

Demographic and Income Profile

2911 George Busbee Pkwy NW, Kennesaw, Georgia, 30144



Ring: 1 mile radius

Summary	Census 2020	2026	2031
Total Population	5,459	6,186	6,440
Total Households	1,574	1,825	1,967
Family Households	607	689	734
Average Household Size	1.94	1.91	1.90
Owner Occupied Housing Units	229	244	250
Renter Occupied Housing Units	1,345	1,581	1,716
Median Age	23.0	23.0	23.1

Trends 2026 - 2031	Area	State	National
Population	0.80%	0.80%	0.50%
Households	1.50%	0.90%	0.70%
Family Population	1.30%	0.80%	0.60%
Owner Occupied Housing Units	0.50%	1.20%	0.00%
Median Household Income	2.10%	3.20%	3.10%

Population by Age	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
0-4	133	2.4%	149	2.4%	162	2.5%
5-9	107	2.0%	126	2.0%	130	2.0%
10-14	71	1.3%	80	1.3%	93	1.4%
15-19	966	17.7%	1,123	18.1%	1,131	17.6%
20-24	2,460	45.1%	2,684	43.4%	2,732	42.4%
25-29	452	8.3%	531	8.6%	537	8.3%
30-34	239	4.4%	291	4.7%	322	5.0%
35-39	162	3.0%	205	3.3%	224	3.5%
40-44	145	2.7%	177	2.9%	211	3.3%
45-49	146	2.7%	153	2.5%	176	2.7%
50-54	135	2.5%	154	2.5%	156	2.4%
55-59	148	2.7%	143	2.3%	158	2.5%
60-64	100	1.8%	120	1.9%	114	1.8%
65-69	64	1.2%	76	1.2%	91	1.4%
70-74	43	0.8%	50	0.8%	55	0.8%
75-79	47	0.9%	62	1.0%	68	1.1%
80-84	19	0.3%	35	0.6%	41	0.6%
Age 85+	21	0.4%	27	0.4%	40	0.6%

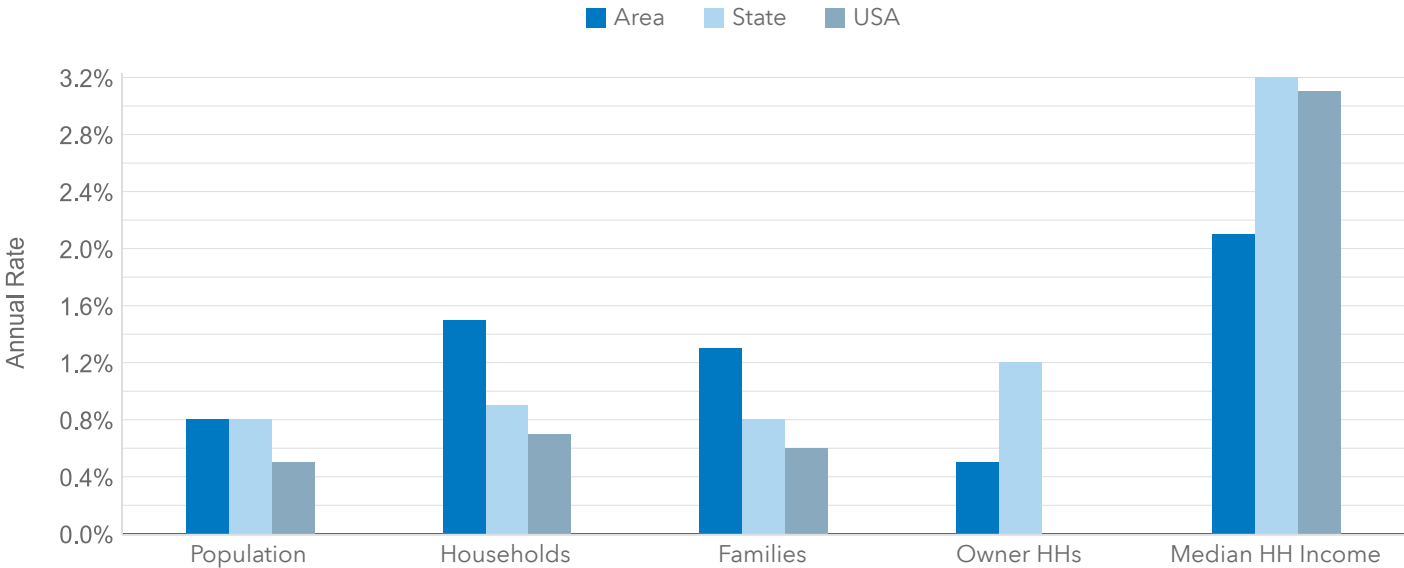
Households by Income	2026		2031	
	Number	Percent	Number	Percent
<\$10,000	153	8.4%	141	7.2%
\$10,000-14,999	11	0.6%	10	0.5%
\$15,000-19,999	23	1.3%	18	0.9%
\$20,000-24,999	48	2.6%	42	2.1%
\$25,000-29,999	30	1.6%	25	1.3%
\$30,000-34,999	94	5.2%	89	4.5%
\$35,000-39,999	148	8.1%	138	7.0%
\$40,000-44,999	45	2.5%	41	2.1%
\$45,000-49,999	25	1.4%	24	1.2%
\$50,000-59,999	98	5.4%	98	5.0%
\$60,000-74,999	157	8.6%	151	7.7%
\$75,000-99,999	295	16.2%	323	16.4%
\$100,000-124,999	414	22.7%	486	24.7%
\$125,000-149,999	40	2.2%	47	2.4%
\$150,000-199,999	151	8.3%	206	10.5%
\$200,000-249,999	53	2.9%	74	3.8%
\$250,000-299,999	19	1.0%	27	1.4%
\$300,000-399,999	11	0.6%	17	0.9%
\$400,000-499,999	3	0.2%	3	0.1%
\$500,000+	6	0.3%	6	0.3%
Median Household Income	\$80,320	-	\$89,136	-
Average Household Income	\$86,808	-	\$96,038	-
Per Capita Income	\$25,636	-	\$29,163	-

