

Demographic and Income Profile

741 Townpark Ln NW, Kennesaw, Georgia, 30144 2
741 Townpark Ln NW, Kennesaw, Georgia, 30144
Ring: 1 mile radius

Prepared by Esri
Latitude: 34.03594
Longitude: -84.57227

Summary	Census 2010	Census 2020	2024	2029
Population	6,280	9,930	9,860	9,948
Households	2,542	3,530	3,491	3,485
Families	1,066	1,460	1,392	1,383
Average Household Size	1.95	1.96	1.94	1.97
Owner Occupied Housing Units	522	550	613	669
Renter Occupied Housing Units	2,020	2,980	2,878	2,815
Median Age	23.9	23.8	24.2	24.6

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.18%	0.61%	0.38%
Households	-0.03%	0.86%	0.64%
Families	-0.13%	0.75%	0.56%
Owner HHs	1.76%	1.32%	0.97%
Median Household Income	3.55%	3.20%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	318	9.1%	253	7.3%
\$15,000 - \$24,999	182	5.2%	126	3.6%
\$25,000 - \$34,999	240	6.9%	166	4.8%
\$35,000 - \$49,999	456	13.1%	366	10.5%
\$50,000 - \$74,999	837	24.0%	796	22.8%
\$75,000 - \$99,999	535	15.3%	605	17.4%
\$100,000 - \$149,999	666	19.1%	824	23.6%
\$150,000 - \$199,999	107	3.1%	146	4.2%
\$200,000+	151	4.3%	203	5.8%

Median Household Income	\$63,873	\$76,054
Average Household Income	\$81,121	\$95,926
Per Capita Income	\$33,166	\$38,634

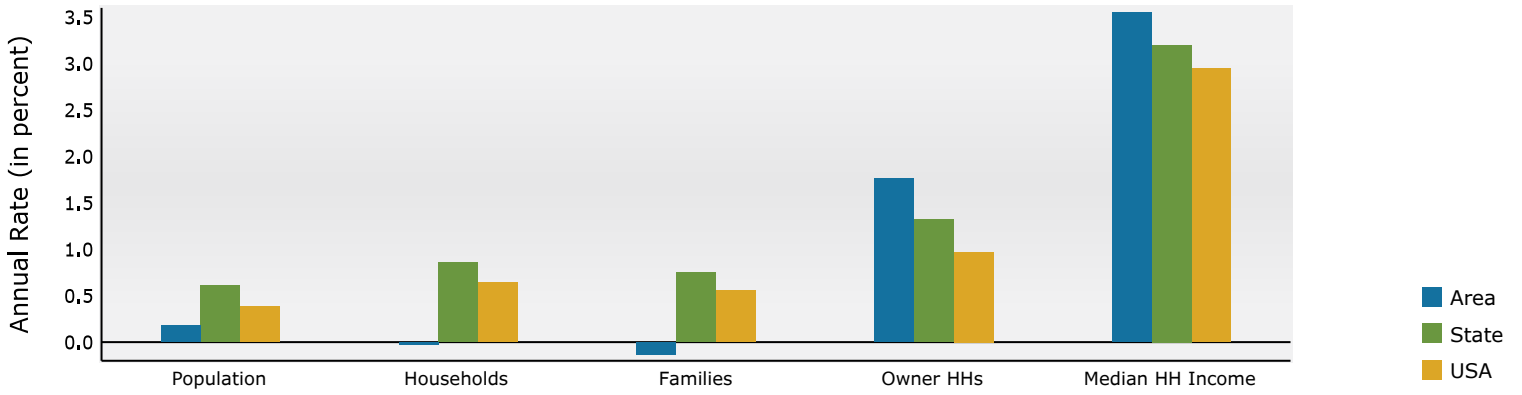
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	260	4.1%	332	3.3%	327	3.3%	321	3.2%
5 - 9	262	4.2%	252	2.5%	270	2.7%	285	2.9%
10 - 14	244	3.9%	224	2.3%	181	1.8%	227	2.3%
15 - 19	1,076	17.1%	1,520	15.3%	1,413	14.3%	1,396	14.0%
20 - 24	1,656	26.4%	3,490	35.1%	3,231	32.8%	2,990	30.1%
25 - 34	1,042	16.6%	1,508	15.2%	1,919	19.5%	1,942	19.5%
35 - 44	625	10.0%	782	7.9%	801	8.1%	957	9.6%
45 - 54	502	8.0%	718	7.2%	640	6.5%	645	6.5%
55 - 64	328	5.2%	591	6.0%	571	5.8%	562	5.6%
65 - 74	174	2.8%	308	3.1%	287	2.9%	354	3.6%
75 - 84	85	1.4%	159	1.6%	168	1.7%	203	2.0%
85+	26	0.4%	46	0.5%	51	0.5%	65	0.7%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	4,105	65.4%	4,942	49.8%	4,718	47.8%	4,551	45.8%
Black Alone	1,423	22.7%	3,205	32.3%	3,278	33.2%	3,392	34.1%
American Indian Alone	20	0.3%	39	0.4%	38	0.4%	38	0.4%
Asian Alone	252	4.0%	479	4.8%	501	5.1%	547	5.5%
Pacific Islander Alone	3	0.0%	9	0.1%	9	0.1%	9	0.1%
Some Other Race Alone	262	4.2%	511	5.1%	538	5.5%	580	5.8%
Two or More Races	216	3.4%	746	7.5%	778	7.9%	830	8.3%
Hispanic Origin (Any Race)	615	9.8%	1,090	11.0%	1,142	11.6%	1,227	12.3%

