2911 George Busbee Pkwy NW, Kennesaw, Georgia, 30144   Prepared by Esri
Rings: 3, 5, 10 mile radii

Latitude: 34.02488
Longitude: -84.57000

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	42,556	134,931	503,056
2010 Total Population	57,501	165,158	567,724
2021 Total Population	63,324	178,957	626,409
2021 Group Quarters	3,372	4,134	8,613
2026 Total Population	66,764	187,776	663,097
2021-2026 Annual Rate	1.06%	0.97%	1.14%
2021 Total Daytime Population	76,903	189,736	603,219
Workers	51,350	110,910	315,750
Residents	25,553	78,826	287,469
Household Summary			
2000 Households	16,928	49,326	180,660
2000 Average Household Size	2.49	2.71	2.75
2010 Households	22,776	61,306	206,474
2010 Average Household Size	2.39	2.63	2.71
2021 Households	25,106	66,452	227,507
2021 Average Household Size	2.39	2.63	2.72
2026 Households	26,569	69,790	240,753
2026 Average Household Size	2.39	2.63	2.72
2021-2026 Annual Rate	1.14%	0.99%	1.14%
2010 Families	13,620	41,681	147,276
2010 Average Family Size	3.00	3.15	3.19
2021 Families	14,634	44,361	160,017
2021 Average Family Size	3.04	3.18	3.22
2026 Families	15,382	46,350	168,621
2026 Average Family Size	3.05	3.19	3.24
2021-2026 Annual Rate	1.00%	0.88%	1.05%
Housing Unit Summary			
2000 Housing Units	17,836	51,492	187,995
Owner Occupied Housing Units	62.1%	72.9%	70.7%
Renter Occupied Housing Units	32.8%	22.9%	25.4%
Vacant Housing Units	5.1%	4.2%	3.9%
2010 Housing Units	24,574	66,037	224,827
Owner Occupied Housing Units	51.2%	64.3%	65.5%
Renter Occupied Housing Units	41.4%	28.5%	26.3%
Vacant Housing Units	7.3%	7.2%	8.2%
2021 Housing Units	26,659	70,511	243,755
Owner Occupied Housing Units	50.9%	64.7%	66.9%
Renter Occupied Housing Units	43.3%	29.6%	26.5%
Vacant Housing Units	5.8%	5.8%	6.7%
2026 Housing Units	28,075	73,766	257,344
Owner Occupied Housing Units	51.5%	65.3%	67.4%
Renter Occupied Housing Units	43.1%	29.3%	26.1%
Vacant Housing Units	5.4%	5.4%	6.4%
Median Household Income			
2021	$70,933	$78,441	$82,193
2026	$78,962	$85,969	$90,902
Median Home Value			
2021	$257,210	$259,238	$295,436
2026	$286,063	$287,338	$328,671
Per Capita Income			
2021	$35,100	$37,118	$40,069
2026	$39,999	$41,943	$44,688
Median Age			
2010	31.1	34.5	35.8
2021	33.8	36.5	37.6
2026	35.2	37.5	38.3

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021

Market Profile

2911 George Busbee Pkwy NW, Kennesaw, Georgia, 30144   Prepared by Esri
Rings: 3, 5, 10 mile radii   Latitude: 34.02488
                                                                            Longitude: -84.57000

