



## Demographic and Income Profile

2911 George Busbee Pkwy NW, Kennesaw, Georgia, 30144 2  
2911 George Busbee Pkwy NW, Kennesaw, Georgia, 30144  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 34.02487  
Longitude: -84.56943

Summary	Census 2010	Census 2020	2023	2028
Population	2,021	5,662	5,606	5,602
Households	863	1,647	1,639	1,644
Families	372	651	669	668
Average Household Size	2.13	1.98	1.96	1.95
Owner Occupied Housing Units	235	273	390	406
Renter Occupied Housing Units	628	1,374	1,249	1,239
Median Age	25.6	23.1	23.5	23.5

Trends: 2023-2028 Annual Rate	Area	State	National
Population	-0.01%	0.51%	0.30%
Households	0.06%	0.65%	0.49%
Families	-0.03%	0.59%	0.44%
Owner HHs	0.81%	0.82%	0.66%
Median Household Income	3.21%	3.01%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	149	9.1%	119	7.2%
\$15,000 - \$24,999	146	8.9%	105	6.4%
\$25,000 - \$34,999	172	10.5%	139	8.5%
\$35,000 - \$49,999	94	5.7%	85	5.2%
\$50,000 - \$74,999	282	17.2%	267	16.2%
\$75,000 - \$99,999	225	13.7%	238	14.5%
\$100,000 - \$149,999	469	28.6%	537	32.7%
\$150,000 - \$199,999	80	4.9%	124	7.5%
\$200,000+	22	1.3%	30	1.8%

Median Household Income	\$72,138	\$84,473
Average Household Income	\$80,324	\$93,559
Per Capita Income	\$27,453	\$31,329

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	75	3.7%	142	2.5%	153	2.7%	153	2.7%
5 - 9	81	4.0%	114	2.0%	141	2.5%	137	2.4%
10 - 14	84	4.2%	78	1.4%	121	2.2%	126	2.2%
15 - 19	231	11.4%	974	17.2%	1,422	25.4%	1,405	25.1%
20 - 24	514	25.4%	2,474	43.7%	1,373	24.5%	1,386	24.7%
25 - 34	366	18.1%	718	12.7%	1,004	17.9%	792	14.1%
35 - 44	216	10.7%	328	5.8%	458	8.2%	608	10.9%
45 - 54	201	9.9%	306	5.4%	316	5.6%	319	5.7%
55 - 64	139	6.9%	278	4.9%	269	4.8%	290	5.2%
65 - 74	66	3.3%	135	2.4%	213	3.8%	217	3.9%
75 - 84	39	1.9%	86	1.5%	105	1.9%	131	2.3%
85+	9	0.4%	28	0.5%	32	0.6%	39	0.7%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	1,352	66.9%	2,717	48.0%	2,581	46.0%	2,401	42.9%
Black Alone	435	21.5%	2,051	36.2%	2,084	37.2%	2,168	38.7%
American Indian Alone	3	0.1%	14	0.2%	14	0.2%	16	0.3%
Asian Alone	90	4.5%	300	5.3%	319	5.7%	356	6.4%
Pacific Islander Alone	0	0.0%	2	0.0%	2	0.0%	3	0.1%
Some Other Race Alone	76	3.8%	217	3.8%	229	4.1%	253	4.5%
Two or More Races	64	3.2%	362	6.4%	377	6.7%	404	7.2%
Hispanic Origin (Any Race)	168	8.3%	542	9.6%	574	10.2%	616	11.0%

