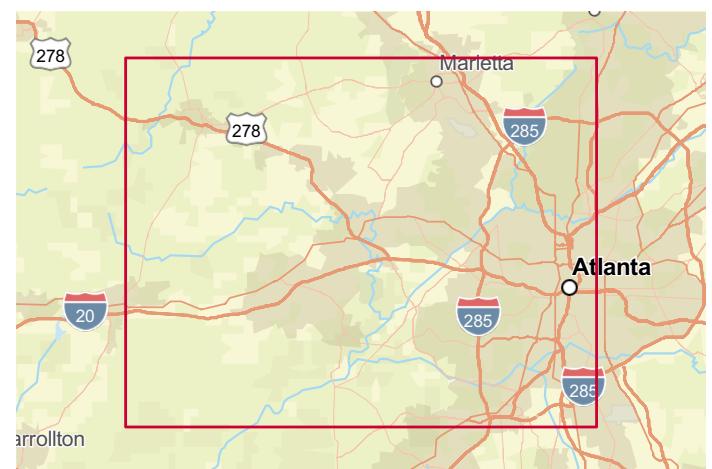
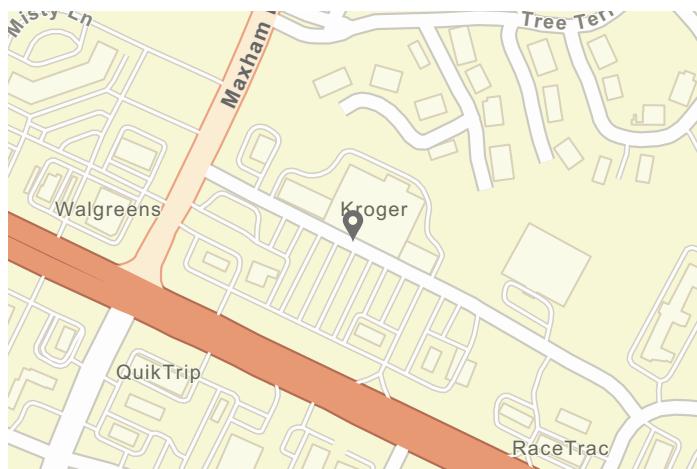
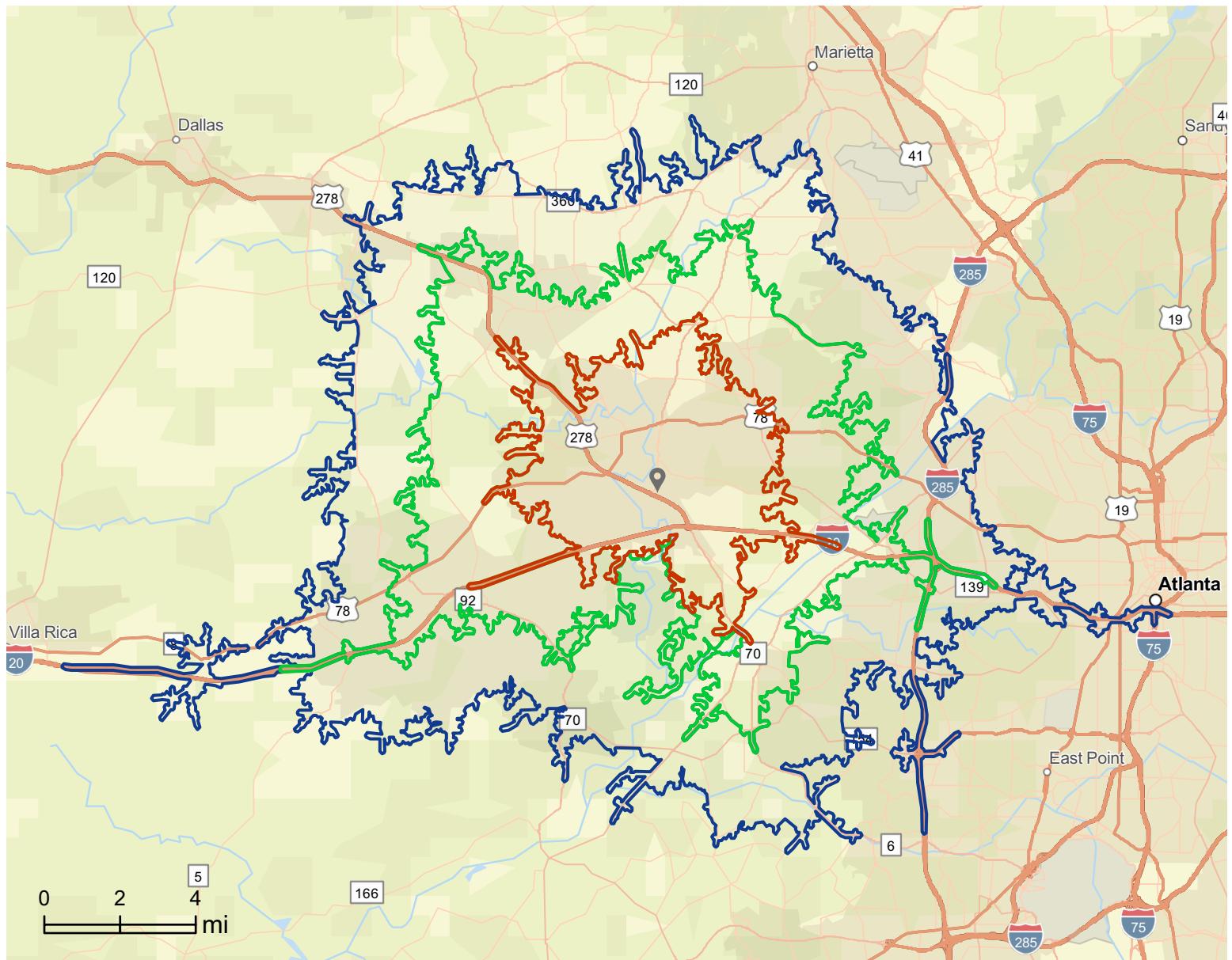


