

Expanded Profile

2000-2010 Census, 2021 Estimates with 2026 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.5613/-84.3231

2071 Mt Zion Rd Morrow, GA 30260							1 mi radius	3 mi radius	5 mi radius			
Population												
Estimated Population (2021)							6,141		69,931		181,403	
Projected Population (2026)							6,430		73,052		190,331	
Census Population (2010)							5,105		62,011		162,198	
Census Population (2000)							3,909		57,633		143,049	
Projected Annual Growth (2021 to 2026)							289	0.9%	3,121	0.9%	8,928	1.0%
Historical Annual Growth (2010 to 2021)							1,036	1.8%	7,920	1.2%	19,205	1.1%
Historical Annual Growth (2000 to 2010)							1,196	3.1%	4,378	0.8%	19,149	1.3%
Estimated Population Density (2021)							1,956	psm	2,475	psm	2,311	psm
Trade Area Size							3.1	sq mi	28.3	sq mi	78.5	sq mi
Households												
Estimated Households (2021)							2,549		24,858		61,914	
Projected Households (2026)							2,611		25,375		63,489	
Census Households (2010)							2,183		22,624		56,772	
Census Households (2000)							1,620		20,273		49,622	
Estimated Households with Children (2021)							797	31.3%	9,308	37.4%	24,386	39.4%
Estimated Average Household Size (2021)							2.40		2.78		2.87	
Average Household Income												
Estimated Average Household Income (2021)							\$59,906		\$59,412		\$63,941	
Projected Average Household Income (2026)							\$67,091		\$68,247		\$73,839	
Estimated Average Family Income (2021)							\$67,473		\$66,409		\$71,424	
Median Household Income												
Estimated Median Household Income (2021)							\$60,986		\$55,595		\$55,851	
Projected Median Household Income (2026)							\$71,022		\$64,283		\$64,602	
Estimated Median Family Income (2021)							\$60,581		\$61,704		\$63,062	
Per Capita Income												
Estimated Per Capita Income (2021)							\$24,900		\$21,172		\$22,037	
Projected Per Capita Income (2026)							\$27,281		\$23,757		\$24,833	
Estimated Per Capita Income 5 Year Growth							\$2,381	9.6%	\$2,585	12.2%	\$2,797	12.7%
Estimated Average Household Net Worth (2021)							\$277,730		\$306,266		\$338,327	
Daytime Demos (2021)												
Total Businesses							414		2,997		7,500	
Total Employees							4,316		24,269		54,377	
Company Headquarter Businesses							7	1.7%	64	2.1%	169	2.3%
Company Headquarter Employees							101	2.3%	1,676	6.9%	3,386	6.2%
Employee Population per Business							10.4		8.1		7.3	
Residential Population per Business							14.8		23.3		24.2	

