

# Demographic and Income Profile

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	2024	2029
Population	2,636	5,844	5,823	5,903
Households	865	1,647	1,644	1,657
Families	373	651	625	628
Average Household Size	2.18	2.05	2.01	2.05
Owner Occupied Housing Units	236	273	301	328
Renter Occupied Housing Units	629	1,374	1,343	1,330
Median Age	23.5	23.1	23.1	23.2

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.27%	0.61%	0.38%
Households	0.16%	0.86%	0.64%
Families	0.10%	0.75%	0.56%
Owner HHs	1.73%	1.32%	0.97%
Median Household Income	3.64%	3.20%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	97	5.9%	78	4.7%
\$15,000 - \$24,999	97	5.9%	69	4.2%
\$25,000 - \$34,999	168	10.2%	114	6.9%
\$35,000 - \$49,999	140	8.5%	113	6.8%
\$50,000 - \$74,999	292	17.8%	266	16.1%
\$75,000 - \$99,999	231	14.1%	252	15.2%
\$100,000 - \$149,999	486	29.6%	588	35.5%
\$150,000 - \$199,999	84	5.1%	118	7.1%
\$200,000+	48	2.9%	61	3.7%

Median Household Income	\$77,271	\$92,374
Average Household Income	\$86,479	\$100,901
Per Capita Income	\$31,433	\$35,803

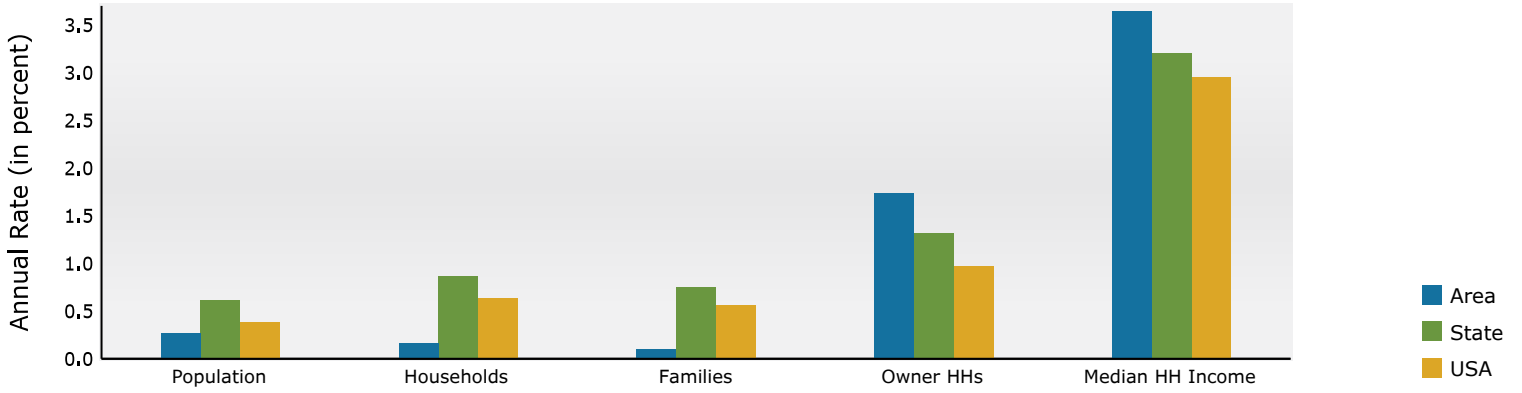
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	78	3.0%	147	2.5%	141	2.4%	144	2.4%
5 - 9	84	3.2%	119	2.0%	120	2.1%	117	2.0%
10 - 14	86	3.3%	83	1.4%	75	1.3%	88	1.5%
15 - 19	536	20.3%	1,008	17.2%	1,013	17.4%	1,010	17.1%
20 - 24	756	28.7%	2,518	43.1%	2,513	43.2%	2,475	41.9%
25 - 34	398	15.1%	755	12.9%	760	13.1%	779	13.2%
35 - 44	224	8.5%	346	5.9%	359	6.2%	404	6.8%
45 - 54	206	7.8%	319	5.5%	302	5.2%	308	5.2%
55 - 64	146	5.5%	292	5.0%	263	4.5%	258	4.4%
65 - 74	69	2.6%	141	2.4%	138	2.4%	155	2.6%
75 - 84	41	1.6%	86	1.5%	105	1.8%	120	2.0%
85+	10	0.4%	29	0.5%	31	0.5%	46	0.8%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	1,788	67.8%	2,799	47.9%	2,675	46.0%	2,595	44.0%
Black Alone	576	21.9%	2,115	36.2%	2,171	37.3%	2,247	38.1%
American Indian Alone	4	0.2%	15	0.3%	14	0.2%	15	0.3%
Asian Alone	108	4.1%	311	5.3%	328	5.6%	359	6.1%
Pacific Islander Alone	0	0.0%	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	82	3.1%	226	3.9%	239	4.1%	262	4.4%
Two or More Races	78	3.0%	376	6.4%	392	6.7%	422	7.2%
Hispanic Origin (Any Race)	190	7.2%	558	9.5%	584	10.0%	632	10.7%