Race and Ethnicity	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,591	47.5%	2,794	45.2%	2,780	43.2%
Black Alone	2,009	36.8%	2,327	37.6%	2,474	38.4%
American Indian	13	0.2%	16	0.3%	17	0.3%
Asian Alone	288	5.3%	355	5.7%	403	6.3%
Pacific Islander	2	0.0%	2	0.0%	2	0.0%
Some Other Race	210	3.9%	265	4.3%	296	4.6%
Two or More Races	346	6.3%	426	6.9%	468	7.3%
Hispanic (Any Race)	527	9.7%	641	10.4%	714	11.1%

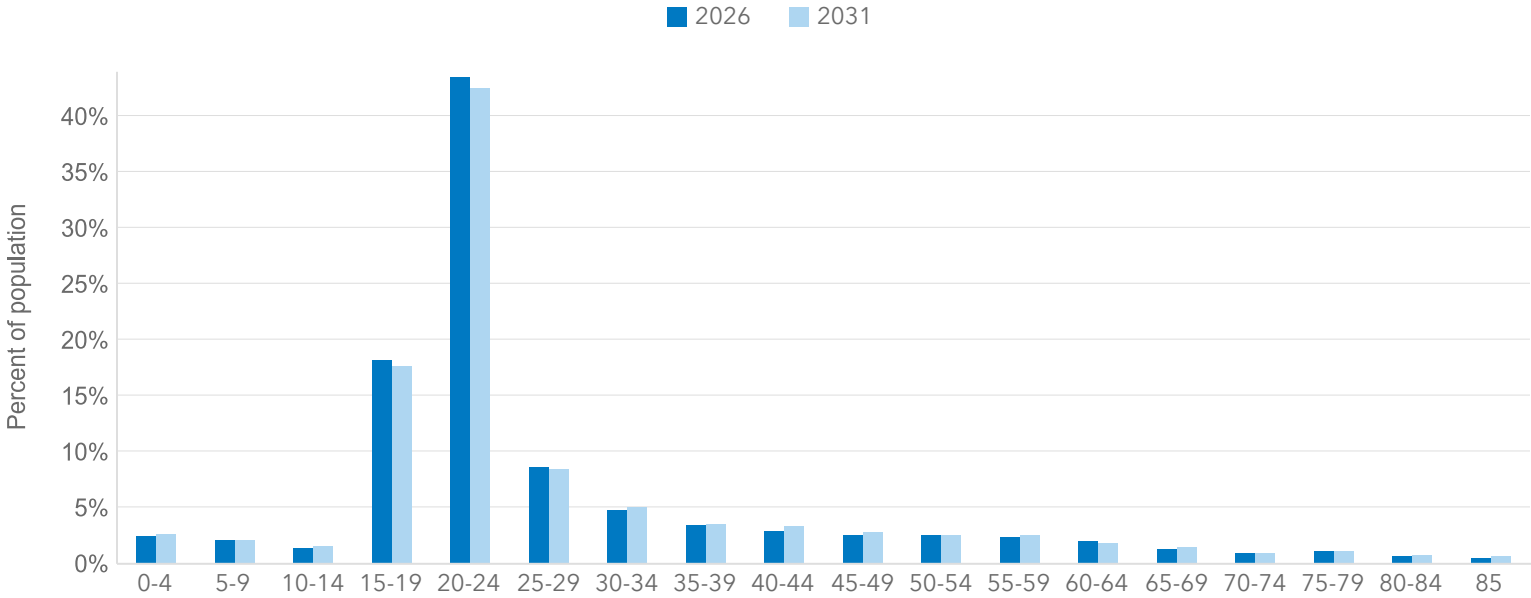
Key Indicators for 2026



Trends: 2026 - 2031 Annual Rate



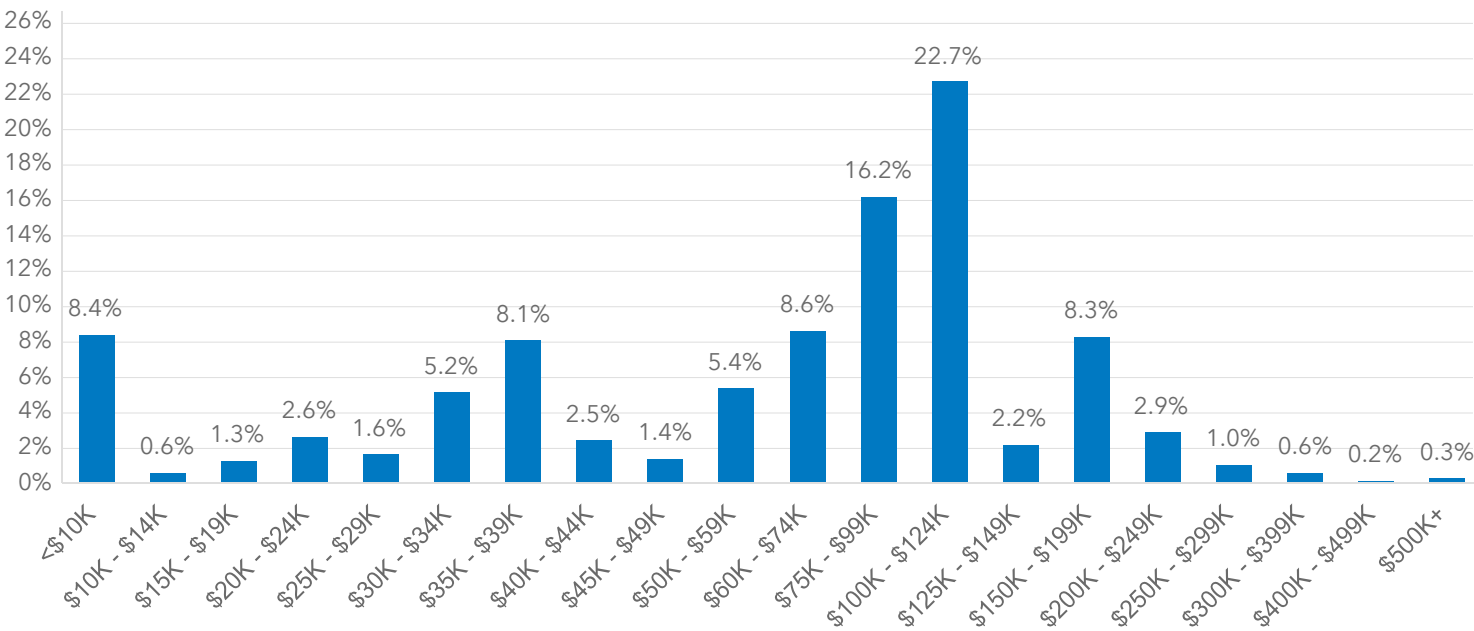
Population by Age



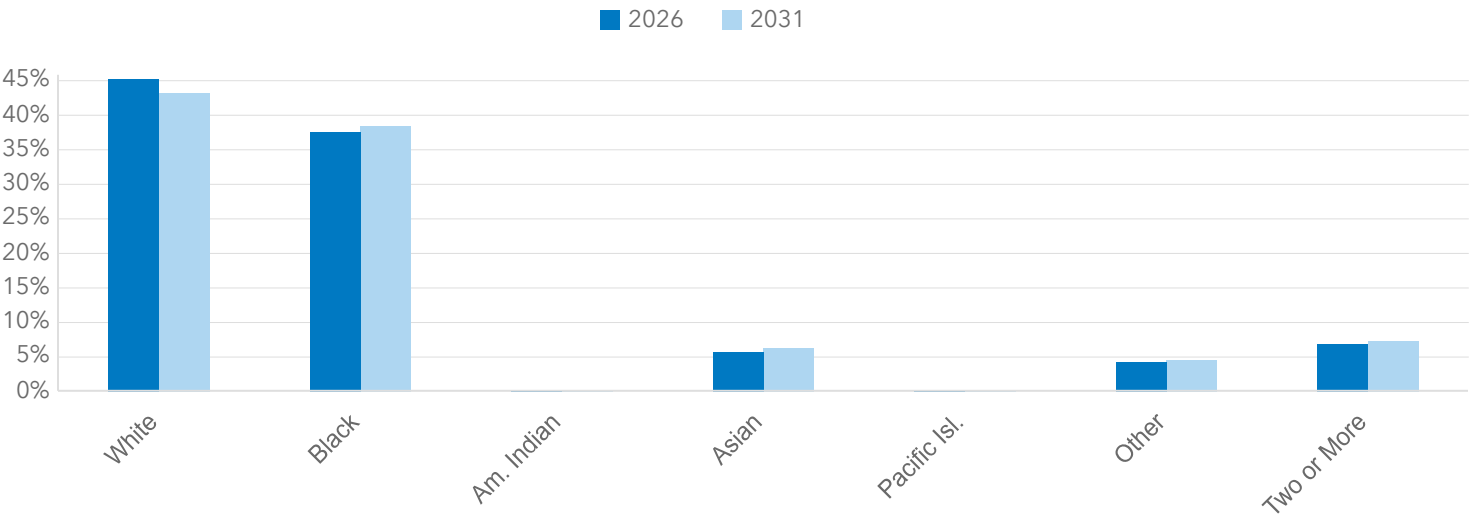
Key Indicators for 2026



Households by Income for 2026



Population by Race



Demographic and Income Profile

2911 George Busbee Pkwy NW, Kennesaw, Georgia, 30144



Ring: 3 mile radius

Summary	Census 2020	2026	2031
Total Population	64,831	69,080	71,733
Total Households	25,766	27,641	28,923
Family Households	14,608	15,183	15,661
Average Household Size	2.37	2.34	2.33
Owner Occupied Housing Units	11,990	13,245	14,074
Renter Occupied Housing Units	13,776	14,396	14,849
Median Age	32.5	33.5	35.1

Trends 2026 - 2031	Area	State	National
Population	0.80%	0.80%	0.50%
Households	0.90%	0.90%	0.70%
Family Population	0.60%	0.80%	0.60%
Owner Occupied Housing Units	1.20%	1.20%	0.00%
Median Household Income	3.00%	3.20%	3.10%

