

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.5757/-84.3401

1510 Southlake Pkwy Morrow, GA 30260	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	5,385		79,710		187,313	
Projected Population (2028)	5,646		82,626		195,029	
Census Population (2020)	5,176		78,687		185,349	
Census Population (2010)	5,041		72,147		167,072	
Projected Annual Growth (2023-2028)	261	1.0%	2,916	0.7%	7,716	0.8%
Historical Annual Growth (2020-2023)	209	-	1,023	0.4%	1,964	0.4%
Historical Annual Growth (2010-2020)	135	0.3%	6,540	0.9%	18,277	1.1%
Estimated Population Density (2023)	1,715 <i>psm</i>		2,821 <i>psm</i>		2,386 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>	
Households						
Estimated Households (2023)	1,905		28,527		68,068	
Projected Households (2028)	2,026		30,251		72,587	
Census Households (2020)	1,820		27,856		66,575	
Census Households (2010)	1,907		25,345		58,963	
Projected Annual Growth (2023-2028)	121	1.3%	1,724	1.2%	4,519	1.3%
Historical Annual Change (2010-2023)	-2	-	3,182	1.0%	9,105	1.2%
Average Household Income						
Estimated Average Household Income (2023)	\$74,071		\$67,503		\$71,091	
Projected Average Household Income (2028)	\$74,822		\$68,156		\$71,442	
Census Average Household Income (2010)	\$51,128		\$46,262		\$47,043	
Census Average Household Income (2000)	\$55,668		\$48,316		\$48,937	
Projected Annual Change (2023-2028)	\$752	0.2%	\$653	0.2%	\$351	-
Historical Annual Change (2000-2023)	\$18,403	1.4%	\$19,187	1.7%	\$22,153	2.0%
Median Household Income						
Estimated Median Household Income (2023)	\$75,711		\$57,006		\$57,238	
Projected Median Household Income (2028)	\$82,127		\$58,479		\$58,674	
Census Median Household Income (2010)	\$44,059		\$40,751		\$41,208	
Census Median Household Income (2000)	\$44,879		\$41,594		\$41,969	
Projected Annual Change (2023-2028)	\$6,416	1.7%	\$1,473	0.5%	\$1,436	0.5%
Historical Annual Change (2000-2023)	\$30,831	3.0%	\$15,411	1.6%	\$15,268	1.6%
Per Capita Income						
Estimated Per Capita Income (2023)	\$26,208		\$24,220		\$25,930	
Projected Per Capita Income (2028)	\$26,851		\$25,012		\$26,682	
Census Per Capita Income (2010)	\$19,365		\$16,252		\$16,602	
Census Per Capita Income (2000)	\$19,652		\$16,708		\$17,007	
Projected Annual Change (2023-2028)	\$643	0.5%	\$792	0.7%	\$752	0.6%
Historical Annual Change (2000-2023)	\$6,556	1.5%	\$7,512	2.0%	\$8,924	2.3%
Estimated Average Household Net Worth (2023)	\$367,481		\$283,466		\$269,575	

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1510 Southlake Pkwy Morrow, GA 30260	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2023)	5,385		79,710		187,313	
White (2023)	720	13.4%	9,349	11.7%	20,799	11.1%
Black or African American (2023)	2,547	47.3%	50,380	63.2%	128,926	68.8%
American Indian or Alaska Native (2023)	45	0.8%	571	0.7%	1,135	0.6%
