



# Community Profile

44759-Kennesaw Marketplace  
 1300 Ernest W Barrett Pkwy NW  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 33.99791  
 Longitude: -84.58827

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	2,744	29,127	126,397
2010 Total Population	5,840	44,257	153,374
2019 Total Population	7,187	50,494	169,280
2019 Group Quarters	87	1,983	4,033
2024 Total Population	7,639	54,056	179,060
2019-2024 Annual Rate	1.23%	1.37%	1.13%
2019 Total Daytime Population	13,039	82,847	199,340
Workers	9,902	60,329	121,214
Residents	3,137	22,518	78,126
<b>Household Summary</b>			
2000 Households	1,204	11,804	47,205
2000 Average Household Size	2.19	2.38	2.65
2010 Households	2,737	18,018	57,674
2010 Average Household Size	2.10	2.35	2.59
2019 Households	3,360	20,537	63,639
2019 Average Household Size	2.11	2.36	2.60
2024 Households	3,576	22,014	67,364
2024 Average Household Size	2.11	2.37	2.60
2019-2024 Annual Rate	1.25%	1.40%	1.14%
2010 Families	1,649	10,548	38,381
2010 Average Family Size	2.69	3.01	3.14
2019 Families	1,977	11,885	41,857
2019 Average Family Size	2.73	3.04	3.17
2024 Families	2,092	12,642	44,076
2024 Average Family Size	2.73	3.05	3.18
2019-2024 Annual Rate	1.14%	1.24%	1.04%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,335	12,568	49,475
Owner Occupied Housing Units	59.6%	57.7%	67.6%
Renter Occupied Housing Units	30.6%	36.2%	27.8%
Vacant Housing Units	9.8%	6.1%	4.6%
2010 Housing Units	3,028	19,618	62,815
Owner Occupied Housing Units	45.1%	47.6%	61.1%
Renter Occupied Housing Units	45.3%	44.3%	30.7%
Vacant Housing Units	9.6%	8.2%	8.2%
2019 Housing Units	3,572	21,625	67,405
Owner Occupied Housing Units	45.0%	47.2%	60.7%
Renter Occupied Housing Units	49.0%	47.8%	33.7%
Vacant Housing Units	5.9%	5.0%	5.6%
2024 Housing Units	3,781	23,046	70,971
Owner Occupied Housing Units	47.1%	48.4%	62.0%
Renter Occupied Housing Units	47.5%	47.1%	32.9%
Vacant Housing Units	5.4%	4.5%	5.1%
<b>Median Household Income</b>			
2019	\$76,131	\$66,991	\$76,797
2024	\$85,831	\$78,772	\$86,078
<b>Median Home Value</b>			
2019	\$327,714	\$251,311	\$247,892
2024	\$386,640	\$284,100	\$276,101
<b>Per Capita Income</b>			
2019	\$41,688	\$36,971	\$37,276
2024	\$47,709	\$42,204	\$42,159
<b>Median Age</b>			
2010	32.4	32.4	34.6
2019	34.9	34.6	36.3
2024	35.0	35.4	37.2