**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

December 07, 2023

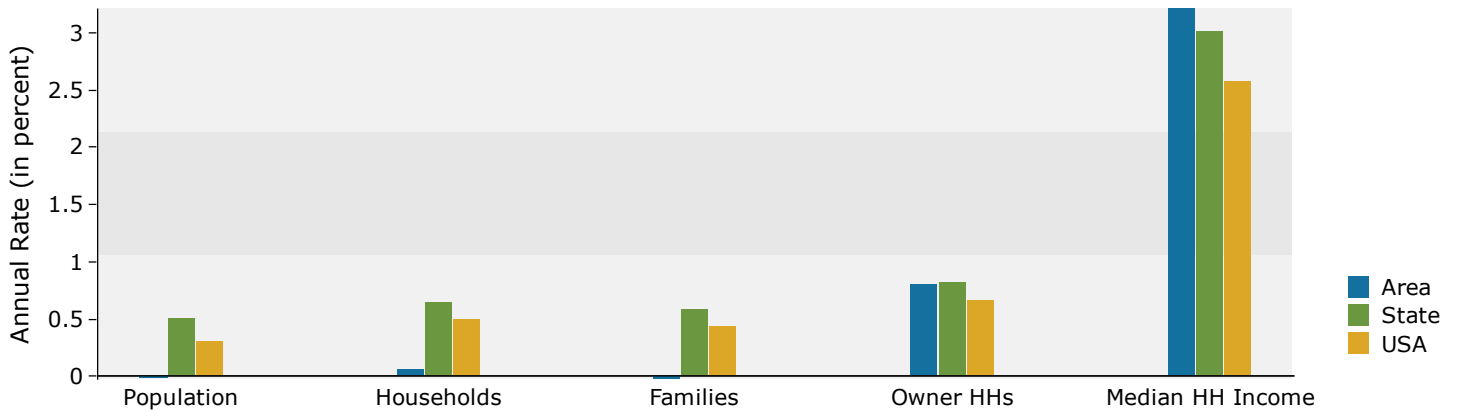


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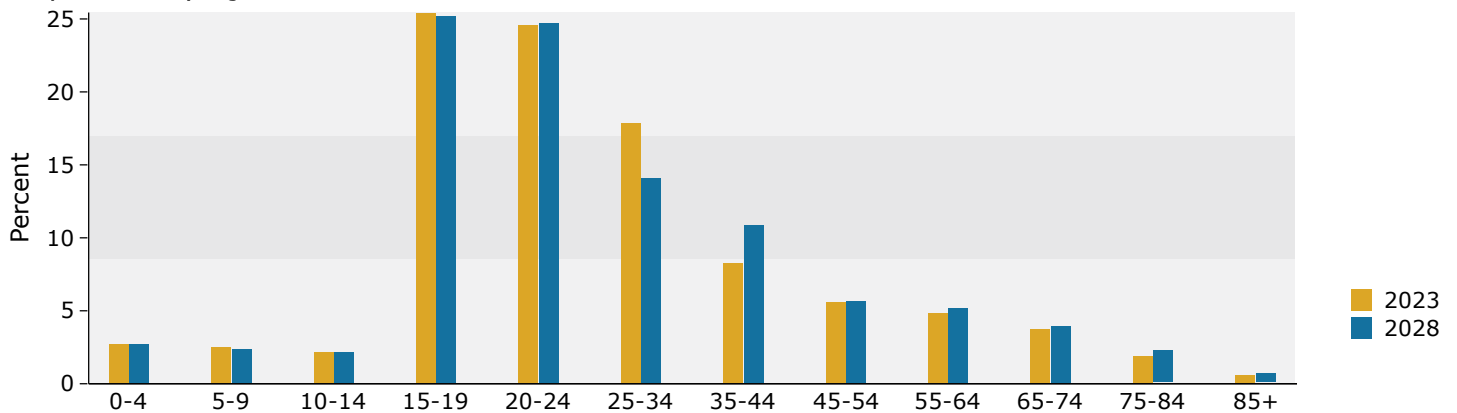
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Prepared by Esri  
Latitude: 34.02487  
Longitude: -84.56943