Asian (2023)	1,275	23.7%	8,004	10.0%	12,828	6.8%
Hawaiian or Pacific Islander (2023)	1	-	40	-	81	-
Other Race (2023)	490	9.1%	7,337	9.2%	14,770	7.9%
Two or More Races (2023)	306	5.7%	4,029	5.1%	8,773	4.7%
Population < 18 (2023)	1,429 26.5%		21,738 27.3%		50,714 27.1%	
White Not Hispanic	57	4.0%	1,110	5.1%	2,543	5.0%
Black or African American	677	47.4%	13,440	61.8%	34,151	67.3%
Asian	299	20.9%	1,685	7.8%	2,593	5.1%
Other Race Not Hispanic	50	3.5%	771	3.5%	1,821	3.6%
Hispanic	345	24.2%	4,731	21.8%	9,606	18.9%
Not Hispanic or Latino Population (2023)	4,491 83.4%		66,858 83.9%		161,117 86.0%	
Not Hispanic White	595	13.2%	7,583	11.3%	17,094	10.6%
Not Hispanic Black or African American	2,507	55.8%	49,616	74.2%	127,242	79.0%
Not Hispanic American Indian or Alaska Native	9	0.2%	113	0.2%	247	0.2%
Not Hispanic Asian	1,273	28.4%	7,944	11.9%	12,695	7.9%
Not Hispanic Hawaiian or Pacific Islander	1	-	22	-	45	-
Not Hispanic Other Race	19	0.4%	246	0.4%	615	0.4%
Not Hispanic Two or More Races	87	1.9%	1,336	2.0%	3,179	2.0%
Hispanic or Latino Population (2023)	894 16.6%		12,852 16.1%		26,196 14.0%	
Hispanic White	125	14.0%	1,766	13.7%	3,705	14.1%
Hispanic Black or African American	40	4.5%	764	5.9%	1,684	6.4%
Hispanic American Indian or Alaska Native	37	4.1%	459	3.6%	888	3.4%
Hispanic Asian	2	0.2%	61	0.5%	134	0.5%
Hispanic Hawaiian or Pacific Islander	-	-	18	0.1%	37	0.1%
Hispanic Other Race	471	52.6%	7,091	55.2%	14,155	54.0%
Hispanic Two or More Races	219	24.5%	2,693	21.0%	5,593	21.4%
Not Hispanic or Latino Population (2020)	4,097 79.2%		62,924 80.0%		153,734 82.9%	
Hispanic or Latino Population (2020)	1,078 20.8%		15,763 20.0%		31,615 17.1%	
Not Hispanic or Latino Population (2010)	4,378 86.9%		58,802 81.5%		140,678 84.2%	
Hispanic or Latino Population (2010)	662 13.1%		13,345 18.5%		26,394 15.8%	
Not Hispanic or Latino Population (2028)	4,725 83.7%		69,260 83.8%		167,672 86.0%	
Hispanic or Latino Population (2028)	921 16.3%		13,366 16.2%		27,357 14.0%	
Projected Annual Growth (2023-2028)	27 0.6%		514 0.8%		1,161 0.9%	
Historical Annual Growth (2010-2020)	416 6.3%		2,418 1.8%		5,220 2.0%	

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Total Age Distribution (2023)							
Total Population		5,385		79,710		187,313	
Age Under 5 Years		365	6.8%	5,819	7.3%	13,369	7.1%
Age 5 to 9 Years		377	7.0%	6,015	7.5%	14,020	7.5%
Age 10 to 14 Years		443	8.2%	6,291	7.9%	14,830	7.9%
Age 15 to 19 Years		391	7.3%	6,170	7.7%	13,944	7.4%
Age 20 to 24 Years		419	7.8%	6,407	8.0%	13,730	7.3%
Age 25 to 29 Years		403	7.5%	6,730	8.4%	15,120	8.1%
Age 30 to 34 Years		379	7.0%	6,151	7.7%	14,463	7.7%
Age 35 to 39 Years		347	6.5%	5,094	6.4%	12,181	6.5%
Age 40 to 44 Years		310	5.8%	4,864	6.1%	11,643	6.2%
Age 45 to 49 Years		318	5.9%	4,660	5.8%	11,491	6.1%
Age 50 to 54 Years		323	6.0%	4,620	5.8%	11,555	6.2%
