

Expanded Profile

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

Lat/Lon: 33.9926/-84.6276

1600 Kennesaw Due West Rd NW Kennesaw, GA 30152	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2022)	5,344		55,162		154,255	
Projected Population (2027)	5,487		57,494		159,932	
Census Population (2020)	5,464		54,397		153,223	
Census Population (2010)	4,823		50,501		135,279	
Projected Annual Growth (2022 to 2027)	143	0.5%	2,332	0.8%	5,677	0.7%
Historical Annual Growth (2020 to 2022)	-120	-1.1%	765	0.7%	1,033	0.3%
Historical Annual Growth (2010 to 2020)	641	6.7%	3,895	3.9%	17,944	6.6%
Estimated Population Density (2022)	1,702 psm		1,952 psm		1,965 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2022)	1,834		20,366		57,592	
Projected Households (2027)	1,950		21,973		61,902	
Census Households (2020)	1,868		19,976		56,886	
Census Households (2010)	1,666		18,181		49,901	
Estimated Households with Children (2022)	724	39.5%	7,389	36.3%	20,019	34.8%
Estimated Average Household Size (2022)	2.91		2.69		2.60	
Average Household Income						
Estimated Average Household Income (2022)	\$175,131		\$134,082		\$118,413	
Projected Average Household Income (2027)	\$207,178		\$151,542		\$133,364	
Estimated Average Family Income (2022)	\$198,193		\$155,026		\$140,362	
Median Household Income						
Estimated Median Household Income (2022)	\$117,307		\$102,826		\$95,543	
Projected Median Household Income (2027)	\$146,017		\$124,841		\$115,318	
Estimated Median Family Income (2022)	\$133,476		\$121,923		\$115,835	
Per Capita Income						
Estimated Per Capita Income (2022)	\$60,098		\$49,568		\$44,349	
Projected Per Capita Income (2027)	\$73,613		\$57,977		\$51,753	
Estimated Per Capita Income 5 Year Growth	\$13,515	22.5%	\$8,410	17.0%	\$7,404	16.7%
Estimated Average Household Net Worth (2022)	\$1,104,716		\$852,029		\$782,389	
Daytime Demos (2022)						
Total Businesses	369		3,551		10,640	
Total Employees	2,488		28,939		89,659	
Company Headquarter Businesses	10	2.6%	125	3.5%	362	3.4%
Company Headquarter Employees	214	8.6%	4,362	15.1%	16,320	18.2%
Employee Population per Business	6.7		8.1		8.4	
Residential Population per Business	14.5		15.5		14.5	

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Race & Ethnicity							
White (2022)	3,621	67.8%	35,132	63.7%	93,038	60.3%	
Black or African American (2022)	847	15.8%	11,683	21.2%	35,339	22.9%	
American Indian or Alaska Native (2022)	16	0.3%	143	0.3%	391	0.3%	
Asian (2022)	387	7.2%	3,013	5.5%	11,439	7.4%	
Hawaiian or Pacific Islander (2022)	2	-	15	-	51	-	
Other Race (2022)	171	3.2%	1,886	3.4%	4,863	3.2%	
Two or More Races (2022)	299	5.6%	3,289	6.0%	9,134	5.9%	
Not Hispanic or Latino Population (2022)	4,855	90.8%	49,821	90.3%	140,058	90.8%	
Hispanic or Latino Population (2022)	489	9.2%	5,341	9.7%	14,197	9.2%	
Not Hispanic or Latino Population (2027)	4,977	90.7%	51,956	90.4%	145,233	90.8%	
Hispanic or Latino Population (2027)	511	9.3%	5,538	9.6%	14,699	9.2%	
Not Hispanic or Latino Population (2020)	4,930	90.2%	48,732	89.6%	137,867	90.0%	
Hispanic or Latino Population (2020)	534	9.8%	5,665	10.4%	15,355	10.0%	
Not Hispanic or Latino Population (2010)	4,381	90.8%	45,964	91.0%	124,316	91.9%	
Hispanic or Latino Population (2010)	442	9.2%	4,537	9.0%	10,962	8.1%	
Projected Hispanic Annual Growth (2022 to 2027)	22	0.9%	197	0.7%	503	0.7%	
Historic Hispanic Annual Growth (2010 to 2022)	47	0.9%	804	1.5%	3,234	2.5%	
Age Distribution (2022)							
Age Under 5	280	5.2%	2,640	4.8%	7,438	4.8%	
Age 5 to 9 Years	351	6.6%	3,317	6.0%	9,185	6.0%	
Age 10 to 14 Years	436	8.2%	4,044	7.3%	10,469	6.8%	
Age 15 to 19 Years	428	8.0%	4,152	7.5%	12,322	8.0%	
Age 20 to 24 Years	280	5.2%	3,433	6.2%	12,175	7.9%	
Age 25 to 29 Years	255	4.8%	3,466	6.3%	10,257	6.6%	
Age 30 to 34 Years	304	5.7%	3,461	6.3%	10,159	6.6%	
Age 35 to 39 Years	391	7.3%	3,702	6.7%	10,512	6.8%	
Age 40 to 44 Years	438	8.2%	4,087	7.4%	10,983	7.1%	
Age 45 to 49 Years	414	7.7%	4,052	7.3%	10,592	6.9%	
Age 50 to 54 Years	426	8.0%	4,252	7.7%	10,559	6.8%	
Age 55 to 59 Years	370	6.9%	3,722	6.7%	9,628	6.2%	
Age 60 to 64 Years	315	5.9%	3,270	5.9%	8,533	5.5%	
Age 65 to 74 Years	450	8.4%	4,803	8.7%	13,105	8.5%	
Age 75 to 84 Years	181	3.4%	2,146	3.9%	6,161	4.0%	
Age 85 Years or Over	26	0.5%	615	1.1%	2,178	1.4%	
Median Age	38.8		38.7		37.7		
Gender Age Distribution (2022)							
Female Population	2,705	50.6%	28,453	51.6%	79,990	51.9%	
Age 0 to 19 Years	767	28.3%	7,072	24.9%	19,768	24.7%	
Age 20 to 64 Years	1,609	59.5%	17,177	60.4%	47,991	60.0%	
Age 65 Years or Over	330	12.2%	4,205	14.8%	12,231	15.3%	
Female Median Age	38.5		39.2		38.5		
Male Population	2,639	49.4%	26,709	48.4%	74,265	48.1%	
Age 0 to 19 Years	728	27.6%	7,081	26.5%	19,646	26.5%	
Age 20 to 64 Years	1,583	60.0%	16,268	60.9%	45,406	61.1%	
Age 65 Years or Over	328	12.4%	3,360	12.6%	9,213	12.4%	
Male Median Age	39.2		38.1		36.8		