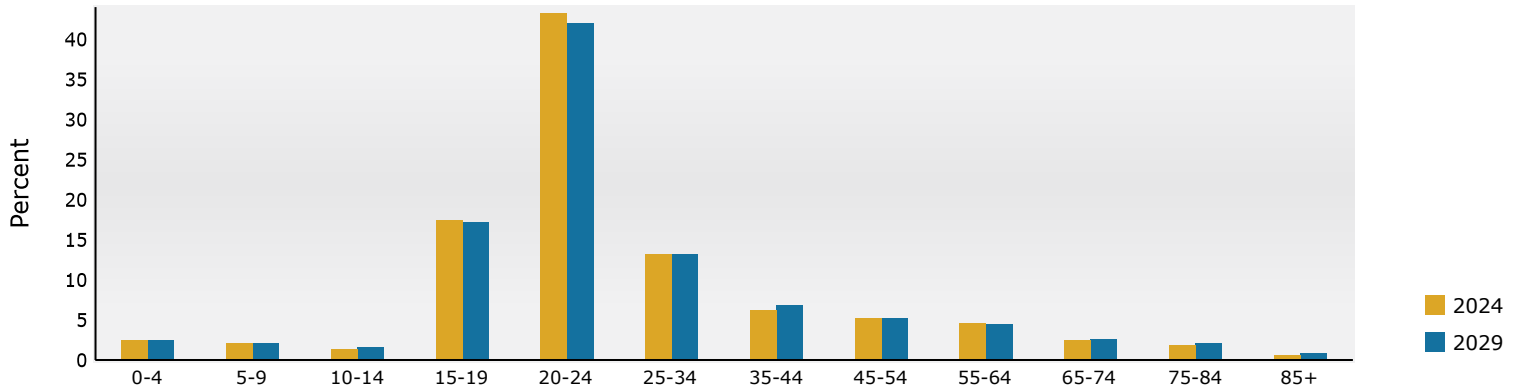
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