Age 55 to 59 Years		304	5.6%	4,386	5.5%	11,104	5.9%
Age 60 to 64 Years		285	5.3%	3,949	5.0%	9,797	5.2%
Age 65 to 69 Years		240	4.5%	3,158	4.0%	7,735	4.1%
Age 70 to 74 Years		213	4.0%	2,582	3.2%	5,829	3.1%
Age 75 to 79 Years		127	2.4%	1,379	1.7%	3,284	1.8%
Age 80 to 84 Years		83	1.5%	841	1.1%	1,917	1.0%
Age 85 Years or Over		57	1.1%	592	0.7%	1,302	0.7%
Median Age		33.4		32.0		32.9	
Age 19 Years or Less		1,576	29.3%	24,294	30.5%	56,162	30.0%
Age 20 to 64 Years		3,089	57.4%	46,863	58.8%	111,084	59.3%
Age 65 Years or Over		720	13.4%	8,553	10.7%	20,066	10.7%
Female Age Distribution (2023)							
Female Population		2,881	53.5%	42,066	52.8%	99,226	53.0%
Age Under 5 Years		173	6.0%	2,823	6.7%	6,574	6.6%
Age 5 to 9 Years		197	6.8%	3,002	7.1%	6,935	7.0%
Age 10 to 14 Years		222	7.7%	3,012	7.2%	7,219	7.3%
Age 15 to 19 Years		195	6.8%	3,182	7.6%	7,073	7.1%
Age 20 to 24 Years		239	8.3%	3,371	8.0%	7,105	7.2%
Age 25 to 29 Years		225	7.8%	3,597	8.6%	8,008	8.1%
Age 30 to 34 Years		219	7.6%	3,306	7.9%	7,833	7.9%
Age 35 to 39 Years		189	6.6%	2,819	6.7%	6,696	6.7%
Age 40 to 44 Years		173	6.0%	2,721	6.5%	6,478	6.5%
Age 45 to 49 Years		168	5.8%	2,567	6.1%	6,407	6.5%
Age 50 to 54 Years		159	5.5%	2,449	5.8%	6,172	6.2%
Age 55 to 59 Years		162	5.6%	2,325	5.5%	5,982	6.0%
Age 60 to 64 Years		152	5.3%	2,078	4.9%	5,264	5.3%
Age 65 to 69 Years		132	4.6%	1,746	4.1%	4,339	4.4%
Age 70 to 74 Years		121	4.2%	1,411	3.4%	3,278	3.3%
Age 75 to 79 Years		73	2.5%	769	1.8%	1,869	1.9%
Age 80 to 84 Years		45	1.6%	506	1.2%	1,145	1.2%
Age 85 Years or Over		38	1.3%	381	0.9%	846	0.9%
Female Median Age		33.9		33.0		34.2	
Age 19 Years or Less		787	27.3%	12,019	28.6%	27,802	28.0%
Age 20 to 64 Years		1,685	58.5%	25,234	60.0%	59,947	60.4%
Age 65 Years or Over		409	14.2%	4,813	11.4%	11,477	11.6%

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Male Age Distribution (2023)							
Male Population	2,504	46.5%	37,644	47.2%	88,087	47.0%	
Age Under 5 Years	191	7.6%	2,995	8.0%	6,795	7.7%	
Age 5 to 9 Years	180	7.2%	3,013	8.0%	7,085	8.0%	
Age 10 to 14 Years	220	8.8%	3,278	8.7%	7,610	8.6%	
Age 15 to 19 Years	196	7.8%	2,988	7.9%	6,871	7.8%	
Age 20 to 24 Years	181	7.2%	3,035	8.1%	6,625	7.5%	
Age 25 to 29 Years	178	7.1%	3,133	8.3%	7,112	8.1%	
Age 30 to 34 Years	161	6.4%	2,846	7.6%	6,629	7.5%	
Age 35 to 39 Years	158	6.3%	2,276	6.0%	5,485	6.2%	
Age 40 to 44 Years	137	5.5%	2,143	5.7%	5,164	5.9%	
Age 45 to 49 Years	150	6.0%	2,093	5.6%	5,084	5.8%	
Age 50 to 54 Years	164	6.5%	2,171	5.8%	5,383	6.1%	
Age 55 to 59 Years	142	5.7%	2,062	5.5%	5,122	5.8%	
Age 60 to 64 Years	133	5.3%	1,871	5.0%	4,533	5.1%	
Age 65 to 69 Years	108	4.3%	1,413	3.8%	3,396	3.9%	
Age 70 to 74 Years	92	3.7%	1,170	3.1%	2,550	2.9%	
Age 75 to 79 Years	54	2.2%	610	1.6%	1,415	1.6%	
Age 80 to 84 Years	38	1.5%	335	0.9%	772	0.9%	
