

# Pop-Facts: Demographic Quick Facts



Area: 79.4% Trade Area

SOUTHLAKE MALL  
 MORROW, GA  
 Prepared For: General Growth Properties, Inc.  
 Prepared By: Market Research Department

Latitude: 33.575253  
 Longitude: -84.352022

Description	79.4% Trade Area	Pct.
<b>Population</b>		
2010 Projection	826,472	
2005 Estimate	730,842	
2000 Census	639,032	
1990 Census	479,000	
Growth 1990 - 2000	33.41%	
Growth 2000 - 2010	29.33%	
<b>Households</b>		
2010 Projection	290,069	
2005 Estimate	256,802	
2000 Census	225,080	
1990 Census	170,768	
Growth 1990 - 2000	31.80%	
Growth 2000 - 2010	28.87%	
<b>2005 Average Household Size</b>	2.81	
<b>2005 Est. Households by Household Income</b>		
Income Less than \$15,000	25,943	10.10%
Income \$15,000 - \$24,999	25,472	9.92%
Income \$25,000 - \$34,999	30,699	11.95%
Income \$35,000 - \$49,999	44,853	17.47%
Income \$50,000 - \$74,999	57,972	22.57%
Income \$75,000 - \$99,999	33,633	13.10%
Income \$100,000 - \$149,999	27,207	10.59%
Income \$150,000 - \$249,999	8,590	3.34%
Income \$250,000 - \$499,999	1,867	0.73%
Income \$500,000 and over	566	0.22%
Income \$100,000 +	38,230	14.89%
<b>2005 Est. Average Household Income</b>	\$62,214	
<b>2005 Est. Median Household Income</b>	\$50,619	
<b>2005 Est. Per Capita Income</b>	\$22,056	



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<b>2010 Projected Households by Household Income</b>		
Income Less than \$15,000	26,058	8.98%
Income \$15,000 - \$24,999	24,444	8.43%
Income \$25,000 - \$34,999	30,505	10.52%
Income \$35,000 - \$49,999	46,609	16.07%
Income \$50,000 - \$74,999	63,769	21.98%
Income \$75,000 - \$99,999	40,649	14.01%
Income \$100,000 - \$149,999	39,607	13.65%
Income \$150,000 - \$249,999	14,198	4.89%
Income \$250,000 - \$499,999	3,156	1.09%
Income \$500,000 and over	1,073	0.37%
Income \$100,000 +	58,034	20.01%
<b>2010 Projected Average Household Income</b>	\$70,161	
<b>2010 Projected Median Household Income</b>	\$56,829	
<b>2010 Projected Per Capita Income</b>	\$24,801	
<b>2005 Est. Population by Single Classification Race</b>		
White Alone	330,687	45.25%
Black or African American Alone	343,383	46.98%
American Indian and Alaska Native Alone	1,946	0.27%
Asian Alone	20,799	2.85%
Native Hawaiian and Other Pacific Islander Alone	482	0.07%
Some Other Race Alone	19,834	2.71%
Two or More Races	13,710	1.88%
<b>2005 Est. Population Hispanic or Latino</b>		
Hispanic or Latino	45,995	6.29%
Not Hispanic or Latino	684,847	93.71%
<b>2005 Est. Pop. Age 25+ by Educational Attainment</b>		
Some College, no degree	108,701	24.04%
Associate Degree	26,594	5.88%
Bachelor's Degree	58,373	12.91%
Master's Degree	17,467	3.86%
Professional School Degree	5,503	1.22%
Doctorate Degree	2,098	0.46%
Bachelor's Degree +	83,441	18.45%