Population by Age	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
0-4	3,093	4.8%	3,120	4.5%	3,186	4.4%
5-9	3,106	4.8%	3,262	4.7%	3,186	4.4%
10-14	3,258	5.0%	3,093	4.5%	3,296	4.6%
15-19	5,238	8.1%	5,019	7.3%	4,997	7.0%
20-24	9,537	14.7%	8,718	12.6%	8,640	12.0%
25-29	5,785	8.9%	7,419	10.7%	5,642	7.9%
30-34	4,802	7.4%	5,542	8.0%	6,787	9.5%
35-39	4,232	6.5%	4,753	6.9%	5,333	7.4%
40-44	3,751	5.8%	4,354	6.3%	4,851	6.8%
45-49	3,725	5.8%	3,693	5.3%	4,286	6.0%
50-54	3,609	5.6%	3,696	5.3%	3,668	5.1%
55-59	3,638	5.6%	3,476	5.0%	3,528	4.9%
60-64	3,230	5.0%	3,316	4.8%	3,261	4.5%
65-69	2,606	4.0%	3,062	4.4%	3,126	4.4%
70-74	2,049	3.2%	2,383	3.5%	2,780	3.9%
75-79	1,418	2.2%	1,957	2.8%	2,229	3.1%
80-84	882	1.4%	1,196	1.7%	1,613	2.3%
Age 85+	874	1.4%	1,022	1.5%	1,326	1.9%

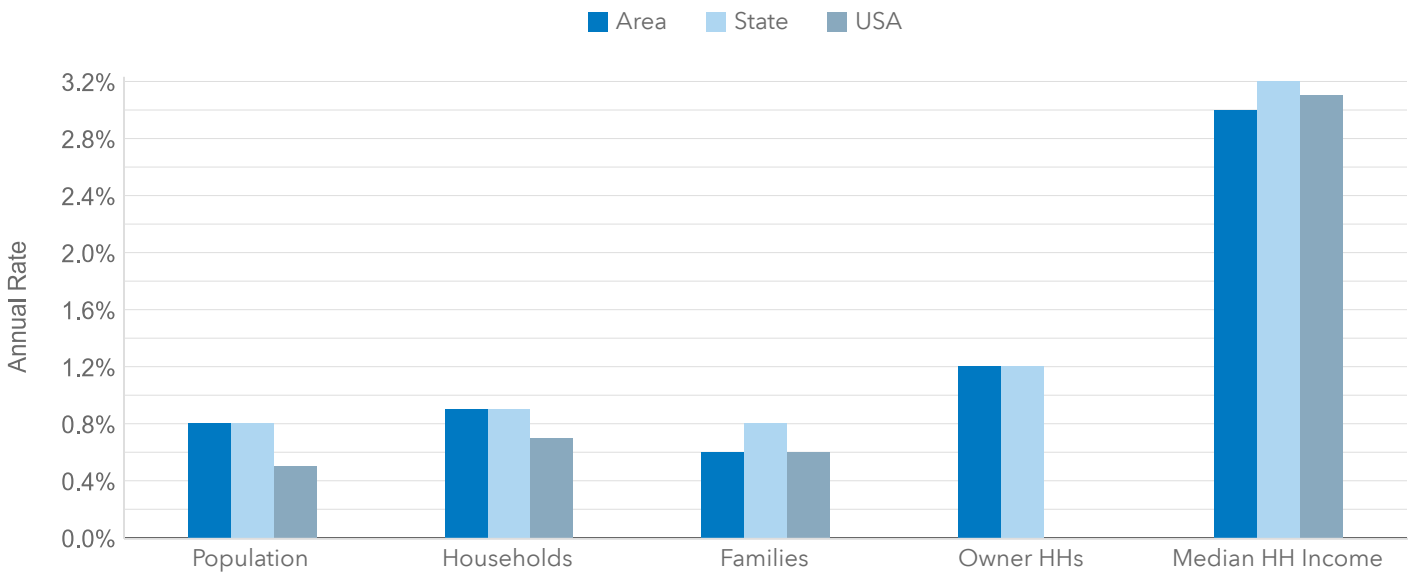
Households by Income	2026		2031	
	Number	Percent	Number	Percent
<\$10,000	1,552	5.6%	1,395	4.8%
\$10,000-14,999	528	1.9%	431	1.5%
\$15,000-19,999	527	1.9%	418	1.4%
\$20,000-24,999	565	2.0%	465	1.6%
\$25,000-29,999	625	2.3%	495	1.7%
\$30,000-34,999	761	2.8%	636	2.2%
\$35,000-39,999	953	3.5%	835	2.9%
\$40,000-44,999	905	3.3%	796	2.8%
\$45,000-49,999	955	3.5%	828	2.9%
\$50,000-59,999	1,780	6.4%	1,651	5.7%
\$60,000-74,999	2,429	8.8%	2,182	7.5%
\$75,000-99,999	3,701	13.4%	3,808	13.2%
\$100,000-124,999	3,732	13.5%	4,077	14.1%
\$125,000-149,999	1,995	7.2%	2,235	7.7%
\$150,000-199,999	3,304	11.9%	4,176	14.4%
\$200,000-249,999	1,500	5.4%	1,974	6.8%
\$250,000-299,999	678	2.5%	973	3.4%
\$300,000-399,999	539	1.9%	819	2.8%
\$400,000-499,999	163	0.6%	140	0.5%
\$500,000+	450	1.6%	588	2.0%
Median Household Income	\$88,459	-	\$102,518	-
Average Household Income	\$112,002	-	\$127,491	-
Per Capita Income	\$45,093	-	\$51,684	-

Race and Ethnicity	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
White Alone	34,363	53.0%	35,136	50.9%	34,936	48.7%
Black Alone	16,444	25.4%	17,885	25.9%	19,001	26.5%
American Indian	281	0.4%	355	0.5%	374	0.5%
Asian Alone	4,246	6.5%	4,816	7.0%	5,454	7.6%
Pacific Islander	34	0.1%	32	0.1%	33	0.1%
Some Other Race	3,328	5.1%	3,811	5.5%	4,214	5.9%
Two or More Races	6,135	9.5%	7,044	10.2%	7,720	10.8%
Hispanic (Any Race)	7,456	11.5%	8,592	12.4%	9,527	13.3%