# Site Map

614 Thornton Rd  
614 Thornton Rd, Lithia Springs, Georgia, 30122  
Drive time bands: 0-10, 10-15, 15-20 minute radii

Prepared by Esri  
Latitude: 33.78953  
Longitude: -84.62023



# Market Profile

614 Thornton Rd  
614 Thornton Rd, Lithia Springs, Georgia, 30122  
Drive time bands: 0-10, 10-15, 15-20 minute radii



Population Summary	0 - 10 minute	10 - 15 minute	15 - 20 minute
2010 Total Population	53,966	91,765	197,364
2020 Total Population	59,807	100,953	218,037
2020 Group Quarters	163	1,041	2,087
2025 Total Population	61,862	106,155	228,359
2025 Group Quarters	173	1,040	2,139
2030 Total Population	63,146	108,620	233,910
2025-2030 Annual Rate	0.41%	0.46%	0.48%
2025 Total Daytime Population	56,456	117,022	195,698
Workers	26,740	64,335	79,750
Residents	29,716	52,687	115,948
Household Summary			
2010 Total Households	20,159	32,883	72,556
2010 Average Household Size	2.67	2.76	2.67
2020 Total Households	22,433	37,175	81,502
2020 Average Household Size	2.66	2.69	2.65
2025 Total Households	23,381	39,459	86,126
2025 Average Household Size	2.64	2.66	2.63
2030 Total Households	23,931	40,566	88,591
2030 Average Household Size	2.63	2.65	2.62
2025-2030 Annual Rate	0.47%	0.55%	0.57%
2025 Families	14,402	25,948	55,722
2025 Average Family Size	3.40	3.31	3.29
2030 Families	14,648	26,519	57,126
2030 Average Family Size	3.41	3.31	3.29
2025-2030 Growth Rate	0.3%	0.4%	0.5%
Median Household Income			
2025	\$69,073	\$81,452	\$85,435
2030	\$78,109	\$92,554	\$100,664

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	0 - 10 minute	10 - 15 minute	15 - 20 minute
2025	\$35,470	\$40,241	\$43,331
2030	\$40,014	\$45,083	\$49,093

