Executive Summary

Drive Times: 5, 10, 15 drive time minute radii

865 Thornton Rd Unit B, Lithia Springs, GA
Latitude: 33.7804
Longitude: -84.6085

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	6,161	56,403	172,216
2020 Population	6,592	62,076	188,758
2025 Population	6,605	64,358	198,896
2030 Population	6,530	65,926	205,013
2010-2020 Annual Rate	0.68%	0.96%	0.92%
2020-2025 Annual Rate	0.04%	0.69%	1.00%
2025-2030 Annual Rate	-0.23%	0.48%	0.61%
2020 Male Population	43.7%	47.0%	46.7%
2020 Female Population	56.3%	53.0%	53.3%
2020 Median Age	32.7	33.8	36.2
2025 Male Population	45.0%	47.8%	47.5%
2025 Female Population	55.0%	52.2%	52.5%
2025 Median Age	33.8	34.7	37.2

In the identified area, the current year population is 198,896. In 2020, the Census count in the area was 188,758. The rate of change since 2020 was 1.00% annually. The five-year projection for the population in the area is 205,013 representing a change of 0.61% annually from 2025 to 2030. Currently, the population is 47.5% male and 52.5% female.

Median Age

The median age in this area is 37.2, compared to U.S. median age of 39.6.

	5 drive time minute	10 drive time minute	15 drive time minute
Race and Ethnicity			
2025 White Alone	6.3%	15.9%	18.7%
2025 Black Alone	80.3%	60.0%	62.4%
2025 American Indian/Alaska Native Alone	0.6%	0.8%	0.6%
2025 Asian Alone	0.9%	1.1%	1.3%
2025 Pacific Islander Alone	0.1%	0.1%	0.1%
2025 Other Race	5.3%	13.0%	9.2%
2025 Two or More Races	6.5%	9.1%	7.7%
2025 Hispanic Origin (Any Race)	11.3%	22.2%	16.0%

Persons of Hispanic origin represent 16.0% of the population in the identified area compared to 19.7% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 67.9 in the identified area, compared to 72.7 for the U.S. as a whole.

	5 drive time minute	10 drive time minute	15 drive time minute
Households			
2025 Wealth Index	50	61	78
2010 Households	2,587	20,909	63,367
2020 Households	2,776	23,417	71,156
2025 Households	2,804	24,455	75,833
2030 Households	2,778	25,169	78,532
2010-2020 Annual Rate	0.71%	1.14%	1.17%
2020-2025 Annual Rate	0.19%	0.83%	1.22%
2025-2030 Annual Rate	-0.19%	0.58%	0.70%
2025 Average Household Size	2.36	2.62	2.61

The household count in this area has changed from 71,156 in 2020 to 75,833 in the current year, a change of 1.22% annually. The five-year projection of households is 78,532, a change of 0.70% annually from the current year total. Average household size is currently 2.61, compared to 2.64 in the year 2020. The number of families in the current year is 48,072 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

July 10, 2025

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Mortgage Income			
2025 Percent of Income for Mortgage	26.7%	26.7%	27.0%
Median Household Income			
2025 Median Household Income	$63,193	$64,991	$74,305
2030 Median Household Income	$71,179	$73,263	$84,685
2025-2030 Annual Rate	2.41%	2.43%	2.65%
Average Household Income			
2025 Average Household Income	$86,393	$86,840	$100,190
2030 Average Household Income	$95,947	$97,370	$113,045
2025-2030 Annual Rate	2.12%	2.32%	2.44%
Per Capita Income			
2025 Per Capita Income	$36,487	$33,094	$38,132
2030 Per Capita Income	$40,620	$37,238	$43,241
2025-2030 Annual Rate	2.17%	2.39%	2.55%
GINI Index			
2025 Gini Index	44.0	44.3	45.2
Households by Income			

Current median household income is $74,305 in the area, compared to $81,624 for all U.S. households. Median household income is projected to be $84,685 in five years, compared to $92,476 all U.S. households.

Current average household income is $100,190 in this area, compared to $116,179 for all U.S. households. Average household income is projected to be $113,045 in five years, compared to $128,612 for all U.S. households.

Current per capita income is $38,132 in the area, compared to the U.S. per capita income of $45,360. The per capita income is projected to be $43,241 in five years, compared to $50,744 for all U.S. households.

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Housing			
2025 Housing Affordability Index	89	88	86
2010 Total Housing Units	3,030	24,661	73,311
2010 Owner Occupied Housing Units	728	10,487	37,792
2010 Renter Occupied Housing Units	1,859	10,423	25,574
2010 Vacant Housing Units	443	3,752	9,944
2020 Total Housing Units	2,981	25,258	76,842
2020 Owner Occupied Housing Units	687	10,479	39,466
2020 Renter Occupied Housing Units	2,089	12,938	31,690
2020 Vacant Housing Units	222	1,813	5,489
2025 Total Housing Units	3,005	26,399	81,859
2025 Owner Occupied Housing Units	765	11,647	43,754
2025 Renter Occupied Housing Units	2,039	12,808	32,079
2025 Vacant Housing Units	201	1,944	6,026
2030 Total Housing Units	3,022	27,091	84,645
2030 Owner Occupied Housing Units	792	12,256	46,467
2030 Renter Occupied Housing Units	1,986	12,913	32,064
2030 Vacant Housing Units	244	1,922	6,113
Socioeconomic Status Index			
2025 Socioeconomic Status Index	43.6	44.6	45.6

Currently, 53.5% of the 81,859 housing units in the area are owner occupied; 39.2%, renter occupied; and 7.4% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 9.8% are vacant. In 2020, there were 76,842 housing units in the area and 7.1% vacant housing units. The annual rate of change in housing units since 2020 is 1.21%. Median home value in the area is $320,009, compared to a median home value of $370,578 for the U.S. In five years, median value is projected to change by 3.60% annually to $381,931.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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