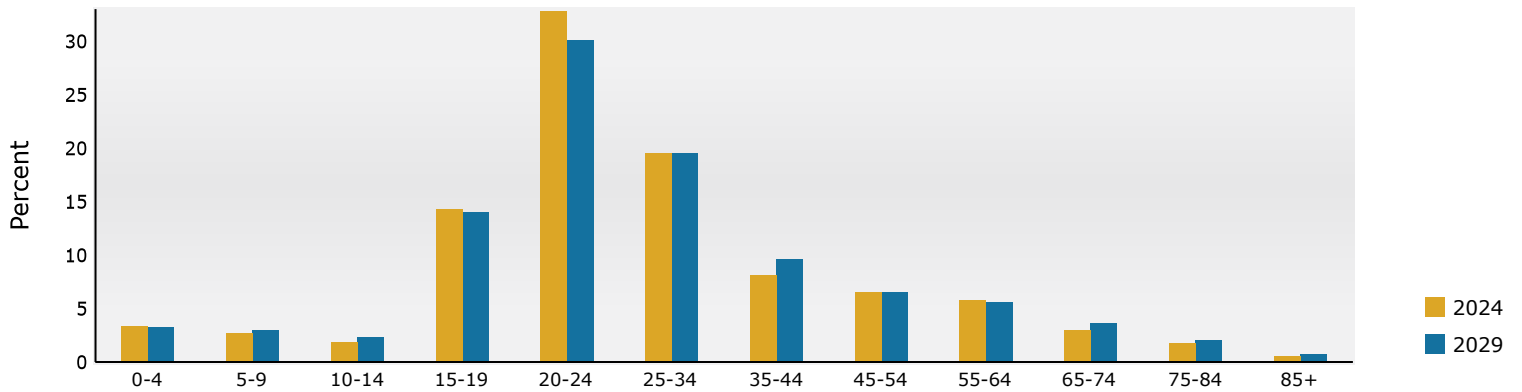
Data Note: Income is expressed in current dollars.

