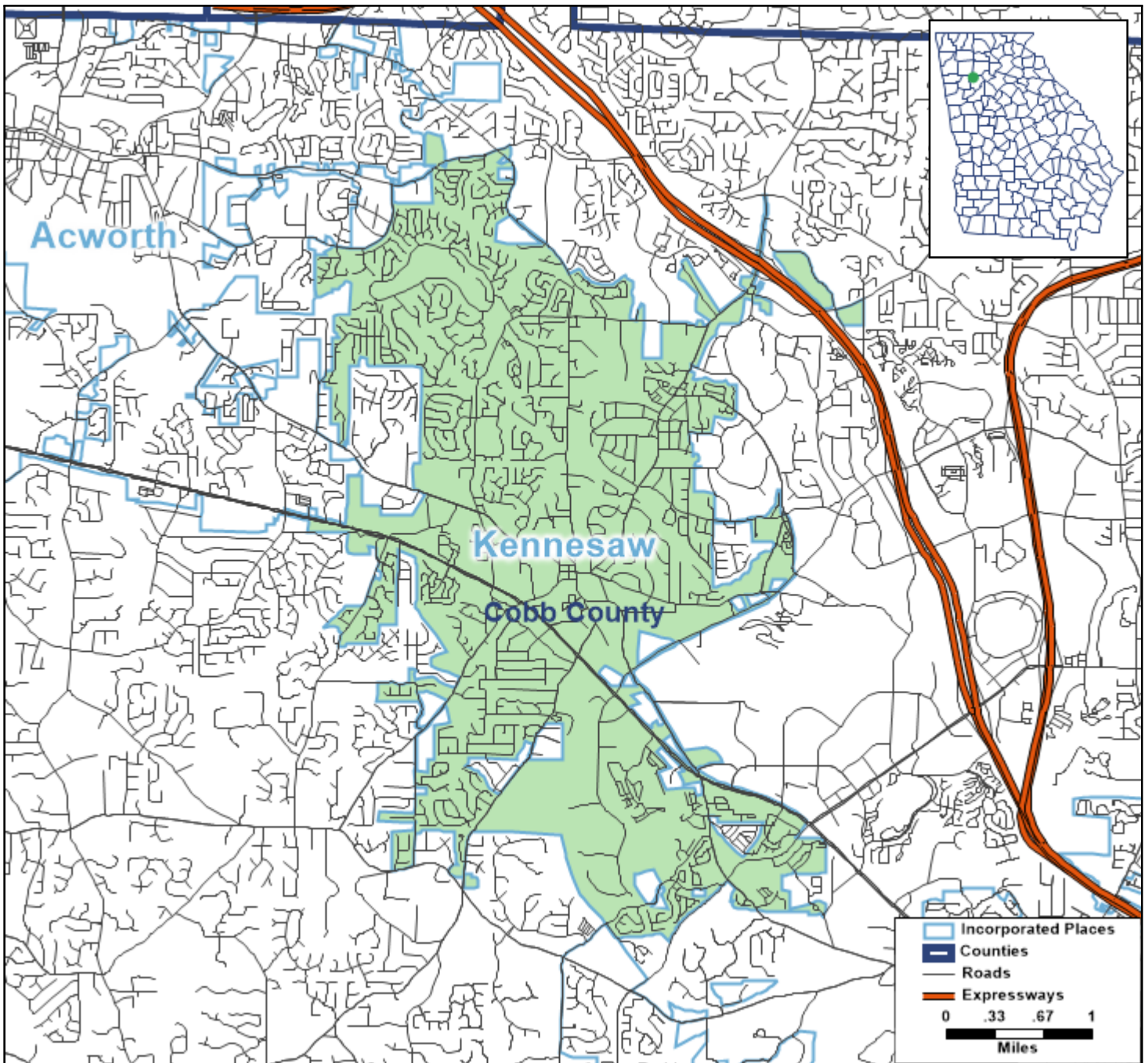# Kennesaw: 2023 GMA Member City Data Profile

This document presents a concise profile of Kennesaw based on the following three topic areas:

Demographic and Social Data

- Population
- Race and Ethnicity
- Age
- Household Type
- Citizenship
- Educational Attainment

Economic Data

- Labor Force Participation and Employment
- Industry
- Household Income
- Poverty
- Broadband Internet
- Health Insurance

Housing Data

- Occupancy
- Tenure and Mortgage Status
- Median Housing Costs
- Housing Cost-Burdened Households
- Vehicles Available
- Year Structure Built

All data in this profile reflect municipal boundaries as of January 1, 2021. Population totals are from the Census Bureau's City Population Estimates program, 2022 vintage; all other data come the from the Census Bureau's 2021 American Community Survey 5-year estimates. Please note that percents may not sum to 100% due to rounding.