**2025 Households by Income**

Household Income Base	23,381	39,459	86,123
<\$10,000	5.3%	4.7%	5.9%
\$10,000-14,999	1.9%	2.2%	3.4%
\$15,000-19,999	2.4%	2.2%	3.0%
\$20,000-24,999	3.3%	3.3%	2.7%
\$25,000-29,999	2.0%	2.8%	2.3%
\$30,000-34,999	3.8%	2.5%	2.9%
\$35,000-39,999	3.3%	2.9%	3.1%
\$40,000-44,999	6.0%	3.2%	3.1%
\$45,000-49,999	5.1%	2.9%	2.7%
\$50,000-59,999	8.7%	6.8%	6.0%
\$60,000-74,999	12.5%	12.0%	8.9%
\$75000-99999	13.2%	14.6%	12.4%
\$100,000-124,999	10.5%	9.8%	10.2%
\$125,000-149,999	7.0%	8.3%	9.0%
\$150000-199999	7.0%	11.5%	10.1%
\$200,000-249,999	3.4%	4.6%	6.0%
\$250,000-299,999	1.6%	2.3%	3.2%
\$300,000-399,999	1.5%	1.8%	2.4%
\$400,000-499,999	0.2%	0.3%	0.5%
\$500,000+	1.4%	1.5%	2.3%
Average Household Income	\$93,133	\$107,829	\$114,729

**2025 Affordability, Mortgage and Wealth**

Housing Affordability Index	89	87	85
Percent of Income for Mortgage	26.3%	26.9%	27.1%
Wealth Index	68	88	96

**Median Home Value**

2025	\$289,778	\$350,327	\$370,058
2030	\$349,204	\$403,801	\$430,032

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Home Value	0 - 10 minute	10 - 15 minute	15 - 20 minute
Total Owner Occupied Housing Units	12,254	26,287	54,669
<\$50,000	4.1%	4.0%	2.4%
\$50,000 - \$99,999	4.4%	2.3%	1.6%
\$100,000 - \$149,999	5.3%	4.5%	2.3%
\$150,000 - \$199,999	8.9%	6.8%	5.4%
\$200,000 - \$249,999	12.6%	8.1%	7.7%
\$250,000 - \$299,999	18.4%	9.1%	11.4%
\$300,000 - \$399,999	28.0%	30.2%	27.3%
\$400,000 - \$499,999	12.7%	17.5%	19.0%
\$500,000 - \$749,999	2.2%	12.9%	17.2%
\$750,000 - \$999,999	2.2%	2.7%	4.1%
\$1,000,000 - \$1,499,999	0.6%	0.9%	1.0%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.2%
\$2,000,000 +	0.5%	0.6%	0.4%
Average Home Value	\$313,657	\$383,615	\$410,980

### Housing Unit Summary

2010 Total Housing Units	23,473	37,266	82,588
Owner Occupied Housing Units	54.6%	69.5%	63.9%
Renter Occupied Housing Units	45.4%	30.5%	36.1%
Vacant Housing Units	14.1%	11.8%	12.2%
2020 Housing Units	24,102	39,481	87,542
Owner Occupied Housing Units	49.5%	64.6%	61.1%
Renter Occupied Housing Units	50.5%	35.4%	38.9%
Vacant Housing Units	6.7%	5.8%	6.8%
2025 Housing Units	24,977	42,030	91,847
Owner Occupied Housing Units	52.5%	66.6%	63.5%
Renter Occupied Housing Units	47.5%	33.4%	36.5%
Vacant Housing Units	6.4%	6.1%	6.2%
2030 Total Housing Units	25,572	43,104	94,732
Owner Occupied Housing Units	54.2%	67.4%	65.2%
Renter Occupied Housing Units	45.8%	32.6%	34.8%
Vacant Housing Units	6.4%	5.9%	6.5%



**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex	0 - 10 minute	10 - 15 minute	15 - 20 minute
Males	29,573	50,698	109,049
Females	32,289	55,457	119,310

