

Market Demographic Profile

Mar 1, 2023 - Feb 29, 2024



Shoppes at Morrow Station

1900 Mt Zion Rd, Morrow, GA 30260

Benchmark: Nationwide

● 5 Min Drive ● 10 Min Drive ● 20 Min Drive

Overview

	5 Min Drive	10 Min Drive	20 Min Drive
Population	2,725	97,214	721,266
Households	1,343	34,626	267,197
Persons per Household	2.02	2.79	2.62
Household Median Income	\$72,348.02	\$49,099.04	\$56,475.81
Household Median Disposable Income	\$61,519.3	\$42,798.82	\$48,714.75
Household Median Discretionary Income	\$41,587.52	\$26,257.74	\$31,448.32
Average Income Per Person	\$30,809.29	\$22,103.06	\$28,129.18
Median Rent	\$1,159.7	\$1,154.64	\$1,206.76
Median House Value	\$256,249.99	\$289,232.11	\$380,810.38
Households in Poverty	129 (9.6%)	5,183 (15%)	41,280 (15.4%)
Household Median Wealth	\$43,413.25	\$49,312.27	\$61,412.36
Average Age	32.76	35.75	36.89
Median Age	33.62	33.74	35.7
Households with Children	397 (29.6%)	11,275 (32.6%)	73,073 (27.3%)
High School Graduate or Higher	1,637 (98.6%)	50,452 (82.4%)	410,465 (88.1%)
Bachelor's Degree or Higher	647 (39%)	11,447 (18.7%)	130,683 (28.1%)
Pop density (per sq mi)	1,874	2,599	1,828
Area (based on blockgroups)	1	37	395