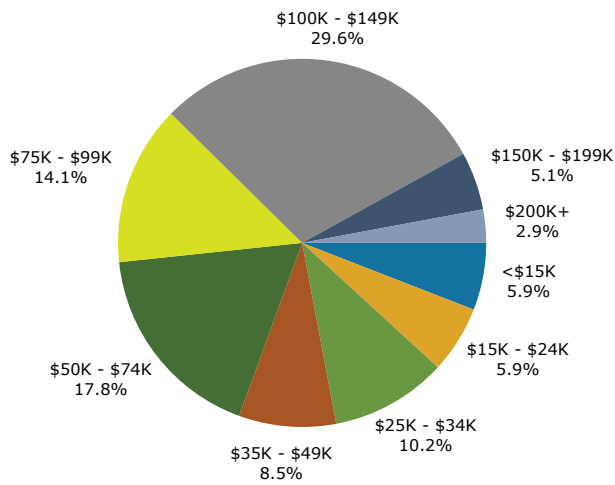
## Trends 2024-2029



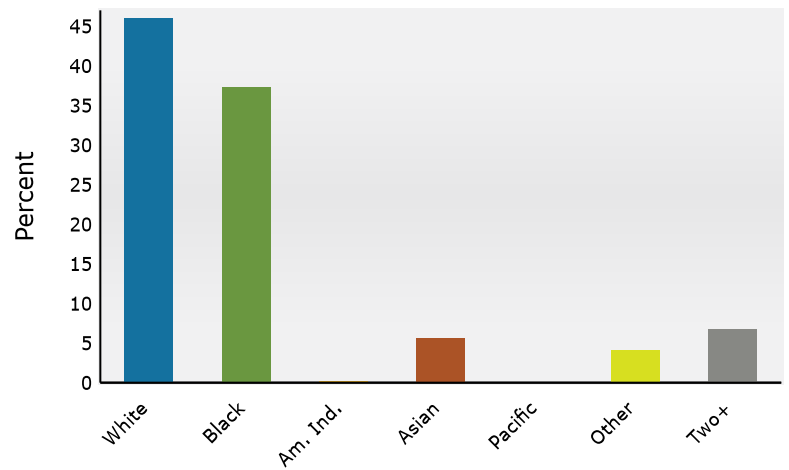
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 10.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

# Demographic and Income Profile

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	2024	2029
Population	58,324	65,468	66,876	68,668
Households	22,947	26,018	26,639	27,623
Families	13,368	14,777	14,780	15,252
Average Household Size	2.41	2.37	2.36	2.34
Owner Occupied Housing Units	11,911	12,180	13,144	13,976
Renter Occupied Housing Units	11,037	13,838	13,495	13,647
Median Age	30.7	32.5	33.2	34.9

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.53%	0.61%	0.38%
Households	0.73%	0.86%	0.64%
Families	0.63%	0.75%	0.56%
Owner HHs	1.24%	1.32%	0.97%
Median Household Income	3.78%	3.20%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	1,530	5.7%	1,230	4.5%
\$15,000 - \$24,999	1,484	5.6%	1,044	3.8%
\$25,000 - \$34,999	1,481	5.6%	1,176	4.3%
\$35,000 - \$49,999	2,657	10.0%	2,249	8.1%
\$50,000 - \$74,999	4,921	18.5%	4,517	16.4%
\$75,000 - \$99,999	3,585	13.5%	3,722	13.5%
\$100,000 - \$149,999	5,996	22.5%	7,114	25.8%
\$150,000 - \$199,999	2,413	9.1%	3,270	11.8%
\$200,000+	2,572	9.7%	3,302	12.0%

Median Household Income	\$82,153	\$98,910
Average Household Income	\$106,595	\$124,646
Per Capita Income	\$43,257	\$50,912

