

# Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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	
<b>Population</b>						
Estimated Population (2024)	9,009		55,361		169,613	
Projected Population (2029)	9,364		58,047		175,429	
Census Population (2020)	8,672		53,958		167,790	
Census Population (2010)	9,283		47,780		148,951	
Projected Annual Growth (2024-2029)	356	0.8%	2,686	1.0%	5,816	0.7%
Historical Annual Growth (2020-2024)	336	-	1,403	0.7%	1,823	0.3%
Historical Annual Growth (2010-2020)	-611	-0.7%	6,178	1.3%	18,840	1.3%
Estimated Population Density (2024)	2,869 <i>psm</i>		1,959 <i>psm</i>		2,161 <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 (2024)	4,162		22,165		66,151	
Projected Households (2029)	4,376		23,583		69,224	
Census Households (2020)	3,776		20,860		63,444	
Census Households (2010)	3,647		18,379		55,969	
Projected Annual Growth (2024-2029)	213	1.0%	1,418	1.3%	3,073	0.9%
Historical Annual Change (2010-2024)	516	1.0%	3,786	1.5%	10,183	1.3%
<b>Average Household Income</b>						
Estimated Average Household Income (2024)	\$106,534		\$140,957		\$128,434	
Projected Average Household Income (2029)	\$105,697		\$139,206		\$128,721	
Census Average Household Income (2010)	\$81,841		\$82,706		\$78,163	
Census Average Household Income (2000)	\$89,129		\$73,896		\$71,159	
Projected Annual Change (2024-2029)	-\$837	-0.2%	-\$1,751	-0.2%	\$288	-
Historical Annual Change (2000-2024)	\$17,405	0.8%	\$67,061	3.8%	\$57,275	3.4%
<b>Median Household Income</b>						
Estimated Median Household Income (2024)	\$89,978		\$113,077		\$106,403	
Projected Median Household Income (2029)	\$90,145		\$114,328		\$107,854	
Census Median Household Income (2010)	\$57,217		\$62,988		\$63,667	
Census Median Household Income (2000)	\$60,676		\$60,184		\$60,289	
Projected Annual Change (2024-2029)	\$167	-	\$1,251	0.2%	\$1,451	0.3%
Historical Annual Change (2000-2024)	\$29,302	2.0%	\$52,893	3.7%	\$46,114	3.2%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2024)	\$49,425		\$56,714		\$50,268	
Projected Per Capita Income (2029)	\$49,579		\$56,821		\$50,964	
Census Per Capita Income (2010)	\$32,133		\$31,810		\$29,371	
Census Per Capita Income (2000)	\$32,373		\$28,267		\$26,462	
Projected Annual Change (2024-2029)	\$154	-	\$107	-	\$697	0.3%
Historical Annual Change (2000-2024)	\$17,052	2.2%	\$28,447	4.2%	\$23,806	3.7%
Estimated Average Household Net Worth (2024)	\$838,604		\$1.22 M		\$1.2 M	

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<b>1635 Old 41 Hwy NW Kennesaw, GA 30152</b>	<b>1 mi radius</b>		<b>3 mi radius</b>		<b>5 mi radius</b>	
<b>Race and Ethnicity</b>						
Total Population (2024)	9,009		55,361		169,613	
White (2024)	3,878	43.0%	28,051	50.7%	87,970	51.9%
Black or African American (2024)	2,347	26.1%	16,194	29.3%	49,899	29.4%
American Indian or Alaska Native (2024)	26	0.3%	165	0.3%	571	0.3%