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Household Income Distribution (2022)							
HH Income \$200,000 or More	419	22.8%	3,222	15.8%	8,264	14.3%	
HH Income \$150,000 to \$199,999	219	11.9%	2,421	11.9%	5,985	10.4%	
HH Income \$100,000 to \$149,999	455	24.8%	4,069	20.0%	10,862	18.9%	
HH Income \$75,000 to \$99,999	217	11.8%	3,445	16.9%	9,084	15.8%	
HH Income \$50,000 to \$74,999	314	17.1%	2,906	14.3%	8,774	15.2%	
HH Income \$35,000 to \$49,999	68	3.7%	1,570	7.7%	5,633	9.8%	
HH Income \$25,000 to \$34,999	87	4.8%	1,260	6.2%	3,350	5.8%	
HH Income \$15,000 to \$24,999	41	2.2%	733	3.6%	2,287	4.0%	
HH Income Under \$15,000	14	0.8%	742	3.6%	3,352	5.8%	
HH Income \$35,000 or More	1,692	92.2%	17,631	86.6%	48,602	84.4%	
HH Income \$75,000 or More	1,310	71.4%	13,156	64.6%	34,195	59.4%	
Housing (2022)							
Total Housing Units	1,918		21,400		60,030		
Housing Units Occupied	1,834	95.6%	20,366	95.2%	57,592	95.9%	
Housing Units Owner-Occupied	1,672	91.2%	15,568	76.4%	39,939	69.3%	
Housing Units, Renter-Occupied	162	8.8%	4,798	23.6%	17,653	30.7%	
Housing Units, Vacant	85	4.6%	1,034	5.1%	2,439	4.2%	
Marital Status (2022)							
Never Married	1,144	26.7%	13,482	29.9%	42,219	33.2%	
Currently Married	2,644	61.8%	24,018	53.2%	63,776	50.2%	
Separated	44	1.0%	1,022	2.3%	2,759	2.2%	
Widowed	107	2.5%	2,184	4.8%	5,811	4.6%	
Divorced	339	7.9%	4,455	9.9%	12,599	9.9%	
Household Type (2022)							
Population Family	4,926	92.2%	47,786	86.6%	126,617	82.1%	
Population Non-Family	418	7.8%	6,900	12.5%	22,944	14.9%	
Population Group Quarters	-	-	476	0.9%	4,694	3.0%	
Family Households	1,492	81.4%	14,847	72.9%	39,968	69.4%	
Non-Family Households	342	18.6%	5,520	27.1%	17,624	30.6%	
Married Couple with Children	607	22.9%	5,584	23.2%	14,610	22.9%	
Average Family Household Size	3.3		3.2		3.2		
Household Size (2022)							
1 Person Households	293	16.0%	4,551	22.3%	13,549	23.5%	
2 Person Households	545	29.7%	6,657	32.7%	19,509	33.9%	
3 Person Households	403	22.0%	3,730	18.3%	10,383	18.0%	
4 Person Households	371	20.2%	3,391	16.7%	8,789	15.3%	
5 Person Households	158	8.6%	1,408	6.9%	3,756	6.5%	
6 or More Person Households	65	3.5%	629	3.1%	1,607	2.8%	
Household Vehicles (2022)							
Households with 0 Vehicles Available	12	0.7%	432	2.1%	1,726	3.0%	
Households with 1 Vehicles Available	399	21.7%	5,218	25.6%	17,091	29.7%	
Households with 2 or More Vehicles Available	1,423	77.6%	14,716	72.3%	38,775	67.3%	
Total Vehicles Available	4,135		43,040		115,153		
Average Vehicles Per Household	2.3		2.1		2.0		

