

Executive Summary

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

375 Rockbridge Rd SW #148, Lilburn, GA

Latitude: 33.8834

Longitude: -84.164

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	15,524	91,482	218,964
2020 Population	19,259	101,269	245,152
2025 Population	19,654	101,678	249,031
2030 Population	19,759	102,116	250,174
2010-2020 Annual Rate	2.18%	1.02%	1.14%
2020-2025 Annual Rate	0.39%	0.08%	0.30%
2025-2030 Annual Rate	0.11%	0.09%	0.09%
2020 Male Population	49.7%	50.1%	49.3%
2020 Female Population	50.3%	49.9%	50.7%
2020 Median Age	35.3	34.2	34.6
2025 Male Population	50.2%	50.6%	49.9%
2025 Female Population	49.8%	49.4%	50.1%
2025 Median Age	36.0	35.1	35.7

In the identified area, the current year population is 249,031. In 2020, the Census count in the area was 245,152. The rate of change since 2020 was 0.30% annually. The five-year projection for the population in the area is 250,174 representing a change of 0.09% annually from 2025 to 2030. Currently, the population is 49.9% male and 50.1% female.

Median Age

The median age in this area is 35.7, compared to U.S. median age of 39.6.

Race and Ethnicity

2025 White Alone	19.0%	23.3%	25.5%
2025 Black Alone	18.9%	20.2%	26.3%
2025 American Indian/Alaska Native Alone	1.2%	1.6%	1.4%
2025 Asian Alone	27.3%	15.9%	13.8%
2025 Pacific Islander Alone	0.1%	0.1%	0.1%
2025 Other Race	22.0%	26.5%	21.4%
2025 Two or More Races	11.5%	12.3%	11.6%
2025 Hispanic Origin (Any Race)	36.3%	42.5%	35.1%

Persons of Hispanic origin represent 35.1% 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 88.4 in the identified area, compared to 72.7 for the U.S. as a whole.

Households

2025 Wealth Index	75	71	76
2010 Households	4,876	29,538	76,555
2020 Households	5,724	33,307	86,173
2025 Households	5,889	33,945	88,369
2030 Households	5,962	34,337	89,151
2010-2020 Annual Rate	1.62%	1.21%	1.19%
2020-2025 Annual Rate	0.54%	0.36%	0.48%
2025-2030 Annual Rate	0.25%	0.23%	0.18%
2025 Average Household Size	3.33	2.98	2.81

The household count in this area has changed from 86,173 in 2020 to 88,369 in the current year, a change of 0.48% annually. The five-year projection of households is 89,151, a change of 0.18% annually from the current year total. Average household size is currently 2.81, compared to 2.84 in the year 2020. The number of families in the current year is 58,009 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.

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Mortgage Income			
2025 Percent of Income for Mortgage	31.2%	33.6%	33.5%
Median Household Income			
2025 Median Household Income	\$73,051	\$68,199	\$69,663
2030 Median Household Income	\$80,982	\$75,801	\$78,088
2025-2030 Annual Rate	2.08%	2.14%	2.31%
Average Household Income			
2025 Average Household Income	\$95,812	\$92,015	\$95,859
2030 Average Household Income	\$105,871	\$101,955	\$106,564
2025-2030 Annual Rate	2.02%	2.07%	2.14%
Per Capita Income			
2025 Per Capita Income	\$29,042	\$30,793	\$34,025
2030 Per Capita Income	\$32,293	\$34,366	\$37,984
2025-2030 Annual Rate	2.14%	2.22%	2.23%
GINI Index			
2025 Gini Index	40.2	43.9	45.3
Households by Income			

Current median household income is \$69,663 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$78,088 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$95,859 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$106,564 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$34,025 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$37,984 in five years, compared to \$50,744 for all U.S. households.

Housing			
2025 Housing Affordability Index	74	68	68
2010 Total Housing Units	5,329	33,018	85,506
2010 Owner Occupied Housing Units	3,515	16,894	42,460
2010 Renter Occupied Housing Units	1,361	12,645	34,095
2010 Vacant Housing Units	453	3,480	8,951
2020 Total Housing Units	5,979	34,970	91,279
2020 Owner Occupied Housing Units	3,827	17,502	43,850
2020 Renter Occupied Housing Units	1,897	15,805	42,323
2020 Vacant Housing Units	251	1,631	5,040
2025 Total Housing Units	6,108	35,406	93,368
2025 Owner Occupied Housing Units	4,115	18,855	47,095
2025 Renter Occupied Housing Units	1,774	15,090	41,274
2025 Vacant Housing Units	219	1,461	4,999
2030 Total Housing Units	6,244	36,194	95,028
2030 Owner Occupied Housing Units	4,248	19,629	48,954
2030 Renter Occupied Housing Units	1,714	14,709	40,197
2030 Vacant Housing Units	282	1,857	5,877
Socioeconomic Status Index			
2025 Socioeconomic Status Index	42.6	42.8	43.5

Currently, 50.4% of the 93,368 housing units in the area are owner occupied; 44.2%, renter occupied; and 5.4% 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 91,279 housing units in the area and 5.5% vacant housing units. The annual rate of change in housing units since 2020 is 0.43%. Median home value in the area is \$372,614, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 2.40% annually to \$419,573.

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