Age 85 Years or Over	19	0.8%	211	0.6%	456	0.5%	
Male Median Age	32.9		30.7		31.3		
Age 19 Years or Less	788	31.5%	12,275	32.6%	28,360	32.2%	
Age 20 to 64 Years	1,404	56.1%	21,629	57.5%	51,137	58.1%	
Age 65 Years or Over	312	12.4%	3,740	9.9%	8,589	9.8%	
Males per 100 Females (2023)							
Overall Comparison	87		89		89		
Age Under 5 Years	111	52.5%	106	51.5%	103	50.8%	
Age 5 to 9 Years	92	47.8%	100	50.1%	102	50.5%	
Age 10 to 14 Years	99	49.8%	109	52.1%	105	51.3%	
Age 15 to 19 Years	101	50.2%	94	48.4%	97	49.3%	
Age 20 to 24 Years	76	43.1%	90	47.4%	93	48.3%	
Age 25 to 29 Years	79	44.2%	87	46.5%	89	47.0%	
Age 30 to 34 Years	73	42.3%	86	46.3%	85	45.8%	
Age 35 to 39 Years	84	45.6%	81	44.7%	82	45.0%	
Age 40 to 44 Years	80	44.3%	79	44.1%	80	44.4%	
Age 45 to 49 Years	89	47.2%	82	44.9%	79	44.2%	
Age 50 to 54 Years	103	50.7%	89	47.0%	87	46.6%	
Age 55 to 59 Years	88	46.7%	89	47.0%	86	46.1%	
Age 60 to 64 Years	88	46.8%	90	47.4%	86	46.3%	
Age 65 to 69 Years	82	45.2%	81	44.7%	78	43.9%	
Age 70 to 74 Years	76	43.3%	83	45.3%	78	43.8%	
Age 75 to 79 Years	74	42.6%	79	44.2%	76	43.1%	
Age 80 to 84 Years	84	45.8%	66	39.8%	67	40.3%	
Age 85 Years or Over	49	33.0%	56	35.7%	54	35.0%	
Age 19 Years or Less	100	50.0%	102	50.5%	102	50.5%	
Age 20 to 39 Years	78	43.8%	86	46.3%	87	46.6%	
Age 40 to 64 Years	89	47.2%	85	46.0%	83	45.5%	
Age 65 Years or Over	76	43.3%	78	43.7%	75	42.8%	

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Household Type (2023)						
Total Households	1,905		28,527		68,068	
Households with Children	668	35.1%	11,077	38.8%	26,385	38.8%
Average Household Size	2.8		2.8		2.7	
Household Density per Square Mile	607		1,009		867	
Population Family	4,520	83.9%	66,212	83.1%	155,875	83.2%
Population Non-Family	864	16.0%	12,683	15.9%	29,505	15.8%
Population Group Quarters	-	-	815	1.0%	1,933	1.0%
Family Households	1,238	65.0%	18,795	65.9%	45,179	66.4%
Married Couple Households	724	58.5%	9,673	51.5%	22,794	50.5%
Other Family Households with Children	514	41.5%	9,122	48.5%	22,385	49.5%
Family Households with Children	667	53.9%	11,053	58.8%	26,331	58.3%
Married Couple with Children	348	52.2%	5,026	45.5%	11,655	44.3%
Other Family Households with Children	319	47.8%	6,027	54.5%	14,677	55.7%
Family Households No Children	571	46.1%	7,742	41.2%	18,847	41.7%
Married Couple No Children	376	65.9%	4,647	60.0%	11,139	59.1%
Other Family Households No Children	195	34.1%	3,095	40.0%	7,708	40.9%
Non-Family Households	668	35.0%	9,732	34.1%	22,889	33.6%
Non-Family Households with Children	-	-	24	0.2%	53	0.2%
Non-Family Households No Children	667	99.9%	9,708	99.8%	22,836	99.8%
Average Family Household Size	3.7		3.5		3.5	
Average Family Income	\$92,875		\$76,751		\$79,259	
Median Family Income	\$85,931		\$64,725		\$65,954	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2023)						
