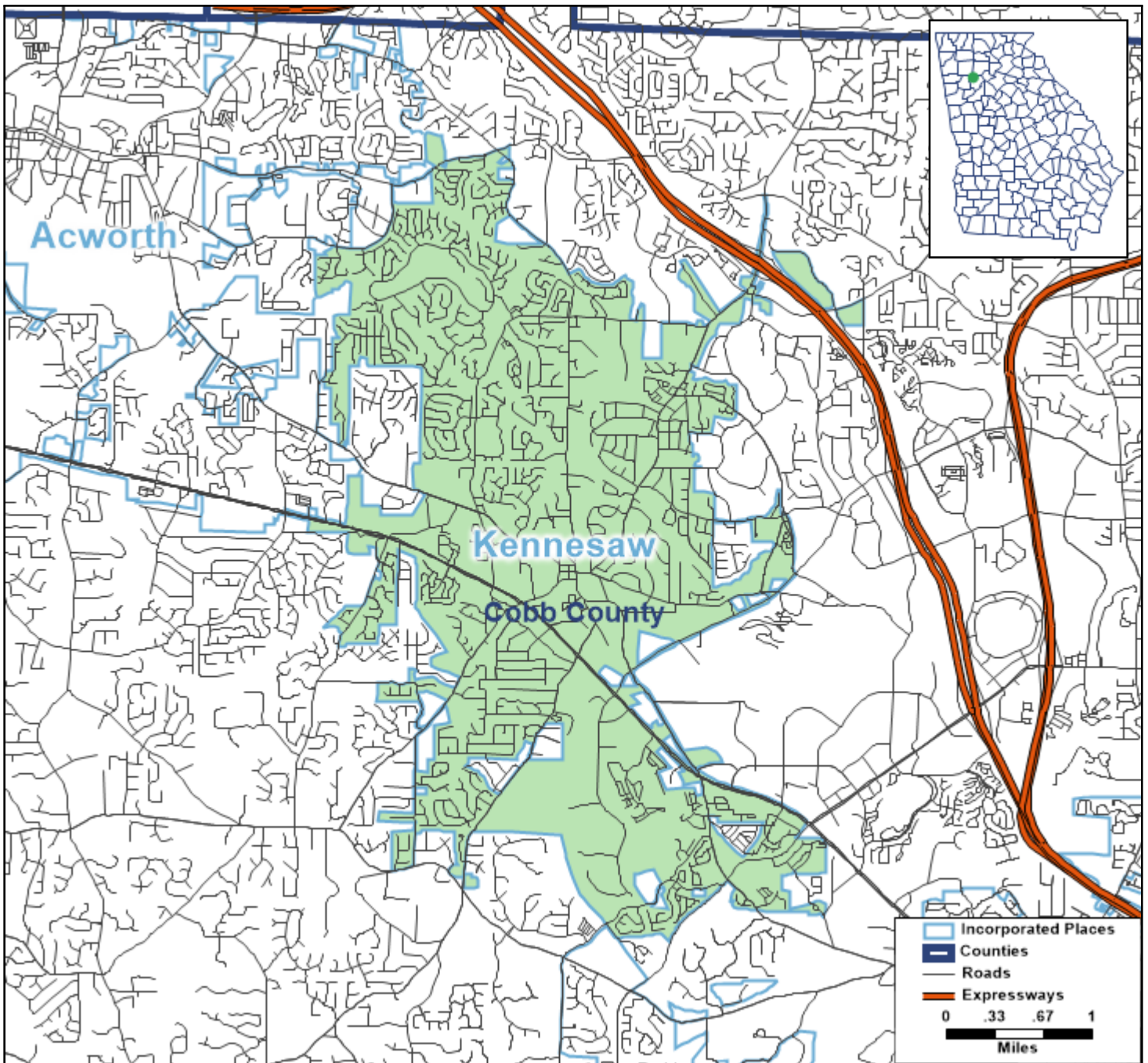


# Kennesaw: 2022 GMA Member City Data Profile



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

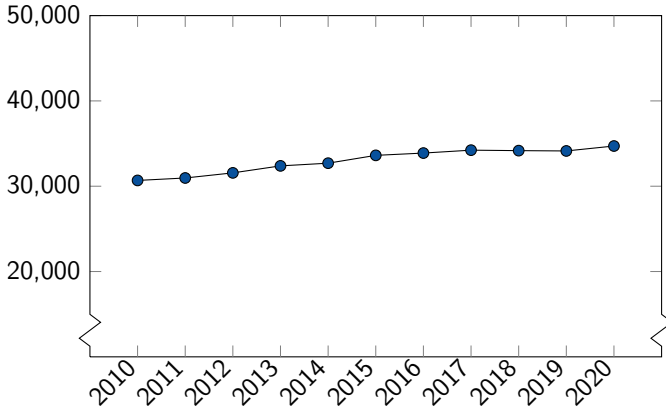
All data in this profile reflect municipal boundaries as of January 1, 2020. Population totals are from the Census Bureau's City Population Estimates program, 2020 vintage; all other data come from the Census Bureau's 2020 American Community Survey 5-year estimates. Please note that percents may not sum to 100% due to rounding.