**Median Age**

2010	33.2	34.8	34.9
2020	34.7	37.4	37.1
2025	35.9	38.2	38.0
2030	37.0	39.2	39.0

**2025 Population by Age**

Total	61,863	106,153	228,357
0 - 4	6.1%	5.8%	5.8%
5 - 9	6.2%	6.3%	6.3%
10 - 14	6.4%	6.3%	6.5%
15 - 24	14.7%	12.8%	12.9%
25 - 34	15.3%	14.2%	14.1%
35 - 44	14.3%	14.2%	14.2%
45 - 54	12.8%	13.1%	13.1%
55 - 64	11.8%	12.4%	11.7%
65 - 74	7.8%	8.9%	9.1%
75 - 84	3.5%	4.3%	4.8%
85 +	0.9%	1.4%	1.4%
18 +	77.2%	77.8%	77.3%

**2025 Population 15+ by Marital Status**

Total	50,293	86,640	185,734
Never Married	40.3%	37.7%	39.4%
Married	44.8%	46.9%	43.3%
Widowed	4.1%	4.7%	5.1%
Divorced	10.9%	10.7%	12.3%



**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Pop 25+ by Educational Attainment	0 - 10 minute	10 - 15 minute	15 - 20 minute
Total	41,225	73,058	156,228
Less than 9th Grade	4.7%	4.7%	3.9%
9th - 12th Grade, No Diploma	5.5%	5.2%	5.3%
High School Graduate	23.6%	24.6%	21.1%
GED/Alternative Credential	3.2%	3.7%	3.0%
Some College, No Degree	19.1%	17.8%	16.7%
Associate Degree	10.1%	8.0%	7.7%
Bachelor's Degree	21.2%	23.2%	25.2%
Graduate/Professional Degree	12.6%	12.9%	17.2%

**2020 Population by Race/Ethnicity**

Total	59,807	100,953	218,037
White Alone	21.7%	28.3%	26.0%
Black Alone	55.6%	51.4%	57.2%
American Indian Alone	0.8%	0.7%	0.5%
Asian Alone	1.2%	2.0%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.6%	9.5%	6.5%
Two or More Races	11.6%	9.5%	6.5%
Hispanic Origin	20.8%	16.6%	13.3%
Diversity Index	74.6	74.0	68.8

**2025 Population by Race/Ethnicity**

Total	61,861	106,154	228,359
White Alone	19.6%	25.8%	23.8%
Black Alone	56.4%	52.6%	58.6%
American Indian Alone	0.8%	0.7%	0.5%
Asian Alone	1.3%	2.0%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	12.4%	10.2%	6.9%
Two or More Races	9.5%	8.6%	7.9%
Hispanic Origin	22.1%	17.8%	13.9%
Diversity Index	75.0	74.4	68.7



**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation	0 - 10 minute	10 - 15 minute	15 - 20 minute
Total	34,874	56,650	119,092
White Collar	58.3%	61.7%	65.0%
Management/Business/Financial	14.3%	19.8%	21.1%
Professional	21.7%	22.6%	24.8%
Sales	7.7%	8.3%	8.7%
Administrative Support	14.7%	11.0%	10.4%
Services	14.8%	15.0%	14.2%

2025 Employed Pop 16+ by Occupation	0 - 10 minute	10 - 15 minute	15 - 20 minute
Total	34,874	56,650	119,092
Blue Collar	26.9%	23.3%	20.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.6%	5.5%	4.6%
Installation/Maintenance/Repair	3.1%	2.6%	2.9%
Production	4.8%	5.5%	3.8%
Transportation/Material Moving	12.4%	9.7%	9.6%
White Collar	58.3%	61.7%	65.0%
Management/Business/Financial	14.3%	19.8%	21.1%
Professional	21.7%	22.6%	24.8%
Sales	7.7%	8.3%	8.7%
Administrative Support	14.7%	11.0%	10.4%
Services	14.8%	15.0%	14.2%