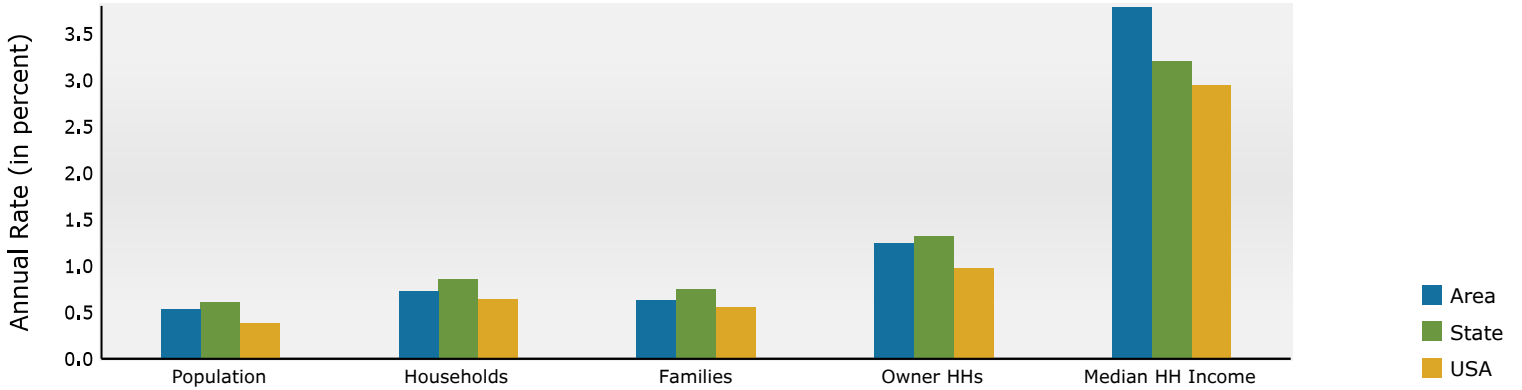
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,533	6.1%	3,127	4.8%	3,140	4.7%	3,132	4.6%
5 - 9	3,371	5.8%	3,147	4.8%	3,159	4.7%	3,063	4.5%
10 - 14	3,298	5.7%	3,297	5.0%	3,032	4.5%	3,148	4.6%
15 - 19	5,335	9.1%	5,276	8.1%	4,856	7.3%	4,742	6.9%
20 - 24	7,558	13.0%	9,584	14.6%	8,861	13.2%	8,153	11.9%
25 - 34	9,830	16.9%	10,689	16.3%	12,318	18.4%	12,226	17.8%
35 - 44	8,085	13.9%	8,069	12.3%	8,682	13.0%	9,718	14.2%
45 - 54	7,279	12.5%	7,418	11.3%	7,333	11.0%	7,528	11.0%
55 - 64	5,250	9.0%	6,932	10.6%	6,748	10.1%	6,752	9.8%
65 - 74	2,692	4.6%	4,702	7.2%	5,115	7.6%	5,754	8.4%
75 - 84	1,524	2.6%	2,340	3.6%	2,668	4.0%	3,297	4.8%
85+	570	1.0%	886	1.4%	964	1.4%	1,154	1.7%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	37,927	65.0%	34,707	53.0%	34,225	51.2%	33,788	49.2%
Black Alone	12,275	21.0%	16,595	25.3%	17,409	26.0%	18,239	26.6%
American Indian Alone	202	0.3%	286	0.4%	303	0.5%	326	0.5%
Asian Alone	3,621	6.2%	4,284	6.5%	4,644	6.9%	5,138	7.5%
Pacific Islander Alone	39	0.1%	35	0.1%	33	0.0%	34	0.0%
Some Other Race Alone	2,466	4.2%	3,353	5.1%	3,589	5.4%	3,892	5.7%
Two or More Races	1,793	3.1%	6,209	9.5%	6,672	10.0%	7,251	10.6%
Hispanic Origin (Any Race)	6,036	10.3%	7,530	11.5%	8,067	12.1%	8,797	12.8%

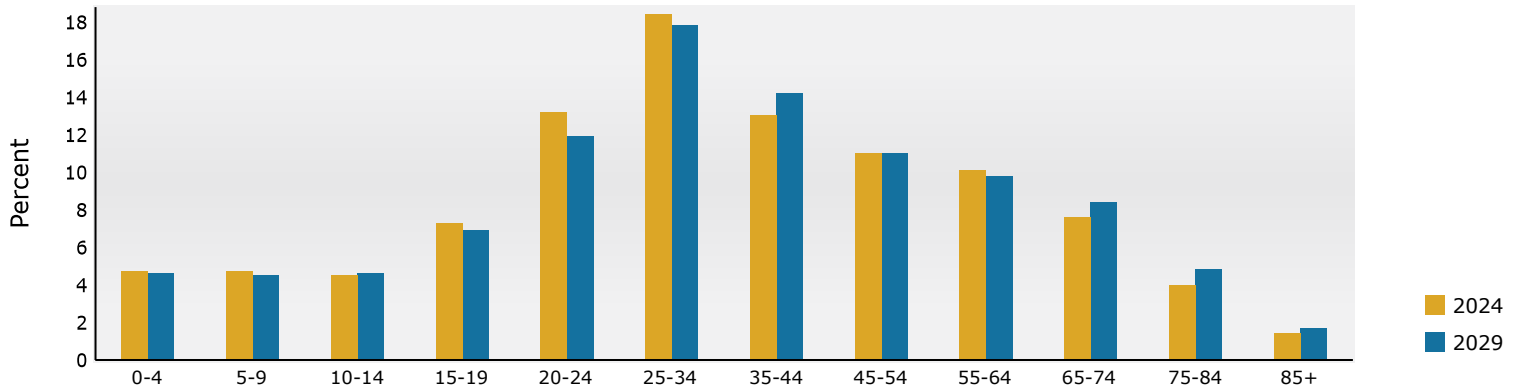
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