# Pop-Facts: Demographic Quick Facts



Area(s): SOUTHLAKE MALL 3,5,7 Miles

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Description	3-Miles	Pct.	5-Miles	Pct.	7-Miles	Pct.
<b>Population</b>						
2010 Projection	85,955		211,607		319,117	
2005 Estimate	78,646		189,702		286,321	
2000 Census	72,004		168,867		254,994	
1990 Census	61,384		135,745		202,019	
Growth 1990 - 2000	17.30%		24.40%		26.22%	
Growth 2000 - 2010	19.38%		25.31%		25.15%	
<b>Households</b>						
2010 Projection	28,923		73,201		110,729	
2005 Estimate	26,832		65,984		99,629	
2000 Census	24,977		59,246		89,237	
1990 Census	22,386		49,353		72,657	
Growth 1990 - 2000	11.57%		20.05%		22.82%	
Growth 2000 - 2010	15.80%		23.55%		24.08%	
<b>2005 Average Household Size</b>	2.90		2.84		2.85	
<b>2005 Est. Households by Household Income</b>						
Income Less than \$15,000	2,994	11.16%	7,077	10.73%	9,874	9.91%
Income \$15,000 - \$24,999	3,657	13.63%	8,451	12.81%	11,634	11.68%
Income \$25,000 - \$34,999	4,119	15.35%	9,883	14.98%	14,006	14.06%
Income \$35,000 - \$49,999	5,585	20.81%	13,512	20.48%	19,419	19.49%
Income \$50,000 - \$74,999	6,026	22.46%	14,926	22.62%	22,826	22.91%
Income \$75,000 - \$99,999	2,711	10.10%	6,861	10.40%	11,446	11.49%
Income \$100,000 - \$149,999	1,336	4.98%	3,997	6.06%	7,769	7.80%
Income \$150,000 - \$249,999	313	1.17%	996	1.51%	2,069	2.08%
Income \$250,000 - \$499,999	83	0.31%	237	0.36%	478	0.48%
Income \$500,000 and over	8	0.03%	46	0.07%	110	0.11%
Income \$100,000 +	1,740	6.48%	5,276	8.00%	10,426	10.46%
<b>2005 Est. Average Household Income</b>	\$49,249		\$51,444		\$55,491	
<b>2005 Est. Median Household Income</b>	\$42,107		\$43,417		\$46,047	
<b>2005 Est. Per Capita Income</b>	\$16,975		\$18,099		\$19,492	



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Description	3-Miles	Pct.	5-Miles	Pct.	7-Miles	Pct.
<b>2010 Projected Households by Household Income</b>						
Income Less than \$15,000	3,113	10.76%	7,461	10.19%	10,305	9.31%
Income \$15,000 - \$24,999	3,591	12.42%	8,496	11.61%	11,524	10.41%
Income \$25,000 - \$34,999	4,205	14.54%	10,290	14.06%	14,364	12.97%
Income \$35,000 - \$49,999	5,908	20.43%	14,637	20.00%	20,765	18.75%
Income \$50,000 - \$74,999	6,488	22.43%	16,642	22.73%	25,215	22.77%
Income \$75,000 - \$99,999	3,240	11.20%	8,322	11.37%	13,777	12.44%
Income \$100,000 - \$149,999	1,868	6.46%	5,589	7.64%	10,864	9.81%
Income \$150,000 - \$249,999	388	1.34%	1,365	1.86%	3,038	2.74%
Income \$250,000 - \$499,999	105	0.36%	323	0.44%	684	0.62%
Income \$500,000 and over	18	0.06%	75	0.10%	192	0.17%
Income \$100,000 +	2,379	8.23%	7,352	10.04%	14,778	13.35%
<b>2010 Projected Average Household Income</b>	\$51,954		\$54,678		\$59,879	
<b>2010 Projected Median Household Income</b>	\$44,021		\$45,610		\$48,848	
<b>2010 Projected Per Capita Income</b>	\$17,642		\$19,102		\$20,944	
<b>2005 Est. Population by Single Classification Race</b>						
White Alone	24,388	31.01%	54,863	28.92%	81,941	28.62%
Black or African American Alone	40,443	51.42%	107,134	56.47%	169,017	59.03%
American Indian and Alaska Native Alone	282	0.36%	629	0.33%	870	0.30%
Asian Alone	5,855	7.44%	11,294	5.95%	14,430	5.04%
Native Hawaiian and Other Pacific Islander Alone	55	0.07%	161	0.08%	204	0.07%
Some Other Race Alone	5,488	6.98%	10,647	5.61%	12,776	4.46%
Two or More Races	2,135	2.71%	4,974	2.62%	7,082	2.47%
<b>2005 Est. Population Hispanic or Latino</b>						
Hispanic or Latino	10,954	13.93%	22,598	11.91%	27,977	9.77%
Not Hispanic or Latino	67,692	86.07%	167,104	88.09%	258,345	90.23%
<b>2005 Est. Pop. Age 25+ by Educational Attainment</b>						
Some College, no degree	11,259	23.64%	28,658	25.09%	44,158	25.56%
Associate Degree	2,610	5.48%	6,575	5.76%	10,307	5.97%
Bachelor's Degree	4,422	9.28%	13,042	11.42%	21,543	12.47%
Master's Degree	1,027	2.16%	3,031	2.65%	5,570	3.22%
Professional School Degree	356	0.75%	1,019	0.89%	1,802	1.04%
Doctorate Degree	114	0.24%	365	0.32%	677	0.39%
Bachelor's Degree +	5,919	12.43%	17,457	15.28%	29,592	17.12%