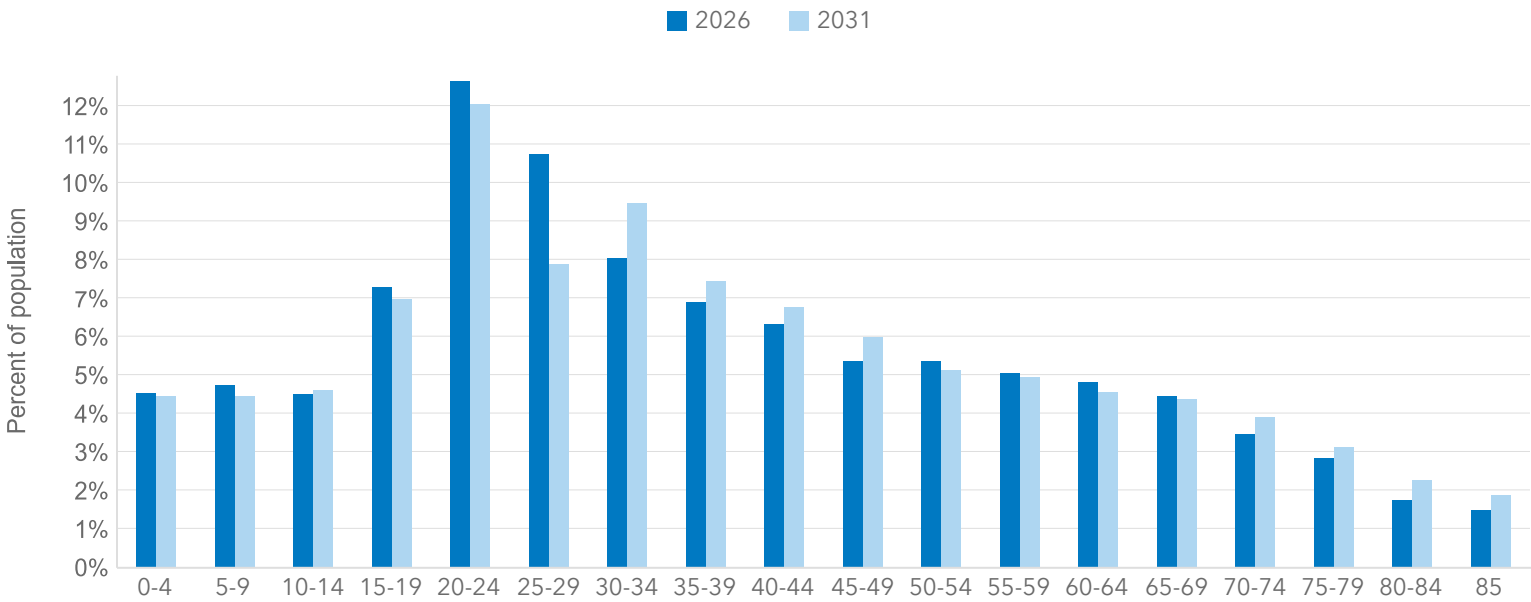
Key Indicators for 2026



Trends: 2026 - 2031 Annual Rate



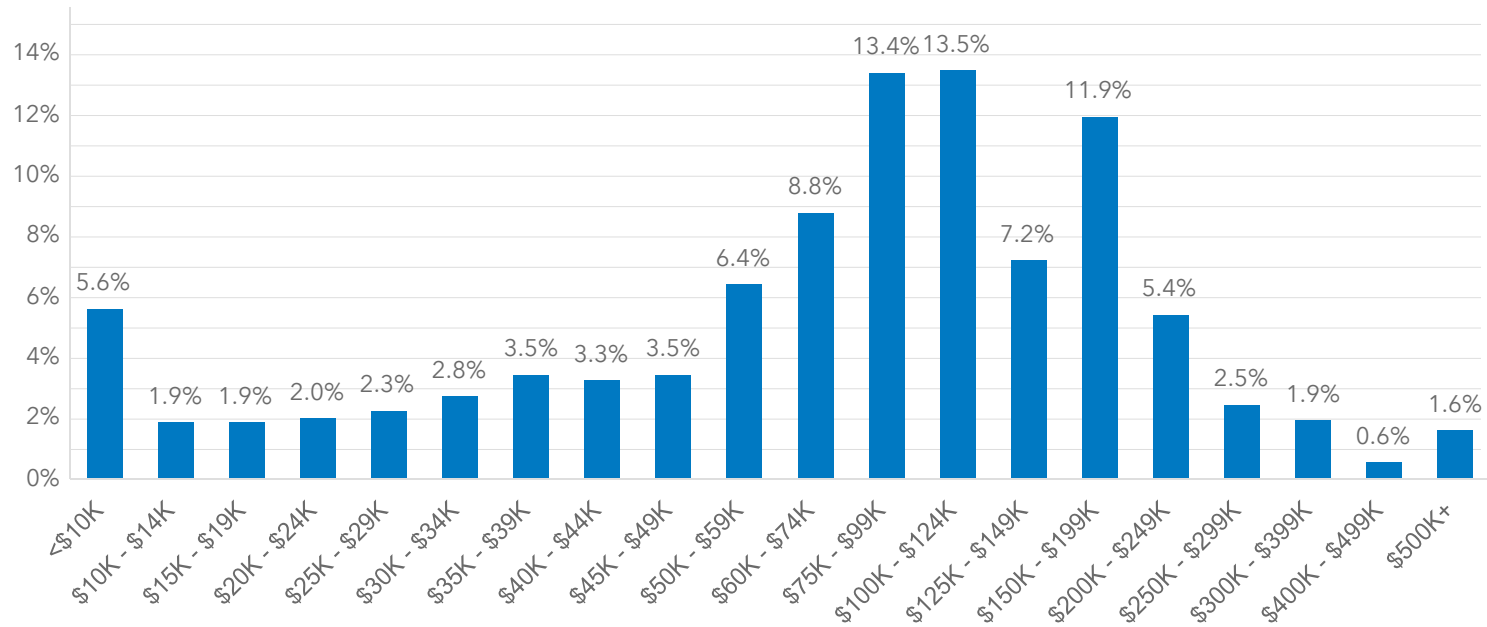
Population by Age



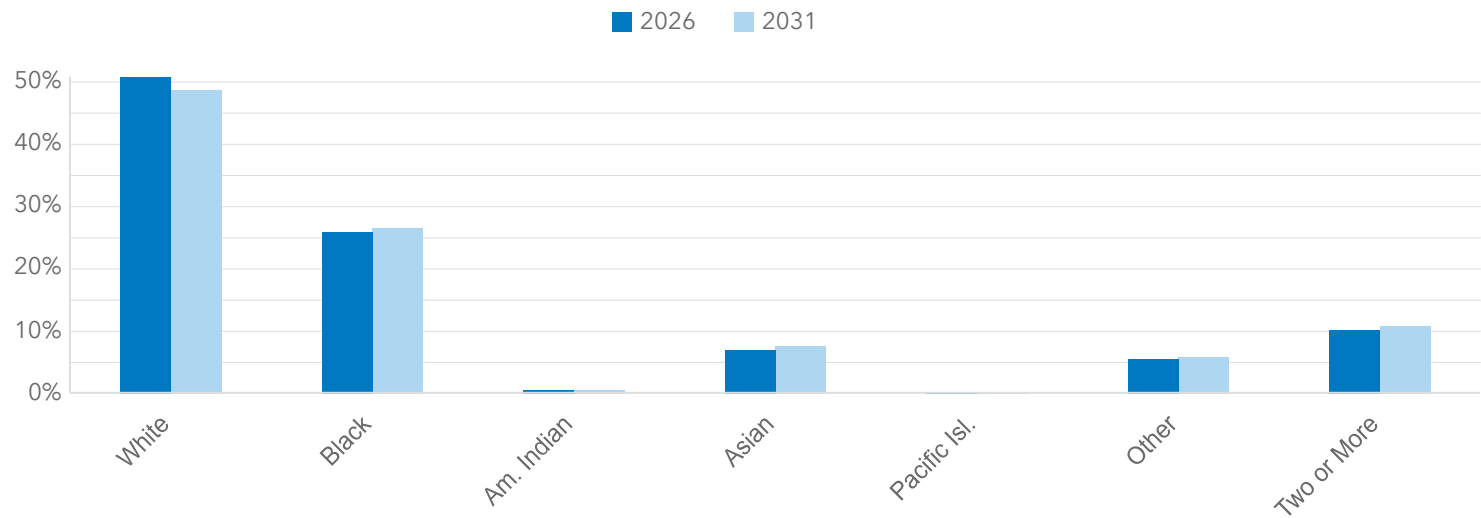
Key Indicators for 2026



Households by Income for 2026



Population by Race



Demographic and Income Profile

2911 George Busbee Pkwy NW, Kennesaw, Georgia, 30144



Ring: 5 mile radius

Summary	Census 2020	2026	2031
Total Population	180,995	190,810	197,422
Total Households	67,612	71,997	74,916
Family Households	45,333	47,014	48,436
Average Household Size	2.61	2.58	2.57
Owner Occupied Housing Units	44,409	48,079	50,262
Renter Occupied Housing Units	23,203	23,918	24,655
Median Age	36.7	37.7	38.9

Trends 2026 - 2031	Area	State	National
Population	0.70%	0.80%	0.50%
Households	0.80%	0.90%	0.70%
Family Population	0.60%	0.80%	0.60%
Owner Occupied Housing Units	0.90%	1.20%	0.00%