Population Age 15 Years or Over	4,200		61,586		145,094	
Never Married	1,774	42.2%	29,215	47.4%	67,072	46.2%
Currently Married	1,738	41.4%	20,107	32.6%	46,718	32.2%
Previously Married	688	16.4%	12,264	19.9%	31,305	21.6%
Separated	325	47.2%	3,184	26.0%	8,057	25.7%
Widowed	69	10.0%	2,158	17.6%	5,751	18.4%
Divorced	294	42.8%	6,921	56.4%	17,497	55.9%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	3,390		49,009		117,420	
Elementary (Grade Level 0 to 8)	601	17.7%	4,427	9.0%	8,564	7.3%
Some High School (Grade Level 9 to 11)	354	10.4%	4,432	9.0%	10,561	9.0%
High School Graduate	878	25.9%	16,710	34.1%	39,724	33.8%
Some College	621	18.3%	10,177	20.8%	25,274	21.5%
Associate Degree Only	252	7.4%	3,720	7.6%	10,341	8.8%
Bachelor Degree Only	497	14.7%	6,371	13.0%	14,697	12.5%
Graduate Degree	187	5.5%	3,170	6.5%	8,260	7.0%
Any College (Some College or Higher)	1,557	45.9%	23,440	47.8%	58,572	49.9%
College Degree + (Bachelor Degree or Higher)	684	20.2%	9,542	19.5%	22,957	19.6%

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Housing						
Total Housing Units (2023)	2,096		31,331		73,734	
Total Housing Units (2020)	1,997		30,530		71,837	
Historical Annual Growth (2020-2023)	99	-	800	-	1,896	-
Housing Units Occupied (2023)	1,905	90.9%	28,527	91.1%	68,068	92.3%
Housing Units Owner-Occupied	1,085	57.0%	13,862	48.6%	34,831	51.2%
Housing Units Renter-Occupied	820	43.0%	14,665	51.4%	33,236	48.8%
Housing Units Vacant (2023)	191	9.1%	2,804	8.9%	5,666	7.7%
Household Size (2023)						
Total Households	1,905		28,527		68,068	
1 Person Households	555	29.1%	7,926	27.8%	18,772	27.6%
2 Person Households	523	27.5%	8,015	28.1%	19,635	28.8%
3 Person Households	289	15.1%	4,672	16.4%	11,626	17.1%
4 Person Households	234	12.3%	3,687	12.9%	8,635	12.7%
5 Person Households	163	8.5%	2,248	7.9%	5,079	7.5%
6 Person Households	74	3.9%	1,062	3.7%	2,492	3.7%
7 or More Person Households	68	3.6%	917	3.2%	1,829	2.7%
Household Income Distribution (2023)						
HH Income \$200,000 or More	113	5.9%	1,186	4.2%	2,448	3.6%
HH Income \$150,000 to \$199,999	121	6.3%	1,062	3.7%	2,950	4.3%
HH Income \$125,000 to \$149,999	183	9.6%	1,458	5.1%	3,042	4.5%
HH Income \$100,000 to \$124,999	171	9.0%	2,093	7.3%	5,130	7.5%
HH Income \$75,000 to \$99,999	342	18.0%	3,636	12.7%	8,459	12.4%
HH Income \$50,000 to \$74,999	330	17.3%	5,079	17.8%	12,826	18.8%
HH Income \$35,000 to \$49,999	251	13.2%	4,797	16.8%	10,417	15.3%
HH Income \$25,000 to \$34,999	102	5.4%	3,161	11.1%	7,582	11.1%
HH Income \$15,000 to \$24,999	122	6.4%	2,904	10.2%	7,075	10.4%
HH Income \$10,000 to \$14,999	47	2.5%	995	3.5%	2,715	4.0%
HH Income Under \$10,000	123	6.4%	2,156	7.6%	5,425	8.0%
Household Vehicles (2023)						
Households 0 Vehicles Available	122	6.4%	1,835	6.4%	4,669	6.9%
Households 1 Vehicle Available	623	32.7%	11,522	40.4%	28,240	41.5%