Questions? Please contact Claire Chan, GMA Research Analyst, at [cchan@gacities.com](mailto:cchan@gacities.com).

# Kennesaw: Demographic and Social

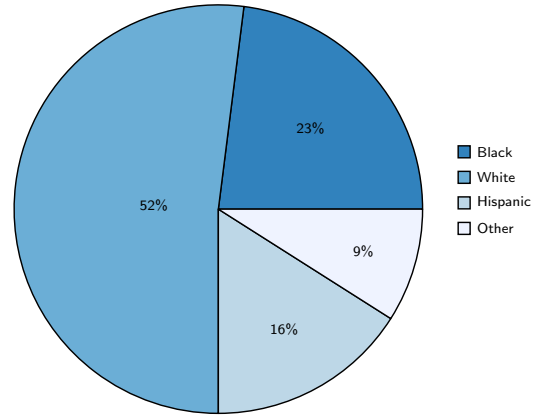
## Population

2020 Population: 34,712



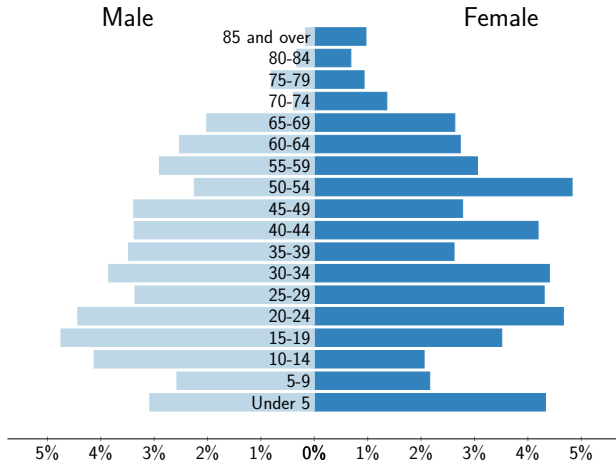
Source: U.S. Census Bureau, City Population Estimates, 2020 vintage

## Race and Ethnicity



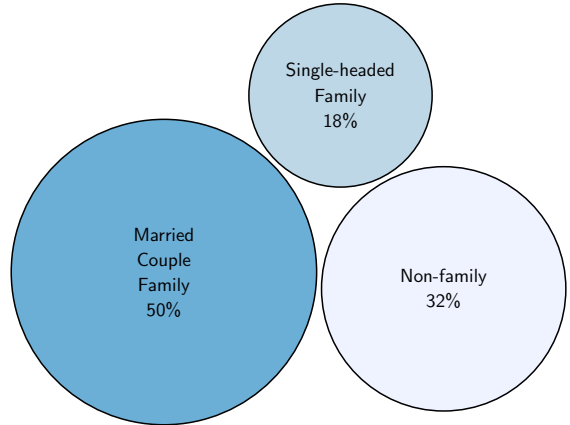
Source: American Community Survey, 2020 5-year estimates, table B03002

