



Demographic and Income Comparison 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
Census 2010 Summary			
Population	5,840	44,257	153,374
Households	2,737	18,018	57,674
Families	1,649	10,548	38,381
Average Household Size	2.10	2.35	2.59
Owner Occupied Housing Units	1,365	9,331	38,397
Renter Occupied Housing Units	1,372	8,687	19,277
Median Age	32.4	32.4	34.6
2019 Summary			
Population	7,187	50,494	169,280
Households	3,360	20,537	63,639
Families	1,977	11,885	41,857
Average Household Size	2.11	2.36	2.60
Owner Occupied Housing Units	1,609	10,202	40,941
Renter Occupied Housing Units	1,751	10,335	22,699
Median Age	34.9	34.6	36.3
Median Household Income	\$76,131	\$66,991	\$76,797
Average Household Income	\$101,470	\$91,358	\$99,006
2024 Summary			
Population	7,639	54,056	179,060
Households	3,576	22,014	67,364
Families	2,092	12,642	44,076
Average Household Size	2.11	2.37	2.60
Owner Occupied Housing Units	1,780	11,159	43,996
Renter Occupied Housing Units	1,796	10,855	23,368
Median Age	35.0	35.4	37.2
Median Household Income	\$85,831	\$78,772	\$86,078
Average Household Income	\$116,179	\$104,219	\$111,919
Trends: 2019-2024 Annual Rate			
Population	1.23%	1.37%	1.13%
Households	1.25%	1.40%	1.14%
Families	1.14%	1.24%	1.04%
Owner Households	2.04%	1.81%	1.45%
Median Household Income	2.43%	3.29%	2.31%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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2019 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	203	6.0%	1,340	6.5%	3,619	5.7%
\$15,000 - \$24,999	257	7.6%	1,624	7.9%	3,879	6.1%
\$25,000 - \$34,999	253	7.5%	1,654	8.1%	4,590	7.2%
\$35,000 - \$49,999	397	11.8%	2,828	13.8%	7,926	12.5%
\$50,000 - \$74,999	533	15.9%	3,742	18.2%	10,913	17.1%
\$75,000 - \$99,999	581	17.3%	2,900	14.1%	9,342	14.7%
\$100,000 - \$149,999	519	15.4%	3,330	16.2%	11,920	18.7%
\$150,000 - \$199,999	264	7.9%	1,616	7.9%	6,184	9.7%
\$200,000+	352	10.5%	1,504	7.3%	5,267	8.3%
Median Household Income	\$76,131		\$66,991		\$76,797	
Average Household Income	\$101,470		\$91,358		\$99,006	
Per Capita Income	\$41,688		\$36,971		\$37,276	

2024 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	154	4.3%	1,024	4.7%	2,784	4.1%
\$15,000 - \$24,999	209	5.8%	1,363	6.2%	3,336	5.0%
\$25,000 - \$34,999	213	6.0%	1,425	6.5%	3,988	5.9%
\$35,000 - \$49,999	357	10.0%	2,689	12.2%	7,463	11.1%
\$50,000 - \$74,999	515	14.4%	3,847	17.5%	10,846	16.1%
\$75,000 - \$99,999	660	18.5%	3,368	15.3%	10,188	15.1%
\$100,000 - \$149,999	695	19.4%	4,336	19.7%	14,385	21.4%
\$150,000 - \$199,999	355	9.9%	2,167	9.8%	8,068	12.0%
\$200,000+	418	11.7%	1,794	8.1%	6,305	9.4%
Median Household Income	\$85,831		\$78,772		\$86,078	
Average Household Income	\$116,179		\$104,219		\$111,919	
Per Capita Income	\$47,709		\$42,204		\$42,159	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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2010 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	426	7.3%	2,825	6.4%	10,169	6.6%
Age 5 - 9	381	6.5%	2,641	6.0%	10,471	6.8%
Age 10 - 14	386	6.6%	2,622	5.9%	10,337	6.7%
Age 15 - 19	408	7.0%	3,526	8.0%	11,816	7.7%
Age 20 - 24	479	8.2%	4,762	10.8%	12,822	8.4%
Age 25 - 34	1,097	18.8%	7,511	17.0%	21,958	14.3%
Age 35 - 44	898	15.4%	6,426	14.5%	22,994	15.0%
Age 45 - 54	777	13.3%	5,748	13.0%	22,432	14.6%
Age 55 - 64	539	9.2%	4,135	9.3%	15,852	10.3%
Age 65 - 74	255	4.4%	2,114	4.8%	8,137	5.3%
Age 75 - 84	119	2.0%	1,243	2.8%	4,533	3.0%
Age 85+	77	1.3%	703	1.6%	1,854	1.2%