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	3,360	20,537	63,639
<\$15,000	6.0%	6.5%	5.7%
\$15,000 - \$24,999	7.6%	7.9%	6.1%
\$25,000 - \$34,999	7.5%	8.1%	7.2%
\$35,000 - \$49,999	11.8%	13.8%	12.5%
\$50,000 - \$74,999	15.9%	18.2%	17.1%
\$75,000 - \$99,999	17.3%	14.1%	14.7%
\$100,000 - \$149,999	15.4%	16.2%	18.7%
\$150,000 - \$199,999	7.9%	7.9%	9.7%
\$200,000+	10.5%	7.3%	8.3%
Average Household Income	\$101,470	\$91,358	\$99,006
<b>2024 Households by Income</b>			
Household Income Base	3,576	22,014	67,364
<\$15,000	4.3%	4.7%	4.1%
\$15,000 - \$24,999	5.8%	6.2%	5.0%
\$25,000 - \$34,999	6.0%	6.5%	5.9%
\$35,000 - \$49,999	10.0%	12.2%	11.1%
\$50,000 - \$74,999	14.4%	17.5%	16.1%
\$75,000 - \$99,999	18.5%	15.3%	15.1%
\$100,000 - \$149,999	19.4%	19.7%	21.4%
\$150,000 - \$199,999	9.9%	9.8%	12.0%
\$200,000+	11.7%	8.1%	9.4%
Average Household Income	\$116,179	\$104,219	\$111,919
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,609	10,202	40,941
<\$50,000	3.3%	2.5%	1.5%
\$50,000 - \$99,999	3.4%	4.0%	2.9%
\$100,000 - \$149,999	12.6%	12.9%	9.7%
\$150,000 - \$199,999	11.4%	19.0%	20.6%
\$200,000 - \$249,999	4.8%	11.2%	16.0%
\$250,000 - \$299,999	8.4%	13.5%	15.6%
\$300,000 - \$399,999	21.8%	16.2%	16.7%
\$400,000 - \$499,999	9.0%	5.7%	6.1%
\$500,000 - \$749,999	24.1%	12.2%	8.1%
\$750,000 - \$999,999	0.7%	2.0%	1.6%
\$1,000,000 - \$1,499,999	0.6%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$352,919	\$302,213	\$298,402
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,780	11,159	43,996
<\$50,000	2.2%	1.7%	1.0%
\$50,000 - \$99,999	2.4%	2.9%	2.1%
\$100,000 - \$149,999	7.5%	9.2%	6.9%
\$150,000 - \$199,999	8.4%	17.0%	17.3%
\$200,000 - \$249,999	3.3%	10.4%	14.7%
\$250,000 - \$299,999	7.8%	12.9%	15.4%
\$300,000 - \$399,999	21.2%	17.1%	18.5%
\$400,000 - \$499,999	11.5%	7.2%	7.6%
\$500,000 - \$749,999	33.3%	17.4%	11.9%
\$750,000 - \$999,999	1.6%	3.1%	2.6%
\$1,000,000 - \$1,499,999	0.8%	1.0%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.5%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$413,195	\$346,003	\$344,679

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	5,839	44,257	153,372
0 - 4	7.3%	6.4%	6.6%
5 - 9	6.5%	6.0%	6.8%
10 - 14	6.6%	5.9%	6.7%
15 - 24	15.2%	18.7%	16.1%
25 - 34	18.8%	17.0%	14.3%
35 - 44	15.4%	14.5%	15.0%
45 - 54	13.3%	13.0%	14.6%
55 - 64	9.2%	9.3%	10.3%
65 - 74	4.4%	4.8%	5.3%
75 - 84	2.0%	2.8%	3.0%
85 +	1.3%	1.6%	1.2%
18 +	75.0%	77.8%	75.6%
<b>2019 Population by Age</b>			
Total	7,188	50,496	169,280
0 - 4	6.4%	5.7%	5.9%
5 - 9	6.3%	5.7%	6.2%
10 - 14	6.1%	5.7%	6.5%
15 - 24	13.0%	15.7%	14.3%
25 - 34	18.5%	18.0%	15.5%
35 - 44	15.3%	13.9%	13.4%
45 - 54	12.5%	12.4%	13.4%
55 - 64	10.7%	10.5%	11.9%
65 - 74	6.9%	7.2%	8.0%
75 - 84	3.0%	3.4%	3.6%
85 +	1.3%	1.8%	1.5%
18 +	77.7%	79.6%	77.8%
<b>2024 Population by Age</b>			
Total	7,637	54,054	179,059
0 - 4	6.4%	5.8%	5.9%
5 - 9	6.2%	5.6%	5.9%
10 - 14	6.2%	5.7%	6.2%
15 - 24	12.8%	15.6%	14.0%
25 - 34	18.3%	16.8%	14.6%
35 - 44	16.2%	15.0%	14.3%
45 - 54	11.5%	11.6%	12.4%
55 - 64	9.8%	10.2%	11.6%
65 - 74	7.5%	7.8%	8.9%
75 - 84	3.9%	4.2%	4.6%
85 +	1.3%	1.8%	1.6%
18 +	77.5%	79.7%	78.3%
<b>2010 Population by Sex</b>			
Males	2,696	20,940	74,002
Females	3,144	23,317	79,372
<b>2019 Population by Sex</b>			
Males	3,354	24,057	81,890
Females	3,833	26,437	87,391
<b>2024 Population by Sex</b>			
Males	3,572	25,704	86,621
Females	4,066	28,352	92,439