## Age



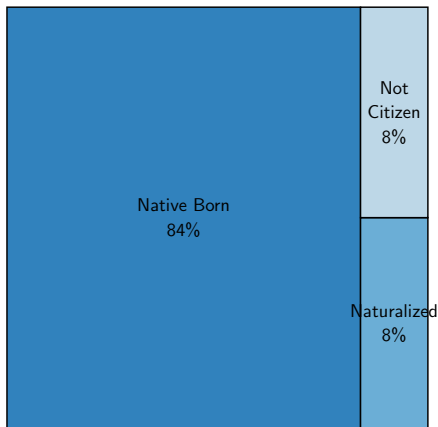
Source: American Community Survey, 2020 5-year estimates, table B01001

## Household Type



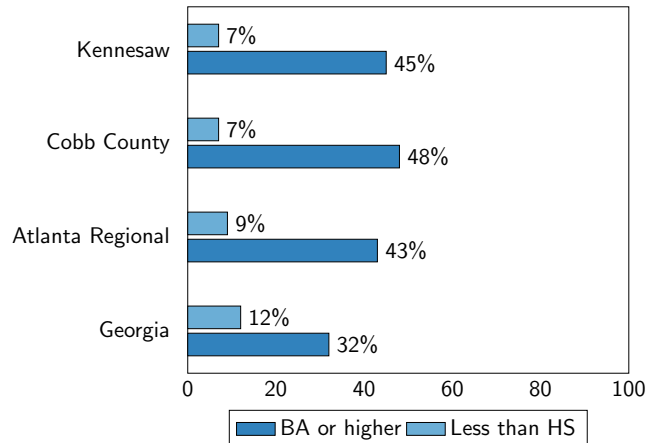
Source: American Community Survey, 2020 5-year estimates, table B11001

## Citizenship



Source: American Community Survey, 2020 5-year estimates, table B05002

## Educational Attainment

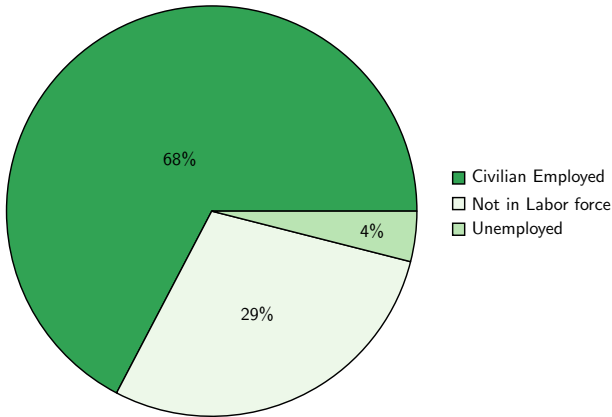


Source: American Community Survey, 2020 5-year estimates, table B15002

# Kennesaw: Economic

## Labor Force Participation and Employment

Unemployment Rate: 5.4%†



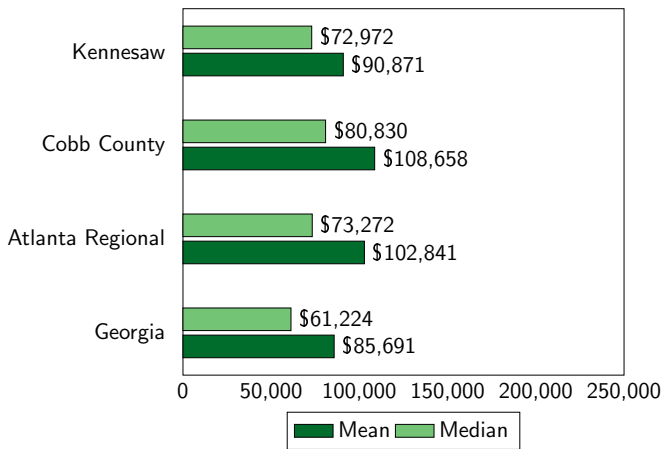
Source: American Community Survey, 2020 5-year estimates, table B23001  
 †Note: Unemployment rate is based upon the civilian labor force.