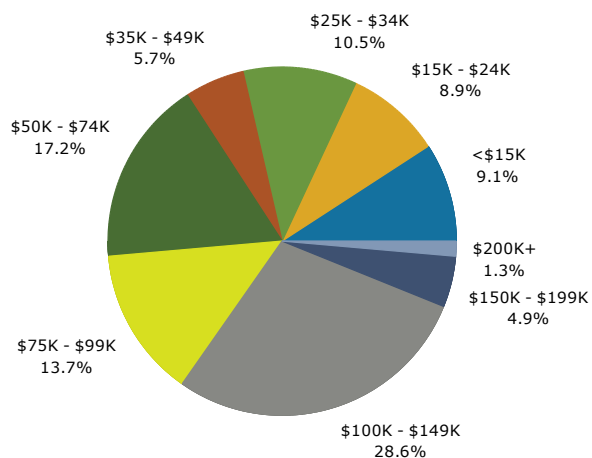
### Trends 2023-2028



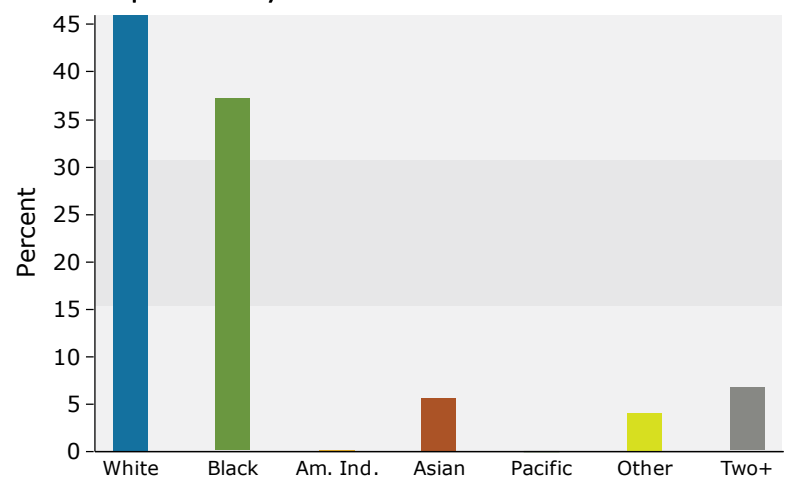
### Population by Age



### 2023 Household Income



### 2023 Population by Race



2023 Percent Hispanic Origin: 10.2%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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## Demographic and Income Profile

2911 George Busbee Pkwy NW, Kennesaw, Georgia, 30144 2  
2911 George Busbee Pkwy NW, Kennesaw, Georgia, 30144  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 34.02487  
Longitude: -84.56943

Summary	Census 2010	Census 2020	2023	2028
Population	58,214	65,325	66,638	69,156
Households	22,905	25,967	26,556	27,658
Families	13,358	14,753	14,816	15,411
Average Household Size	2.40	2.37	2.36	2.36
Owner Occupied Housing Units	11,890	12,158	14,245	14,736
Renter Occupied Housing Units	11,014	13,809	12,311	12,922
Median Age	30.8	32.6	34.2	35.8

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.74%	0.51%	0.30%
Households	0.82%	0.65%	0.49%
Families	0.79%	0.59%	0.44%
Owner HHs	0.68%	0.82%	0.66%
Median Household Income	3.09%	3.01%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	1,901	7.2%	1,540	5.6%
\$15,000 - \$24,999	1,592	6.0%	1,121	4.1%
\$25,000 - \$34,999	1,613	6.1%	1,433	5.2%
\$35,000 - \$49,999	2,587	9.7%	2,242	8.1%
\$50,000 - \$74,999	4,681	17.6%	4,234	15.3%
\$75,000 - \$99,999	4,049	15.2%	4,324	15.6%
\$100,000 - \$149,999	5,282	19.9%	6,323	22.9%
\$150,000 - \$199,999	2,842	10.7%	3,936	14.2%
\$200,000+	2,009	7.6%	2,504	9.1%

Median Household Income	\$79,349	\$92,399
Average Household Income	\$103,197	\$119,959
Per Capita Income	\$41,740	\$48,569

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,504	6.0%	3,122	4.8%	3,418	5.1%	3,619	5.2%
5 - 9	3,353	5.8%	3,138	4.8%	3,540	5.3%	3,480	5.0%
10 - 14	3,288	5.6%	3,287	5.0%	3,492	5.2%	3,586	5.2%
15 - 19	5,329	9.2%	5,266	8.1%	5,324	8.0%	5,372	7.8%
20 - 24	7,550	13.0%	9,556	14.6%	6,217	9.3%	6,577	9.5%
25 - 34	9,778	16.8%	10,645	16.3%	12,340	18.5%	10,891	15.7%
35 - 44	8,049	13.8%	8,051	12.3%	9,125	13.7%	10,758	15.6%
45 - 54	7,288	12.5%	7,393	11.3%	7,602	11.4%	7,721	11.2%
55 - 64	5,271	9.1%	6,933	10.6%	6,870	10.3%	6,902	10.0%
65 - 74	2,719	4.7%	4,716	7.2%	5,296	7.9%	5,803	8.4%
75 - 84	1,515	2.6%	2,332	3.6%	2,580	3.9%	3,372	4.9%
85+	568	1.0%	887	1.4%	834	1.3%	1,074	1.6%