Asian (2024)	1,308	14.5%	4,766	8.6%	11,999	7.1%
Hawaiian or Pacific Islander (2024)	-	-	14	-	57	-
Other Race (2024)	501	5.6%	2,002	3.6%	6,369	3.8%
Two or More Races (2024)	949	10.5%	4,169	7.5%	12,749	7.5%
Population < 18 (2024)	3,013 33.5%		12,475 22.5%		38,212 22.5%	
White Not Hispanic	697	23.1%	4,398	35.3%	14,565	38.1%
Black or African American	531	17.6%	3,639	29.2%	11,486	30.1%
Asian	732	24.3%	1,456	11.7%	3,143	8.2%
Other Race Not Hispanic	331	11.0%	709	5.7%	1,841	4.8%
Hispanic	723	24.0%	2,274	18.2%	7,177	18.8%
Not Hispanic or Latino Population (2024)	7,605 84.4%		48,452 87.5%		147,697 87.1%	
Not Hispanic White	3,526	46.4%	26,252	54.2%	82,599	55.9%
Not Hispanic Black or African American	2,321	30.5%	15,878	32.8%	48,806	33.0%
Not Hispanic American Indian or Alaska Native	9	0.1%	46	-	150	0.1%
Not Hispanic Asian	1,300	17.1%	4,730	9.8%	11,896	8.1%
Not Hispanic Hawaiian or Pacific Islander	-	-	8	-	29	-
Not Hispanic Other Race	89	1.2%	222	0.5%	552	0.4%
Not Hispanic Two or More Races	360	4.7%	1,316	2.7%	3,666	2.5%
Hispanic or Latino Population (2024)	1,404 15.6%		6,909 12.5%		21,916 12.9%	
Hispanic White	352	25.1%	1,799	26.0%	5,371	24.5%
Hispanic Black or African American	26	1.9%	317	4.6%	1,093	5.0%
Hispanic American Indian or Alaska Native	18	1.3%	118	1.7%	420	1.9%
Hispanic Asian	8	0.6%	36	0.5%	103	0.5%
Hispanic Hawaiian or Pacific Islander	-	-	7	-	28	0.1%
Hispanic Other Race	412	29.3%	1,780	25.8%	5,817	26.5%
Hispanic Two or More Races	589	41.9%	2,852	41.3%	9,083	41.4%
Not Hispanic or Latino Population (2020)	7,465 86.1%		48,027 89.0%		146,445 87.3%	
Hispanic or Latino Population (2020)	1,207 13.9%		5,930 11.0%		21,345 12.7%	
Not Hispanic or Latino Population (2010)	8,185 88.2%		43,258 90.5%		132,790 89.2%	
Hispanic or Latino Population (2010)	1,098 11.8%		4,522 9.5%		16,160 10.8%	
Not Hispanic or Latino Population (2029)	7,909 84.5%		50,314 86.7%		151,337 86.3%	
Hispanic or Latino Population (2029)	1,456 15.5%		7,733 13.3%		24,091 13.7%	
Projected Annual Growth (2024-2029)	52	0.7%	824	2.4%	2,176	2.0%
Historical Annual Growth (2010-2020)	109	1.0%	1,408	3.1%	5,185	3.2%

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1635 Old 41 Hwy NW Kennesaw, GA 30152		1 mi radius		3 mi radius		5 mi radius	
<b>Total Age Distribution (2024)</b>							
Total Population		9,009		55,361		169,613	
Age Under 5 Years		670	7.4%	2,985	5.4%	9,305	5.5%
Age 5 to 9 Years		742	8.2%	3,287	5.9%	10,137	6.0%
Age 10 to 14 Years		919	10.2%	3,658	6.6%	11,179	6.6%
Age 15 to 19 Years		943	10.5%	4,734	8.6%	13,425	7.9%
Age 20 to 24 Years		596	6.6%	5,643	10.2%	14,421	8.5%
Age 25 to 29 Years		646	7.2%	3,981	7.2%	11,306	6.7%
Age 30 to 34 Years		573	6.4%	3,570	6.4%	11,363	6.7%
Age 35 to 39 Years		503	5.6%	3,331	6.0%	10,782	6.4%
Age 40 to 44 Years		489	5.4%	3,385	6.1%	10,968	6.5%
Age 45 to 49 Years		480	5.3%	3,248	5.9%	10,309	6.1%
