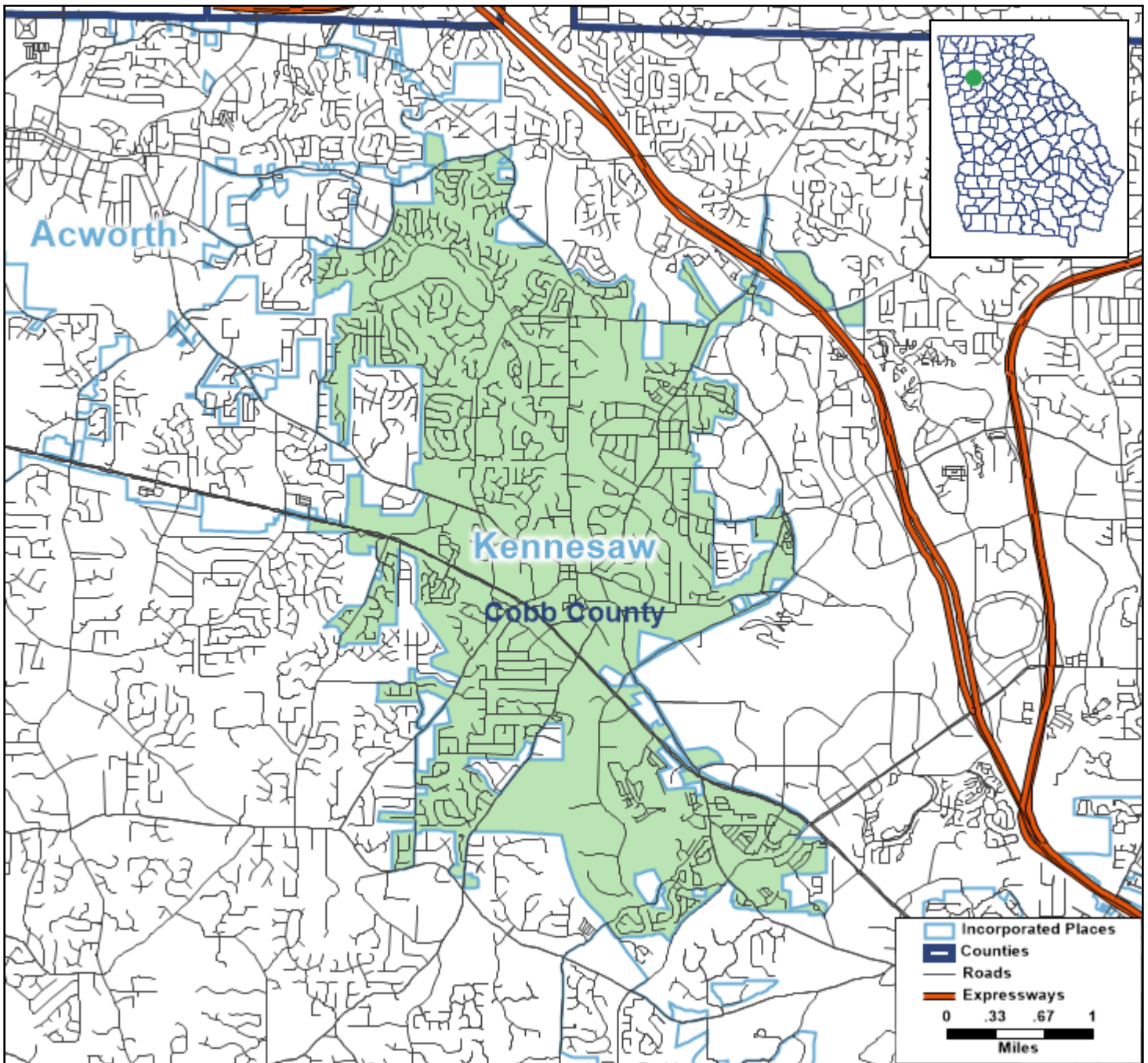# Kennesaw: 2024 GMA Member City Data Profile