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

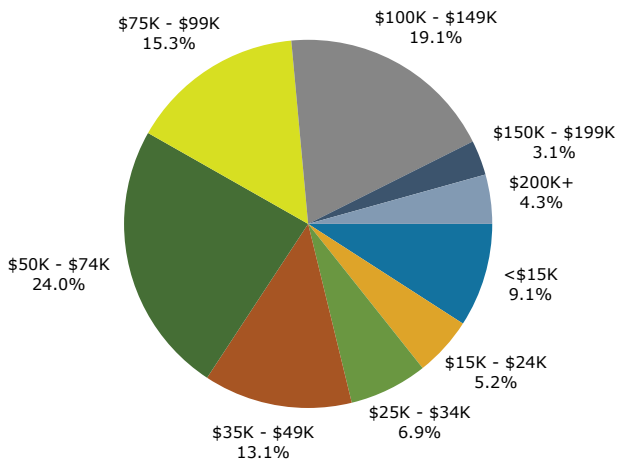
Trends 2024-2029



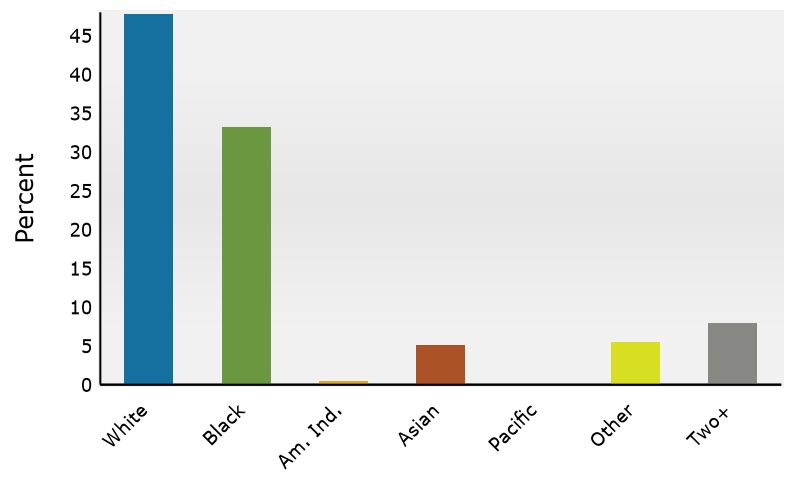
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 11.6%

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

Demographic and Income Profile

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Ring: 3 mile radius

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Summary	Census 2010	Census 2020	2024	2029
Population	63,068	70,520	71,788	73,343
Households	23,643	26,870	27,432	28,346
Families	14,844	16,269	16,237	16,663
Average Household Size	2.54	2.48	2.47	2.45
Owner Occupied Housing Units	14,274	14,443	15,361	16,123
Renter Occupied Housing Units	9,369	12,427	12,071	12,223
Median Age	31.3	33.0	33.7	35.3

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.43%	0.61%	0.38%
Households	0.66%	0.86%	0.64%
Families	0.52%	0.75%	0.56%
Owner HHs	0.97%	1.32%	0.97%
Median Household Income	3.27%	3.20%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	1,484	5.4%	1,178	4.2%
\$15,000 - \$24,999	1,362	5.0%	955	3.4%
\$25,000 - \$34,999	1,272	4.6%	992	3.5%
\$35,000 - \$49,999	2,584	9.4%	2,083	7.3%
\$50,000 - \$74,999	4,871	17.8%	4,418	15.6%
\$75,000 - \$99,999	3,659	13.3%	3,724	13.1%
\$100,000 - \$149,999	6,548	23.9%	7,619	26.9%
\$150,000 - \$199,999	2,747	10.0%	3,640	12.8%
\$200,000+	2,905	10.6%	3,737	13.2%

Median Household Income	\$87,945	\$103,279
Average Household Income	\$111,458	\$130,245
Per Capita Income	\$43,377	\$51,114

Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,770	6.0%	3,404	4.8%	3,410	4.8%	3,387	4.6%
5 - 9	3,830	6.1%	3,488	4.9%	3,505	4.9%	3,361	4.6%
10 - 14	3,878	6.1%	3,736	5.3%	3,424	4.8%	3,490	4.8%
15 - 19	5,837	9.3%	5,672	8.0%	5,203	7.2%	4,977	6.8%
20 - 24	7,780	12.3%	9,999	14.2%	9,062	12.6%	8,296	11.3%
25 - 34	9,794	15.5%	11,054	15.7%	12,816	17.9%	12,808	17.5%
35 - 44	8,822	14.0%	8,732	12.4%	9,436	13.1%	10,457	14.3%
45 - 54	8,441	13.4%	8,179	11.6%	8,007	11.2%	8,148	11.1%
55 - 64	5,988	9.5%	7,671	10.9%	7,415	10.3%	7,377	10.1%
65 - 74	2,848	4.5%	5,275	7.5%	5,666	7.9%	6,284	8.6%
75 - 84	1,528	2.4%	2,452	3.5%	2,889	4.0%	3,585	4.9%
85+	551	0.9%	859	1.2%	953	1.3%	1,173	1.6%