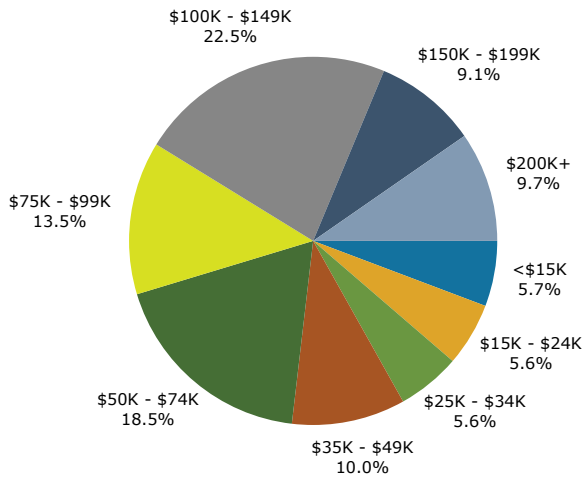
## Trends 2024-2029



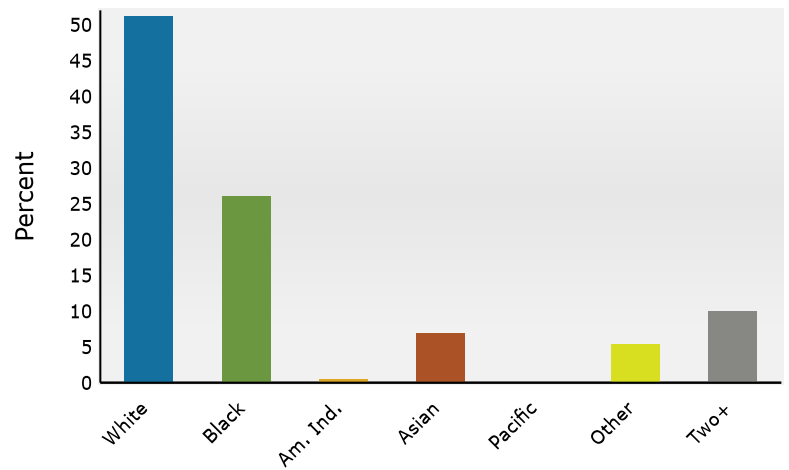
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 12.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

# Demographic and Income Profile

2911 George Busbee Pkwy NW, Kennesaw, Georgia, 30144  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 34.02487  
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Summary	Census 2010	Census 2020	2024	2029
Population	165,747	182,442	186,108	189,021
Households	61,450	68,216	69,998	71,677
Families	41,820	45,722	45,989	46,840
Average Household Size	2.63	2.61	2.59	2.57
Owner Occupied Housing Units	42,554	44,732	47,383	49,441
Renter Occupied Housing Units	18,896	23,484	22,615	22,236
Median Age	34.5	36.6	37.3	38.6

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.31%	0.61%	0.38%
Households	0.48%	0.86%	0.64%
Families	0.37%	0.75%	0.56%
Owner HHs	0.85%	1.32%	0.97%
Median Household Income	2.19%	3.20%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	3,117	4.5%	2,444	3.4%
\$15,000 - \$24,999	2,919	4.2%	1,967	2.7%
\$25,000 - \$34,999	3,111	4.4%	2,336	3.3%
\$35,000 - \$49,999	5,478	7.8%	4,398	6.1%
\$50,000 - \$74,999	10,792	15.4%	9,330	13.0%
\$75,000 - \$99,999	9,447	13.5%	9,240	12.9%
\$100,000 - \$149,999	16,479	23.5%	18,416	25.7%
\$150,000 - \$199,999	8,089	11.6%	10,456	14.6%
\$200,000+	10,566	15.1%	13,090	18.3%

Median Household Income	\$100,247	\$111,705
Average Household Income	\$128,968	\$149,572
Per Capita Income	\$48,813	\$57,027