Age 50 to 54 Years		454	5.0%	3,488	6.3%	11,092	6.5%
Age 55 to 59 Years		451	5.0%	3,232	5.8%	10,432	6.2%
Age 60 to 64 Years		438	4.9%	3,033	5.5%	9,800	5.8%
Age 65 to 69 Years		319	3.5%	2,503	4.5%	8,159	4.8%
Age 70 to 74 Years		271	3.0%	1,959	3.5%	6,390	3.8%
Age 75 to 79 Years		229	2.5%	1,523	2.8%	4,842	2.9%
Age 80 to 84 Years		143	1.6%	891	1.6%	2,872	1.7%
Age 85 Years or Over		142	1.6%	908	1.6%	2,830	1.7%
Median Age		28.8		35.3		36.6	
Age 19 Years or Less		3,275	36.4%	14,664	26.5%	44,047	26.0%
Age 20 to 64 Years		4,629	51.4%	32,912	59.5%	100,473	59.2%
Age 65 Years or Over		1,104	12.3%	7,785	14.1%	25,093	14.8%
<b>Female Age Distribution (2024)</b>							
Female Population		4,766	52.9%	27,561	49.8%	85,272	50.3%
Age Under 5 Years		302	6.3%	1,483	5.4%	4,601	5.4%
Age 5 to 9 Years		383	8.0%	1,611	5.8%	4,943	5.8%
Age 10 to 14 Years		444	9.3%	1,779	6.5%	5,477	6.4%
Age 15 to 19 Years		436	9.2%	2,100	7.6%	6,029	7.1%
Age 20 to 24 Years		285	6.0%	2,213	8.0%	6,235	7.3%
Age 25 to 29 Years		355	7.4%	1,985	7.2%	5,600	6.6%
Age 30 to 34 Years		324	6.8%	1,866	6.8%	5,670	6.6%
Age 35 to 39 Years		282	5.9%	1,753	6.4%	5,528	6.5%
Age 40 to 44 Years		286	6.0%	1,788	6.5%	5,706	6.7%
Age 45 to 49 Years		289	6.1%	1,761	6.4%	5,470	6.4%
Age 50 to 54 Years		261	5.5%	1,818	6.6%	5,684	6.7%
Age 55 to 59 Years		265	5.6%	1,702	6.2%	5,434	6.4%
Age 60 to 64 Years		264	5.5%	1,582	5.7%	5,069	5.9%
Age 65 to 69 Years		176	3.7%	1,307	4.7%	4,372	5.1%
Age 70 to 74 Years		160	3.4%	1,063	3.9%	3,530	4.1%
Age 75 to 79 Years		139	2.9%	815	3.0%	2,731	3.2%
Age 80 to 84 Years		65	1.4%	463	1.7%	1,625	1.9%
Age 85 Years or Over		49	1.0%	471	1.7%	1,568	1.8%
Female Median Age		31.3		36.6		38.0	
Age 19 Years or Less		1,565	32.8%	6,973	25.3%	21,051	24.7%
Age 20 to 64 Years		2,611	54.8%	16,469	59.8%	50,395	59.1%
Age 65 Years or Over		590	12.4%	4,120	14.9%	13,826	16.2%

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<b>1635 Old 41 Hwy NW</b>		<b>1 mi radius</b>		<b>3 mi radius</b>		<b>5 mi radius</b>	
<b>Kennesaw, GA 30152</b>							
<b>Male Age Distribution (2024)</b>							
Male Population		4,243	47.1%	27,800	50.2%	84,341	49.7%
Age Under 5 Years		368	8.7%	1,502	5.4%	4,704	5.6%
Age 5 to 9 Years		360	8.5%	1,675	6.0%	5,194	6.2%
Age 10 to 14 Years		476	11.2%	1,880	6.8%	5,702	6.8%
Age 15 to 19 Years		507	11.9%	2,635	9.5%	7,396	8.8%
Age 20 to 24 Years		311	7.3%	3,429	12.3%	8,186	9.7%
Age 25 to 29 Years		291	6.9%	1,997	7.2%	5,706	6.8%
Age 30 to 34 Years		249	5.9%	1,704	6.1%	5,693	6.7%
Age 35 to 39 Years		221	5.2%	1,579	5.7%	5,254	6.2%
Age 40 to 44 Years		203	4.8%	1,597	5.7%	5,262	6.2%
Age 45 to 49 Years		191	4.5%	1,487	5.3%	4,839	5.7%
Age 50 to 54 Years		193	4.5%	1,670	6.0%	5,409	6.4%
Age 55 to 59 Years		185	4.4%	1,530	5.5%	4,999	5.9%
Age 60 to 64 Years		174	4.1%	1,451	5.2%	4,731	5.6%
Age 65 to 69 Years		143	3.4%	1,196	4.3%	3,787	4.5%
Age 70 to 74 Years		111	2.6%	896	3.2%	2,861	3.4%