Households 2 Vehicles Available	667	35.0%	9,331	32.7%	22,122	32.5%
Households 3 or More Vehicles Available	493	25.9%	5,839	20.5%	13,037	19.2%
Total Vehicles Available	3,785		50,154		117,306	
Average Vehicles per Household	2.0		1.8		1.7	
Owner-Occupied Household Vehicles	2,512	66.4%	28,815	57.5%	72,030	61.4%
Average Vehicles per Owner-Occupied Household	2.3		2.1		2.1	
Renter-Occupied Household Vehicles	1,273	33.6%	21,339	42.5%	45,276	38.6%
Average Vehicles per Renter-Occupied Household	1.6		1.5		1.4	
Travel Time (2023)						
Worker Base Age 16 years or Over	2,662		37,079		88,724	
Travel to Work in 14 Minutes or Less	464	17.4%	6,728	18.1%	13,097	14.8%
Travel to Work in 15 to 29 Minutes	762	28.6%	11,227	30.3%	28,746	32.4%
Travel to Work in 30 to 59 Minutes	1,002	37.6%	13,794	37.2%	34,338	38.7%
Travel to Work in 60 Minutes or More	175	6.6%	3,120	8.4%	7,596	8.6%
Work at Home	259	9.7%	2,212	6.0%	4,947	5.6%
Average Minutes Travel to Work	27.3		26.4		27.5	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
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Lat/Lon: 33.5757/-84.3401

1510 Southlake Pkwy Morrow, GA 30260	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2023)						
Worker Base Age 16 years or Over	2,662		37,079		88,724	
Drive to Work Alone	1,736	65.2%	26,336	71.0%	65,484	73.8%
Drive to Work in Carpool	574	21.6%	6,535	17.6%	13,115	14.8%
Travel to Work by Public Transportation	39	1.5%	1,191	3.2%	3,116	3.5%
Drive to Work on Motorcycle	-	-	7	-	16	-
Bicycle to Work	-	-	80	0.2%	87	-
Walk to Work	45	1.7%	382	1.0%	1,141	1.3%
Other Means	8	0.3%	336	0.9%	818	0.9%
Work at Home	259	9.7%	2,212	6.0%	4,947	5.6%
Daytime Demographics (2023)						
Total Businesses	696		4,335		11,469	
Total Employees	5,246		27,861		68,995	
Company Headquarter Businesses	9	1.3%	63	1.5%	186	1.6%
Company Headquarter Employees	234	4.5%	1,680	6.0%	4,566	6.6%
Employee Population per Business	7.5 to 1		6.4 to 1		6.0 to 1	
Residential Population per Business	7.7 to 1		18.4 to 1		16.3 to 1	
Adj. Daytime Demographics Age 16 Years or Over	6,695		51,046		122,221	
Labor Force						
Labor Population Age 16 Years or Over (2023)	4,110		60,338		142,197	
Labor Force Total Males (2023)	1,863	45.3%	27,711	45.9%	65,126	45.8%
Male Civilian Employed	1,225	65.8%	17,988	64.9%	42,726	65.6%
Male Civilian Unemployed	50	2.7%	723	2.6%	1,849	2.8%
Males in Armed Forces	-	-	74	0.3%	165	0.3%
Males Not in Labor Force	588	31.6%	8,927	32.2%	20,385	31.3%
Labor Force Total Females (2023)	2,247	54.7%	32,627	54.1%	77,071	54.2%
Female Civilian Employed	1,436	63.9%	19,091	58.5%	45,998	59.7%
Female Civilian Unemployed	109	4.9%	1,034	3.2%	2,081	2.7%
Females in Armed Forces	-	-	-	-	81	0.1%
Females Not in Labor Force	701	31.2%	12,501	38.3%	28,911	37.5%
Unemployment Rate	159	3.9%	1,757	2.9%	3,931	2.8%