	3 miles	5 miles	10 miles
2021 Households by Income			
Household Income Base	25,106	66,452	227,507
<$15,000	6.6%	5.3%	5.9%
$15,000 - $24,999	5.3%	5.1%	5.1%
$25,000 - $34,999	7.1%	7.0%	6.8%
$35,000 - $49,999	12.9%	11.4%	10.2%
$50,000 - $74,999	20.4%	18.2%	17.1%
$75,000 - $99,999	16.8%	16.3%	14.1%
$100,000 - $149,999	16.1%	18.2%	17.9%
$150,000 - $199,999	8.4%	10.0%	11.2%
$200,000+	6.4%	8.5%	11.8%
Average Household Income	$90,528	$99,887	$110,125
2026 Households by Income			
Household Income Base	26,569	69,790	240,753
<$15,000	5.3%	4.2%	4.7%
$15,000 - $24,999	4.2%	4.0%	4.1%
$25,000 - $34,999	5.9%	5.8%	5.8%
$35,000 - $49,999	11.2%	9.8%	8.9%
$50,000 - $74,999	19.9%	17.7%	16.6%
$75,000 - $99,999	17.2%	16.4%	14.0%
$100,000 - $149,999	18.4%	20.1%	19.4%
$150,000 - $199,999	10.5%	12.1%	13.1%
$200,000+	7.5%	9.9%	13.2%
Average Household Income	$102,799	$112,803	$122,898
2021 Owner Occupied Housing Units by Value			
Total	13,572	45,599	162,998
<$50,000	0.6%	1.2%	1.2%
$50,000 - $99,999	1.1%	0.7%	1.1%
$100,000 - $149,999	5.2%	4.9%	4.4%
$150,000 - $199,999	21.8%	18.1%	14.2%
$200,000 - $249,999	18.9%	22.0%	16.5%
$250,000 - $299,999	16.8%	17.0%	13.9%
$300,000 - $399,999	21.0%	19.8%	21.5%
$400,000 - $499,999	5.2%	6.2%	12.0%
$500,000 - $749,999	7.5%	7.2%	11.3%
$750,000 - $999,999	1.6%	1.4%	2.4%
$1,000,000 - $1,499,999	0.1%	0.6%	0.8%
$1,500,000 - $1,999,999	0.0%	0.2%	0.3%
$2,000,000 +	0.2%	0.5%	0.5%
Average Home Value	$297,994	$313,511	$352,944
2026 Owner Occupied Housing Units by Value			
Total	14,461	48,143	173,489
<$50,000	0.2%	0.7%	0.6%
$50,000 - $99,999	0.5%	0.3%	0.5%
$100,000 - $149,999	2.6%	2.2%	2.2%
$150,000 - $199,999	16.0%	12.5%	10.2%
$200,000 - $249,999	17.9%	20.7%	15.3%
$250,000 - $299,999	17.7%	18.1%	14.4%
$300,000 - $399,999	25.8%	24.0%	23.9%
$400,000 - $499,999	6.5%	7.9%	14.1%
$500,000 - $749,999	10.1%	9.8%	14.0%
$750,000 - $999,999	2.2%	1.9%	3.0%
$1,000,000 - $1,499,999	0.2%	0.7%	0.9%
$1,500,000 - $1,999,999	0.0%	0.3%	0.3%
$2,000,000 +	0.2%	0.7%	0.6%
Average Home Value	$330,430	$350,007	$385,922

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021

Market Profile

2911 George Busbee Pkwy NW, Kennesaw, Georgia, 30144
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.02488
Longitude: -84.57000

	3 miles	5 miles	10 miles
2010 Population by Age			
Total	57,499	165,159	567,725
0 - 4	6.0%	6.6%	6.8%
5 - 9	5.8%	6.9%	7.4%
10 - 14	5.8%	6.8%	7.5%
15 - 24	21.8%	16.0%	13.9%
25 - 34	16.2%	14.4%	13.3%
35 - 44	14.0%	15.3%	15.4%
45 - 54	12.8%	14.5%	15.7%
55 - 64	9.2%	10.5%	11.3%
65 - 74	4.7%	5.3%	5.4%
75 - 84	2.6%	2.7%	2.5%
85 +	0.9%	1.1%	0.9%
18 +	78.5%	75.5%	73.8%
2021 Population by Age			
Total	63,325	178,956	626,408
0 - 4	5.3%	5.8%	5.9%
5 - 9	5.4%	6.1%	6.3%
10 - 14	5.3%	6.3%	6.7%
15 - 24	17.9%	13.8%	13.1%
25 - 34	18.3%	16.0%	14.5%
35 - 44	13.4%	13.6%	13.2%
45 - 54	11.6%	12.9%	13.5%
55 - 64	10.5%	11.9%	12.9%
65 - 74	7.6%	8.6%	9.0%
75 - 84	3.5%	3.8%	3.7%
85 +	1.3%	1.4%	1.1%
18 +	80.9%	78.3%	77.1%
2026 Population by Age			
Total	66,765	187,775	663,098
0 - 4	5.3%	5.8%	6.0%
5 - 9	5.2%	5.9%	6.1%
10 - 14	5.3%	6.1%	6.4%
15 - 24	17.8%	13.6%	12.5%
25 - 34	16.1%	14.5%	13.8%
35 - 44	15.3%	15.0%	14.3%
45 - 54	11.0%	12.1%	12.5%
55 - 64	10.2%	11.5%	12.2%
65 - 74	8.1%	9.0%	9.7%
75 - 84	4.4%	5.0%	5.2%
85 +	1.4%	1.5%	1.3%
18 +	81.1%	78.7%	77.8%
2010 Population by Sex			
Males	27,470	79,969	278,964
Females	30,031	85,189	288,760
2021 Population by Sex			
Males	30,336	86,755	307,818
Females	32,988	92,202	318,591
2026 Population by Sex			
Males	31,901	91,029	325,600
Females	34,863	96,747	337,497

October 20, 2021

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Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.02488
Longitude: -84.57000