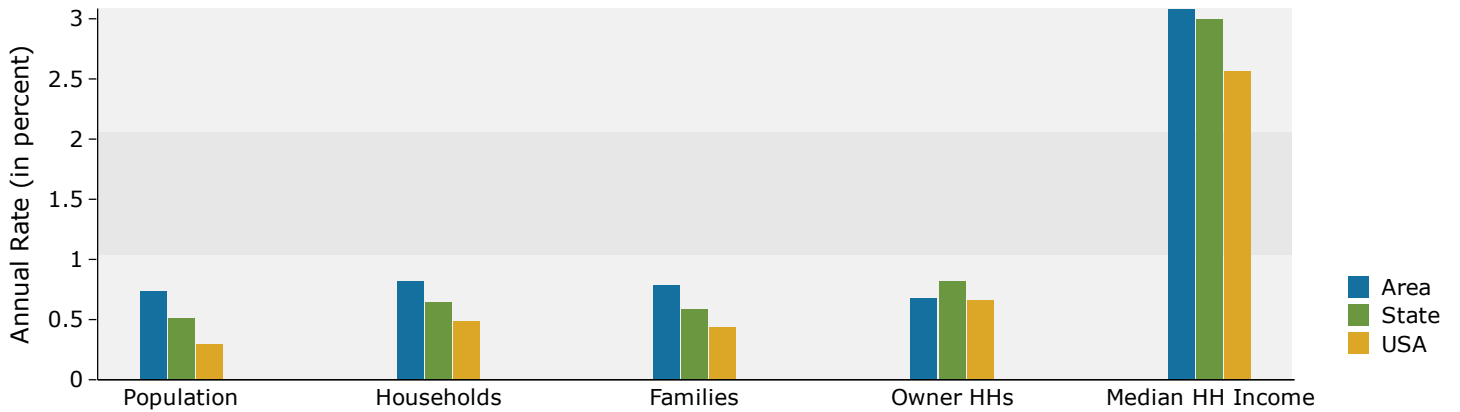
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	37,956	65.2%	34,703	53.1%	34,171	51.3%	33,415	48.3%
Black Alone	12,181	20.9%	16,519	25.3%	17,277	25.9%	18,620	26.9%
American Indian Alone	206	0.4%	285	0.4%	296	0.4%	318	0.5%
Asian Alone	3,592	6.2%	4,261	6.5%	4,651	7.0%	5,286	7.6%
Pacific Islander Alone	39	0.1%	36	0.1%	37	0.1%	40	0.1%
Some Other Race Alone	2,460	4.2%	3,347	5.1%	3,591	5.4%	4,073	5.9%
Two or More Races	1,780	3.1%	6,174	9.5%	6,615	9.9%	7,404	10.7%
Hispanic Origin (Any Race)	6,021	10.3%	7,496	11.5%	8,108	12.2%	9,107	13.2%