2019 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	459	6.4%	2,883	5.7%	9,966	5.9%
Age 5 - 9	451	6.3%	2,888	5.7%	10,430	6.2%
Age 10 - 14	441	6.1%	2,874	5.7%	10,926	6.5%
Age 15 - 19	416	5.8%	3,475	6.9%	11,847	7.0%
Age 20 - 24	515	7.2%	4,436	8.8%	12,307	7.3%
Age 25 - 34	1,328	18.5%	9,067	18.0%	26,158	15.5%
Age 35 - 44	1,103	15.3%	7,042	13.9%	22,665	13.4%
Age 45 - 54	899	12.5%	6,271	12.4%	22,673	13.4%
Age 55 - 64	769	10.7%	5,321	10.5%	20,141	11.9%
Age 65 - 74	498	6.9%	3,634	7.2%	13,542	8.0%
Age 75 - 84	219	3.0%	1,720	3.4%	6,094	3.6%
Age 85+	90	1.3%	885	1.8%	2,531	1.5%

2024 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	492	6.4%	3,113	5.8%	10,542	5.9%
Age 5 - 9	475	6.2%	3,017	5.6%	10,612	5.9%
Age 10 - 14	474	6.2%	3,057	5.7%	11,126	6.2%
Age 15 - 19	449	5.9%	3,684	6.8%	12,317	6.9%
Age 20 - 24	526	6.9%	4,741	8.8%	12,816	7.2%
Age 25 - 34	1,396	18.3%	9,103	16.8%	26,132	14.6%
Age 35 - 44	1,237	16.2%	8,119	15.0%	25,535	14.3%
Age 45 - 54	876	11.5%	6,248	11.6%	22,132	12.4%
Age 55 - 64	750	9.8%	5,533	10.2%	20,840	11.6%
Age 65 - 74	569	7.5%	4,192	7.8%	15,875	8.9%
Age 75 - 84	296	3.9%	2,289	4.2%	8,308	4.6%
Age 85+	97	1.3%	958	1.8%	2,824	1.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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2010 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,496	59.9%	28,708	64.9%	105,325	68.7%
Black Alone	1,430	24.5%	9,276	21.0%	28,773	18.8%
American Indian Alone	19	0.3%	166	0.4%	552	0.4%
Asian Alone	428	7.3%	2,686	6.1%	7,479	4.9%
Pacific Islander Alone	5	0.1%	29	0.1%	90	0.1%
Some Other Race Alone	288	4.9%	2,108	4.8%	6,953	4.5%
Two or More Races	174	3.0%	1,284	2.9%	4,202	2.7%
Hispanic Origin (Any Race)	588	10.1%	4,677	10.6%	17,523	11.4%