Questions? Please contact Claire Chan, GMA Research Analyst, at cchan@gacities.com.
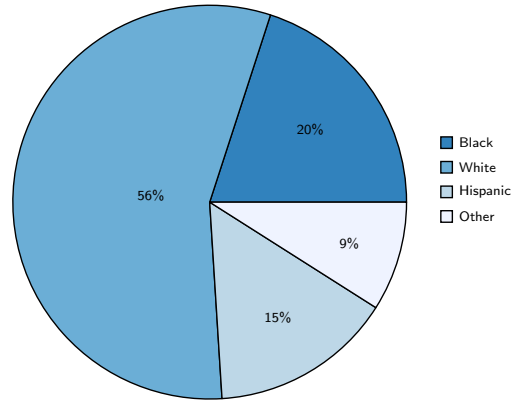
Kennesaw: Demographic and Social
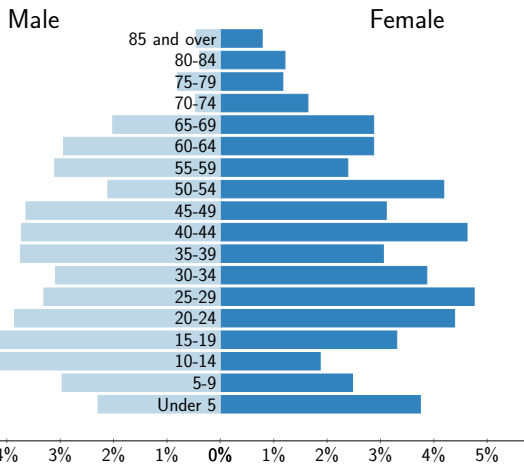
Population

2022 Population: 33,552
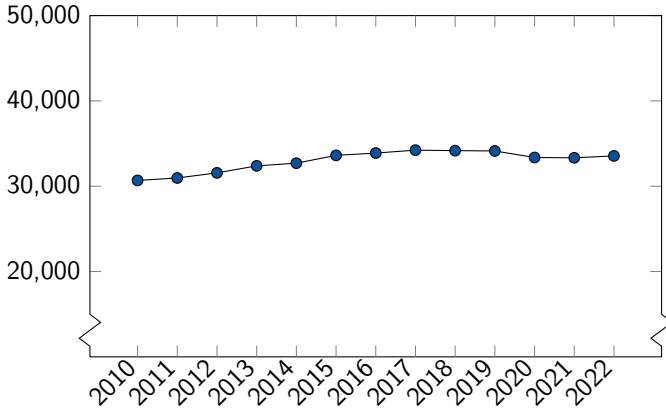
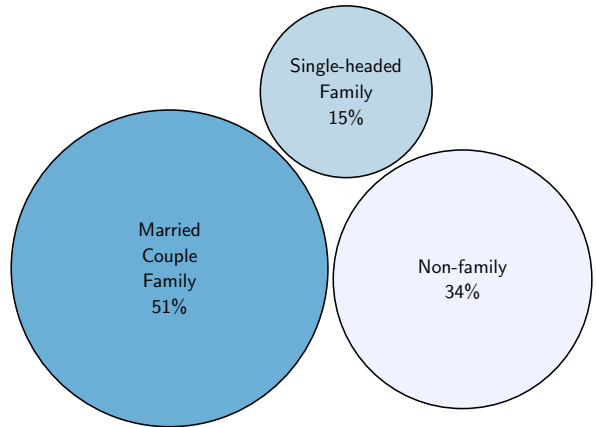Source: U.S. Census Bureau, City Population Estimates, 2022 vintage

Race and Ethnicity

- Black — 20%
- White — 56%
- Hispanic — 15%
- Other — 9%

Source: American Community Survey, 2021 5-year estimates, table B03002

Age

Male | Female

85 and over
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
Under 5

5% 4% 3% 2% 1% 0% 1% 2% 3% 4% 5%

Source: American Community Survey, 2021 5-year estimates, table B01001

Household Type

- Single-headed Family 15%
- Married Couple Family 51%
- Non-family 34%

Source: American Community Survey, 2021 5-year estimates, table B11001

Citizenship

- Native Born 85%
- Not Citizen 7%
- Naturalized 8%
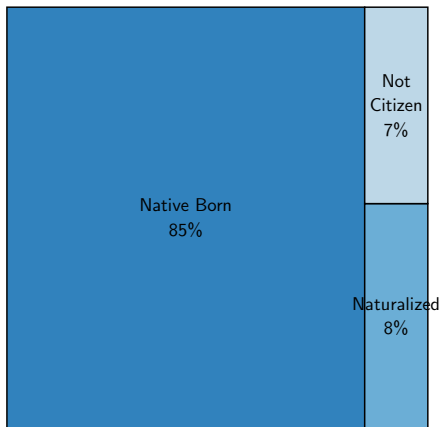
Source: American Community Survey, 2021 5-year estimates, table B05002