**Data Note:** Income is expressed in current dollars.

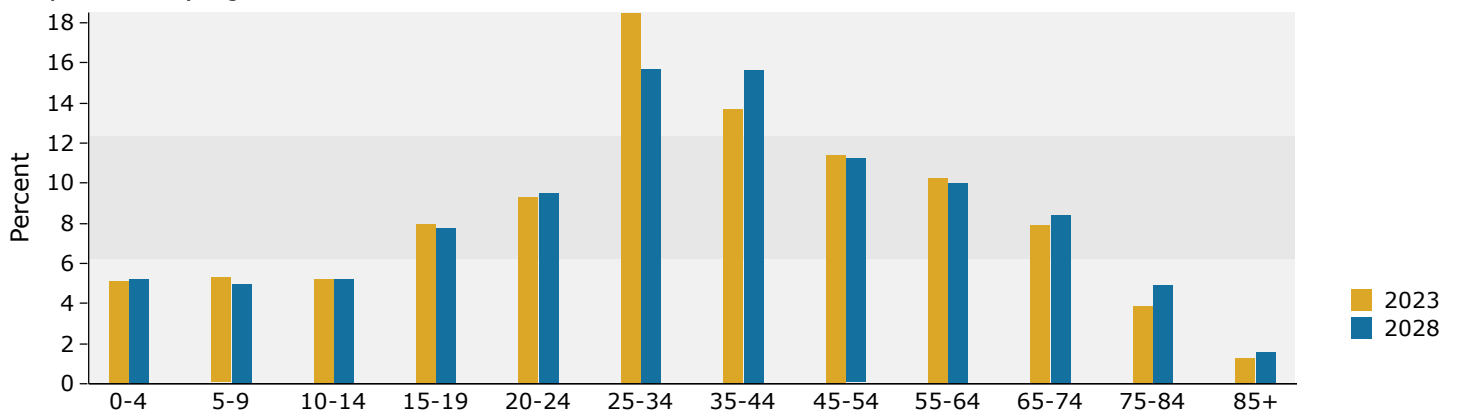
**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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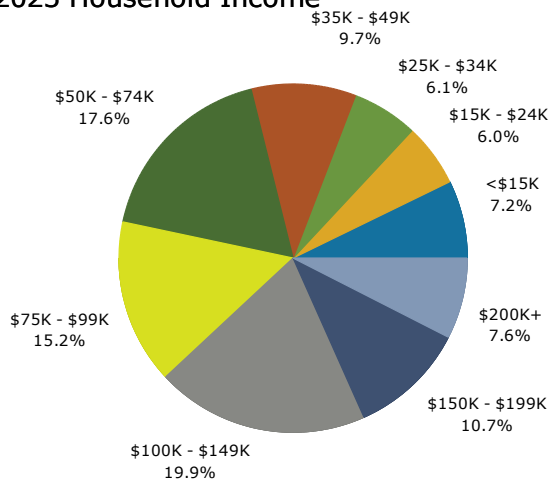
## Trends 2023-2028



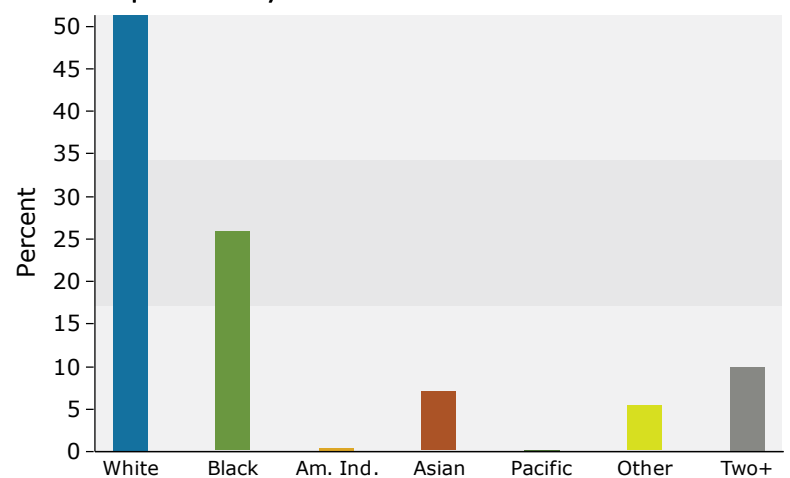
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 12.2%



## Demographic and Income Profile

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Latitude: 34.02487  
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Summary	Census 2010	Census 2020	2023	2028
Population	163,860	180,325	183,730	187,312
Households	60,669	67,327	69,017	70,733
Families	41,302	45,127	45,477	46,427
Average Household Size	2.64	2.61	2.59	2.58
Owner Occupied Housing Units	42,062	44,228	46,920	48,225
Renter Occupied Housing Units	18,603	23,099	22,097	22,508
Median Age	34.6	36.6	36.8	37.9

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.39%	0.51%	0.30%
Households	0.49%	0.65%	0.49%
Families	0.41%	0.59%	0.44%
Owner HHs	0.55%	0.82%	0.66%
Median Household Income	2.87%	3.01%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	3,916	5.7%	3,088	4.4%
\$15,000 - \$24,999	3,400	4.9%	2,380	3.4%
\$25,000 - \$34,999	3,719	5.4%	3,074	4.3%
\$35,000 - \$49,999	5,792	8.4%	4,664	6.6%
\$50,000 - \$74,999	10,445	15.1%	9,237	13.1%
\$75,000 - \$99,999	9,964	14.4%	10,070	14.2%
\$100,000 - \$149,999	14,809	21.5%	16,752	23.7%
\$150,000 - \$199,999	9,150	13.3%	12,108	17.1%
\$200,000+	7,822	11.3%	9,360	13.2%