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Morrow, GA 30260	1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity						
White (2021)	1,096	17.8%	11,668	16.7%	32,400	17.9%
Black or African American (2021)	3,826	62.3%	45,395	64.9%	119,210	65.7%
American Indian or Alaska Native (2021)	19	0.3%	247	0.4%	553	0.3%
Asian (2021)	473	7.7%	6,027	8.6%	12,066	6.7%
Hawaiian or Pacific Islander (2021)	-	-	41	-	88	-
Other Race (2021)	408	6.7%	4,367	6.2%	12,209	6.7%
Two or More Races (2021)	318	5.2%	2,186	3.1%	4,879	2.7%
Not Hispanic or Latino Population (2021)	5,230	85.2%	61,552	88.0%	157,293	86.7%
Hispanic or Latino Population (2021)	911	14.8%	8,379	12.0%	24,111	13.3%
Not Hispanic or Latino Population (2026)	5,467	85.0%	64,163	87.8%	164,963	86.7%
Hispanic or Latino Population (2026)	963	15.0%	8,889	12.2%	25,368	13.3%
Not Hispanic or Latino Population (2010)	4,721	92.5%	54,662	88.1%	138,675	85.5%
Hispanic or Latino Population (2010)	384	7.5%	7,349	11.9%	23,523	14.5%
Not Hispanic or Latino Population (2000)	3,670	93.9%	53,409	92.7%	131,782	92.1%
Hispanic or Latino Population (2000)	238	6.1%	4,224	7.3%	11,267	7.9%
Projected Hispanic Annual Growth (2021 to 2026)	52	1.1%	510	1.2%	1,257	1.0%
Historic Hispanic Annual Growth (2000 to 2021)	673	13.5%	4,155	4.7%	12,844	5.4%
Age Distribution (2021)						
Age Under 5	402	6.5%	4,923	7.0%	12,743	7.0%
Age 5 to 9 Years	454	7.4%	5,175	7.4%	13,511	7.4%
Age 10 to 14 Years	437	7.1%	5,324	7.6%	13,918	7.7%
Age 15 to 19 Years	413	6.7%	4,902	7.0%	13,036	7.2%
Age 20 to 24 Years	456	7.4%	5,322	7.6%	13,022	7.2%
Age 25 to 29 Years	647	10.5%	5,967	8.5%	14,745	8.1%
Age 30 to 34 Years	587	9.6%	5,487	7.8%	13,700	7.6%
Age 35 to 39 Years	470	7.7%	4,609	6.6%	11,934	6.6%
Age 40 to 44 Years	394	6.4%	4,332	6.2%	11,519	6.3%
Age 45 to 49 Years	341	5.5%	4,088	5.8%	11,241	6.2%
Age 50 to 54 Years	330	5.4%	4,057	5.8%	11,073	6.1%
Age 55 to 59 Years	329	5.4%	3,941	5.6%	10,782	5.9%
Age 60 to 64 Years	282	4.6%	3,713	5.3%	9,719	5.4%
Age 65 to 74 Years	370	6.0%	5,265	7.5%	13,513	7.4%
Age 75 to 84 Years	172	2.8%	2,219	3.2%	5,460	3.0%
Age 85 Years or Over	57	0.9%	607	0.9%	1,488	0.8%
Median Age	32.4		33.1		33.4	
Gender Age Distribution (2021)						
Female Population	3,311	53.9%	37,796	54.0%	96,260	53.1%
Age 0 to 19 Years	828	25.0%	10,103	26.7%	26,307	27.3%
Age 20 to 64 Years	2,125	64.2%	22,957	60.7%	58,075	60.3%
Age 65 Years or Over	357	10.8%	4,735	12.5%	11,877	12.3%
Female Median Age	33.6		34.2		34.6	
Male Population	2,830	46.1%	32,135	46.0%	85,144	46.9%
Age 0 to 19 Years	877	31.0%	10,221	31.8%	26,901	31.6%
Age 20 to 64 Years	1,711	60.5%	18,558	57.8%	49,660	58.3%
Age 65 Years or Over	242	8.5%	3,356	10.4%	8,583	10.1%
Male Median Age	31.0		31.6		31.8	

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1 mi radius 3 mi radius 5 mi radius

Household Income Distribution (2021)

HH Income \$200,000 or More	17	0.7%	421	1.7%	1,457	2.4%
HH Income \$150,000 to \$199,999	70	2.7%	676	2.7%	1,975	3.2%
HH Income \$100,000 to \$149,999	327	12.8%	2,716	10.9%	7,077	11.4%
HH Income \$75,000 to \$99,999	517	20.3%	3,668	14.8%	8,273	13.4%
HH Income \$50,000 to \$74,999	587	23.0%	6,069	24.4%	14,688	23.7%
HH Income \$35,000 to \$49,999	418	16.4%	3,994	16.1%	9,296	15.0%
HH Income \$25,000 to \$34,999	201	7.9%	2,716	10.9%	6,624	10.7%
HH Income \$15,000 to \$24,999	229	9.0%	2,179	8.8%	5,930	9.6%
HH Income Under \$15,000	184	7.2%	2,419	9.7%	6,595	10.7%
HH Income \$35,000 or More	1,935	75.9%	17,544	70.6%	42,765	69.1%
HH Income \$75,000 or More	930	36.5%	7,481	30.1%	18,781	30.3%

Housing (2021)

Total Housing Units	2,697		26,553		65,991	
Housing Units Occupied	2,549	94.5%	24,858	93.6%	61,914	93.8%
Housing Units Owner-Occupied	1,063	41.7%	12,545	50.5%	35,199	56.9%
Housing Units, Renter-Occupied	1,486	58.3%	12,313	49.5%	26,715	43.1%
Housing Units, Vacant	149	5.8%	1,696	6.8%	4,077	6.6%

Marital Status (2021)

Never Married	2,114	43.6%	23,950	43.9%	61,190	43.3%
Currently Married	1,869	38.5%	18,599	34.1%	48,505	34.3%
Separated	171	3.5%	3,652	6.7%	9,401	6.7%
Widowed	84	1.7%	2,439	4.5%	6,651	4.7%
Divorced	610	12.6%	5,869	10.8%	15,485	11.0%

Household Type (2021)

Population Family	4,720	76.9%	58,738	84.0%	154,117	85.0%
Population Non-Family	1,398	22.8%	10,424	14.9%	23,858	13.2%
Population Group Quarters	24	0.4%	769	1.1%	3,429	1.9%
Family Households	1,432	56.2%	16,603	66.8%	43,139	69.7%
Non-Family Households	1,117	43.8%	8,255	33.2%	18,775	30.3%
Married Couple with Children	371	19.8%	4,106	22.1%	11,290	23.3%
Average Family Household Size	3.3		3.5		3.6	