## Industry

Agriculture, forestry, fishing and hunting, and mining	0%
Construction	7%
Manufacturing	7%
Wholesale Trade	3%
Retail Trade	11%
Transportation and warehousing, and utilities	4%
Information	3%
Finance and insurance, real estate, rental, leasing	9%
Professional, scientific, mgt, administrative, waste mgt	20%
Educational services, and health care and social assistance	19%
Arts, entertainment, recreation, accommodation, food service	12%
Other services, except public administration	3%
Public administration	2%

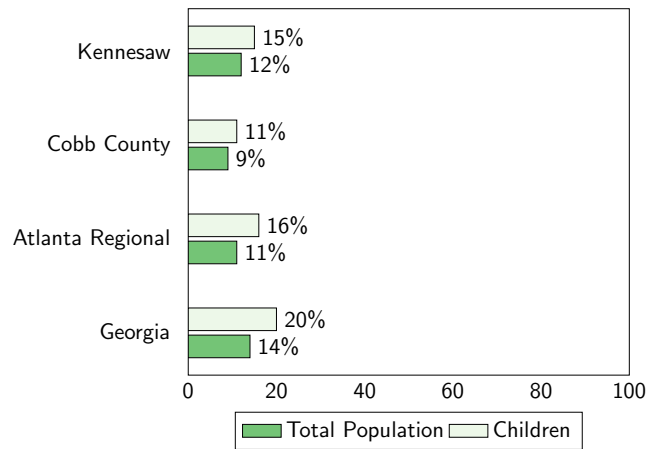
Source: American Community Survey, 2020 5-year estimates, table C24030

## Household Income



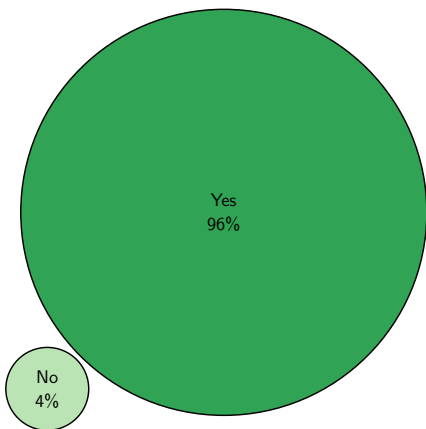
Source: American Community Survey, 2020 5-year estimates, tables B19013 and B19025

## Poverty



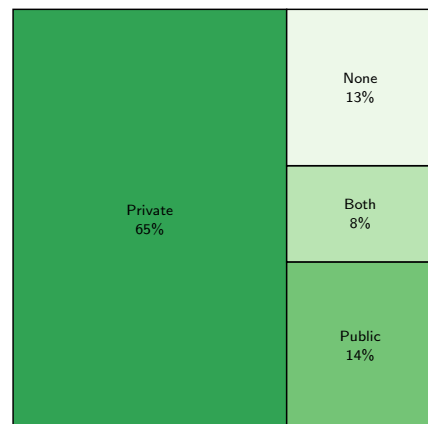
Source: American Community Survey, 2020 5-year estimates, table B17010