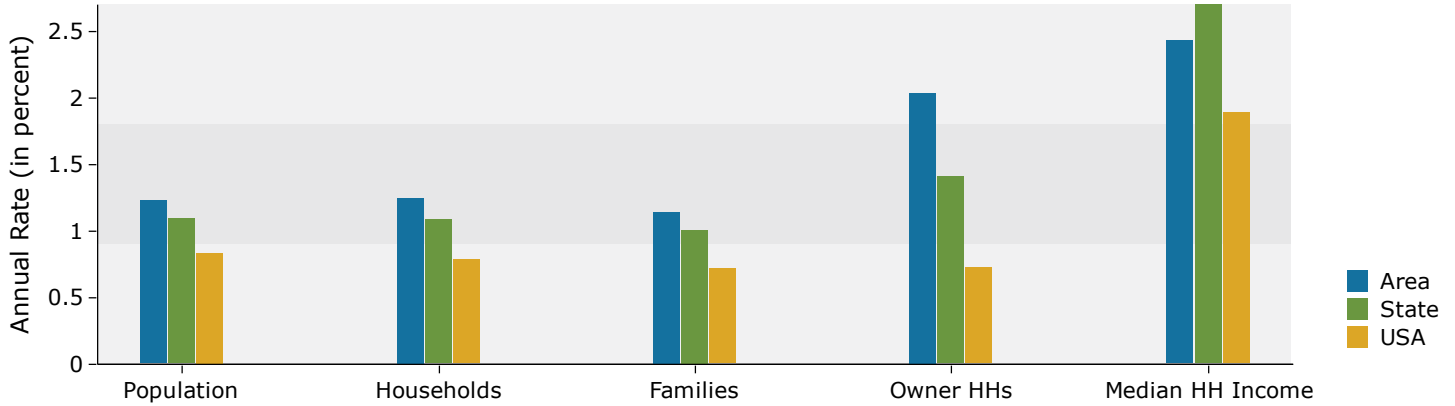
2019 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,798	52.8%	29,599	58.6%	105,849	62.5%
Black Alone	2,037	28.3%	12,335	24.4%	37,687	22.3%
American Indian Alone	19	0.3%	161	0.3%	538	0.3%
Asian Alone	712	9.9%	3,992	7.9%	10,990	6.5%
Pacific Islander Alone	4	0.1%	21	0.0%	73	0.0%
Some Other Race Alone	348	4.8%	2,548	5.0%	8,275	4.9%
Two or More Races	269	3.7%	1,838	3.6%	5,867	3.5%
Hispanic Origin (Any Race)	762	10.6%	5,828	11.5%	21,268	12.6%

2024 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,711	48.6%	29,455	54.5%	104,949	58.6%
Black Alone	2,344	30.7%	14,394	26.6%	43,699	24.4%
American Indian Alone	18	0.2%	162	0.3%	554	0.3%
Asian Alone	855	11.2%	4,902	9.1%	13,429	7.5%
Pacific Islander Alone	4	0.1%	20	0.0%	71	0.0%
Some Other Race Alone	388	5.1%	2,900	5.4%	9,325	5.2%
Two or More Races	319	4.2%	2,223	4.1%	7,033	3.9%
Hispanic Origin (Any Race)	867	11.3%	6,739	12.5%	24,278	13.6%

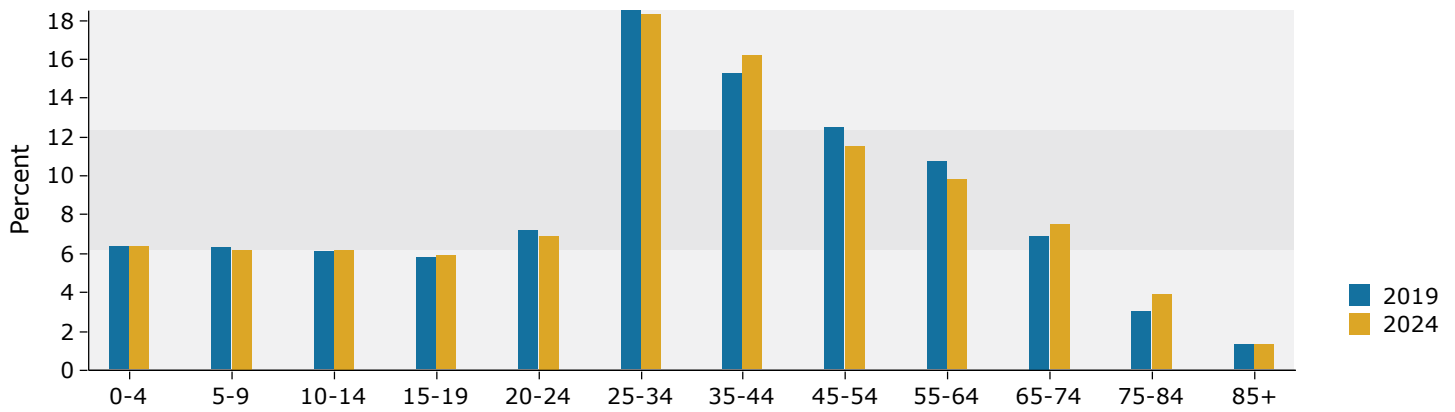
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