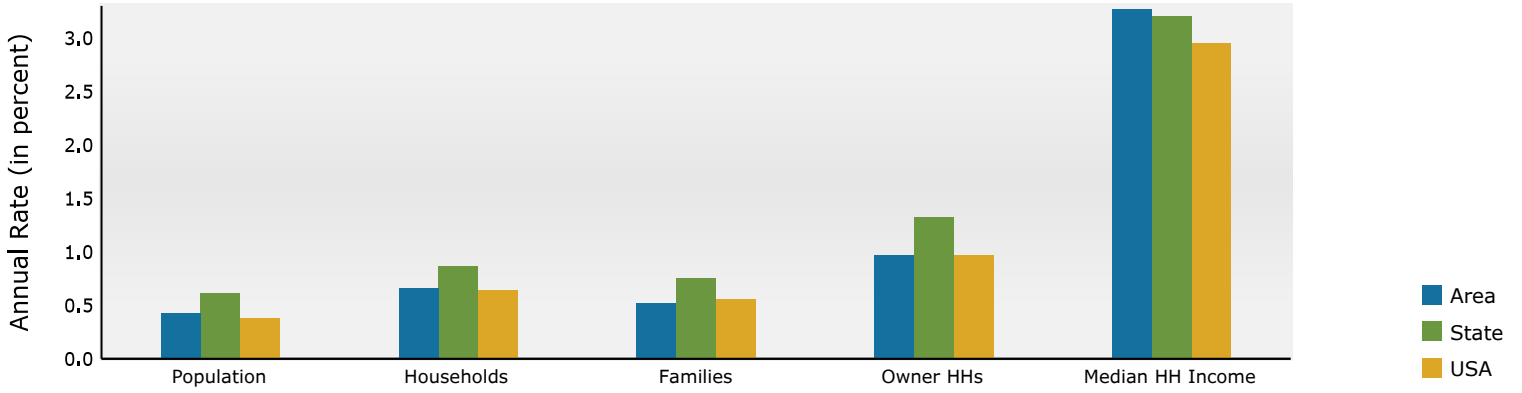
Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	43,038	68.2%	39,485	56.0%	38,818	54.1%	38,120	52.0%
Black Alone	11,851	18.8%	15,772	22.4%	16,565	23.1%	17,366	23.7%
American Indian Alone	205	0.3%	308	0.4%	326	0.5%	351	0.5%
Asian Alone	3,618	5.7%	4,231	6.0%	4,568	6.4%	5,038	6.9%
Pacific Islander Alone	30	0.0%	39	0.1%	36	0.1%	37	0.1%
Some Other Race Alone	2,441	3.9%	3,618	5.1%	3,888	5.4%	4,214	5.7%
Two or More Races	1,886	3.0%	7,066	10.0%	7,587	10.6%	8,217	11.2%

Hispanic Origin (Any Race)	6,404	10.2%	8,382	11.9%	8,997	12.5%	9,790	13.3%
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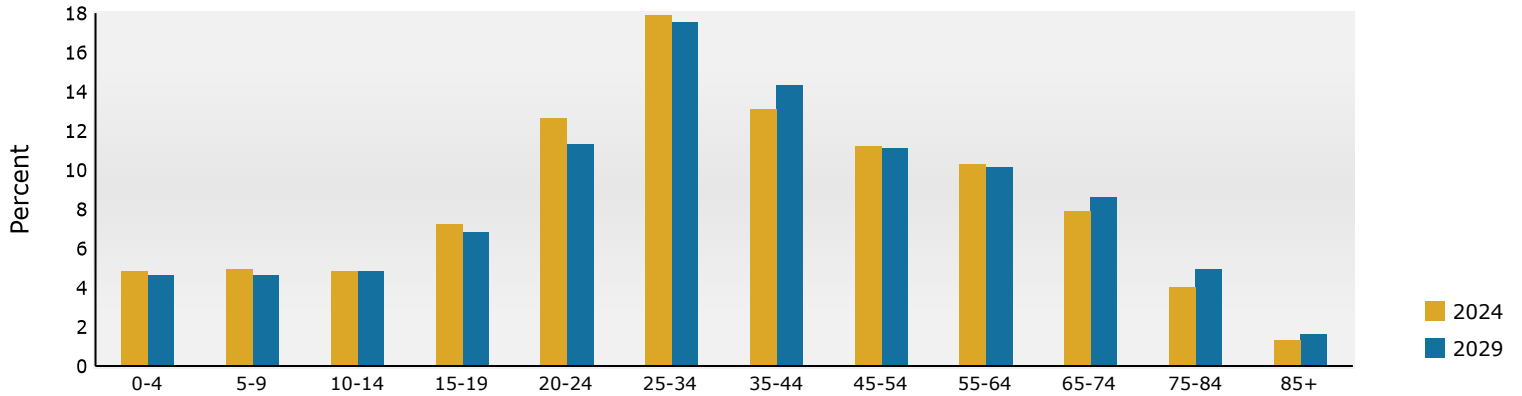
Data Note: Income is expressed in current dollars.