## Broadband Internet



Source: American Community Survey, 2020 5-year estimates, table B28002

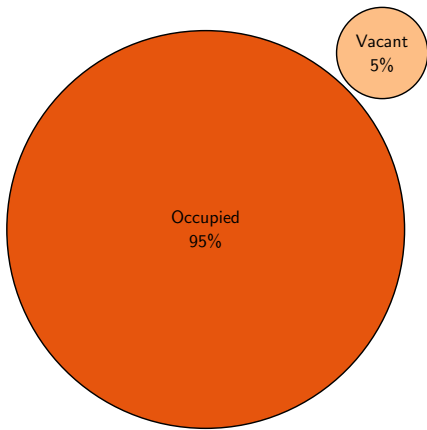
## Health Insurance



Source: American Community Survey, 2020 5-year estimates, table B18135

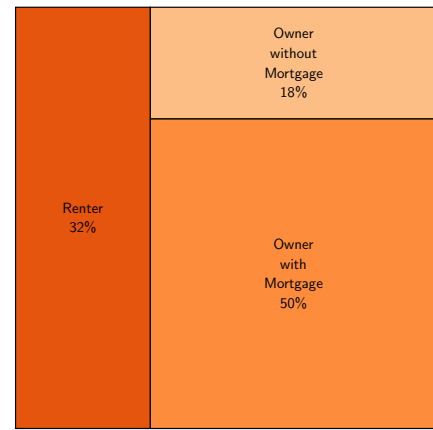
# Kennesaw: Housing

## Occupancy



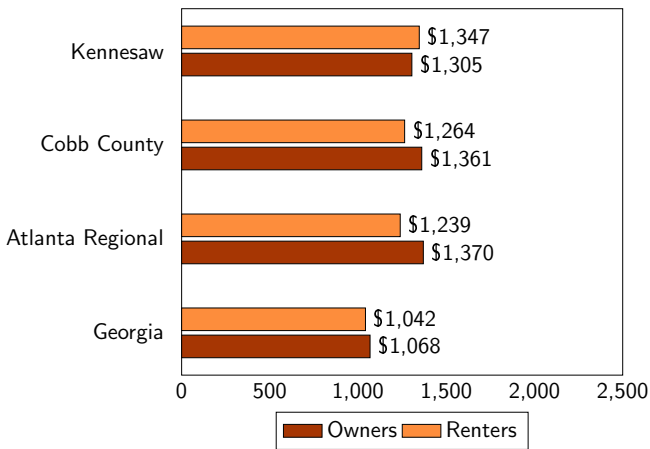
Source: American Community Survey, 2020 5-year estimates, table B25002

## Tenure and Mortgage Status



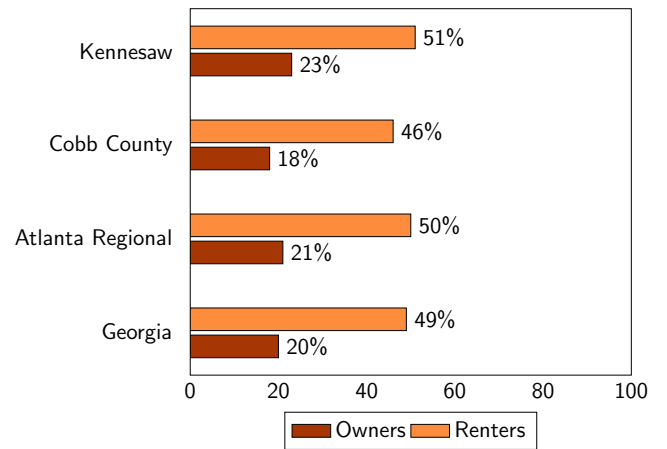
Source: American Community Survey, 2020 5-year estimates, tables B25009 and B25081

## Median Housing Costs



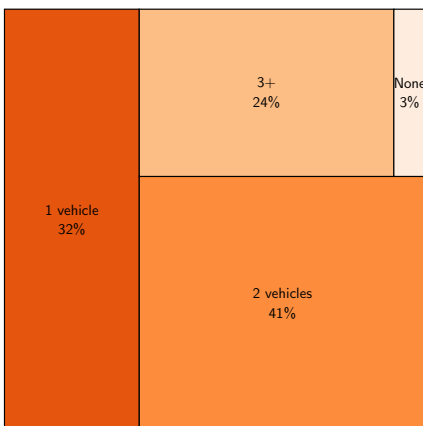
Source: American Community Survey, 2020 5-year estimates, tables B25088 and B25064

## Housing Cost-Burdened Households



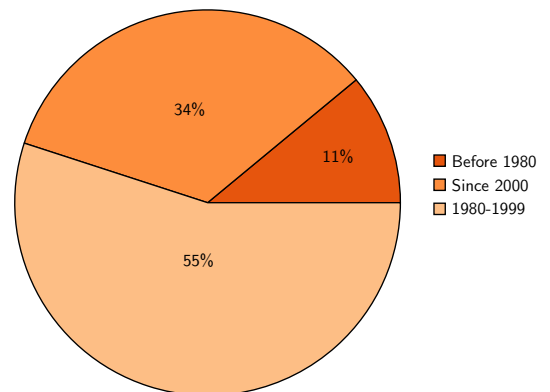
Source: American Community Survey, 2020 5-year estimates, tables B25091 and B25070

## Vehicles Available



Source: American Community Survey, 2020 5-year estimates, table B25044

## Year Structure Built



Source: American Community Survey, 2020 5-year estimates, table B25034