1 mile

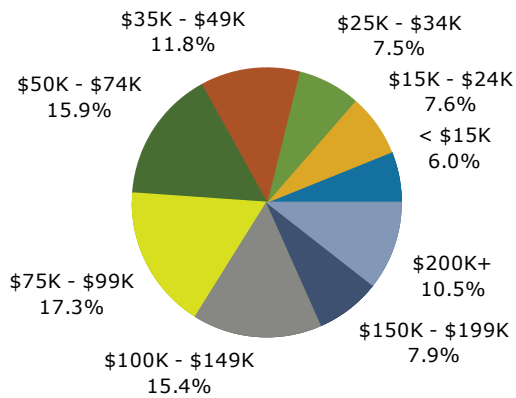
Trends 2019-2024



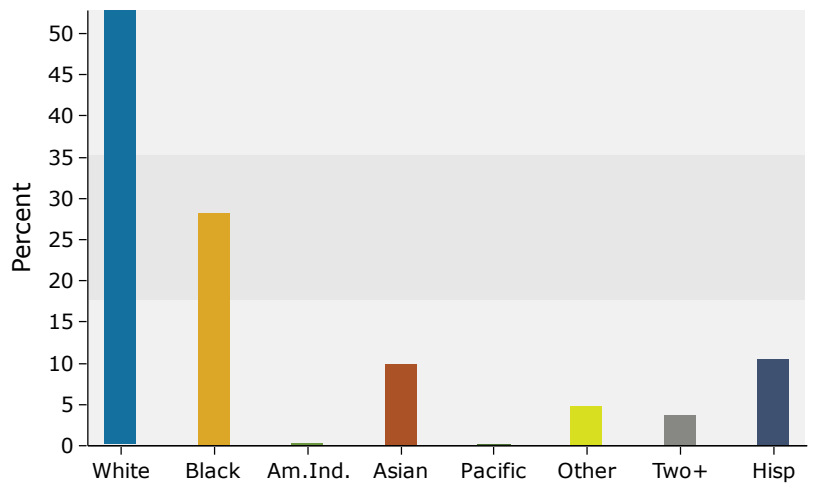
Population by Age



2019 Household Income