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

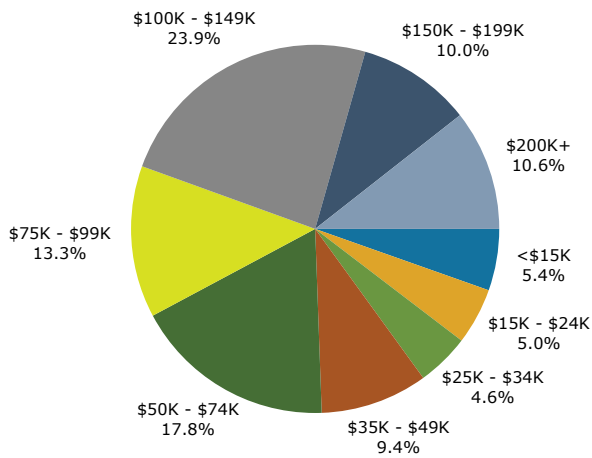
Trends 2024-2029



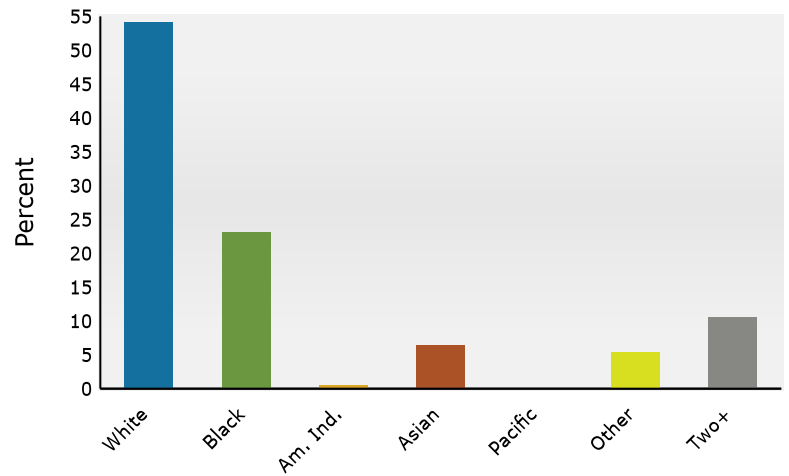
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 12.5%

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



Demographic and Income Profile

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 Ring: 5 mile radius

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Summary	Census 2010	Census 2020	2024	2029
Population	169,445	189,178	195,576	200,865
Households	62,030	70,241	73,003	75,584
Families	42,692	47,259	48,165	49,630
Average Household Size	2.67	2.63	2.62	2.60
Owner Occupied Housing Units	42,867	45,368	48,496	51,049
Renter Occupied Housing Units	19,163	24,873	24,507	24,535
Median Age	33.8	36.0	36.7	37.9

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.54%	0.61%	0.38%
Households	0.70%	0.86%	0.64%
Families	0.60%	0.75%	0.56%
Owner HHs	1.03%	1.32%	0.97%
Median Household Income	2.45%	3.20%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	3,317	4.5%	2,643	3.5%
\$15,000 - \$24,999	3,139	4.3%	2,136	2.8%
\$25,000 - \$34,999	3,379	4.6%	2,595	3.4%
\$35,000 - \$49,999	5,774	7.9%	4,667	6.2%
\$50,000 - \$74,999	11,651	16.0%	10,197	13.5%
\$75,000 - \$99,999	10,428	14.3%	10,383	13.7%
\$100,000 - \$149,999	17,343	23.8%	19,786	26.2%
\$150,000 - \$199,999	8,167	11.2%	10,797	14.3%
\$200,000+	9,805	13.4%	12,380	16.4%