Educational Attainment

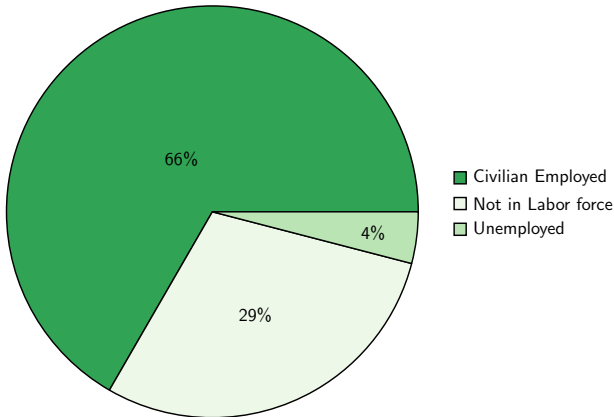|	BA or higher	Less than HS
Kennesaw	45%	7%
Cobb County	49%	7%
Atlanta Regional	44%	9%
Georgia	33%	12%
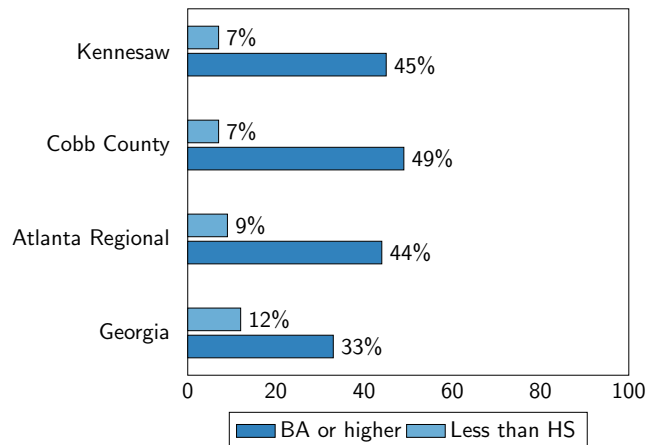
Source: American Community Survey, 2021 5-year estimates, table B15002

Kennesaw: Economic

Labor Force Participation and Employment

Unemployment Rate: 5.8%†

- ■ Civilian Employed
- □ Not in Labor force
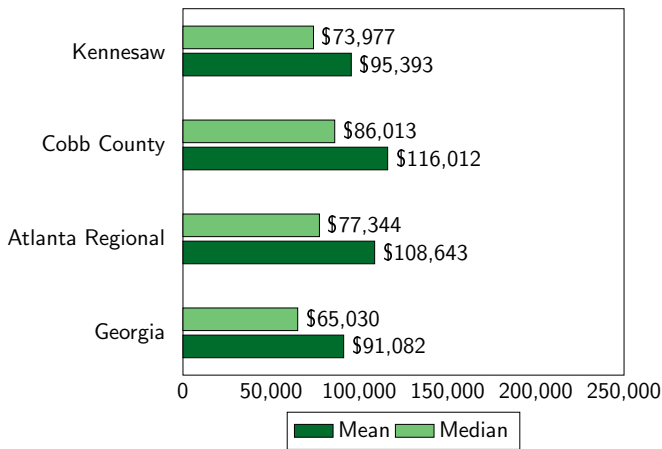- ■ Unemployed

66%
4%
29%

Source: American Community Survey, 2021 5-year estimates, table B23001
†**Note:** Unemployment rate is based upon the civilian labor force.

