	\$16.0 M	\$80.1 M	\$251 M
Food and Beverages	\$41.5 M	\$204 M	\$638 M
Furnishings and Equipment	\$9.89 M	\$50.0 M	\$157 M
Gifts	\$7.13 M	\$37.1 M	\$116 M
Health Care	\$22.4 M	\$109 M	\$341 M
Household Operations	\$8.25 M	\$42.5 M	\$133 M
Miscellaneous Expenses	\$4.16 M	\$20.5 M	\$64.0 M
Personal Care	\$3.69 M	\$18.3 M	\$57.3 M
Personal Insurance	\$2.14 M	\$11.1 M	\$34.9 M
Reading	\$635 K	\$3.16 M	\$9.89 M
Shelter	\$58.4 M	\$292 M	\$915 M
Tobacco	\$1.69 M	\$7.94 M	\$24.8 M
Transportation	\$53.8 M	\$264 M	\$830 M
Utilities	\$21.2 M	\$103 M	\$321 M

#### Monthly Household Consumer Expenditure (2018)

	1 mi radius	3 mi radius	5 mi radius
Total Household Expenditure	\$5,995	\$6,123	\$5,957
Total Non-Retail Expenditure	\$3,118 52.0%	\$3,206 52.4%	\$3,118 52.3%
Total Retail Expenditures	\$2,878 48.0%	\$2,916 47.6%	\$2,839 47.7%
Apparel	\$210 3.5%	\$215 3.5%	\$209 3.5%
Contributions	\$266 4.4%	\$288 4.7%	\$280 4.7%
Education	\$227 3.8%	\$244 4.0%	\$237 4.0%
Entertainment	\$338 5.6%	\$347 5.7%	\$337 5.7%
Food and Beverages	\$875 14.6%	\$882 14.4%	\$858 14.4%
Furnishings and Equipment	\$209 3.5%	\$216 3.5%	\$210 3.5%
Gifts	\$150 2.5%	\$161 2.6%	\$156 2.6%
Health Care	\$472 7.9%	\$472 7.7%	\$458 7.7%
Household Operations	\$174 2.9%	\$184 3.0%	\$179 3.0%
Miscellaneous Expenses	\$88 1.5%	\$89 1.4%	\$86 1.4%
Personal Care	\$78 1.3%	\$79 1.3%	\$77 1.3%
Personal Insurance	\$45 0.8%	\$48 0.8%	\$47 0.8%
Reading	\$13 0.2%	\$14 0.2%	\$13 0.2%
Shelter	\$1,232 20.5%	\$1,261 20.6%	\$1,229 20.6%
Tobacco	\$36 0.6%	\$34 0.6%	\$33 0.6%
Transportation	\$1,135 18.9%	\$1,144 18.7%	\$1,115 18.7%
Utilities	\$447 7.5%	\$445 7.3%	\$432 7.2%

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