Occupation (2023)						
Occupation Population Age 16 Years or Over	2,662		37,079		88,724	
Occupation Total Males	1,225	46.0%	17,988	48.5%	42,726	48.2%
Occupation Total Females	1,436	54.0%	19,091	51.5%	45,998	51.8%
Management, Business, Financial Operations	270	-	3,763	10.1%	9,646	10.9%
Professional, Related	493	18.5%	5,245	14.1%	12,836	14.5%
Service	687	25.8%	8,703	23.5%	20,385	23.0%
Sales, Office	440	16.5%	7,755	20.9%	17,863	20.1%
Farming, Fishing, Forestry	-	-	6	-	12	-
Construction, Extraction, Maintenance	245	9.2%	3,676	9.9%	8,305	9.4%
Production, Transport, Material Moving	527	19.8%	7,932	21.4%	19,677	22.2%
White Collar Workers	1,203	45.2%	16,763	45.2%	40,345	45.5%
Blue Collar Workers	1,459	54.8%	20,317	54.8%	48,379	54.5%

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Units In Structure (2023)							
Total Units		1,905		28,527		68,068	
1 Detached Unit		1,372	72.0%	18,050	63.3%	43,292	63.6%
1 Attached Unit		79	4.1%	1,127	4.0%	2,869	4.2%
2 Units		6	0.3%	298	1.0%	744	1.1%
3 to 4 Units		60	3.1%	1,292	4.5%	3,171	4.7%
5 to 9 Units		68	3.6%	2,988	10.5%	6,349	9.3%
10 to 19 Units		222	11.7%	3,072	10.8%	6,795	10.0%
20 to 49 Units		37	2.0%	540	1.9%	1,548	2.3%
50 or More Units		29	1.5%	452	1.6%	1,057	1.6%
Mobile Home or Trailer		32	1.7%	707	2.5%	2,241	3.3%
Other Structure		-	-	-	-	2	-
Homes Built By Year (2023)							
Homes Built 2020 or later		11	0.5%	151	0.5%	402	0.5%
Homes Built 2010 to 2019		103	4.9%	1,387	4.4%	3,990	5.4%
Homes Built 2000 to 2009		297	14.2%	5,625	18.0%	14,910	20.2%
Homes Built 1990 to 1999		210	10.0%	4,222	13.5%	11,393	15.5%
Homes Built 1980 to 1989		185	8.8%	3,976	12.7%	10,128	13.7%
Homes Built 1970 to 1979		463	22.1%	5,747	18.3%	12,727	17.3%
Homes Built 1960 to 1969		529	25.2%	4,474	14.3%	8,236	11.2%
Homes Built 1950 to 1959		70	3.3%	1,735	5.5%	4,044	5.5%
Homes Built 1940 to 1949		10	0.5%	508	1.6%	859	1.2%
Homes Built Before 1939		27	1.3%	704	2.2%	1,378	1.9%
Median Age of Homes		43.9 yrs		41.8 yrs		39.6 yrs	
Home Values (2023)							
Owner Specified Housing Units		1,085		13,862		34,831	
Home Values \$1,000,000 or More		11	1.0%	193	1.4%	581	1.7%
Home Values \$750,000 to \$999,999		8	0.7%	97	0.7%	417	1.2%
Home Values \$500,000 to \$749,999		12	1.1%	163	1.2%	382	1.1%
Home Values \$400,000 to \$499,999		13	1.2%	165	1.2%	587	1.7%
Home Values \$300,000 to \$399,999		71	6.5%	720	5.2%	2,273	6.5%
Home Values \$250,000 to \$299,999		127	11.7%	1,653	11.9%	4,391	12.6%
Home Values \$200,000 to \$249,999		131	12.1%	2,320	16.7%	5,704	16.4%
Home Values \$175,000 to \$199,999		71	6.6%	1,409	10.2%	3,599	10.3%
Home Values \$150,000 to \$174,999		222	20.5%	2,214	16.0%	4,996	14.3%
Home Values \$125,000 to \$149,999		114	10.5%	1,027	7.4%	2,549	7.3%
Home Values \$100,000 to \$124,999		131	12.1%	1,339	9.7%	3,134	9.0%