2025 Civilian Population 16+ in Labor Force	0 - 10 minute	10 - 15 minute	15 - 20 minute
Civilian Population 16+	34,874	56,650	119,092
Population 16+ Employed	94.0%	95.2%	94.8%
Population 16+ Unemployment rate	6.0%	4.8%	5.2%
Population 16-24 Employed	12.7%	11.4%	10.9%
Population 16-24 Unemployment rate	13.5%	12.6%	15.1%
Population 25-54 Employed	61.1%	63.1%	63.6%
Population 25-54 Unemployment rate	4.0%	3.5%	3.5%
Population 55-64 Employed	14%	15%	15%
Population 55-64 Unemployment rate	6.2%	3.7%	3.5%
Population 65+ Employed	6%	6%	6%
Population 65+ Unemployment rate	9.1%	4.5%	7.7%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry	0 - 10 minute	10 - 15 minute	15 - 20 minute
Total	32,769	53,938	112,862
Agriculture/Mining	0.1%	0.0%	0.1%
Construction	8.8%	8.4%	6.8%
Manufacturing	6.6%	9.1%	6.7%
Wholesale Trade	2.1%	2.9%	1.9%
Retail Trade	11.9%	10.9%	10.8%
Transportation/Utilities	9.8%	8.3%	8.5%
Information	2%	2%	3%
Finance/Insurance/Real Estate	6.0%	5.7%	7.2%
Services	48.8%	48.4%	49.7%
Public Administration	3.7%	4.3%	5.2%

### 2025 Consumer Spending

Apparel & Services: Total \$	\$48,542,342	\$91,980,174	\$215,317,782
Average Spent	\$2,076.14	\$2,331.03	\$2,500.03
Spending Potential Index	85	95	102
Education: Total \$	\$31,183,114	\$63,027,020	\$147,290,800
Average Spent	\$1,333.69	\$1,597.28	\$1,710.18
Spending Potential Index	75	90	96
Entertainment/Recreation: Total \$	\$75,659,330	\$149,136,909	\$346,289,792
Average Spent	\$3,235.93	\$3,779.54	\$4,020.73
Spending Potential Index	79	92	98
Food at Home: Total \$	\$145,620,100	\$275,154,503	\$640,051,549
Average Spent	\$6,228.14	\$6,973.17	\$7,431.57
Spending Potential Index	84	94	100
Food Away from Home: Total \$	\$81,026,196	\$152,515,709	\$355,117,957
Average Spent	\$3,465.47	\$3,865.17	\$4,123.24
Spending Potential Index	84	94	100
Health Care: Total \$	\$144,836,918	\$285,953,252	\$658,531,386
Average Spent	\$6,194.64	\$7,246.84	\$7,646.14
Spending Potential Index	80	94	99
HH Furnishings & Equipment: Total \$	\$55,097,155	\$108,022,579	\$250,332,692
Average Spent	\$2,356.49	\$2,737.59	\$2,906.59
Spending Potential Index	81	94	100
Personal Care Products & Services: Total \$	\$20,654,500	\$39,252,699	\$91,268,101
Average Spent	\$883.39	\$994.77	\$1,059.70
Spending Potential Index	84	95	101

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending	0 - 10 minute	10 - 15 minute	15 - 20 minute
Shelter: Total \$	\$509,527,198	\$968,957,588	\$2,261,887,224
Average Spent	\$21,792.36	\$24,556.06	\$26,262.54
Spending Potential Index	82	92	99
Support Payments/Gifts in Kind: Total \$	\$60,777,758	\$123,214,262	\$285,203,829
Average Spent	\$2,599.45	\$3,122.59	\$3,311.47
Spending Potential Index	79	95	100
Travel: Total \$	\$62,836,362	\$128,130,527	\$297,580,468
Average Spent	\$2,687.50	\$3,247.18	\$3,455.18
Spending Potential Index	74	90	96
Vehicle Maintenance & Repairs: Total \$	\$26,776,525	\$50,515,635	\$116,979,116
Average Spent	\$1,145.23	\$1,280.21	\$1,358.23
Spending Potential Index	85	95	101

### Top Tapestry Segment

#### 0 - 10 minute

##### Family Bonds (E6):

This segment is characterized by multigenerational families with immigrant and non-English speakers.

[Learn more about this segment...](#)

#### 10 - 15 minute

##### Kids and Kin (C2):

This segment is characterized by young, educated, metropolitan renter households.

[Learn more about this segment...](#)

#### 15 - 20 minute

##### Flourishing Families (H1):

This segment is characterized by large Southern and Midwestern suburban families in growing developments.

[Learn more about this segment...](#)

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.