



Executive Summary

Drive Times: 5, 10, 15 drive time minute radii

1762 N Roberts Rd, Kennesaw, GA 30144,

Latitude: 34.0048

Longitude: -84.6011

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	13,738	84,139	238,601
2020 Population	12,860	93,880	262,163
2022 Population	13,361	95,186	267,097
2027 Population	13,666	96,355	271,582
2010-2020 Annual Rate	-0.66%	1.10%	0.95%
2020-2022 Annual Rate	1.71%	0.62%	0.83%
2022-2027 Annual Rate	0.45%	0.24%	0.33%
2022 Male Population	47.3%	48.3%	48.8%
2022 Female Population	52.7%	51.7%	51.2%
2022 Median Age	34.9	34.8	36.8

In the identified area, the current year population is 267,097. In 2020, the Census count in the area was 262,163. The rate of change since 2020 was 0.83% annually. The five-year projection for the population in the area is 271,582 representing a change of 0.33% annually from 2022 to 2027. Currently, the population is 48.8% male and 51.2% female.

Median Age

The median age in this area is 36.8, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	47.6%	55.4%	56.6%
2022 Black Alone	30.8%	23.2%	21.0%
2022 American Indian/Alaska Native Alone	0.5%	0.5%	0.6%
2022 Asian Alone	5.8%	5.7%	4.9%
2022 Pacific Islander Alone	0.0%	0.0%	0.1%
2022 Other Race	5.7%	5.3%	6.5%
2022 Two or More Races	9.7%	9.8%	10.4%
2022 Hispanic Origin (Any Race)	12.1%	12.0%	13.9%

Persons of Hispanic origin represent 13.9% of the population in the identified area compared to 19.0% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 71.0 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	94	107	118
2010 Households	5,502	31,666	88,846
2020 Households	5,913	35,715	98,332
2022 Households	6,149	36,305	100,297
2027 Households	6,318	36,839	102,132
2010-2020 Annual Rate	0.72%	1.21%	1.02%
2020-2022 Annual Rate	1.75%	0.73%	0.88%
2022-2027 Annual Rate	0.54%	0.29%	0.36%
2022 Average Household Size	2.10	2.50	2.61

The household count in this area has changed from 98,332 in 2020 to 100,297 in the current year, a change of 0.88% annually. The five-year projection of households is 102,132, a change of 0.36% annually from the current year total. Average household size is currently 2.61, compared to 2.61 in the year 2020. The number of families in the current year is 66,519 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



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Mortgage Income			
2022 Percent of Income for Mortgage	17.2%	18.5%	17.9%
Median Household Income			
2022 Median Household Income	\$80,720	\$81,747	\$85,880
2027 Median Household Income	\$99,782	\$94,869	\$101,747
2022-2027 Annual Rate	4.33%	3.02%	3.45%
Average Household Income			
2022 Average Household Income	\$115,180	\$114,667	\$117,579
2027 Average Household Income	\$136,429	\$134,541	\$137,631
2022-2027 Annual Rate	3.44%	3.25%	3.20%
Per Capita Income			
2022 Per Capita Income	\$50,954	\$44,090	\$44,187
2027 Per Capita Income	\$60,496	\$51,803	\$51,778
2022-2027 Annual Rate	3.49%	3.28%	3.22%

Households by Income

Current median household income is \$85,880 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$101,747 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$117,579 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$137,631 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$44,187 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$51,778 in five years, compared to \$47,064 for all U.S. households

Housing			
2022 Housing Affordability Index	138	131	136
2010 Total Housing Units	6,017	34,308	97,062
2010 Owner Occupied Housing Units	2,259	19,106	59,429
2010 Renter Occupied Housing Units	3,242	12,561	29,412
2010 Vacant Housing Units	515	2,642	8,216
2020 Total Housing Units	6,481	38,037	104,039
2020 Vacant Housing Units	568	2,322	5,707
2022 Total Housing Units	6,962	38,694	105,860
2022 Owner Occupied Housing Units	3,068	21,436	67,505
2022 Renter Occupied Housing Units	3,081	14,869	32,792
2022 Vacant Housing Units	813	2,389	5,563
2027 Total Housing Units	7,135	39,348	108,123
2027 Owner Occupied Housing Units	3,225	22,039	69,596
2027 Renter Occupied Housing Units	3,093	14,800	32,535
2027 Vacant Housing Units	817	2,509	5,991

Currently, 63.8% of the 105,860 housing units in the area are owner occupied; 31.0%, renter occupied; and 5.3% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 104,039 housing units in the area and 5.5% vacant housing units. The annual rate of change in housing units since 2020 is 0.77%. Median home value in the area is \$292,014, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 2.24% annually to \$326,242.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.