Median Household Income	\$96,392	\$108,790
Average Household Income	\$122,960	\$142,816
Per Capita Income	\$46,307	\$54,162

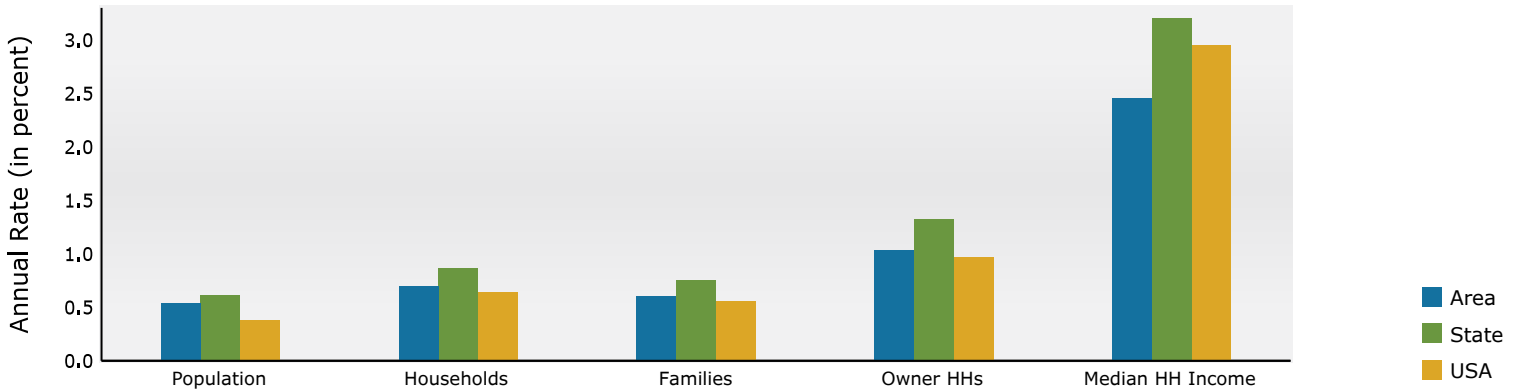
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,434	6.7%	9,922	5.2%	10,098	5.2%	10,208	5.1%
5 - 9	12,051	7.1%	10,802	5.7%	10,966	5.6%	10,393	5.2%
10 - 14	11,688	6.9%	11,953	6.3%	11,230	5.7%	11,218	5.6%
15 - 19	13,294	7.8%	14,228	7.5%	13,243	6.8%	12,414	6.2%
20 - 24	14,347	8.5%	18,056	9.5%	17,285	8.8%	15,834	7.9%
25 - 34	24,899	14.7%	26,973	14.3%	30,215	15.4%	31,649	15.8%
35 - 44	26,236	15.5%	25,156	13.3%	27,274	13.9%	28,951	14.4%
45 - 54	24,432	14.4%	24,698	13.1%	24,698	12.6%	24,879	12.4%
55 - 64	16,989	10.0%	22,632	12.0%	22,723	11.6%	22,754	11.3%
65 - 74	8,512	5.0%	15,380	8.1%	16,558	8.5%	18,665	9.3%
75 - 84	4,077	2.4%	7,012	3.7%	8,576	4.4%	10,574	5.3%
85+	1,487	0.9%	2,367	1.3%	2,708	1.4%	3,325	1.7%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	118,516	69.9%	109,744	58.0%	109,866	56.2%	108,564	54.0%
Black Alone	29,256	17.3%	37,475	19.8%	39,625	20.3%	41,518	20.7%
American Indian Alone	634	0.4%	894	0.5%	972	0.5%	1,036	0.5%
Asian Alone	8,452	5.0%	10,295	5.4%	11,340	5.8%	12,579	6.3%
Pacific Islander Alone	107	0.1%	91	0.0%	86	0.0%	92	0.0%
Some Other Race Alone	7,641	4.5%	10,818	5.7%	11,906	6.1%	13,131	6.5%
Two or More Races	4,838	2.9%	19,859	10.5%	21,781	11.1%	23,944	11.9%
Hispanic Origin (Any Race)	19,241	11.4%	25,149	13.3%	27,776	14.2%	30,854	15.4%