Median Household Income	3.00%	3.20%	3.10%

Population by Age	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
0-4	9,364	5.2%	9,419	4.9%	9,604	4.9%
5-9	10,176	5.6%	10,397	5.5%	10,046	5.1%
10-14	11,201	6.2%	10,528	5.5%	10,828	5.5%
15-19	13,369	7.4%	12,219	6.4%	11,978	6.1%
20-24	17,041	9.4%	15,411	8.1%	14,791	7.5%
25-29	12,770	7.1%	16,557	8.7%	13,359	6.8%
30-34	12,531	6.9%	13,831	7.3%	16,954	8.6%
35-39	12,244	6.8%	13,229	6.9%	14,245	7.2%
40-44	11,643	6.4%	12,980	6.8%	13,916	7.0%
45-49	11,855	6.5%	11,756	6.2%	13,094	6.6%
50-54	11,621	6.4%	11,810	6.2%	11,679	5.9%
55-59	11,694	6.5%	11,202	5.9%	11,194	5.7%
60-64	10,209	5.6%	10,844	5.7%	10,579	5.4%
65-69	8,580	4.7%	9,654	5.1%	10,219	5.2%
70-74	6,922	3.8%	7,717	4.0%	8,728	4.4%
75-79	4,551	2.5%	6,393	3.4%	6,984	3.5%
80-84	2,626	1.4%	3,812	2.0%	5,167	2.6%
Age 85+	2,598	1.4%	3,051	1.6%	4,058	2.1%