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, 2022. Population totals are from the Census Bureau's City Population Estimates program, 2023 vintage; all other data come the from the Census Bureau's 2022 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.
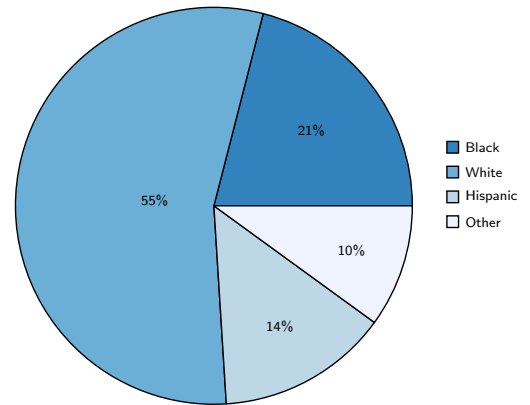
Kennesaw: Demographic and Social
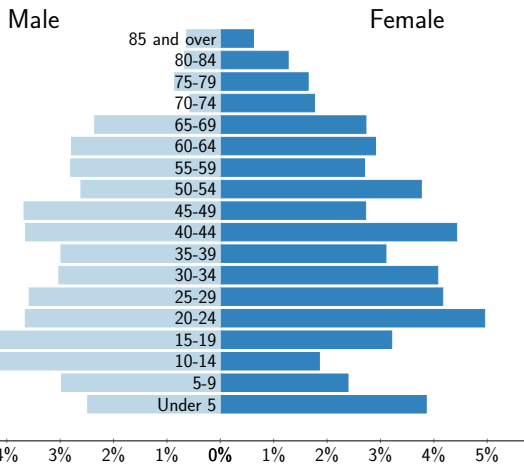
Population

2023 Population: 34,683
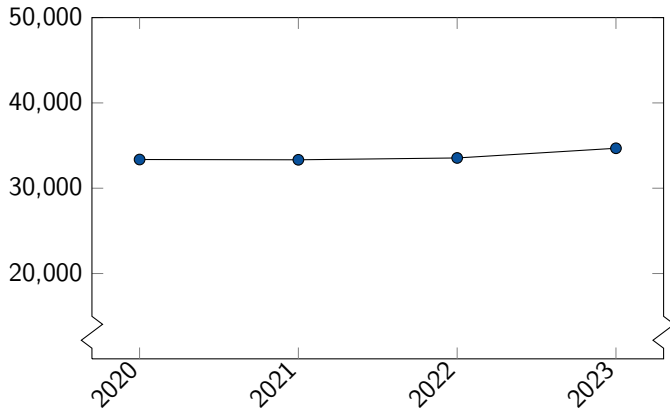
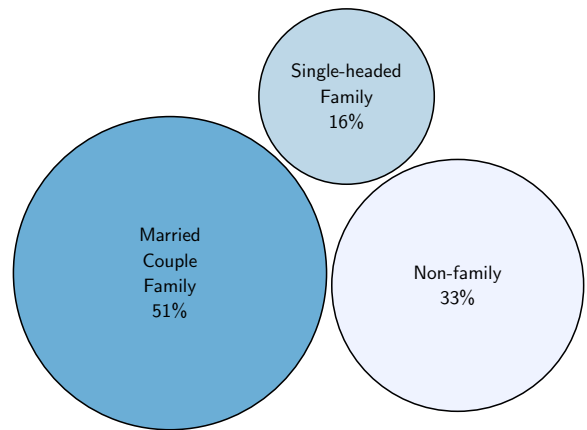Source: U.S. Census Bureau, City Population Estimates, 2023 vintage

Race and Ethnicity

- Black: 21%
- White: 55%
- Hispanic: 14%
- Other: 10%

Source: American Community Survey, 2022 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, 2022 5-year estimates, table B01001