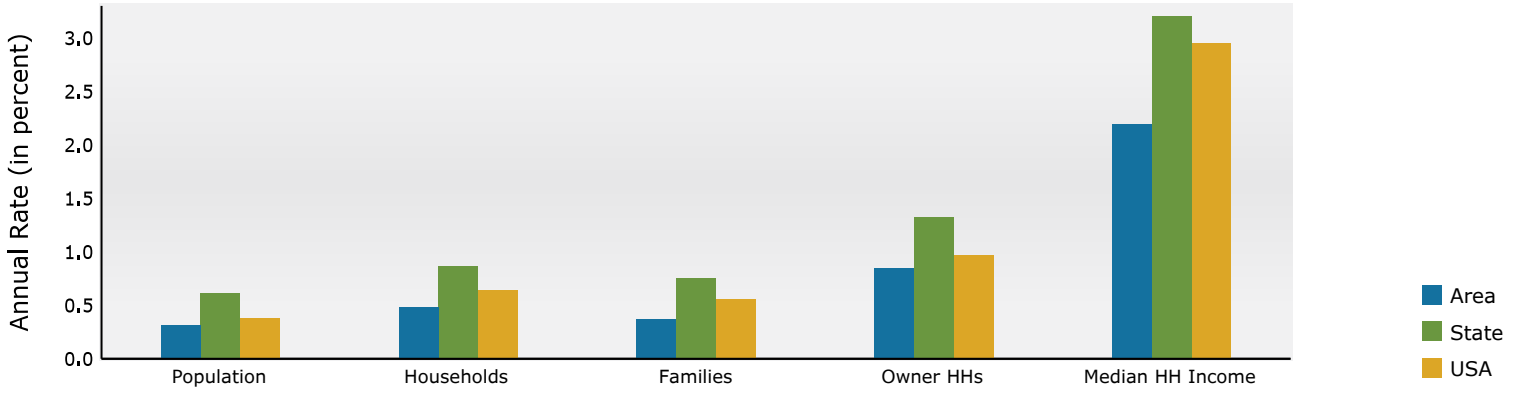
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,023	6.7%	9,432	5.2%	9,430	5.1%	9,377	5.0%
5 - 9	11,458	6.9%	10,307	5.6%	10,352	5.6%	9,656	5.1%
10 - 14	11,145	6.7%	11,317	6.2%	10,535	5.7%	10,508	5.6%
15 - 19	12,770	7.7%	13,461	7.4%	12,381	6.7%	11,594	6.1%
20 - 24	13,707	8.3%	17,154	9.4%	16,177	8.7%	14,663	7.8%
25 - 34	23,860	14.4%	25,556	14.0%	28,018	15.1%	28,736	15.2%
35 - 44	25,347	15.3%	24,083	13.2%	25,950	13.9%	27,199	14.4%
45 - 54	23,997	14.5%	23,641	13.0%	23,340	12.5%	23,436	12.4%
55 - 64	17,416	10.5%	22,071	12.1%	21,776	11.7%	21,479	11.4%
65 - 74	8,784	5.3%	15,599	8.6%	16,505	8.9%	18,135	9.6%
75 - 84	4,427	2.7%	7,212	4.0%	8,759	4.7%	10,758	5.7%
85+	1,812	1.1%	2,608	1.4%	2,884	1.5%	3,482	1.8%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	115,900	69.9%	106,548	58.4%	105,349	56.6%	103,048	54.5%
Black Alone	28,890	17.4%	35,944	19.7%	37,688	20.3%	39,247	20.8%
American Indian Alone	587	0.4%	879	0.5%	932	0.5%	974	0.5%
Asian Alone	8,563	5.2%	10,223	5.6%	11,060	5.9%	12,145	6.4%
Pacific Islander Alone	106	0.1%	91	0.0%	87	0.0%	92	0.0%
Some Other Race Alone	7,025	4.2%	10,327	5.7%	11,125	6.0%	12,033	6.4%
Two or More Races	4,677	2.8%	18,429	10.1%	19,868	10.7%	21,482	11.4%
Hispanic Origin (Any Race)	17,812	10.7%	23,484	12.9%	25,334	13.6%	27,555	14.6%