Median Household Income	\$91,681	\$105,606
Average Household Income	\$119,269	\$137,325
Per Capita Income	\$45,070	\$52,132

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,847	6.6%	9,327	5.2%	10,304	5.6%	10,627	5.7%
5 - 9	11,282	6.9%	10,147	5.6%	11,080	6.0%	10,771	5.8%
10 - 14	11,007	6.7%	11,160	6.2%	11,420	6.2%	11,423	6.1%
15 - 19	12,663	7.7%	13,311	7.4%	12,657	6.9%	12,448	6.6%
20 - 24	13,595	8.3%	16,993	9.4%	12,303	6.7%	12,683	6.8%
25 - 34	23,537	14.4%	25,221	14.0%	29,345	16.0%	26,481	14.1%
35 - 44	25,040	15.3%	23,788	13.2%	25,624	13.9%	28,777	15.4%
45 - 54	23,750	14.5%	23,364	13.0%	23,183	12.6%	22,760	12.2%
55 - 64	17,244	10.5%	21,825	12.1%	21,488	11.7%	20,896	11.2%
65 - 74	8,703	5.3%	15,448	8.6%	16,451	9.0%	17,398	9.3%
75 - 84	4,391	2.7%	7,147	4.0%	7,391	4.0%	10,038	5.4%
85+	1,803	1.1%	2,595	1.4%	2,484	1.4%	3,009	1.6%

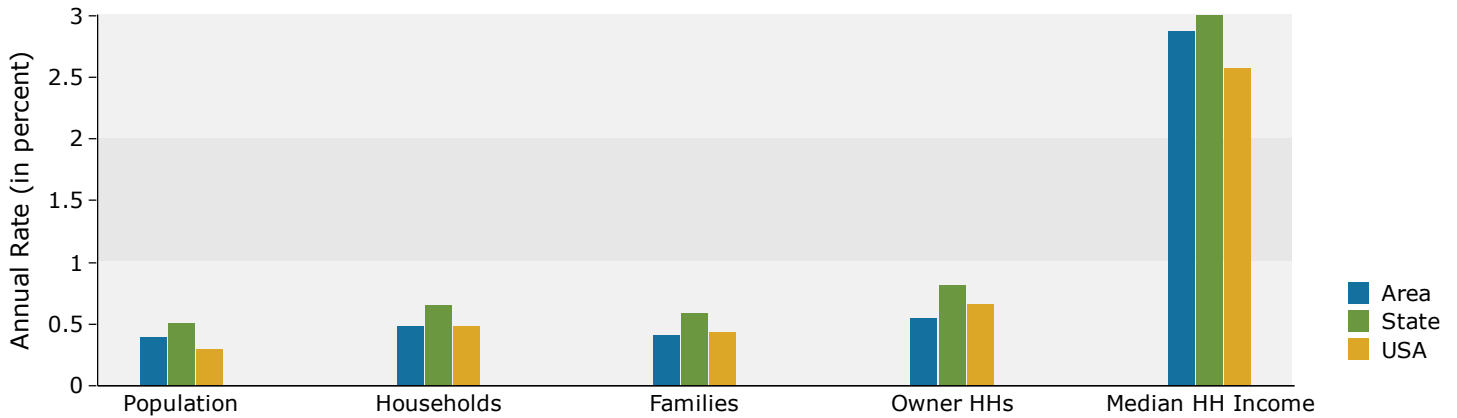
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	114,762	70.0%	105,575	58.5%	104,437	56.8%	100,884	53.9%
Black Alone	28,463	17.4%	35,423	19.6%	36,794	20.0%	39,041	20.8%
American Indian Alone	578	0.4%	865	0.5%	909	0.5%	968	0.5%
Asian Alone	8,447	5.2%	10,068	5.6%	10,928	5.9%	12,315	6.6%
Pacific Islander Alone	102	0.1%	91	0.1%	94	0.1%	100	0.1%
Some Other Race Alone	6,898	4.2%	10,141	5.6%	10,949	6.0%	12,271	6.6%
Two or More Races	4,610	2.8%	18,162	10.1%	19,619	10.7%	21,732	11.6%
Hispanic Origin (Any Race)	17,536	10.7%	23,075	12.8%	25,196	13.7%	27,990	14.9%