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	5,840	44,257	153,374
White Alone	59.9%	64.9%	68.7%
Black Alone	24.5%	21.0%	18.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	7.3%	6.1%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.9%	4.8%	4.5%
Two or More Races	3.0%	2.9%	2.7%
Hispanic Origin	10.1%	10.6%	11.4%
Diversity Index	65.3	62.0	59.4
<b>2019 Population by Race/Ethnicity</b>			
Total	7,187	50,494	169,279
White Alone	52.8%	58.6%	62.5%
Black Alone	28.3%	24.4%	22.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.9%	7.9%	6.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.8%	5.0%	4.9%
Two or More Races	3.7%	3.6%	3.5%
Hispanic Origin	10.6%	11.5%	12.6%
Diversity Index	70.1	67.4	65.3
<b>2024 Population by Race/Ethnicity</b>			
Total	7,639	54,056	179,060
White Alone	48.6%	54.5%	58.6%
Black Alone	30.7%	26.6%	24.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	11.2%	9.1%	7.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.1%	5.4%	5.2%
Two or More Races	4.2%	4.1%	3.9%
Hispanic Origin	11.3%	12.5%	13.6%
Diversity Index	72.6	70.6	68.7
<b>2010 Population by Relationship and Household Type</b>			
Total	5,840	44,257	153,374
In Households	98.6%	95.6%	97.4%
In Family Households	77.6%	73.7%	80.7%
Householder	25.1%	23.6%	25.0%
Spouse	17.6%	16.8%	18.9%
Child	29.3%	27.3%	30.6%
Other relative	3.8%	4.0%	4.2%
Nonrelative	1.8%	2.0%	2.1%
In Nonfamily Households	20.9%	21.9%	16.7%
In Group Quarters	1.4%	4.4%	2.6%
Institutionalized Population	1.4%	1.1%	0.4%
Noninstitutionalized Population	0.0%	3.2%	2.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	4,905	33,940	113,805
Less than 9th Grade	2.7%	2.5%	3.3%
9th - 12th Grade, No Diploma	3.0%	4.3%	3.9%
High School Graduate	16.3%	16.0%	16.5%
GED/Alternative Credential	1.2%	2.3%	2.3%
Some College, No Degree	20.7%	21.4%	20.3%
Associate Degree	6.9%	7.3%	8.1%
Bachelor's Degree	29.0%	29.5%	30.6%
Graduate/Professional Degree	20.2%	16.8%	15.0%
<b>2019 Population 15+ by Marital Status</b>			
Total	5,837	41,850	137,958
Never Married	41.0%	41.9%	35.8%
Married	41.4%	42.6%	50.3%
Widowed	5.1%	4.9%	3.7%
Divorced	12.5%	10.6%	10.2%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.1%	96.5%	96.8%
Civilian Unemployed (Unemployment Rate)	2.9%	3.5%	3.2%
<b>2019 Employed Population 16+ by Industry</b>			
Total	4,128	28,481	92,676
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	3.8%	5.2%	6.7%
Manufacturing	4.6%	6.5%	7.7%
Wholesale Trade	3.7%	3.1%	3.5%
Retail Trade	15.7%	13.8%	12.2%
Transportation/Utilities	3.0%	4.5%	5.3%
Information	4.8%	3.4%	3.3%
Finance/Insurance/Real Estate	9.5%	9.4%	8.4%
Services	52.0%	51.8%	50.1%
Public Administration	2.8%	2.3%	2.8%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	4,127	28,481	92,674
White Collar	76.8%	71.6%	69.7%
Management/Business/Financial	19.5%	16.9%	19.2%
Professional	28.1%	26.7%	24.4%
Sales	17.7%	15.1%	13.7%
Administrative Support	11.5%	12.8%	12.4%
Services	18.3%	17.8%	16.3%
Blue Collar	4.8%	10.6%	13.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.3%	1.9%	3.6%
Installation/Maintenance/Repair	1.3%	1.6%	2.2%
Production	0.4%	2.4%	3.3%
Transportation/Material Moving	2.8%	4.7%	4.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,840	44,257	153,374
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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<b>2010 Households by Type</b>			
Total	2,737	18,018	57,674
Households with 1 Person	31.3%	31.1%	25.3%