Industry

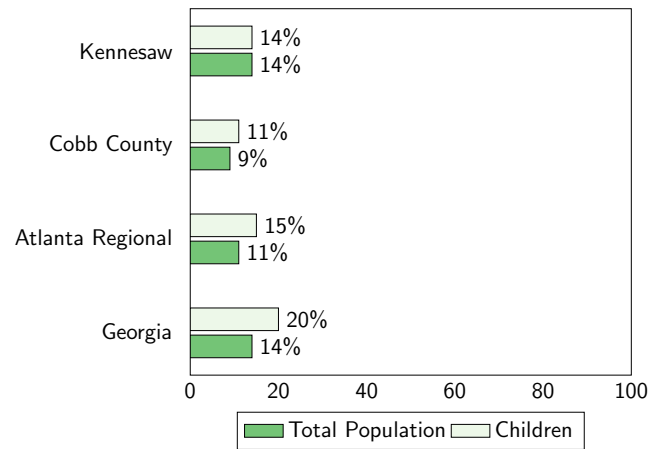|	
Agriculture, forestry, fishing and hunting, and mining	0%
Construction	6%
Manufacturing	8%
Wholesale Trade	2%
Retail Trade	11%
Transportation and warehousing, and utilities	5%
Information	2%
Finance and insurance, real estate, rental, leasing	8%
Professional, scientific, mgt, administrative, waste mgt	18%
Educational services, and health care and social assistance	22%
Arts, entertainment, recreation, accommodation, food service	12%
Other services, except public administration	3%
Public administration	3%

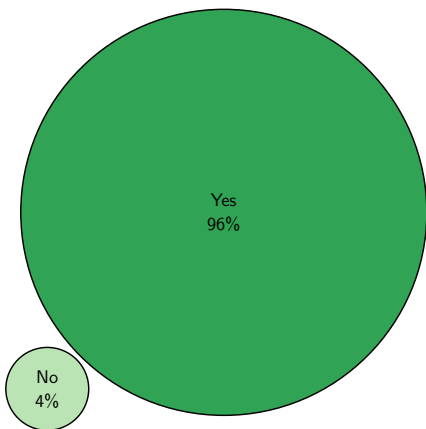Source: American Community Survey, 2021 5-year estimates, table C24030

Household Income

Kennesaw: $73,977 / $95,393
Cobb County: $86,013 / $116,012
Atlanta Regional: $77,344 / $108,643
Georgia: $65,030 / $91,082

- ■ Mean
- ■ Median

Source: American Community Survey, 2021 5-year estimates, tables B19013 and B19025

Poverty

Kennesaw: 14% / 14%
Cobb County: 11% / 9%
Atlanta Regional: 15% / 11%
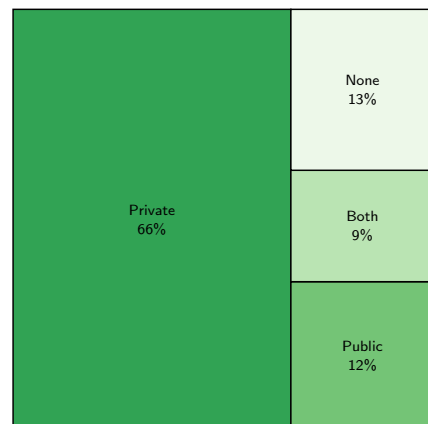Georgia: 20% / 14%

- ■ Total Population
- □ Children

Source: American Community Survey, 2021 5-year estimates, table B17010

Broadband Internet

Yes 96%
No 4%

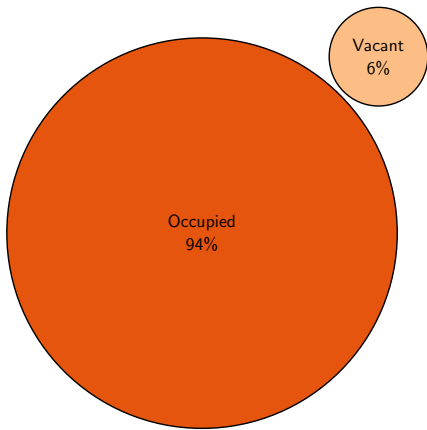Source: American Community Survey, 2021 5-year estimates, table B28002

Health Insurance

Private 66%
None 13%
Both 9%
Public 12%

Source: American Community Survey, 2021 5-year estimates, table B18135

Kennesaw: Housing

Occupancy

Vacant
6%

Occupied
94%

Source: American Community Survey, 2021 5-year estimates, table B25002

Tenure and Mortgage Status

Renter
31%

Owner without Mortgage
18%

Owner with Mortgage
51%
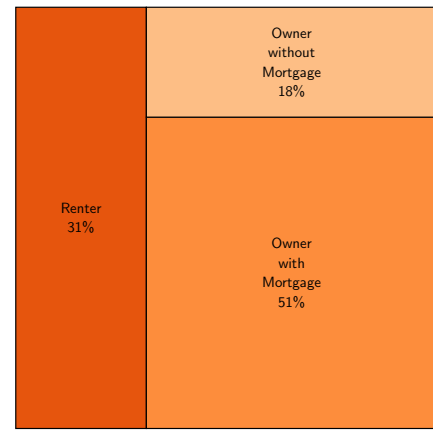
Source: American Community Survey, 2021 5-year estimates, tables B25009 and B25081