**Data Note:** Income is expressed in current dollars.

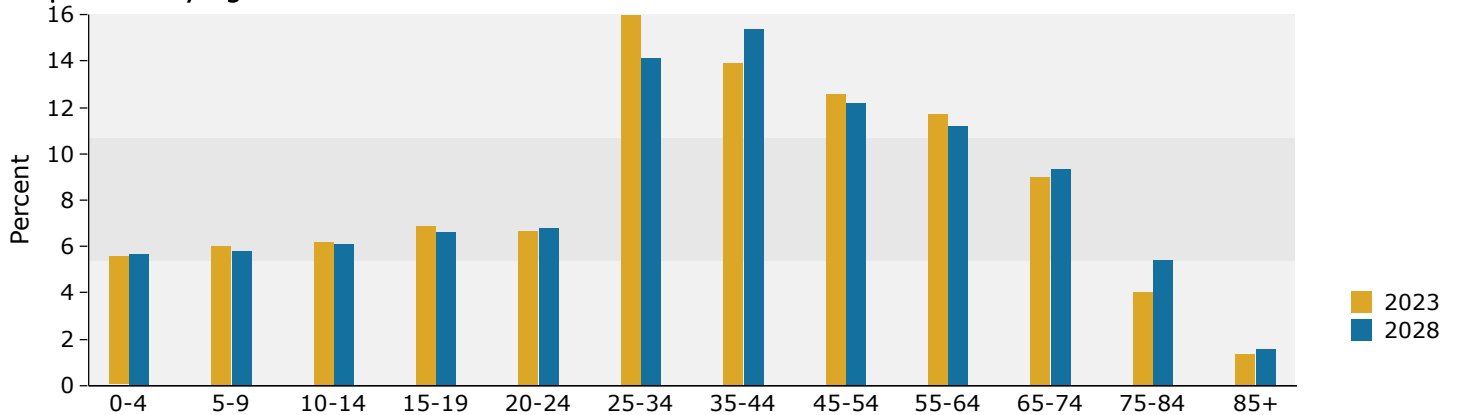
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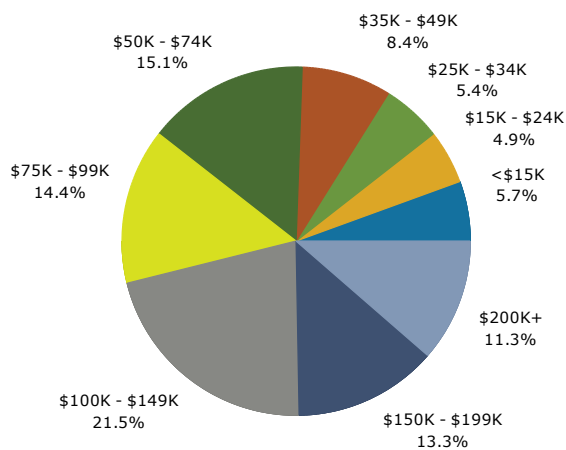
## Trends 2023-2028



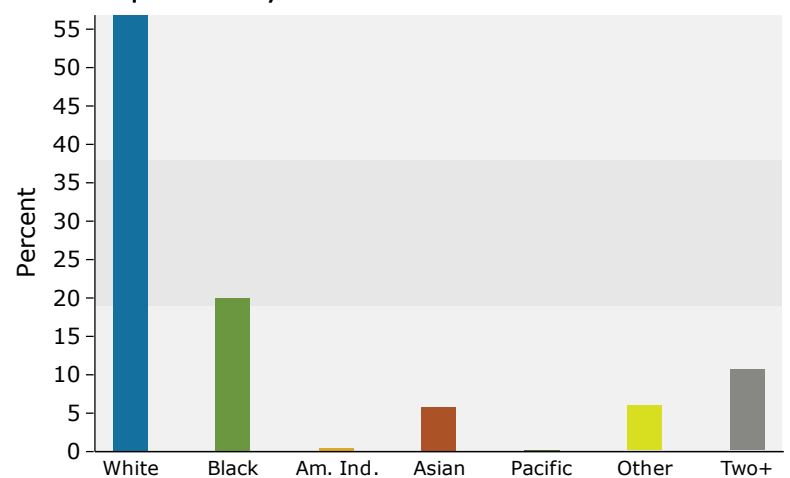
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 13.7%