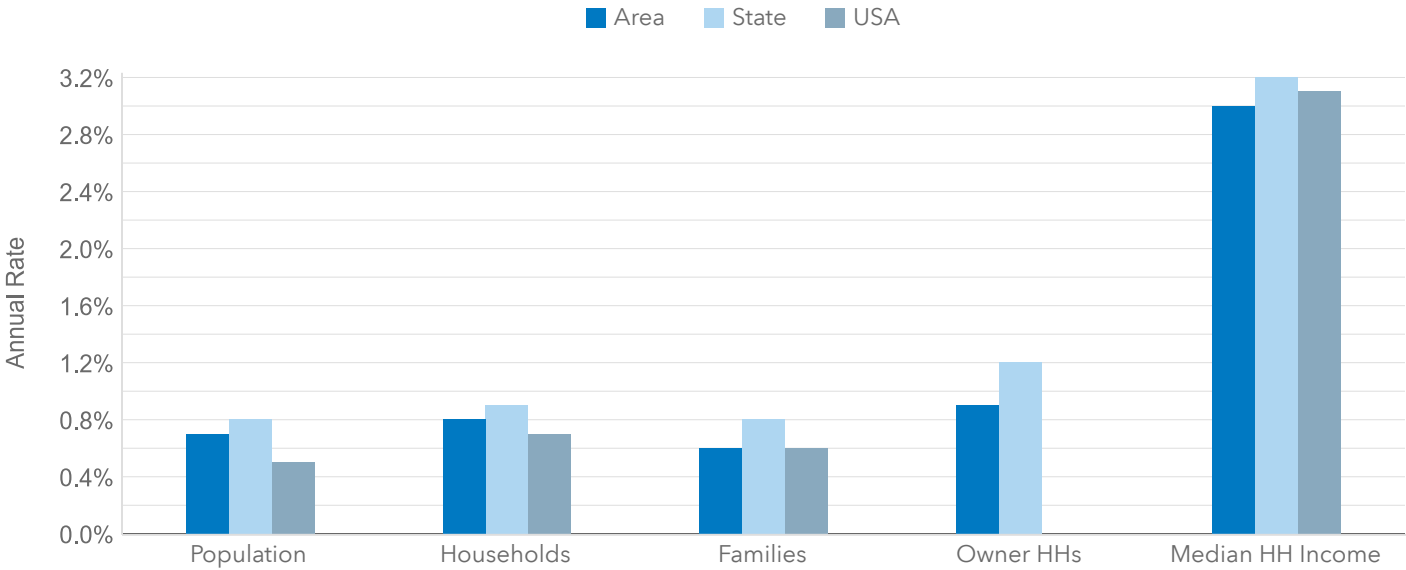
Households by Income	2026		2031	
	Number	Percent	Number	Percent
<\$10,000	2,883	4.0%	2,562	3.4%
\$10,000-14,999	1,168	1.6%	929	1.2%
\$15,000-19,999	898	1.3%	659	0.9%
\$20,000-24,999	1,351	1.9%	1,050	1.4%
\$25,000-29,999	1,373	1.9%	1,019	1.4%
\$30,000-34,999	1,473	2.0%	1,172	1.6%
\$35,000-39,999	1,736	2.4%	1,452	1.9%
\$40,000-44,999	1,710	2.4%	1,420	1.9%
\$45,000-49,999	1,916	2.7%	1,607	2.1%
\$50,000-59,999	3,996	5.5%	3,464	4.6%
\$60,000-74,999	5,075	7.0%	4,266	5.7%
\$75,000-99,999	9,233	12.8%	8,868	11.8%
\$100,000-124,999	8,801	12.2%	9,073	12.1%
\$125,000-149,999	6,765	9.4%	7,295	9.7%
\$150,000-199,999	10,579	14.7%	12,838	17.1%
\$200,000-249,999	5,857	8.1%	7,568	10.1%
\$250,000-299,999	2,604	3.6%	3,680	4.9%
\$300,000-399,999	2,185	3.0%	3,250	4.3%
\$400,000-499,999	662	0.9%	551	0.7%
\$500,000+	1,733	2.4%	2,194	2.9%
Median Household Income	\$107,725	-	\$124,717	-
Average Household Income	\$135,492	-	\$153,884	-
Per Capita Income	\$51,321	-	\$58,599	-

Race and Ethnicity	Census 2020		2026		2031	
	Number	Percent	Number	Percent	Number	Percent
White Alone	105,965	58.5%	107,413	56.3%	107,030	54.2%
Black Alone	35,583	19.7%	38,330	20.1%	40,613	20.6%
American Indian	866	0.5%	1,086	0.6%	1,114	0.6%
Asian Alone	10,098	5.6%	11,520	6.0%	13,014	6.6%
Pacific Islander	92	0.1%	88	0.1%	89	0.1%
Some Other Race	10,169	5.6%	11,602	6.1%	12,766	6.5%
Two or More Races	18,222	10.1%	20,770	10.9%	22,796	11.6%
Hispanic (Any Race)	23,132	12.8%	26,613	13.9%	29,383	14.9%