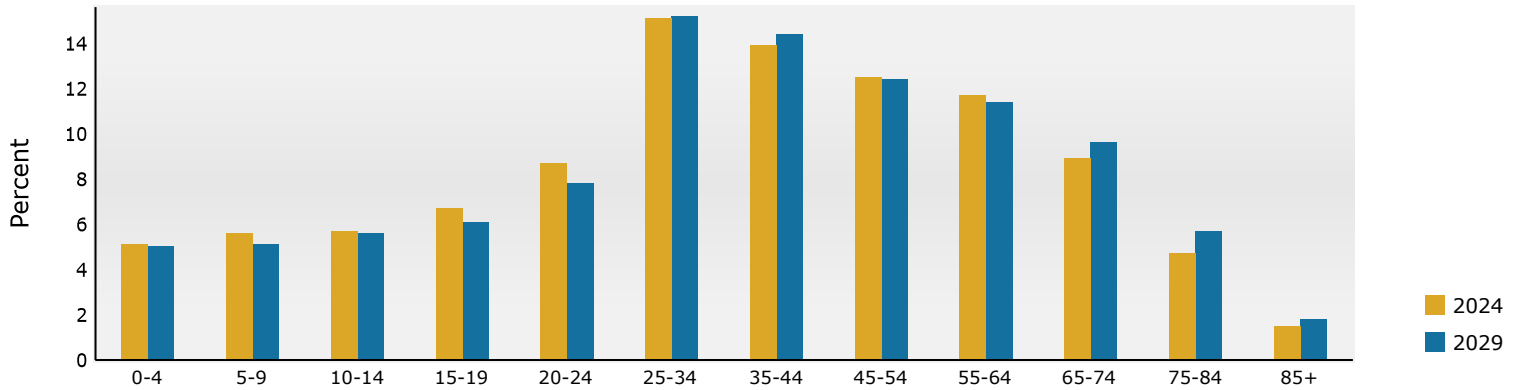
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**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

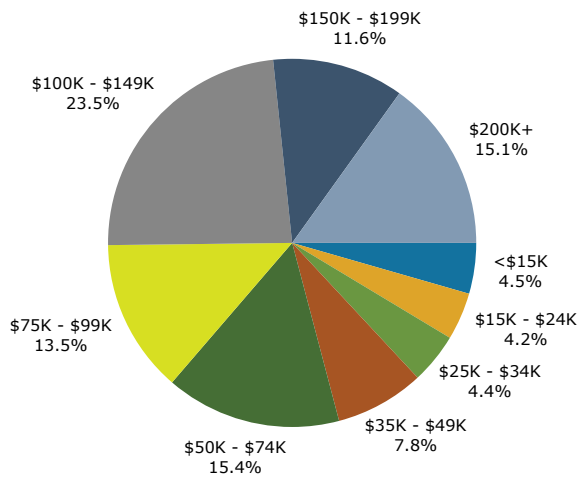
## Trends 2024-2029



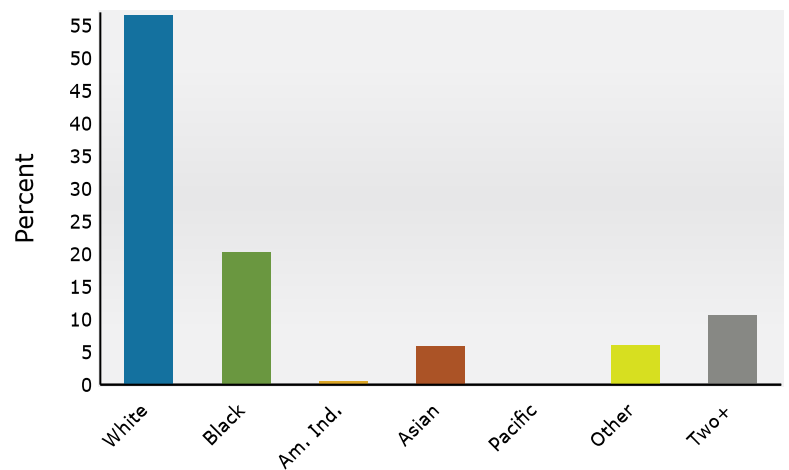
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 13.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.