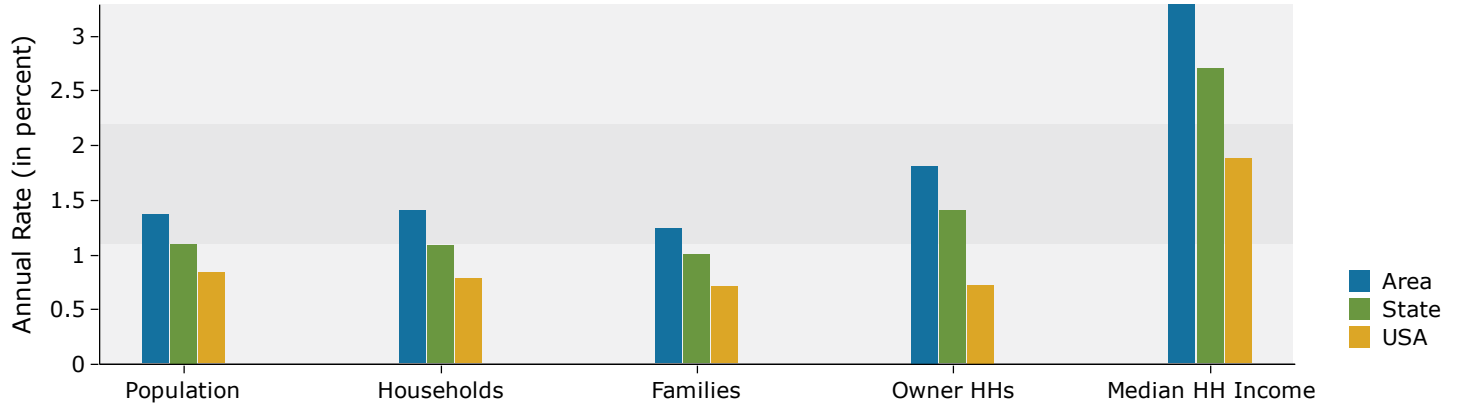
2019 Population by Race



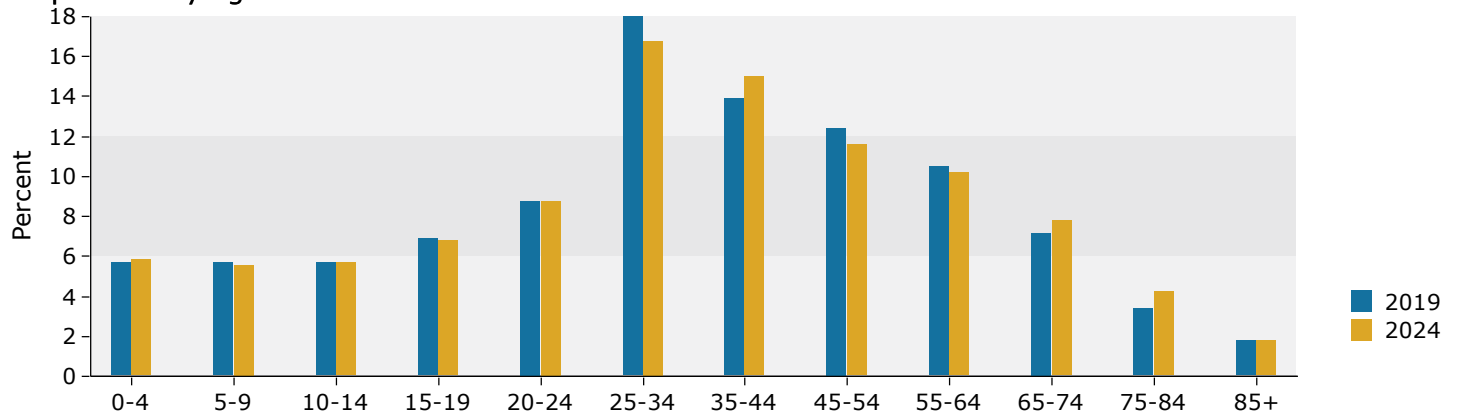
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3 miles

