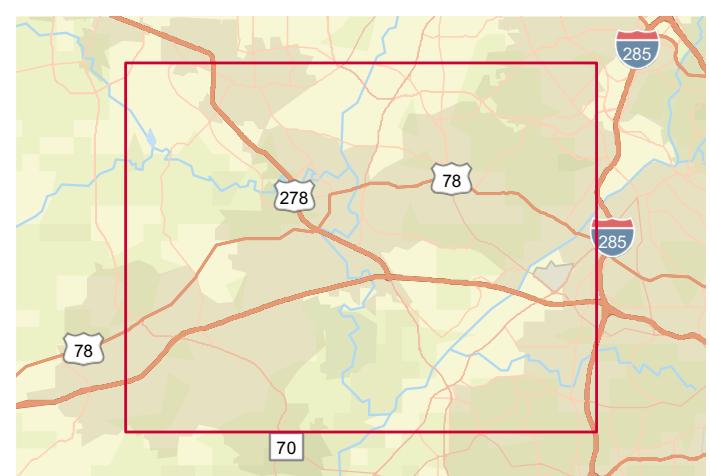
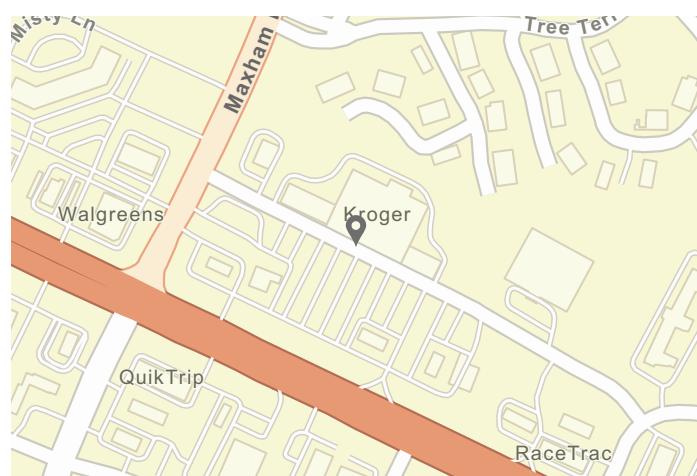
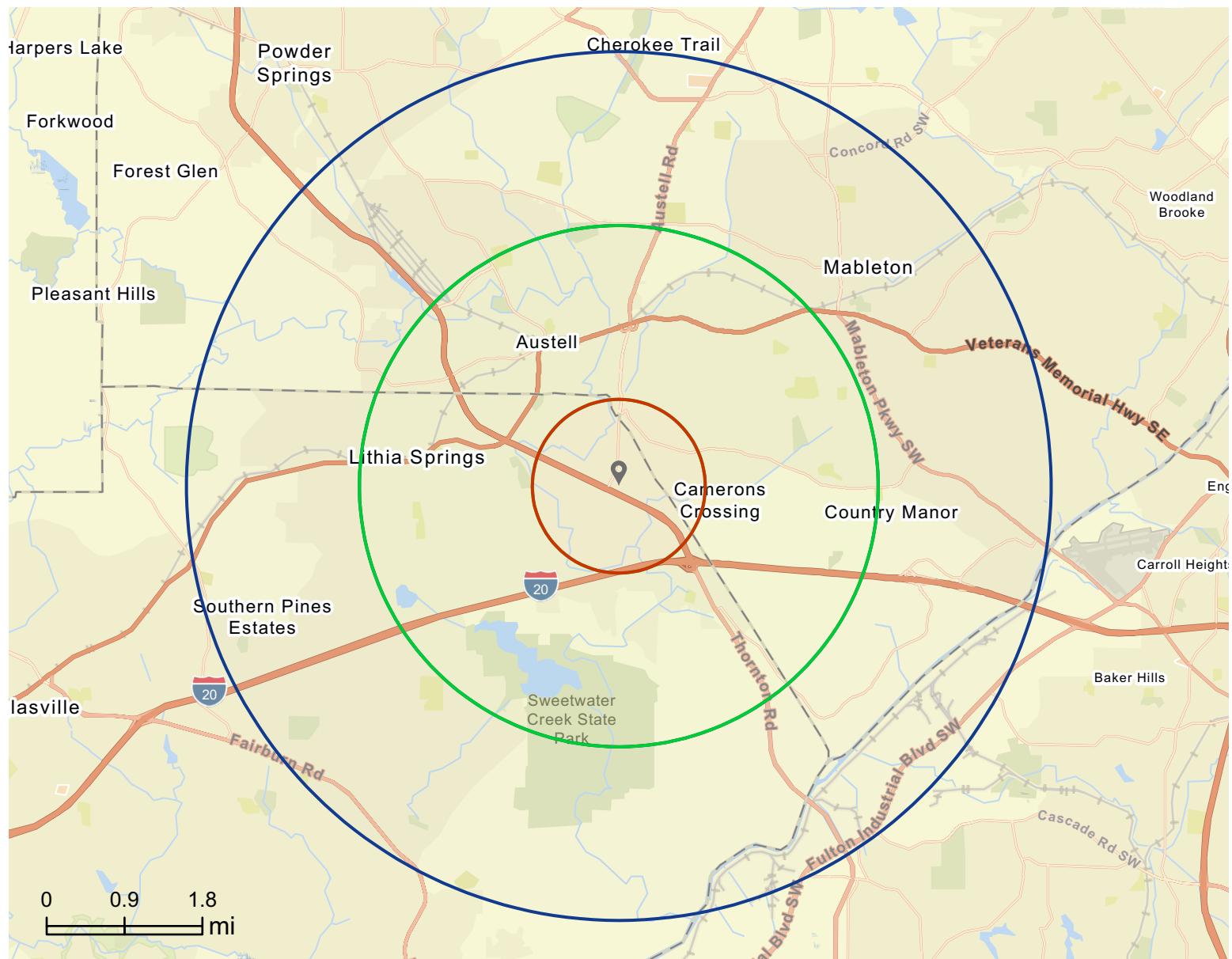