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Labor Force (2022)							
Estimated Labor Population Age 16 Years or Over		4,182		44,295		124,943	
Estimated Civilian Employed		2,740	65.5%	29,242	66.0%	84,393	67.5%
Estimated Civilian Unemployed		33	0.8%	677	1.5%	1,867	1.5%
Estimated in Armed Forces		-	-	227	0.5%	451	0.4%
Estimated Not in Labor Force		1,408	33.7%	14,149	31.9%	38,231	30.6%
Unemployment Rate		0.8%		1.5%		1.5%	
Occupation (2022)							
Occupation: Population Age 16 Years or Over		2,740		29,242		84,393	
Management, Business, Financial Operations		580	21.2%	6,725	23.0%	19,452	23.0%
Professional, Related		826	30.1%	8,607	29.4%	24,314	28.8%
Service		306	11.2%	3,410	11.7%	10,589	12.5%
Sales, Office		583	21.3%	6,362	21.8%	17,806	21.1%
Farming, Fishing, Forestry		-	-	26	-	42	-
Construct, Extraction, Maintenance		136	5.0%	1,699	5.8%	4,546	5.4%
Production, Transport Material Moving		310	11.3%	2,412	8.2%	7,644	9.1%
White Collar Workers		1,989	72.6%	21,695	74.2%	61,573	73.0%
Blue Collar Workers		752	27.4%	7,547	25.8%	22,820	27.0%
Consumer Expenditure (2022)							
Total Household Expenditure		\$193.55 M		\$1.77 B		\$4.55 B	
Total Non-Retail Expenditure		\$102.51 M	53.0%	\$937.72 M	52.9%	\$2.41 B	52.9%
Total Retail Expenditure		\$91.04 M	47.0%	\$833.84 M	47.1%	\$2.14 B	47.1%
Apparel		\$7.01 M	3.6%	\$63.78 M	3.6%	\$163.4 M	3.6%
Contributions		\$6.89 M	3.6%	\$61.5 M	3.5%	\$155.96 M	3.4%
Education		\$6.79 M	3.5%	\$59.61 M	3.4%	\$150.12 M	3.3%
Entertainment		\$11.39 M	5.9%	\$103.15 M	5.8%	\$263.34 M	5.8%
Food and Beverages		\$27.89 M	14.4%	\$256.88 M	14.5%	\$662.97 M	14.6%
Furnishings and Equipment		\$7.02 M	3.6%	\$63.79 M	3.6%	\$163.01 M	3.6%
Gifts		\$5.29 M	2.7%	\$46.77 M	2.6%	\$118.74 M	2.6%
Health Care		\$15.65 M	8.1%	\$144.91 M	8.2%	\$374.44 M	8.2%
Household Operations		\$7.83 M	4.0%	\$70.99 M	4.0%	\$181.62 M	4.0%
Miscellaneous Expenses		\$3.69 M	1.9%	\$33.7 M	1.9%	\$86.53 M	1.9%
Personal Care		\$2.59 M	1.3%	\$23.77 M	1.3%	\$61.11 M	1.3%
Personal Insurance		\$1.5 M	0.8%	\$13.41 M	0.8%	\$33.87 M	0.7%
Reading		\$425.75 K	0.2%	\$3.89 M	0.2%	\$9.98 M	0.2%
Shelter		\$40.24 M	20.8%	\$370.78 M	20.9%	\$956.25 M	21.0%
Tobacco		\$946.14 K	0.5%	\$9.24 M	0.5%	\$24.67 M	0.5%
Transportation		\$35.16 M	18.2%	\$321.93 M	18.2%	\$827.63 M	18.2%
Utilities		\$13.23 M	6.8%	\$123.45 M	7.0%	\$321.25 M	7.1%
Educational Attainment (2022)							
Adult Population Age 25 Years or Over		3,569		37,577		102,666	
Elementary (Grade Level 0 to 8)		108	3.0%	1,031	2.7%	2,635	2.6%
Some High School (Grade Level 9 to 11)		127	3.5%	1,246	3.3%	3,091	3.0%
High School Graduate		712	20.0%	6,790	18.1%	17,450	17.0%
Some College		542	15.2%	6,464	17.2%	18,318	17.8%
Associate Degree Only		137	3.8%	2,535	6.7%	7,117	6.9%
Bachelor Degree Only		1,155	32.4%	12,564	33.4%	34,772	33.9%
Graduate Degree		789	22.1%	6,947	18.5%	19,284	18.8%