Median Housing Costs

|	Owners	Renters
Kennesaw	$1,344	$1,470
Cobb County	$1,437	$1,367
Atlanta Regional	$1,426	$1,333
Georgia	$1,124	$1,110
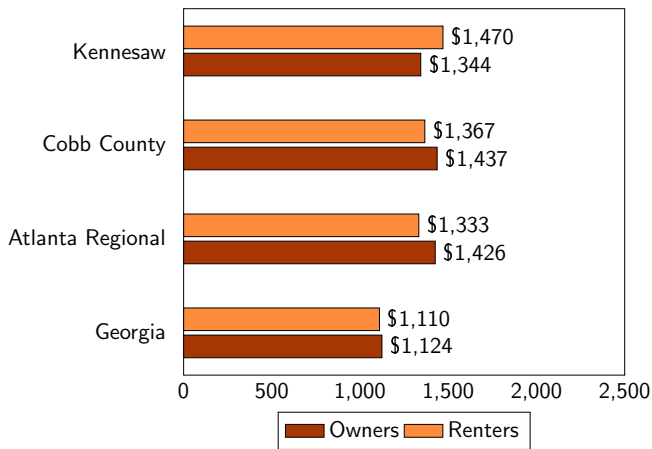
Source: American Community Survey, 2021 5-year estimates, tables B25088 and B25064

Housing Cost-Burdened Households

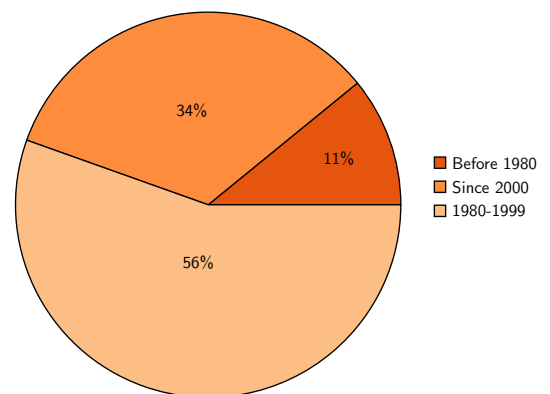|	Owners	Renters
Kennesaw	23%	53%
Cobb County	18%	48%
Atlanta Regional	21%	51%
Georgia	20%	50%
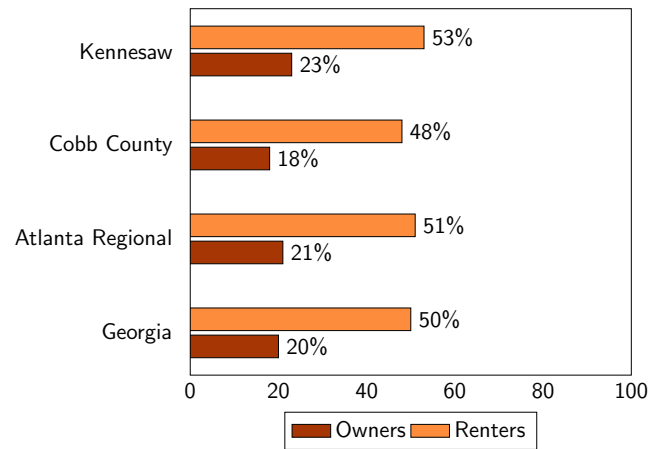
Source: American Community Survey, 2021 5-year estimates, tables B25091 and B25070

Vehicles Available

1 vehicle
31%

3+
23%

None
3%

2 vehicles
43%
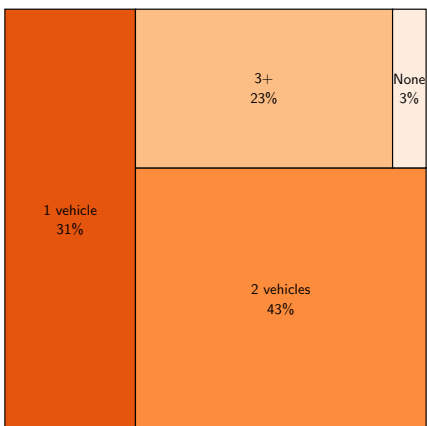
Source: American Community Survey, 2021 5-year estimates, table B25044

Year Structure Built

34%

11%

56%

Before 1980
Since 2000
1980-1999

Source: American Community Survey, 2021 5-year estimates, table B25034