Household Type

- Single-headed Family 16%
- Married Couple Family 51%
- Non-family 33%

Source: American Community Survey, 2022 5-year estimates, table B11001

Citizenship

- Native Born 84%
- Not Citizen 7%
- Naturalized 9%
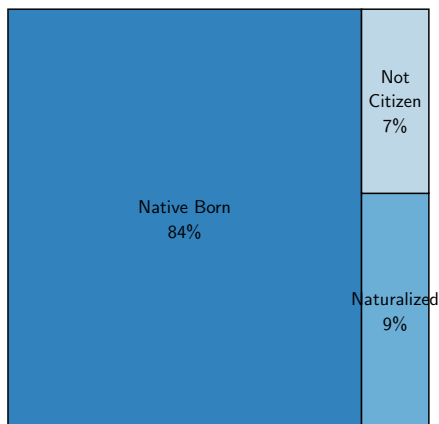
Source: American Community Survey, 2022 5-year estimates, table B05002

Educational Attainment

Kennesaw: 7% / 47%
Cobb County: 7% / 50%
Atlanta Regional: 9% / 45%
Georgia: 11% / 34%

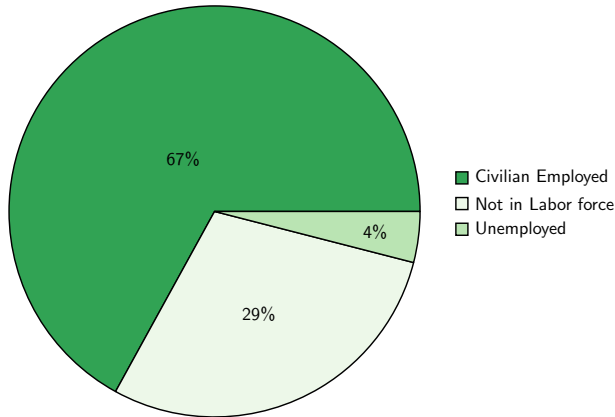0 20 40 60 80 100

BA or higher | Less than HS
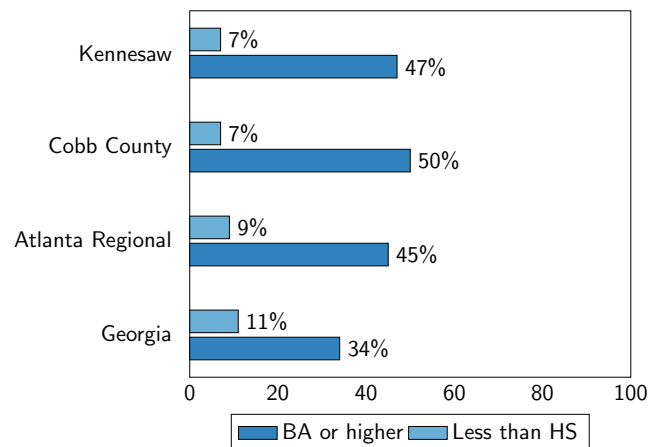
Source: American Community Survey, 2022 5-year estimates, table B15002

Kennesaw: Economic

Labor Force Participation and Employment

Unemployment Rate: 5.4%†

- Civilian Employed: 67%
- Not in Labor force: 29%
- Unemployed: 4%

Industry

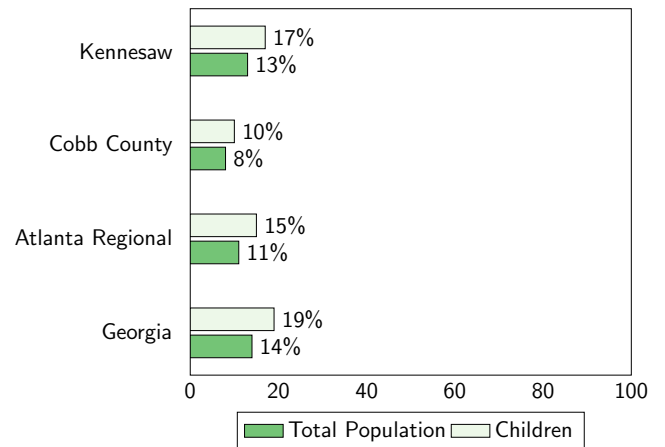|	
Agriculture, forestry, fishing and hunting, and mining	0%
Construction	7%
Manufacturing	7%
Wholesale Trade	3%
Retail Trade	13%
Transportation and warehousing, and utilities	4%
Information	2%
Finance and insurance, real estate, rental, leasing	7%
Professional, scientific, mgt, administrative, waste mgt	15%
Educational services, and health care and social assistance	24%
Arts, entertainment, recreation, accommodation, food service	10%
Other services, except public administration	4%
Public administration	3%