Age 75 to 79 Years		90	2.1%	708	2.5%	2,111	2.5%
Age 80 to 84 Years		78	1.8%	429	1.5%	1,247	1.5%
Age 85 Years or Over		93	2.2%	437	1.6%	1,262	1.5%
Male Median Age		26.8		34.2		35.4	
Age 19 Years or Less		1,710	40.3%	7,691	27.7%	22,996	27.3%
Age 20 to 64 Years		2,018	47.6%	16,443	59.1%	50,078	59.4%
Age 65 Years or Over		515	12.1%	3,665	13.2%	11,267	13.4%
<b>Males per 100 Females (2024)</b>							
Overall Comparison		89		101		99	
Age Under 5 Years		122	54.9%	101	50.3%	102	50.6%
Age 5 to 9 Years		94	48.4%	104	51.0%	105	51.2%
Age 10 to 14 Years		107	51.7%	106	51.4%	104	51.0%
Age 15 to 19 Years		116	53.7%	125	55.6%	123	55.1%
Age 20 to 24 Years		109	52.2%	155	60.8%	131	56.8%
Age 25 to 29 Years		82	45.0%	101	50.1%	102	50.5%
Age 30 to 34 Years		77	43.5%	91	47.7%	100	50.1%
Age 35 to 39 Years		78	43.9%	90	47.4%	95	48.7%
Age 40 to 44 Years		71	41.6%	89	47.2%	92	48.0%
Age 45 to 49 Years		66	39.7%	84	45.8%	88	46.9%
Age 50 to 54 Years		74	42.5%	92	47.9%	95	48.8%
Age 55 to 59 Years		70	41.1%	90	47.3%	92	47.9%
Age 60 to 64 Years		66	39.7%	92	47.8%	93	48.3%
Age 65 to 69 Years		81	44.8%	91	47.8%	87	46.4%
Age 70 to 74 Years		70	41.0%	84	45.7%	81	44.8%
Age 75 to 79 Years		64	39.2%	87	46.5%	77	43.6%
Age 80 to 84 Years		119	54.3%	93	48.1%	77	43.4%
Age 85 Years or Over		191	65.7%	93	48.1%	80	44.6%
Age 19 Years or Less		109	52.2%	110	52.5%	109	52.2%
Age 20 to 39 Years		86	46.2%	111	52.7%	108	51.9%
Age 40 to 64 Years		69	40.9%	89	47.2%	92	48.0%
Age 65 Years or Over		87	46.6%	89	47.1%	81	44.9%

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1635 Old 41 Hwy NW Kennesaw, GA 30152		1 mi radius		3 mi radius		5 mi radius	
<b>Household Type (2024)</b>							
Total Households		4,162		22,165		66,151	
Households with Children		751	18.0%	5,687	25.7%	18,803	28.4%
Average Household Size		2.1		2.4		2.5	
Household Density per Square Mile		1,326		784		843	
Population Family		5,204	57.8%	38,689	69.9%	128,109	75.5%
Population Non-Family		3,480	38.6%	13,857	25.0%	36,359	21.4%
Population Group Quarters		325	3.6%	2,815	5.1%	5,145	3.0%
Family Households		1,562	37.5%	11,967	54.0%	39,815	60.2%
Married Couple Households		985	63.1%	8,701	72.7%	29,342	73.7%
Other Family Households with Children		577	36.9%	3,266	27.3%	10,473	26.3%
Family Households with Children		751	48.1%	5,681	47.5%	18,780	47.2%
Married Couple with Children		470	62.6%	4,087	71.9%	13,818	73.6%
Other Family Households with Children		281	37.4%	1,594	28.1%	4,962	26.4%
Family Households No Children		810	51.9%	6,286	52.5%	21,035	52.8%
Married Couple No Children		515	63.5%	4,614	73.4%	15,524	73.8%
Other Family Households No Children		296	36.5%	1,672	26.6%	5,511	26.2%
Non-Family Households		2,601	62.5%	10,198	46.0%	26,337	39.8%
Non-Family Households with Children		-	-	6	-	23	-
Non-Family Households No Children		2,601	100.0%	10,192	99.9%	26,313	99.9%
Average Family Household Size		3.3		3.2		3.2	