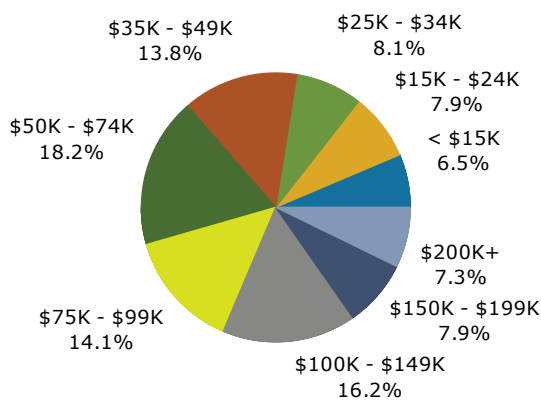
Trends 2019-2024



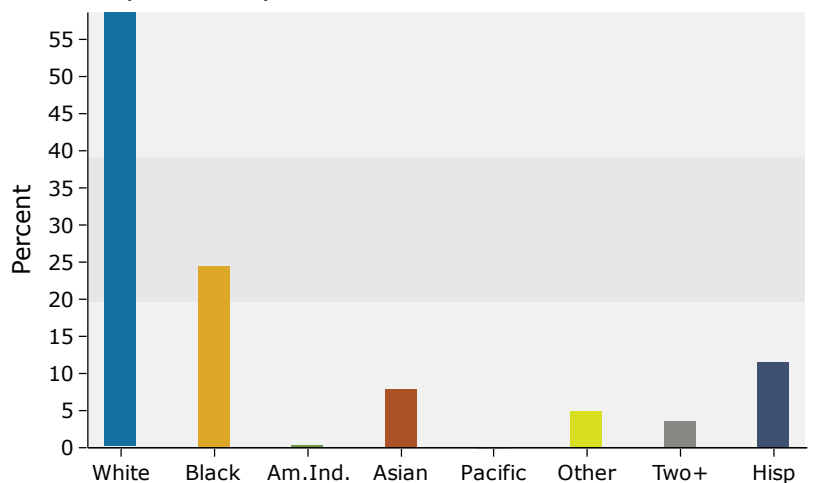
Population by Age



2019 Household Income



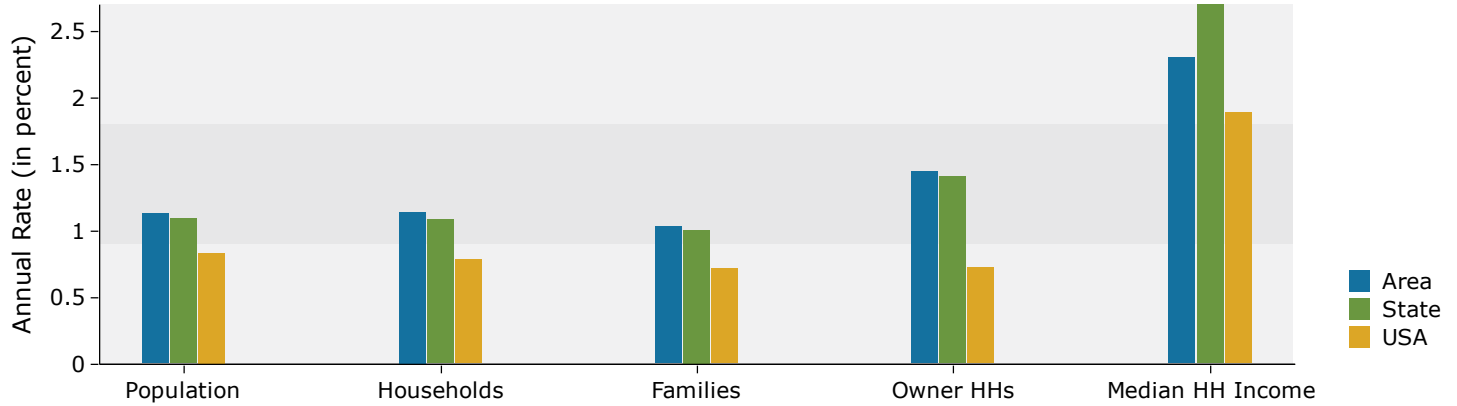
2019 Population by Race



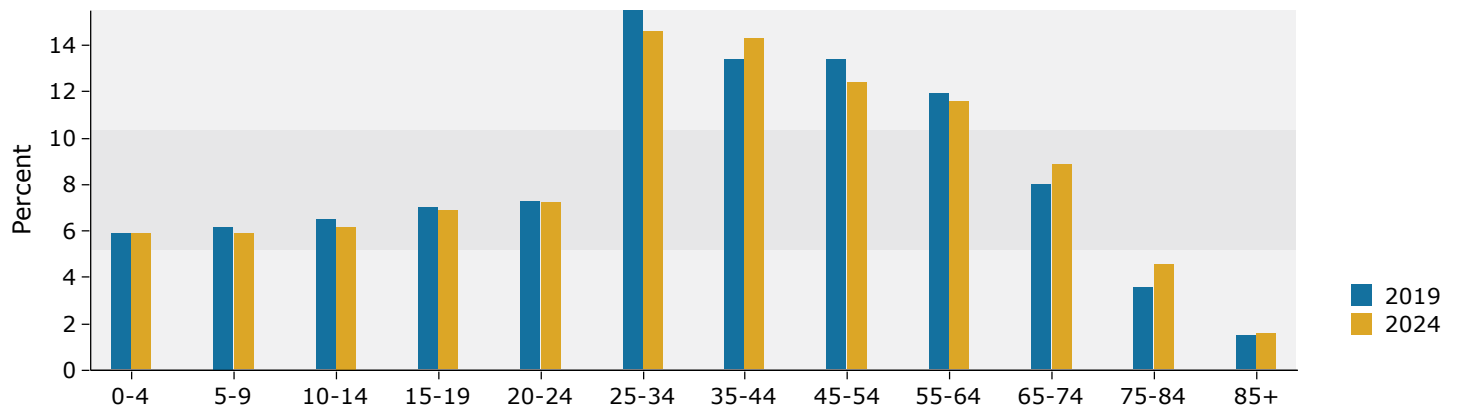
