# Kennesaw, Georgia.

Current market data.

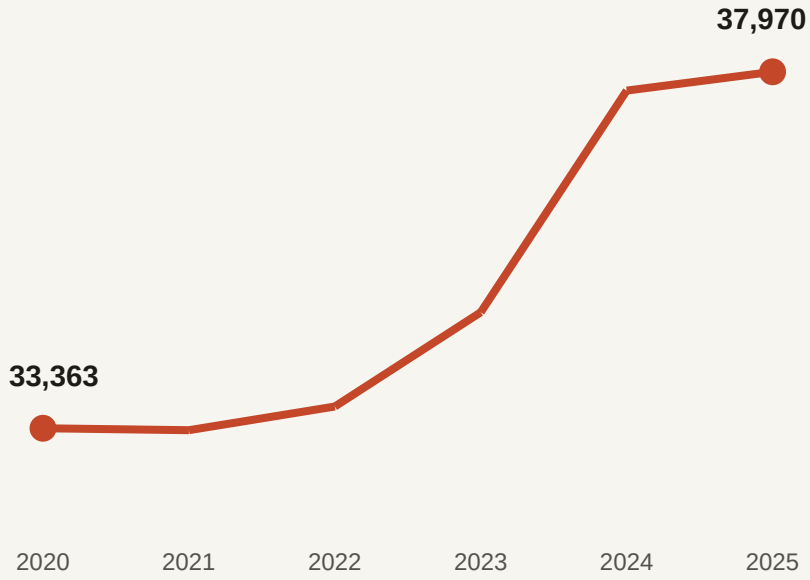
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

# Growing. Up 13.8% since 2020.

**37,970**

people, the 32nd-largest of Georgia's cities and towns.



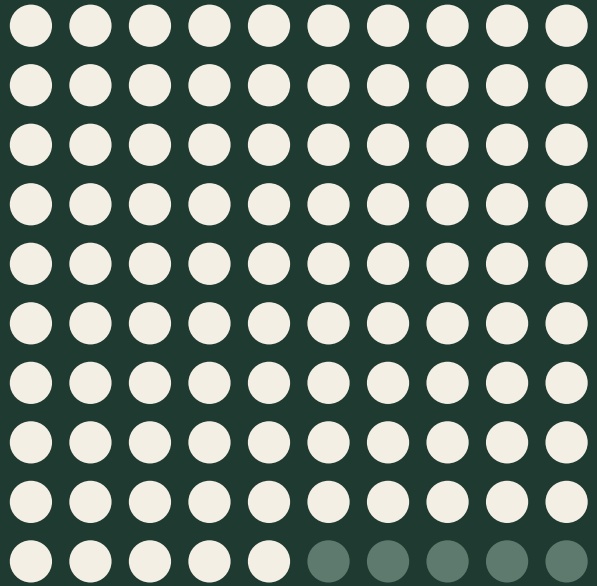

Source: Census Population Estimates, 2025

THE WORKDAY

# 9 in 10 jobs here go to people who live somewhere else.

**94.7%**

of 15,153 jobs located in Kennesaw are filled by in-commuters.



Each dot is 1% of jobs. Filled: held by in-commuters.

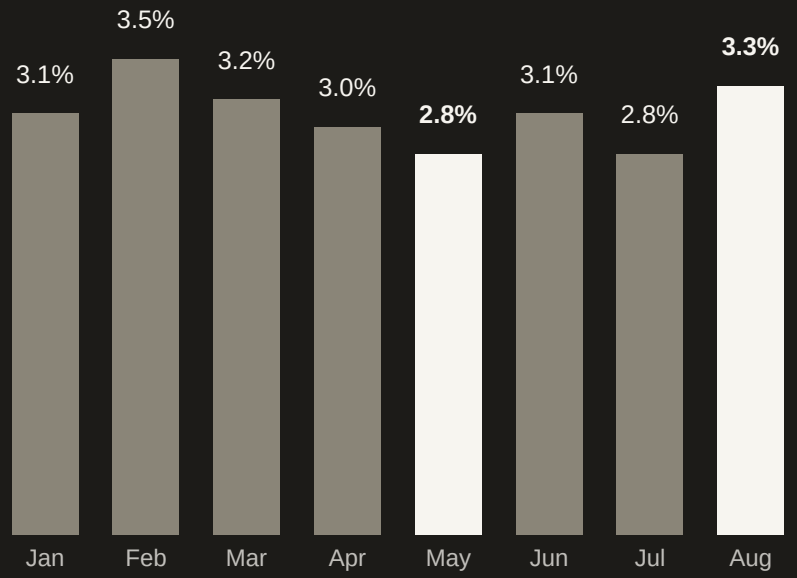
Source: Census LEHD LODES, 2023

UNEMPLOYMENT, 2026

# The low came in May: 2.8%.

**3.3%**

in August 2026, the latest month released. A year earlier it was 3.5%.