	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	57,500	165,157	567,723
White Alone	66.0%	69.9%	71.6%
Black Alone	20.1%	17.4%	16.3%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	6.5%	5.2%	4.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.0%	4.2%	4.9%
Two or More Races	3.0%	2.8%	2.6%
Hispanic Origin	10.0%	10.7%	12.0%
Diversity Index	60.6	57.8	57.3
2021 Population by Race/Ethnicity			
Total	63,325	178,957	626,408
White Alone	58.4%	62.9%	65.9%
Black Alone	23.8%	21.1%	19.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.0%	7.2%	5.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	4.4%	4.8%	5.4%
Two or More Races	4.0%	3.7%	3.4%
Hispanic Origin	11.3%	12.4%	13.6%
Diversity Index	67.5	65.1	63.7
2026 Population by Race/Ethnicity			
Total	66,764	187,777	663,098
White Alone	54.4%	59.1%	62.8%
Black Alone	25.8%	23.0%	20.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	10.3%	8.3%	6.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	4.8%	5.2%	5.8%
Two or More Races	4.4%	4.2%	3.7%
Hispanic Origin	12.3%	13.5%	14.7%
Diversity Index	70.7	68.7	66.9
2010 Population by Relationship and Household Type			
Total	57,501	165,158	567,724
In Households	94.5%	97.7%	98.6%
In Family Households	73.2%	81.7%	85.0%
Householder	23.1%	25.2%	26.0%
Spouse	16.5%	19.1%	20.1%
Child	27.2%	31.0%	32.6%
Other relative	4.2%	4.2%	4.2%
Nonrelative	2.1%	2.1%	2.2%
In Nonfamily Households	21.3%	15.9%	13.6%
In Group Quarters	5.5%	2.3%	1.4%
Institutionalized Population	0.3%	0.4%	0.6%
Noninstitutionalized Population	5.2%	2.0%	0.8%

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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021

Market Profile

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Rings: 3, 5, 10 mile radii   Latitude: 34.02488
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	3 miles	5 miles	10 miles
2021 Population 25+ by Educational Attainment			
Total	41,879	122,002	425,693
Less than 9th Grade	1.6%	2.5%	3.6%
9th - 12th Grade, No Diploma	3.2%	3.4%	3.4%
High School Graduate	16.4%	16.3%	15.2%
GED/Alternative Credential	2.1%	2.4%	2.3%
Some College, No Degree	23.2%	21.8%	19.5%
Associate Degree	7.9%	7.4%	7.4%
Bachelor's Degree	30.5%	30.6%	31.8%
Graduate/Professional Degree	15.1%	15.7%	16.7%
2021 Population 15+ by Marital Status			
Total	53,207	146,611	507,704
Never Married	44.3%	35.7%	31.3%
Married	39.8%	49.5%	54.4%
Widowed	3.7%	3.9%	3.9%
Divorced	12.2%	11.0%	10.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	39,243	104,390	352,205
Population 16+ Employed	97.0%	96.6%	96.4%
Population 16+ Unemployment rate	3.0%	3.4%	3.6%
Population 16-24 Employed	17.3%	13.8%	12.3%
Population 16-24 Unemployment rate	4.0%	4.3%	6.0%
Population 25-54 Employed	63.8%	65.2%	64.4%
Population 25-54 Unemployment rate	2.5%	3.3%	3.3%
Population 55-64 Employed	13.4%	15.2%	17.0%
Population 55-64 Unemployment rate	3.0%	2.8%	3.1%
Population 65+ Employed	5.4%	5.9%	6.4%
Population 65+ Unemployment rate	5.1%	3.7%	3.1%
2021 Employed Population 16+ by Industry			
Total	38,066	100,855	339,472
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	4.9%	6.5%	8.0%
Manufacturing	6.8%	7.9%	7.8%
Wholesale Trade	3.9%	3.3%	3.4%
Retail Trade	12.5%	12.0%	10.7%
Transportation/Utilities	4.7%	6.1%	5.3%
Information	2.9%	2.9%	3.2%
Finance/Insurance/Real Estate	9.1%	8.9%	9.7%
Services	52.6%	49.7%	48.9%
Public Administration	2.5%	2.8%	2.8%
2021 Employed Population 16+ by Occupation			
Total	38,066	100,856	339,473
White Collar	72.2%	72.2%	72.8%
Management/Business/Financial	20.2%	22.5%	25.3%
Professional	29.0%	27.7%	25.8%
Sales	11.8%	11.0%	11.2%
Administrative Support	11.2%	11.0%	10.4%
Services	14.2%	12.9%	11.9%
Blue Collar	13.6%	14.9%	15.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.2%	3.4%	4.8%
Installation/Maintenance/Repair	2.1%	2.0%	2.2%
Production	2.9%	3.1%	2.7%
Transportation/Material Moving	6.4%	6.3%	5.6%