Average Family Income		\$211,162		\$202,967		\$168,694	
Median Family Income		\$127,430		\$135,780		\$127,486	
Average Non-Family Household Size		1.3		1.4		1.4	
<b>Marital Status (2024)</b>							
Population Age 15 Years or Over		6,677		45,431		138,991	
Never Married		2,586	38.7%	15,978	35.2%	48,455	34.9%
Currently Married		2,483	37.2%	20,939	46.1%	65,693	47.3%
Previously Married		1,609	24.1%	8,515	18.7%	24,843	17.9%
Separated		185	11.5%	1,373	16.1%	3,051	12.3%
Widowed		284	17.6%	2,063	24.2%	6,217	25.0%
Divorced		1,140	70.9%	5,079	59.6%	15,575	62.7%
<b>Educational Attainment (2024)</b>							
Adult Population Age 25 Years or Over		5,137		35,054		111,146	
Elementary (Grade Level 0 to 8)		33	0.6%	682	1.9%	2,930	2.6%
Some High School (Grade Level 9 to 11)		192	3.7%	864	2.5%	3,156	2.8%
High School Graduate		838	16.3%	5,862	16.7%	20,366	18.3%
Some College		1,007	19.6%	5,974	17.0%	19,489	17.5%
Associate Degree Only		376	7.3%	2,561	7.3%	8,683	7.8%
Bachelor Degree Only		1,740	33.9%	11,887	33.9%	35,488	31.9%
Graduate Degree		951	18.5%	7,225	20.6%	21,034	18.9%
Any College (Some College or Higher)		4,074	79.3%	27,647	78.9%	84,694	76.2%
College Degree + (Bachelor Degree or Higher)		2,691	52.4%	19,112	54.5%	56,522	50.9%

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<b>Housing</b>						
Total Housing Units (2024)	4,336		23,067		68,782	
Total Housing Units (2020)	4,032		21,905		66,382	
Historical Annual Growth (2020-2024)	304	-	1,163	-	2,399	-
Housing Units Occupied (2024)	4,162	96.0%	22,165	96.1%	66,151	96.2%
Housing Units Owner-Occupied	1,766	42.4%	12,381	55.9%	42,002	63.5%
Housing Units Renter-Occupied	2,396	57.6%	9,784	44.1%	24,150	36.5%
Housing Units Vacant (2024)	173	4.0%	902	3.9%	2,630	3.8%
<b>Household Size (2024)</b>						
Total Households	4,162		22,165		66,151	
1 Person Households	2,358	56.7%	8,556	38.6%	21,989	33.2%
2 Person Households	974	23.4%	8,223	37.1%	27,304	41.3%
3 Person Households	418	10.0%	2,479	11.2%	7,816	11.8%
4 Person Households	259	6.2%	1,742	7.9%	5,255	7.9%
5 Person Households	104	2.5%	731	3.3%	2,358	3.6%
6 Person Households	25	0.6%	290	1.3%	949	1.4%
7 or More Person Households	25	0.6%	145	0.7%	481	0.7%
<b>Household Income Distribution (2024)</b>						
HH Income \$200,000 or More	600	14.4%	4,422	20.0%	11,854	17.9%
HH Income \$150,000 to \$199,999	317	7.6%	2,230	10.1%	7,543	11.4%
HH Income \$125,000 to \$149,999	375	9.0%	1,822	8.2%	5,650	8.5%
HH Income \$100,000 to \$124,999	445	10.7%	3,229	14.6%	8,405	12.7%
HH Income \$75,000 to \$99,999	536	12.9%	2,635	11.9%	8,266	12.5%
HH Income \$50,000 to \$74,999	568	13.6%	2,670	12.0%	8,499	12.8%
HH Income \$35,000 to \$49,999	598	14.4%	2,138	9.6%	6,075	9.2%
HH Income \$25,000 to \$34,999	241	5.8%	793	3.6%	3,036	4.6%
HH Income \$15,000 to \$24,999	159	3.8%	785	3.5%	2,491	3.8%
HH Income \$10,000 to \$14,999	96	2.3%	407	1.8%	1,363	2.1%