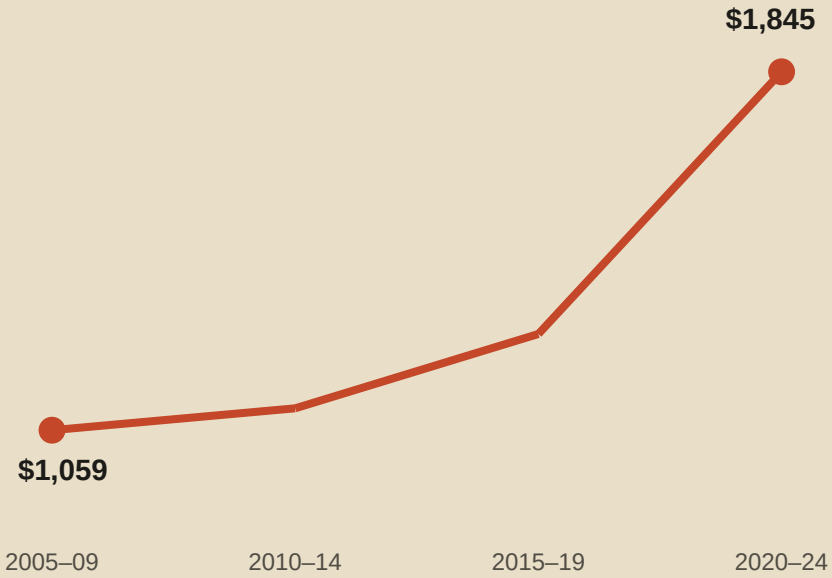

Source: BLS Local Area Unemployment Statistics, 2026-08

RENT

# Median rent is up 74% since the 2005–2009 survey, before inflation.

**$1,845**

a month. Georgia's median is $1,393.

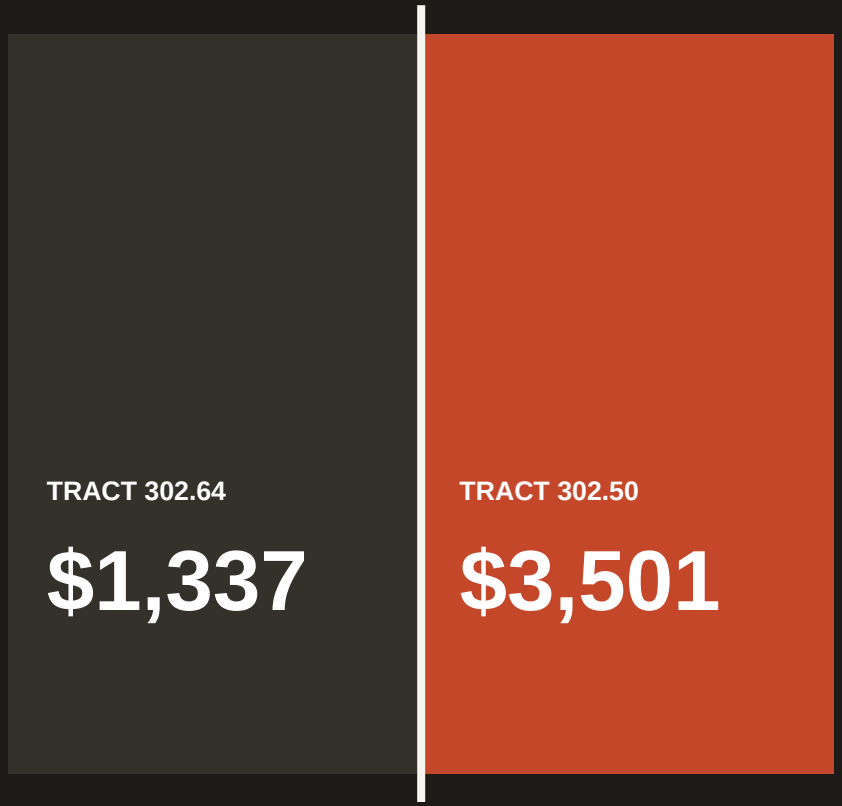



Source: Census ACS 5-year, 2020-2024

THE SEAM

# Cross one tract line and median rent doubles.

A $2,164 gap between neighbors, the sharpest rent edge between adjacent tracts in Cobb County.




Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

# The median rent is above what local wages can carry.

is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

# 55% of the housing here was built before 2000.

**2,704**

homes permitted in ten years, 2016–2025

**73%**

of those were in multifamily buildings

**55%**

of all homes were built before 2000

Source: Census Building Permits Survey, 2016-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

# Closing the gap would add 0.4–1.1% to the 14,380 homes here.

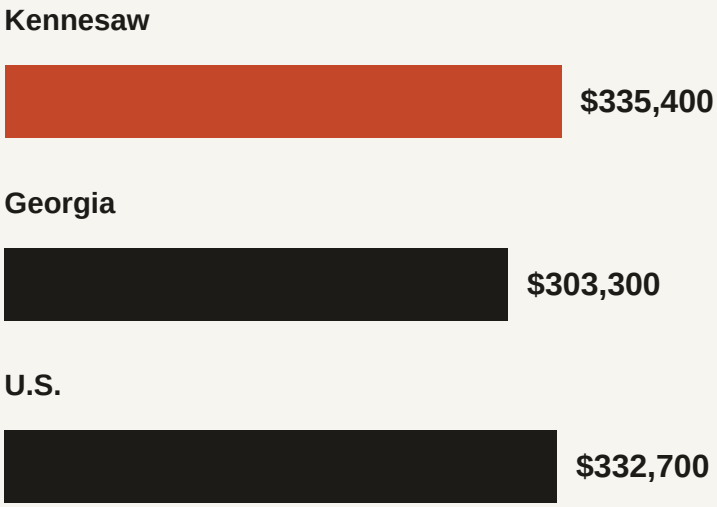
**56–152**

is the estimated number of missing housing units, from the lowest to the highest of three estimates.

Source: Computed by the Almanac, 2023

HOME VALUE

# A median home costs 11% more than Georgia's.




# $335,400

median home value in Kennesaw.

Source: Census ACS 5-year, 2020-2024

THAT WAS KENNESAW'S 2026

# Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at **almanacdata.ai/e/ga/kennesaw/**