Household Size (2021)

1 Person Households	898	35.2%	6,620	26.6%	15,046	24.3%
2 Person Households	741	29.1%	6,475	26.0%	15,948	25.8%
3 Person Households	384	15.1%	4,488	18.1%	11,496	18.6%
4 Person Households	263	10.3%	3,499	14.1%	9,329	15.1%
5 Person Households	148	5.8%	2,037	8.2%	5,293	8.5%
6 or More Person Households	115	4.5%	1,739	7.0%	4,802	7.8%

Household Vehicles (2021)

Households with 0 Vehicles Available	173	6.8%	1,762	7.1%	3,901	6.3%
Households with 1 Vehicles Available	1,009	39.6%	9,205	37.0%	23,455	37.9%
Households with 2 or More Vehicles Available	1,367	53.6%	13,890	55.9%	34,558	55.8%
Total Vehicles Available	4,405		44,434		111,931	
Average Vehicles Per Household	1.7		1.8		1.8	

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Labor Force (2021)						
Estimated Labor Population Age 16 Years or Over	4,757		53,618		138,784	
Estimated Civilian Employed	3,027	63.6%	32,591	60.8%	83,500	60.2%
Estimated Civilian Unemployed	299	6.3%	3,065	5.7%	7,438	5.4%
Estimated in Armed Forces	30	0.6%	63	0.1%	157	0.1%
Estimated Not in Labor Force	1,402	29.5%	17,899	33.4%	47,689	34.4%
Unemployment Rate	6.3%		5.7%		5.4%	
Occupation (2021)						
Occupation: Population Age 16 Years or Over	3,027		32,591		83,500	
Management, Business, Financial Operations	298	9.9%	3,673	11.3%	9,384	11.2%
Professional, Related	554	18.3%	5,107	15.7%	12,275	14.7%
Service	642	21.2%	7,091	21.8%	17,539	21.0%
Sales, Office	730	24.1%	7,102	21.8%	18,647	22.3%
Farming, Fishing, Forestry	-	-	10	-	53	-
Construct, Extraction, Maintenance	185	6.1%	2,566	7.9%	7,297	8.7%
Production, Transport Material Moving	617	20.4%	7,043	21.6%	18,305	21.9%
White Collar Workers	1,583	52.3%	15,881	48.7%	40,305	48.3%
Blue Collar Workers	1,444	47.7%	16,710	51.3%	43,195	51.7%
Consumer Expenditure (2021)						
Total Household Expenditure	\$126.04 M		\$1.22 B		\$3.18 B	
Total Non-Retail Expenditure	\$66.26 M	52.6%	\$640.08 M	52.6%	\$1.67 B	52.6%
Total Retail Expenditure	\$59.78 M	47.4%	\$577.45 M	47.4%	\$1.51 B	47.4%
Apparel	\$4.4 M	3.5%	\$42.59 M	3.5%	\$111.62 M	3.5%
Contributions	\$3.79 M	3.0%	\$36.93 M	3.0%	\$97.61 M	3.1%
Education	\$3.29 M	2.6%	\$32.62 M	2.7%	\$87.36 M	2.7%
Entertainment	\$6.92 M	5.5%	\$67.01 M	5.5%	\$176.06 M	5.5%
Food and Beverages	\$18.93 M	15.0%	\$182.59 M	15.0%	\$476.33 M	15.0%
Furnishings and Equipment	\$4.31 M	3.4%	\$41.71 M	3.4%	\$109.45 M	3.4%
Gifts	\$2.82 M	2.2%	\$27.67 M	2.3%	\$72.95 M	2.3%
Health Care	\$10.83 M	8.6%	\$104.63 M	8.6%	\$272.82 M	8.6%
Household Operations	\$4.8 M	3.8%	\$46.63 M	3.8%	\$122.56 M	3.9%
Miscellaneous Expenses	\$2.35 M	1.9%	\$22.75 M	1.9%	\$59.54 M	1.9%
Personal Care	\$1.69 M	1.3%	\$16.28 M	1.3%	\$42.58 M	1.3%
Personal Insurance	\$806.12 K	0.6%	\$7.93 M	0.7%	\$21.06 M	0.7%
Reading	\$268.65 K	0.2%	\$2.59 M	0.2%	\$6.79 M	0.2%
Shelter	\$26.95 M	21.4%	\$258.8 M	21.3%	\$674.17 M	21.2%
Tobacco	\$873.53 K	0.7%	\$8.34 M	0.7%	\$21.39 M	0.7%
Transportation	\$23.24 M	18.4%	\$224.11 M	18.4%	\$584.95 M	18.4%
Utilities	\$9.76 M	7.7%	\$94.33 M	7.7%	\$245.27 M	7.7%
Educational Attainment (2021)						
Adult Population Age 25 Years or Over	3,979		44,285		115,174	
Elementary (Grade Level 0 to 8)	238	6.0%	3,014	6.8%	7,780	6.8%
Some High School (Grade Level 9 to 11)	196	4.9%	3,758	8.5%	10,627	9.2%
High School Graduate	1,477	37.1%	14,865	33.6%	37,732	32.8%
Some College	885	22.2%	9,769	22.1%	25,478	22.1%
Associate Degree Only	201	5.1%	3,383	7.6%	8,966	7.8%
Bachelor Degree Only	588	14.8%	6,374	14.4%	16,391	14.2%
Graduate Degree	392	9.9%	3,122	7.0%	8,200	7.1%