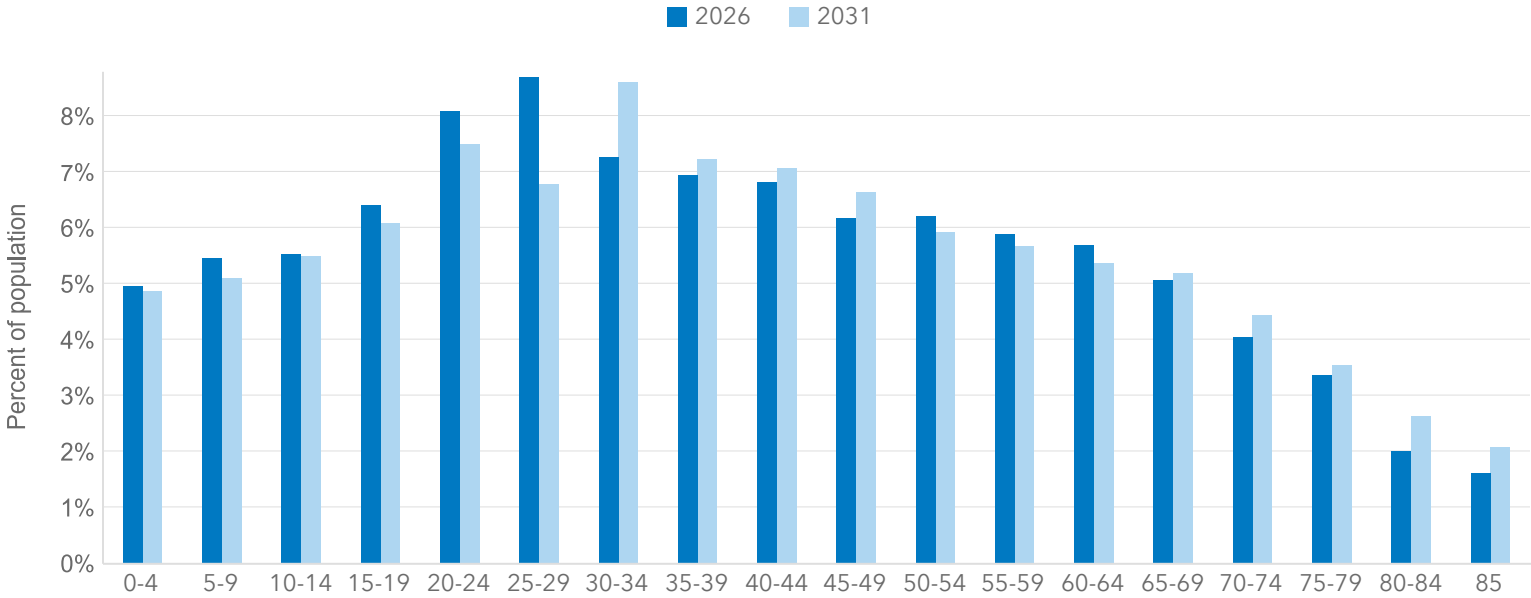
Key Indicators for 2026



Trends: 2026 - 2031 Annual Rate



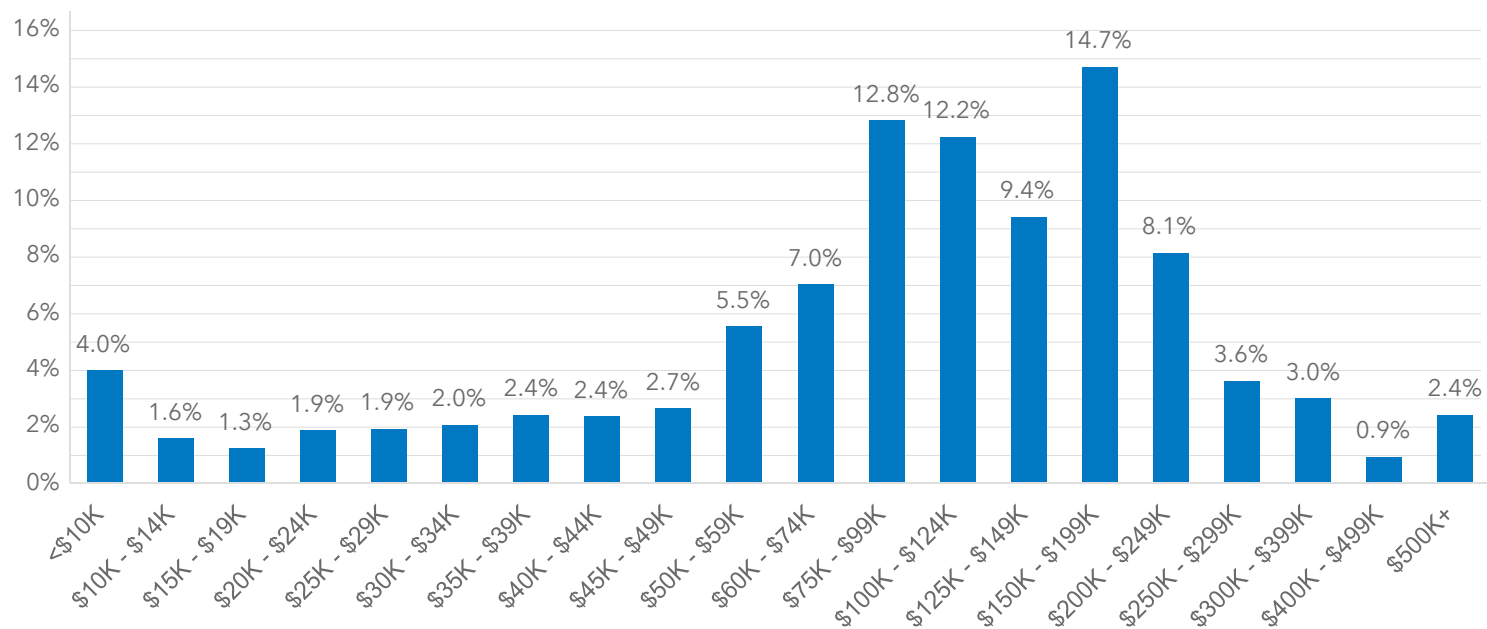
Population by Age



Key Indicators for 2026



Households by Income for 2026



Population by Race