HH Income Under \$10,000	228	5.5%	1,034	4.7%	2,968	4.5%
<b>Household Vehicles (2024)</b>						
Households 0 Vehicles Available	303	7.3%	615	2.8%	2,845	4.3%
Households 1 Vehicle Available	1,927	46.3%	8,219	37.1%	21,393	32.3%
Households 2 Vehicles Available	1,469	35.3%	8,624	38.9%	26,964	40.8%
Households 3 or More Vehicles Available	463	11.1%	4,707	21.2%	14,949	22.6%
Total Vehicles Available	6,331		40,979		125,062	
Average Vehicles per Household	1.5		1.8		1.9	
Owner-Occupied Household Vehicles	3,263	51.5%	26,581	64.9%	90,341	72.2%
Average Vehicles per Owner-Occupied Household	1.8		2.1		2.2	
Renter-Occupied Household Vehicles	3,068	48.5%	14,398	35.1%	34,721	27.8%
Average Vehicles per Renter-Occupied Household	1.3		1.5		1.4	
<b>Travel Time (2024)</b>						
Worker Base Age 16 years or Over	4,359		31,270		93,413	
Travel to Work in 14 Minutes or Less	546	12.5%	5,820	18.6%	17,014	18.2%
Travel to Work in 15 to 29 Minutes	814	18.7%	7,272	23.3%	22,129	23.7%
Travel to Work in 30 to 59 Minutes	1,345	30.9%	7,855	25.1%	25,318	27.1%
Travel to Work in 60 Minutes or More	275	6.3%	2,301	7.4%	6,662	7.1%
Work at Home	1,379	31.6%	8,023	25.7%	22,289	23.9%
Average Minutes Travel to Work	31.2		25.5		25.6	

# Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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	
<b>Transportation To Work (2024)</b>						
Worker Base Age 16 years or Over	4,359		31,270		93,413	
Drive to Work Alone	2,545	58.4%	20,086	64.2%	60,244	64.5%
Drive to Work in Carpool	302	6.9%	1,847	5.9%	7,199	7.7%
Travel to Work by Public Transportation	82	1.9%	429	1.4%	1,111	1.2%
Drive to Work on Motorcycle	1	-	40	0.1%	81	-
Bicycle to Work	2	-	6	-	26	-
Walk to Work	28	0.6%	416	1.3%	1,304	1.4%
Other Means	20	0.5%	423	1.4%	1,158	1.2%
Work at Home	1,379	31.6%	8,023	25.7%	22,289	23.9%
<b>Daytime Demographics (2024)</b>						
Total Businesses	833		4,554		13,409	
Total Employees	8,823		39,626		113,710	
Company Headquarter Businesses	36	4.4%	155	3.4%	434	3.2%
Company Headquarter Employees	1,893	21.5%	8,064	20.3%	23,328	20.5%
Employee Population per Business	10.6 to 1		8.7 to 1		8.5 to 1	
Residential Population per Business	10.8 to 1		12.2 to 1		12.6 to 1	
Adj. Daytime Demographics Age 16 Years or Over	10,833		52,679		156,130	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2024)	6,458		44,576		136,487	
Labor Force Total Males (2024)	2,950	45.7%	22,327	50.1%	67,486	49.4%
Male Civilian Employed	2,076	70.4%	16,281	72.9%	49,199	72.9%
Male Civilian Unemployed	20	0.7%	507	2.3%	1,373	2.0%
Males in Armed Forces	73	2.5%	178	0.8%	464	0.7%
Males Not in Labor Force	781	26.5%	5,361	24.0%	16,449	24.4%
Labor Force Total Females (2024)	3,508	54.3%	22,248	49.9%	69,001	50.6%
Female Civilian Employed	2,299	65.5%	15,005	67.4%	44,234	64.1%
Female Civilian Unemployed	70	2.0%	418	1.9%	1,273	1.8%
Females in Armed Forces	-	-	59	0.3%	169	0.2%