Households with 2+ People	68.7%	68.9%	74.7%
Family Households	60.2%	58.5%	66.5%
Husband-wife Families	42.6%	41.6%	50.2%
With Related Children	21.3%	20.1%	25.0%
Other Family (No Spouse Present)	17.7%	16.9%	16.3%
Other Family with Male Householder	3.7%	4.1%	4.2%
With Related Children	2.0%	2.1%	2.2%
Other Family with Female Householder	14.0%	12.8%	12.1%
With Related Children	9.6%	8.5%	7.9%
Nonfamily Households	8.4%	10.3%	8.2%
All Households with Children	33.1%	31.1%	35.4%
Multigenerational Households	2.9%	3.1%	3.6%
Unmarried Partner Households	5.7%	6.3%	5.5%
Male-female	5.2%	5.6%	4.7%
Same-sex	0.5%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	2,738	18,017	57,673
1 Person Household	31.3%	31.1%	25.3%
2 Person Household	32.5%	32.8%	32.2%
3 Person Household	16.6%	16.2%	17.5%
4 Person Household	12.5%	11.8%	14.9%
5 Person Household	4.6%	5.1%	6.4%
6 Person Household	1.7%	1.8%	2.3%
7 + Person Household	0.8%	1.1%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,737	18,018	57,674
Owner Occupied	49.9%	51.8%	66.6%
Owned with a Mortgage/Loan	42.7%	42.7%	55.1%
Owned Free and Clear	7.1%	9.1%	11.4%
Renter Occupied	50.1%	48.2%	33.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,028	19,618	62,815
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	In Style (5B)	Young and Restless (11B)	Home Improvement (4B)
2.	Up and Coming Families (7A)	Up and Coming Families (7A)	Bright Young Professionals
3.	Young and Restless (11B)	Bright Young Professionals	Young and Restless (11B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,694,673	\$48,051,472	\$157,719,831
Average Spent	\$2,587.70	\$2,339.75	\$2,478.35
Spending Potential Index	121	109	116
Education: Total \$	\$5,854,034	\$32,635,616	\$112,185,159
Average Spent	\$1,742.27	\$1,589.11	\$1,762.84
Spending Potential Index	109	100	111
Entertainment/Recreation: Total \$	\$12,689,277	\$69,500,996	\$233,366,050
Average Spent	\$3,776.57	\$3,384.18	\$3,667.03
Spending Potential Index	116	104	112
Food at Home: Total \$	\$20,554,661	\$113,812,690	\$373,533,060
Average Spent	\$6,117.46	\$5,541.84	\$5,869.56
Spending Potential Index	118	107	113
Food Away from Home: Total \$	\$15,006,237	\$82,915,722	\$271,485,481
Average Spent	\$4,466.14	\$4,037.38	\$4,266.02
Spending Potential Index	122	110	116
Health Care: Total \$	\$22,752,419	\$124,475,021	\$419,853,023
Average Spent	\$6,771.55	\$6,061.01	\$6,597.42
Spending Potential Index	114	102	111
HH Furnishings & Equipment: Total \$	\$8,671,589	\$47,240,542	\$157,609,133
Average Spent	\$2,580.83	\$2,300.26	\$2,476.61
Spending Potential Index	121	108	116
Personal Care Products & Services: Total \$	\$3,639,691	\$20,013,036	\$66,245,066
Average Spent	\$1,083.24	\$974.49	\$1,040.95
Spending Potential Index	122	110	117
Shelter: Total \$	\$72,498,650	\$402,940,720	\$1,336,419,486
Average Spent	\$21,576.98	\$19,620.23	\$21,000.01
Spending Potential Index	117	106	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,783,066	\$52,879,903	\$178,229,286
Average Spent	\$2,911.63	\$2,574.86	\$2,800.63
Spending Potential Index	117	104	113
Travel: Total \$	\$8,585,698	\$46,926,033	\$161,196,779
Average Spent	\$2,555.27	\$2,284.95	\$2,532.99
Spending Potential Index	114	102	113
Vehicle Maintenance & Repairs: Total \$	\$4,784,492	\$26,113,666	\$84,806,737
Average Spent	\$1,423.96	\$1,271.54	\$1,332.62
Spending Potential Index	124	111	116

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.