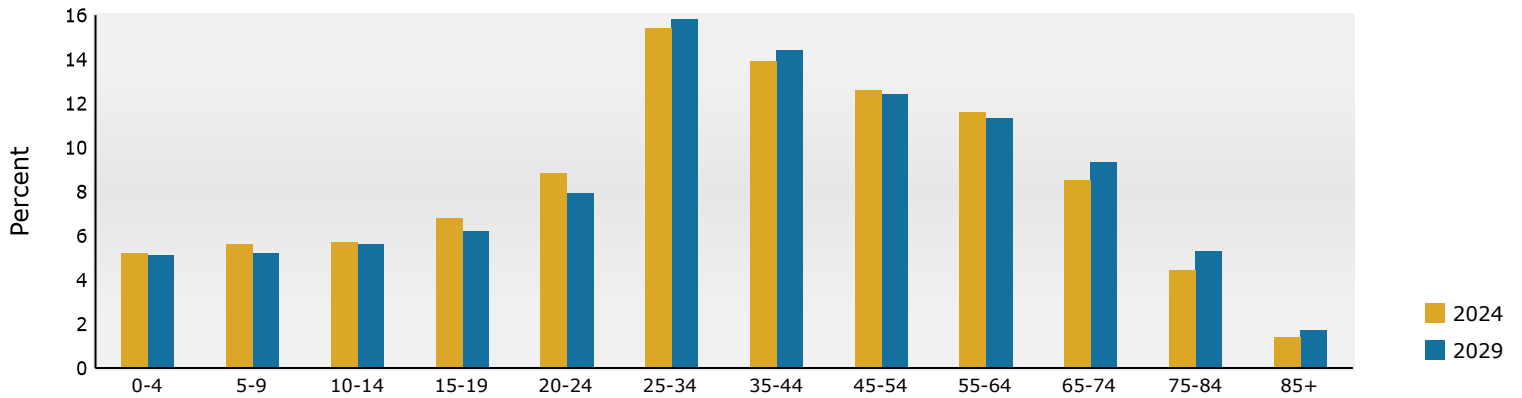
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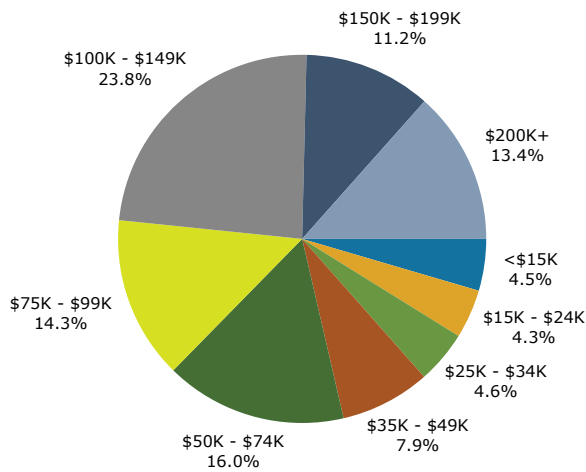
Trends 2024-2029



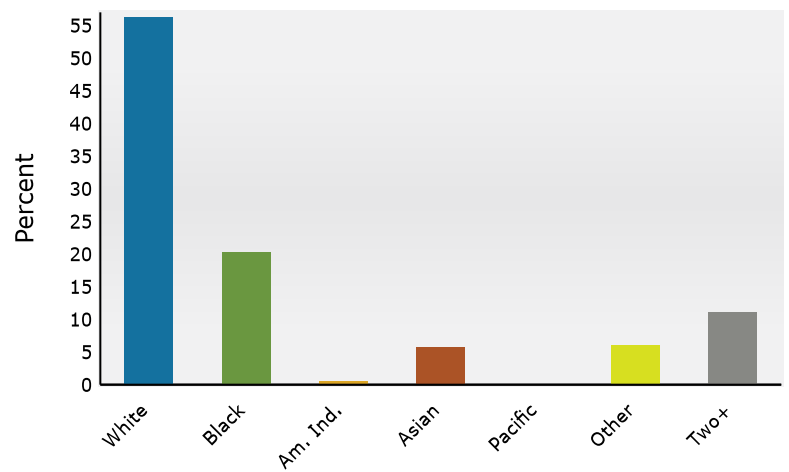
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 14.2%