Females Not in Labor Force	1,138	32.5%	6,767	30.4%	23,325	33.8%
Unemployment Rate	90	1.4%	925	2.1%	2,647	1.9%
<b>Occupation (2024)</b>						
Occupation Population Age 16 Years or Over	4,359		31,270		93,413	
Occupation Total Males	2,060	47.3%	16,265	52.0%	49,179	52.6%
Occupation Total Females	2,299	52.7%	15,005	48.0%	44,234	47.4%
Management, Business, Financial Operations	835	-	7,384	23.6%	21,227	22.7%
Professional, Related	1,649	37.8%	9,065	29.0%	25,701	27.5%
Service	386	8.9%	3,326	10.6%	11,044	11.8%
Sales, Office	896	20.6%	6,812	21.8%	19,687	21.1%
Farming, Fishing, Forestry	-	-	32	0.1%	197	0.2%
Construction, Extraction, Maintenance	176	4.0%	1,624	5.2%	6,064	6.5%
Production, Transport, Material Moving	416	9.5%	3,026	9.7%	9,495	10.2%
White Collar Workers	3,380	77.5%	23,262	74.4%	66,614	71.3%
Blue Collar Workers	979	22.5%	8,008	25.6%	26,799	28.7%

# Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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	
<b>Units In Structure (2024)</b>							
Total Units		4,162		22,165		66,151	
1 Detached Unit		1,503	36.1%	12,207	55.1%	41,735	63.1%
1 Attached Unit		806	19.4%	2,536	11.4%	6,423	9.7%
2 Units		37	0.9%	182	0.8%	459	0.7%
3 to 4 Units		127	3.0%	546	2.5%	1,485	2.2%
5 to 9 Units		351	8.4%	1,283	5.8%	3,247	4.9%
10 to 19 Units		582	14.0%	2,277	10.3%	5,214	7.9%
20 to 49 Units		310	7.4%	1,359	6.1%	3,168	4.8%
50 or More Units		385	9.3%	1,474	6.6%	3,566	5.4%
Mobile Home or Trailer		61	1.5%	301	1.4%	846	1.3%
Other Structure		-	-	2	-	9	-
<b>Homes Built By Year (2024)</b>							
Homes Built 2020 or later		76	1.8%	404	1.8%	1,196	1.7%
Homes Built 2010 to 2019		525	12.1%	3,318	14.4%	8,337	12.1%
Homes Built 2000 to 2009		1,846	42.6%	6,913	30.0%	14,843	21.6%
Homes Built 1990 to 1999		1,120	25.8%	4,552	19.7%	14,520	21.1%
Homes Built 1980 to 1989		307	7.1%	3,621	15.7%	13,327	19.4%
Homes Built 1970 to 1979		172	4.0%	1,274	5.5%	5,888	8.6%
Homes Built 1960 to 1969		18	0.4%	1,222	5.3%	3,785	5.5%
Homes Built 1950 to 1959		46	1.1%	466	2.0%	2,324	3.4%
Homes Built 1940 to 1949		14	0.3%	118	0.5%	948	1.4%
Homes Built Before 1939		37	0.9%	276	1.2%	985	1.4%
Median Age of Homes		25.4 yrs		29.7 yrs		33.3 yrs	
<b>Home Values (2024)</b>							
Owner Specified Housing Units		1,766		12,381		42,002	
Home Values \$1,000,000 or More		61	3.4%	563	4.5%	1,175	2.8%
Home Values \$750,000 to \$999,999		215	12.2%	1,034	8.4%	2,791	6.6%
Home Values \$500,000 to \$749,999		264	15.0%	2,739	22.1%	8,301	19.8%
Home Values \$400,000 to \$499,999		316	17.9%	2,106	17.0%	7,538	17.9%
Home Values \$300,000 to \$399,999		426	24.1%	2,934	23.7%	11,428	27.2%
Home Values \$250,000 to \$299,999		171	9.7%	954	7.7%	4,213	10.0%
Home Values \$200,000 to \$249,999		150	8.5%	1,019	8.2%	3,341	8.0%
Home Values \$175,000 to \$199,999		81	4.6%	300	2.4%	957	2.3%
Home Values \$150,000 to \$174,999		22	1.3%	138	1.1%	527	1.3%
