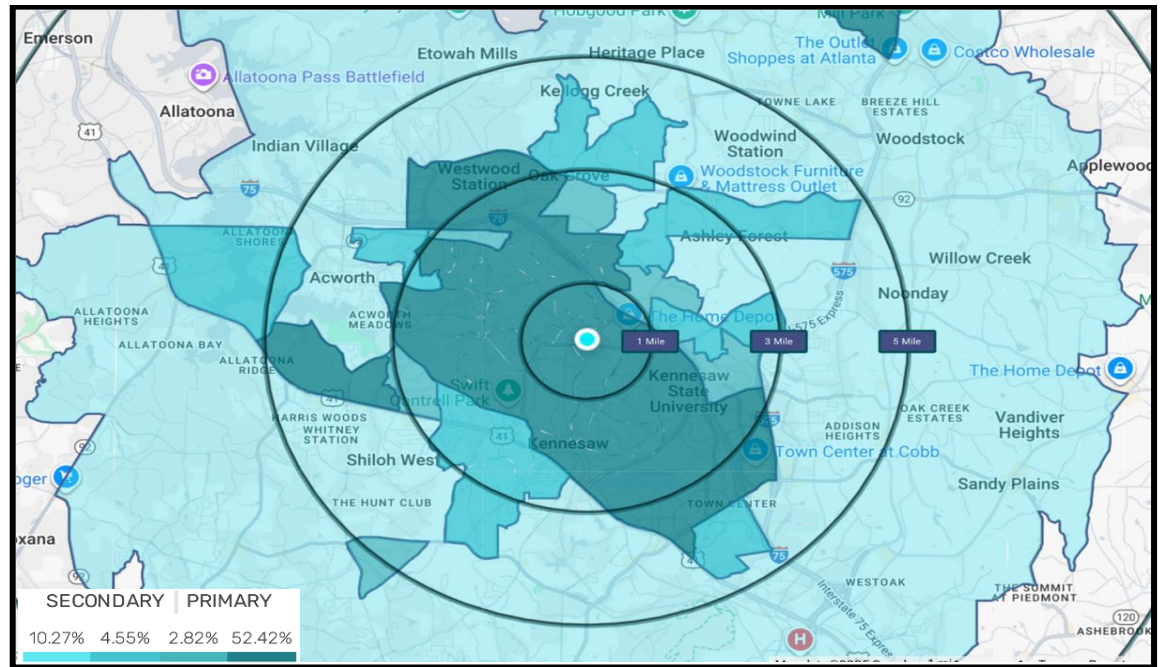




PRIMARY
Kennesaw Walk
2090 Baker Road,
Kennesaw, GA 30144 • 73,685 SF

Location Overview

Total Visits	1.4M
Unique Visitors	83.11K
Average Freq.	16.83
Average Dwell Time	29 Minutes



Category	Sub-Category	Variable	1-Mile Visitors	3-Mile Visitors	5-Mile Visitors
Population	Visitors	Total Visitors	5,342	32,380	40,744
Population	Visitors	Total Households	2,008	11,482	14,604
Income	Household Income	Average Household Income	\$ 86,185	\$ 118,915	\$ 116,951
Income	Household Income	Median Household Income	\$ 72,359	\$ 99,372	\$ 98,020
Income	Household Income	<\$75K	48.6%	38.3%	37.0%
Income	Household Income	\$75K-\$100K	17.0%	18.2%	18.7%
Income	Household Income	\$100K-\$125K	3.6%	8.4%	8.3%
Income	Household Income	\$125K-\$150K	5.9%	6.1%	5.7%
Income	Household Income	\$150K+	24.8%	29.0%	30.3%
Education	Educational Attainment	Bachelor's Degree & Higher	39.0%	43.0%	43.0%
Employment	Occupation	Blue Collar	65.8%	67.1%	68.4%
Employment	Occupation	White Collar	34.3%	33.0%	31.6%