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Units In Structure (2022)							
1 Detached Unit	1,565	93.9%	15,018	82.6%	39,721	79.6%	
1 Attached Unit	150	9.0%	1,748	9.6%	4,862	9.7%	
2 to 4 Units	13	0.8%	266	1.5%	1,031	2.1%	
5 to 9 Units	13	0.8%	435	2.4%	1,708	3.4%	
10 to 19 Units	46	2.7%	1,075	5.9%	3,762	7.5%	
20 to 49 Units	13	0.8%	878	4.8%	3,229	6.5%	
50 or More Units	26	1.6%	728	4.0%	2,722	5.5%	
Mobile Home or Trailer	8	0.5%	217	1.2%	551	1.1%	
Other Structure	-	-	2	-	4	-	
Homes Built By Year (2022)							
Homes Built 2010 or later	251	15.1%	2,414	13.3%	7,013	14.1%	
Homes Built 2000 to 2009	518	31.1%	4,858	26.7%	12,802	25.7%	
Homes Built 1990 to 1999	443	26.6%	4,638	25.5%	13,169	26.4%	
Homes Built 1980 to 1989	375	22.5%	4,262	23.4%	12,154	24.4%	
Homes Built 1970 to 1979	131	7.9%	2,224	12.2%	6,304	12.6%	
Homes Built 1960 to 1969	74	4.4%	1,274	7.0%	3,883	7.8%	
Homes Built 1950 to 1959	33	2.0%	547	3.0%	1,504	3.0%	
Homes Built Before 1949	8	0.5%	148	0.8%	763	1.5%	
Home Values (2022)							
Home Values \$1,000,000 or More	24	1.5%	260	1.7%	713	1.8%	
Home Values \$500,000 to \$999,999	529	31.6%	3,214	20.6%	7,424	18.6%	
Home Values \$400,000 to \$499,999	232	13.9%	2,105	13.5%	5,581	14.0%	
Home Values \$300,000 to \$399,999	421	25.2%	4,058	26.1%	10,690	26.8%	
Home Values \$200,000 to \$299,999	320	19.2%	4,165	26.7%	10,728	26.9%	
Home Values \$150,000 to \$199,999	91	5.4%	1,184	7.6%	3,195	8.0%	
Home Values \$100,000 to \$149,999	23	1.4%	252	1.6%	684	1.7%	
Home Values \$70,000 to \$99,999	9	0.5%	51	0.3%	152	0.4%	
Home Values \$50,000 to \$69,999	1	-	23	0.1%	65	0.2%	
Home Values \$25,000 to \$49,999	9	0.5%	167	1.1%	303	0.8%	
Home Values Under \$25,000	12	0.7%	89	0.6%	405	1.0%	
Owner-Occupied Median Home Value	\$408,226		\$352,440		\$345,386		
Renter-Occupied Median Rent	\$1,333		\$1,289		\$1,303		
Transportation To Work (2022)							
Drive to Work Alone	1,434	52.3%	16,678	57.0%	48,761	57.8%	
Drive to Work in Carpool	103	3.8%	1,531	5.2%	4,344	5.1%	
Travel to Work by Public Transportation	8	0.3%	76	0.3%	305	0.4%	
Drive to Work on Motorcycle	3	0.1%	16	-	86	0.1%	
Walk or Bicycle to Work	8	0.3%	104	0.4%	1,044	1.2%	
Other Means	109	4.0%	677	2.3%	1,641	1.9%	
Work at Home	1,075	39.2%	10,160	34.7%	28,211	33.4%	
Travel Time (2022)							
Travel to Work in 14 Minutes or Less	206	7.5%	3,570	12.2%	13,248	15.7%	
Travel to Work in 15 to 29 Minutes	705	25.7%	6,072	20.8%	18,185	21.5%	
Travel to Work in 30 to 59 Minutes	592	21.6%	7,199	24.6%	19,047	22.6%	
Travel to Work in 60 Minutes or More	161	5.9%	2,241	7.7%	5,701	6.8%	
Average Minutes Travel to Work	27.0		27.1		25.3		

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