Home Values \$125,000 to \$149,999		13	0.7%	46	0.4%	145	0.3%
Home Values \$100,000 to \$124,999		9	0.5%	74	0.6%	218	0.5%
Home Values \$90,000 to \$99,999		-	-	2	-	14	-
Home Values \$80,000 to \$89,999		2	-	15	0.1%	65	0.2%
Home Values \$70,000 to \$79,999		2	0.1%	16	0.1%	129	0.3%
Home Values \$60,000 to \$69,999		1	-	84	0.7%	123	0.3%
Home Values \$50,000 to \$59,999		-	-	8	-	33	-
Home Values \$35,000 to \$49,999		2	-	33	0.3%	56	0.1%
Home Values \$25,000 to \$34,999		2	0.1%	84	0.7%	222	0.5%
Home Values \$10,000 to \$24,999		3	0.2%	70	0.6%	247	0.6%
Home Values Under \$10,000		26	1.5%	161	1.3%	478	1.1%
Owner-Occupied Median Home Value		\$433,726		\$440,987		\$409,022	
Renter-Occupied Median Rent		\$1,480		\$1,494		\$1,478	



# Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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
<b>Total Annual Consumer Expenditure (2024)</b>			
Total Household Expenditure	\$302.99 M	\$2 B	\$5.55 B
Total Non-Retail Expenditure	\$161.38 M	\$1.06 B	\$2.95 B
Total Retail Expenditure	\$141.61 M	\$934.07 M	\$2.6 B
Apparel	\$10.83 M	\$71.88 M	\$199.07 M
Contributions	\$10.55 M	\$71.56 M	\$196.38 M
Education	\$10.15 M	\$69.96 M	\$190.03 M
Entertainment	\$17.36 M	\$116.48 M	\$323.16 M
Food and Beverages	\$43.92 M	\$287.45 M	\$801.5 M
Furnishings and Equipment	\$10.76 M	\$71.96 M	\$199.95 M
Gifts	\$8.25 M	\$55.37 M	\$150.58 M
Health Care	\$24.69 M	\$161.37 M	\$453.04 M
Household Operations	\$12.09 M	\$80.6 M	\$223.31 M
Miscellaneous Expenses	\$5.79 M	\$38.23 M	\$106.19 M
Personal Care	\$4.07 M	\$26.78 M	\$74.52 M
Personal Insurance	\$2.21 M	\$15.18 M	\$42 M
Reading	\$669.17 K	\$4.44 M	\$12.34 M
Shelter	\$64.41 M	\$421.27 M	\$1.17 B
Tobacco	\$1.67 M	\$10.16 M	\$28.81 M
Transportation	\$54.32 M	\$358.5 M	\$999.86 M
Utilities	\$21.25 M	\$136.59 M	\$383.77 M
<b>Monthly Household Consumer Expenditure (2024)</b>			
Total Household Expenditure	\$6,066	\$7,511	\$6,996
Total Non-Retail Expenditure	\$3,231 53.3%	\$3,999 53.2%	\$3,718 53.1%
Total Retail Expenditures	\$2,835 46.7%	\$3,512 46.8%	\$3,278 46.9%
Apparel	\$217 3.6%	\$270 3.6%	\$251 3.6%
Contributions	\$211 3.5%	\$269 3.6%	\$247 3.5%
Education	\$203 3.3%	\$263 3.5%	\$239 3.4%
Entertainment	\$348 5.7%	\$438 5.8%	\$407 5.8%
Food and Beverages	\$879 14.5%	\$1,081 14.4%	\$1,010 14.4%
Furnishings and Equipment	\$216 3.6%	\$271 3.6%	\$252 3.6%
Gifts	\$165 2.7%	\$208 2.8%	\$190 2.7%
Health Care	\$494 8.2%	\$607 8.1%	\$571 8.2%
Household Operations	\$242 4.0%	\$303 4.0%	\$281 4.0%
Miscellaneous Expenses	\$116 1.9%	\$144 1.9%	\$134 1.9%
Personal Care	\$82 1.3%	\$101 1.3%	\$94 1.3%
Personal Insurance	\$44 0.7%	\$57 0.8%	\$53 0.8%
Reading	\$13 0.2%	\$17 0.2%	\$16 0.2%
Shelter	\$1,289 21.3%	\$1,584 21.1%	\$1,473 21.1%
Tobacco	\$33 0.6%	\$38 0.5%	\$36 0.5%
Transportation	\$1,087 17.9%	\$1,348 17.9%	\$1,260 18.0%
Utilities	\$425 7.0%	\$514 6.8%	\$483 6.9%