



Executive Summary

Rings: 1, 3, 5 mile radii

1762 N Roberts Rd, Kennesaw, GA 30144,

Latitude: 34.0048

Longitude: -84.6011

	1 mile	3 mile	5 mile
Population			
2010 Population	6,770	52,825	152,988
2020 Population	5,709	59,222	169,696
2022 Population	5,865	60,244	171,851
2027 Population	5,951	61,154	173,910
2010-2020 Annual Rate	-1.69%	1.15%	1.04%
2020-2022 Annual Rate	1.21%	0.76%	0.56%
2022-2027 Annual Rate	0.29%	0.30%	0.24%
2022 Male Population	46.2%	48.3%	48.4%
2022 Female Population	53.8%	51.7%	51.6%
2022 Median Age	35.3	33.9	36.7

In the identified area, the current year population is 171,851. In 2020, the Census count in the area was 169,696. The rate of change since 2020 was 0.56% annually. The five-year projection for the population in the area is 173,910 representing a change of 0.24% annually from 2022 to 2027. Currently, the population is 48.4% male and 51.6% female.

Median Age

The median age in this area is 36.7, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	39.8%	54.8%	58.2%
2022 Black Alone	39.3%	24.0%	21.1%
2022 American Indian/Alaska Native Alone	0.3%	0.4%	0.5%
2022 Asian Alone	5.1%	6.2%	5.4%
2022 Pacific Islander Alone	0.0%	0.0%	0.1%
2022 Other Race	5.5%	5.0%	5.1%
2022 Two or More Races	10.0%	9.5%	9.7%
2022 Hispanic Origin (Any Race)	12.1%	11.4%	11.7%

Persons of Hispanic origin represent 11.7% 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 68.4 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	101	103	122
2010 Households	2,847	20,070	56,444
2020 Households	2,651	22,988	63,086
2022 Households	2,749	23,457	64,073
2027 Households	2,797	23,886	64,979
2010-2020 Annual Rate	-0.71%	1.37%	1.12%
2020-2022 Annual Rate	1.63%	0.90%	0.69%
2022-2027 Annual Rate	0.35%	0.36%	0.28%
2022 Average Household Size	2.04	2.42	2.61

The household count in this area has changed from 63,086 in 2020 to 64,073 in the current year, a change of 0.69% annually. The five-year projection of households is 64,979, a change of 0.28% 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 42,569 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	16.3%	18.1%	17.4%
Median Household Income			
2022 Median Household Income	\$83,505	\$81,759	\$88,764
2027 Median Household Income	\$105,717	\$94,541	\$104,825
2022-2027 Annual Rate	4.83%	2.95%	3.38%
Average Household Income			
2022 Average Household Income	\$119,361	\$114,122	\$121,183
2027 Average Household Income	\$143,633	\$132,841	\$141,630
2022-2027 Annual Rate	3.77%	3.08%	3.17%
Per Capita Income			
2022 Per Capita Income	\$55,052	\$44,160	\$45,468
2027 Per Capita Income	\$66,319	\$51,518	\$53,240
2022-2027 Annual Rate	3.79%	3.13%	3.21%

Households by Income

Current median household income is \$88,764 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$104,825 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$121,183 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$141,630 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$45,468 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$53,240 in five years, compared to \$47,064 for all U.S. households

Housing			
2022 Housing Affordability Index	145	133	139
2010 Total Housing Units	3,096	21,737	60,889
2010 Owner Occupied Housing Units	927	11,651	38,918
2010 Renter Occupied Housing Units	1,918	8,419	17,526
2010 Vacant Housing Units	249	1,667	4,445
2020 Total Housing Units	2,953	24,514	66,486
2020 Vacant Housing Units	302	1,526	3,400
2022 Total Housing Units	3,162	25,098	67,444
2022 Owner Occupied Housing Units	1,445	13,218	43,521
2022 Renter Occupied Housing Units	1,305	10,239	20,553
2022 Vacant Housing Units	413	1,641	3,371
2027 Total Housing Units	3,223	25,610	68,604
2027 Owner Occupied Housing Units	1,519	13,619	44,698
2027 Renter Occupied Housing Units	1,278	10,266	20,281
2027 Vacant Housing Units	426	1,724	3,625

Currently, 64.5% of the 67,444 housing units in the area are owner occupied; 30.5%, renter occupied; and 5.0% 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 66,486 housing units in the area and 5.1% vacant housing units. The annual rate of change in housing units since 2020 is 0.64%. Median home value in the area is \$293,222, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 2.05% annually to \$324,539.

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.