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

5 miles

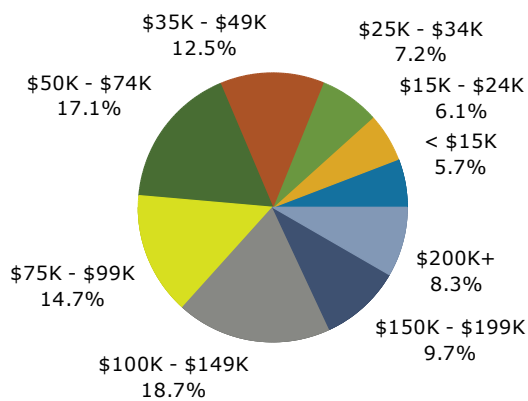
Trends 2019-2024



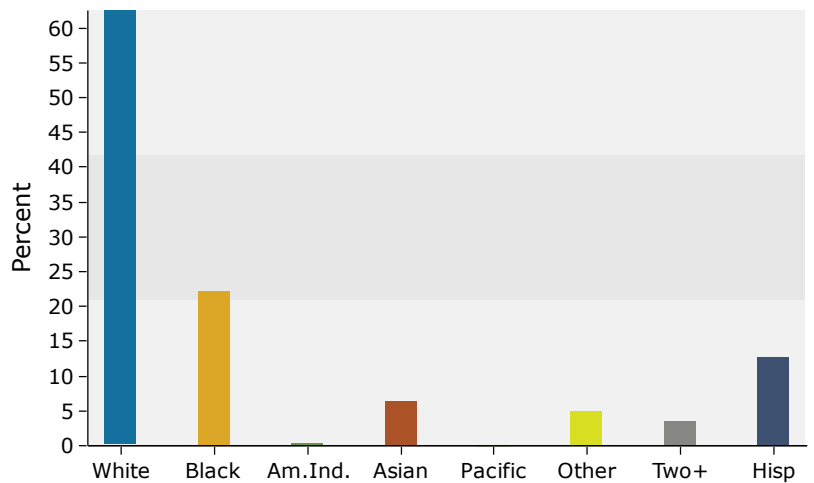
Population by Age



2019 Household Income



2019 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.