Home Values \$90,000 to \$99,999		19	1.7%	280	2.0%	661	1.9%
Home Values \$80,000 to \$89,999		42	3.9%	556	4.0%	1,165	3.3%
Home Values \$70,000 to \$79,999		18	1.7%	300	2.2%	656	1.9%
Home Values \$60,000 to \$69,999		7	0.7%	149	1.1%	313	0.9%
Home Values \$50,000 to \$59,999		9	0.8%	148	1.1%	327	0.9%
Home Values \$35,000 to \$49,999		10	0.9%	115	0.8%	379	1.1%
Home Values \$25,000 to \$34,999		14	1.2%	175	1.3%	424	1.2%
Home Values \$10,000 to \$24,999		26	2.4%	495	3.6%	1,306	3.8%
Home Values Under \$10,000		30	2.7%	343	2.5%	986	2.8%
Owner-Occupied Median Home Value		\$167,495		\$176,553		\$181,323	
Renter-Occupied Median Rent		\$1,043		\$898		\$882	

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1510 Southlake Pkwy Morrow, GA 30260	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2023)						
Total Household Expenditure	\$108.93 M		\$1.52 B		\$3.75 B	
Total Non-Retail Expenditure	\$57.38 M		\$800.57 M		\$1.98 B	
Total Retail Expenditure	\$51.55 M		\$717.42 M		\$1.77 B	
Apparel	\$3.86 M		\$53.45 M		\$132.06 M	
Contributions	\$3.47 M		\$47.22 M		\$116.97 M	
Education	\$3.2 M		\$43.04 M		\$107.11 M	
Entertainment	\$6.13 M		\$84 M		\$208.15 M	
Food and Beverages	\$16.16 M		\$226.53 M		\$559.27 M	
Furnishings and Equipment	\$3.82 M		\$52.22 M		\$129.36 M	
Gifts	\$2.63 M		\$35.67 M		\$87.76 M	
Health Care	\$9.16 M		\$128.78 M		\$318.5 M	
Household Operations	\$4.23 M		\$58.63 M		\$145.17 M	
Miscellaneous Expenses	\$2.05 M		\$28.41 M		\$70.35 M	
Personal Care	\$1.46 M		\$20.33 M		\$50.25 M	
Personal Insurance	\$753.32 K		\$10.09 M		\$25.08 M	
Reading	\$234.75 K		\$3.25 M		\$8.04 M	
Shelter	\$23.04 M		\$323.3 M		\$797.73 M	
Tobacco	\$672.38 K		\$10.07 M		\$24.75 M	
Transportation	\$19.97 M		\$277.25 M		\$684.73 M	
Utilities	\$8.08 M		\$115.72 M		\$285.57 M	
Monthly Household Consumer Expenditure (2023)						
Total Household Expenditure	\$4,764		\$4,434		\$4,592	
Total Non-Retail Expenditure	\$2,510	52.7%	\$2,339	52.7%	\$2,422	52.7%
Total Retail Expenditures	\$2,255	47.3%	\$2,096	47.3%	\$2,170	47.3%
Apparel	\$169	3.5%	\$156	3.5%	\$162	3.5%
Contributions	\$152	3.2%	\$138	3.1%	\$143	3.1%
Education	\$140	2.9%	\$126	2.8%	\$131	2.9%
Entertainment	\$268	5.6%	\$245	5.5%	\$255	5.5%
Food and Beverages	\$707	14.8%	\$662	14.9%	\$685	14.9%
Furnishings and Equipment	\$167	3.5%	\$153	3.4%	\$158	3.4%
Gifts	\$115	2.4%	\$104	2.4%	\$107	2.3%
Health Care	\$401	8.4%	\$376	8.5%	\$390	8.5%
Household Operations	\$185	3.9%	\$171	3.9%	\$178	3.9%
Miscellaneous Expenses	\$90	1.9%	\$83	1.9%	\$86	1.9%
Personal Care	\$64	1.3%	\$59	1.3%	\$62	1.3%
Personal Insurance	\$33	0.7%	\$29	0.7%	\$31	0.7%
Reading	\$10	0.2%	\$9	0.2%	\$10	0.2%
Shelter	\$1,008	21.2%	\$944	21.3%	\$977	21.3%
Tobacco	\$29	0.6%	\$29	0.7%	\$30	0.7%
Transportation	\$874	18.3%	\$810	18.3%	\$838	18.3%
Utilities	\$353	7.4%	\$338	7.6%	\$350	7.6%