Household Income

Kennesaw: $81,467 (Median), $102,153 (Mean)
Cobb County: $94,244 (Median), $126,092 (Mean)
Atlanta Regional: $85,633 (Median), $118,539 (Mean)
Georgia: $71,355 (Median), $99,345 (Mean)

Poverty

Kennesaw: 17% (Children), 13% (Total Population)
Cobb County: 10% (Children), 8% (Total Population)
Atlanta Regional: 15% (Children), 11% (Total Population)
Georgia: 19% (Children), 14% (Total Population)

Broadband Internet

- Yes: 96%
- No: 4%
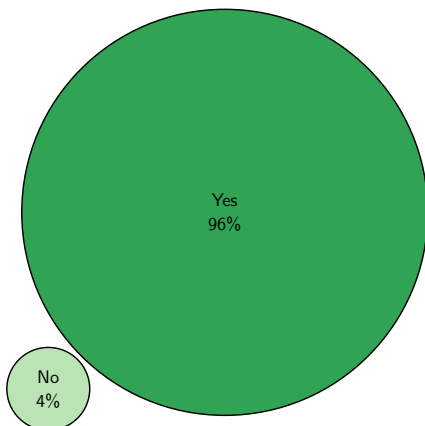
Health Insurance
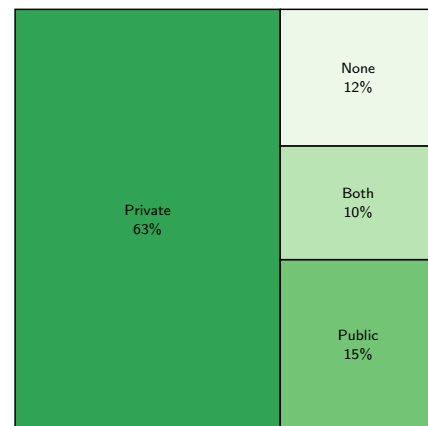
- Private: 63%
- None: 12%
- Both: 10%
- Public: 15%

Kennesaw: Housing

Occupancy

Vacant
6%

Occupied
94%
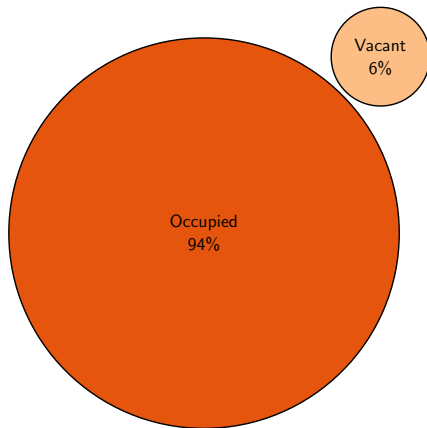
Source: American Community Survey, 2022 5-year estimates, table B25002

Tenure and Mortgage Status

Renter
35%

Owner without Mortgage
17%

Owner with Mortgage
48%
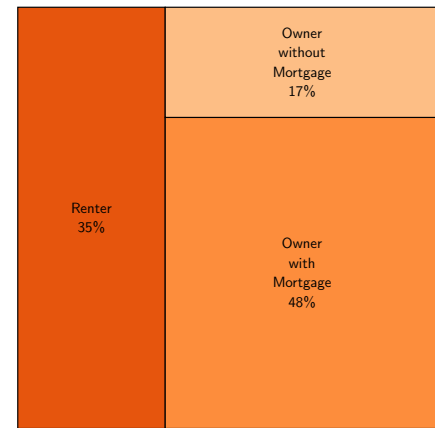
Source: American Community Survey, 2022 5-year estimates, tables B25009 and B25081