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Units In Structure (2021)

1 Detached Unit	1,227	56.2%	16,280	72.0%	43,808	77.2%
1 Attached Unit	207	9.5%	1,130	5.0%	2,439	4.3%
2 to 4 Units	104	4.8%	926	4.1%	2,013	3.5%
5 to 9 Units	472	21.6%	2,902	12.8%	5,472	9.6%
10 to 19 Units	313	14.3%	1,646	7.3%	3,568	6.3%
20 to 49 Units	86	3.9%	726	3.2%	1,367	2.4%
50 or More Units	103	4.7%	735	3.3%	1,204	2.1%
Mobile Home or Trailer	37	1.7%	513	2.3%	2,042	3.6%
Other Structure	-	-	-	-	-	-

Homes Built By Year (2021)

Homes Built 2010 or later	267	12.2%	1,728	7.6%	4,150	7.3%
Homes Built 2000 to 2009	844	38.7%	5,109	22.6%	13,470	23.7%
Homes Built 1990 to 1999	500	22.9%	4,767	21.1%	11,609	20.4%
Homes Built 1980 to 1989	399	18.3%	4,140	18.3%	10,152	17.9%
Homes Built 1970 to 1979	376	17.2%	5,138	22.7%	12,006	21.1%
Homes Built 1960 to 1969	130	6.0%	2,821	12.5%	6,631	11.7%
Homes Built 1950 to 1959	24	1.1%	746	3.3%	2,605	4.6%
Homes Built Before 1949	9	0.4%	407	1.8%	1,292	2.3%

Home Values (2021)

Home Values \$1,000,000 or More	4	0.4%	79	0.6%	347	1.0%
Home Values \$500,000 to \$999,999	3	0.2%	76	0.6%	352	1.0%
Home Values \$400,000 to \$499,999	5	0.5%	95	0.8%	404	1.1%
Home Values \$300,000 to \$399,999	14	1.3%	474	3.8%	1,140	3.2%
Home Values \$200,000 to \$299,999	157	14.8%	2,234	17.8%	6,634	18.8%
Home Values \$150,000 to \$199,999	273	25.7%	2,890	23.0%	8,759	24.9%
Home Values \$100,000 to \$149,999	327	30.8%	3,473	27.7%	9,031	25.7%
Home Values \$70,000 to \$99,999	157	14.7%	1,765	14.1%	4,416	12.5%
Home Values \$50,000 to \$69,999	98	9.2%	922	7.4%	2,280	6.5%
Home Values \$25,000 to \$49,999	14	1.3%	233	1.9%	683	1.9%
Home Values Under \$25,000	12	1.1%	303	2.4%	1,155	3.3%
Owner-Occupied Median Home Value	\$140,918		\$147,333		\$152,693	
Renter-Occupied Median Rent	\$893		\$898		\$873	

Transportation To Work (2021)

Drive to Work Alone	2,299	83.5%	23,995	75.6%	61,268	73.7%
Drive to Work in Carpool	238	8.7%	4,136	13.0%	11,155	13.4%
Travel to Work by Public Transportation	48	1.7%	1,164	3.7%	3,983	4.8%
Drive to Work on Motorcycle	-	-	16	-	157	0.2%
Walk or Bicycle to Work	5	0.2%	499	1.6%	1,066	1.3%
Other Means	27	1.0%	643	2.0%	1,946	2.3%
Work at Home	133	4.8%	1,278	4.0%	3,551	4.3%

Travel Time (2021)

Travel to Work in 14 Minutes or Less	381	13.8%	5,213	16.4%	12,176	14.6%
Travel to Work in 15 to 29 Minutes	1,141	41.4%	9,742	30.7%	24,869	29.9%
Travel to Work in 30 to 59 Minutes	1,022	37.1%	12,461	39.3%	32,109	38.6%
Travel to Work in 60 Minutes or More	330	12.0%	3,864	12.2%	10,714	12.9%
Average Minutes Travel to Work	26.9		29.4		29.7	