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Rings: 3, 5, 10 mile radii　　　　Latitude: 34.02488
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	3 miles	5 miles	10 miles
2010 Households by Type			
Total	22,776	61,306	206,474
Households with 1 Person	28.9%	23.8%	22.2%
Households with 2+ People	71.1%	76.2%	77.8%
Family Households	59.8%	68.0%	71.3%
Husband-wife Families	42.8%	51.5%	55.2%
With Related Children	20.7%	25.7%	28.1%
Other Family (No Spouse Present)	17.0%	16.5%	16.1%
Other Family with Male Householder	4.4%	4.2%	4.3%
With Related Children	2.2%	2.2%	2.4%
Other Family with Female Householder	12.7%	12.3%	11.8%
With Related Children	8.2%	7.9%	7.8%
Nonfamily Households	11.3%	8.2%	6.5%
All Households with Children	31.4%	36.2%	38.7%
Multigenerational Households	3.5%	3.8%	3.9%
Unmarried Partner Households	6.6%	5.6%	5.3%
Male-female	5.8%	4.9%	4.6%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	22,775	61,306	206,474
1 Person Household	28.9%	23.8%	22.2%
2 Person Household	33.1%	32.2%	31.8%
3 Person Household	17.0%	18.0%	18.1%
4 Person Household	12.6%	15.4%	16.5%
5 Person Household	5.3%	6.6%	7.2%
6 Person Household	1.8%	2.4%	2.6%
7 + Person Household	1.2%	1.5%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	22,776	61,306	206,474
Owner Occupied	55.3%	69.3%	71.4%
Owned with a Mortgage/Loan	45.9%	58.3%	59.3%
Owned Free and Clear	9.4%	11.0%	12.1%
Renter Occupied	44.7%	30.7%	28.6%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	155	170	158
Percent of Income for Mortgage	15.2%	13.9%	15.1%
Wealth Index	86	109	136
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	24,574	66,037	224,827
Housing Units Inside Urbanized Area	100.0%	100.0%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.5%
2010 Population By Urban/ Rural Status			
Total Population	57,501	165,158	567,724
Population Inside Urbanized Area	100.0%	100.0%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.5%

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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Young and Restless (11B)	Home Improvement (4B)	Savvy Suburbanites (1D)
2.	Home Improvement (4B)	Bright Young Professionals (8C)	Workday Drive (4A)
3.	Bright Young Professionals (8C)	Young and Restless (11B)	Home Improvement (4B)
2021 Consumer Spending			
Apparel & Services: Total $	$54,354,401	$153,813,497	$578,014,932
Average Spent	$2,165.00	$2,314.66	$2,540.65
Spending Potential Index	102	109	120
Education: Total $	$41,492,158	$120,073,946	$473,297,333
Average Spent	$1,652.68	$1,806.93	$2,080.36
Spending Potential Index	96	105	121
Entertainment/Recreation: Total $	$78,540,156	$229,294,181	$860,950,793
Average Spent	$3,128.34	$3,450.52	$3,784.28
Spending Potential Index	97	107	117
Food at Home: Total $	$136,045,054	$386,333,770	$1,447,535,571
Average Spent	$5,418.83	$5,813.73	$6,362.60
Spending Potential Index	99	107	117
Food Away from Home: Total $	$97,451,208	$275,865,387	$1,032,343,676
Average Spent	$3,881.59	$4,151.35	$4,537.63
Spending Potential Index	102	109	120
Health Care: Total $	$150,873,684	$442,064,295	$1,645,254,232
Average Spent	$6,009.47	$6,652.39	$7,231.66
Spending Potential Index	96	107	116
HH Furnishings & Equipment: Total $	$56,330,070	$165,054,782	$619,273,912
Average Spent	$2,243.69	$2,483.82	$2,722.00
Spending Potential Index	100	110	121
Personal Care Products & Services: Total $	$22,727,679	$65,283,037	$244,008,802
Average Spent	$905.27	$982.41	$1,072.53
Spending Potential Index	101	109	120
Shelter: Total $	$502,053,725	$1,441,106,385	$5,435,229,221
Average Spent	$19,997.36	$21,686.43	$23,890.38
Spending Potential Index	99	108	119
Support Payments/Cash Contributions/Gifts in Kind: Total $	$59,398,262	$177,553,642	$656,977,172
Average Spent	$2,365.90	$2,671.91	$2,887.72
Spending Potential Index	99	112	121
Travel: Total $	$61,108,463	$183,720,874	$694,549,275
Average Spent	$2,434.02	$2,764.72	$3,052.87
Spending Potential Index	96	109	121
Vehicle Maintenance & Repairs: Total $	$28,552,254	$81,123,384	$300,209,285
Average Spent	$1,137.27	$1,220.78	$1,319.56
Spending Potential Index	103	110	119

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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