Median Housing Costs

|	Owners	Renters
Kennesaw	$1,396	$1,673
Cobb County	$1,525	$1,535
Atlanta Regional	$1,534	$1,487
Georgia	$1,207	$1,221
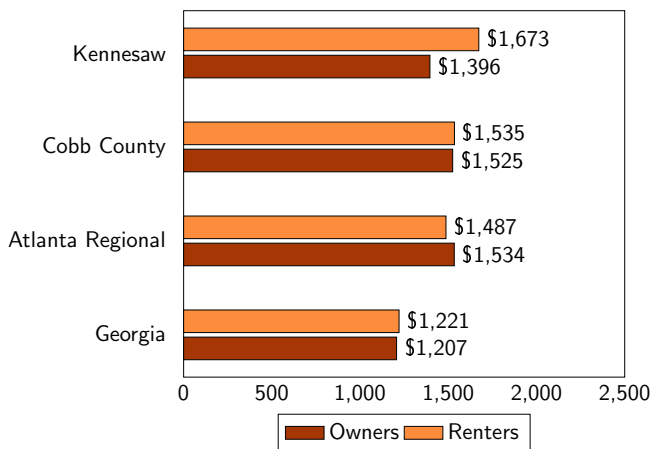
Source: American Community Survey, 2022 5-year estimates, tables B25088 and B25064

Housing Cost-Burdened Households

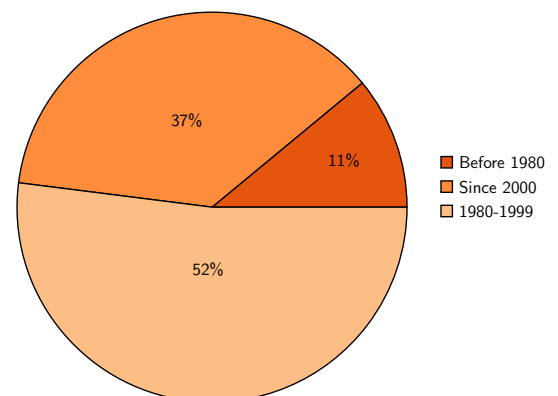|	Owners	Renters
Kennesaw	21%	54%
Cobb County	18%	49%
Atlanta Regional	21%	52%
Georgia	20%	50%
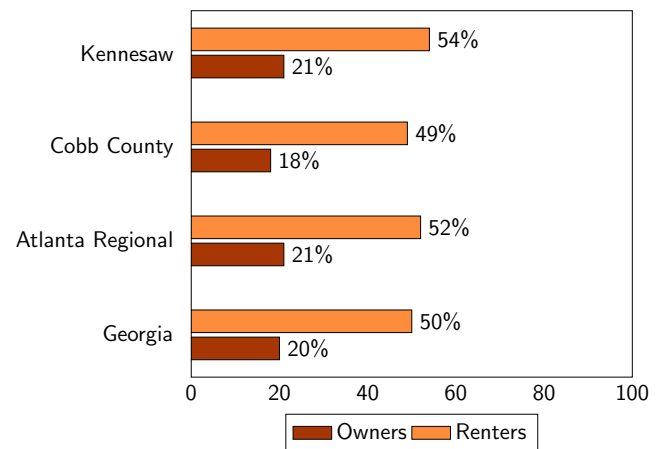
Source: American Community Survey, 2022 5-year estimates, tables B25091 and B25070

Vehicles Available

3+
20%

None
3%

1 vehicle
34%

2 vehicles
42%
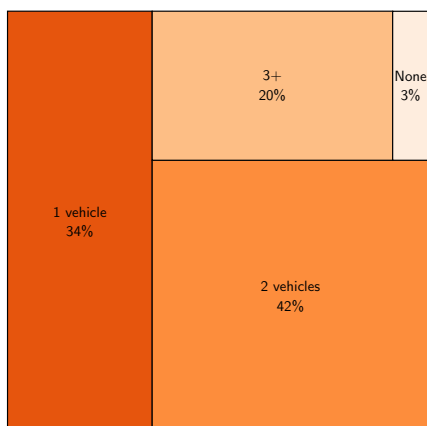
Source: American Community Survey, 2022 5-year estimates, table B25044

Year Structure Built

11%

37%

52%

- Before 1980
- Since 2000
- 1980-1999

Source: American Community Survey, 2022 5-year estimates, table B25034