Site Map

614 Thornton Rd
614 Thornton Rd, Lithia Springs, Georgia, 30122
Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 33.78953
Longitude: -84.62023



Market Profile

614 Thornton Rd
614 Thornton Rd, Lithia Springs, Georgia, 30122
Ring bands: 0-1, 1-3, 3-5 mile radii



Population Summary	0 - 1 mile	1 - 3 mile	3 - 5 mile
2010 Total Population	6,432	36,009	57,902
2020 Total Population	6,950	39,240	63,055
2020 Group Quarters	1	44	265
2025 Total Population	6,857	41,267	66,097
2025 Group Quarters	1	47	278
2030 Total Population	6,740	42,357	68,562
2025-2030 Annual Rate	-0.34%	0.52%	0.73%
2025 Total Daytime Population	8,887	34,980	72,166
Workers	5,819	15,451	39,032
Residents	3,068	19,529	33,134
Household Summary			
2010 Total Households	2,727	13,428	20,743
2010 Average Household Size	2.36	2.68	2.77
2020 Total Households	3,120	14,448	23,426
2020 Average Household Size	2.23	2.71	2.68
2025 Total Households	3,098	15,317	24,812
2025 Average Household Size	2.21	2.69	2.65
2030 Total Households	3,063	15,784	25,846
2030 Average Household Size	2.20	2.68	2.64
2025-2030 Annual Rate	-0.23%	0.60%	0.82%
2025 Families	1,534	9,655	16,113
2025 Average Family Size	3.16	3.41	3.31
2030 Families	1,499	9,869	16,680
2030 Average Family Size	3.16	3.42	3.31
2025-2030 Growth Rate	-0.5%	0.4%	0.7%
Median Household Income			
2025	\$52,060	\$71,760	\$76,342
2030	\$56,533	\$81,924	\$86,127

 **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 - 1 mile	1 - 3 mile	3 - 5 mile
2025	\$26,535	\$36,428	\$38,383
2030	\$28,835	\$41,274	\$42,907

2025 Households by Income

Household Income Base	3,098	15,317	24,812
<\$10,000	14.0%	4.0%	4.8%
\$10,000-14,999	1.2%	2.1%	2.3%
\$15,000-19,999	3.1%	2.2%	2.4%
\$20,000-24,999	7.2%	3.0%	3.3%
\$25,000-29,999	0.7%	2.4%	2.6%
\$30,000-34,999	1.1%	4.6%	2.8%
\$35,000-39,999	3.1%	3.6%	3.5%
\$40,000-44,999	9.5%	5.3%	4.2%
\$45,000-49,999	7.5%	4.6%	3.6%
\$50,000-59,999	10.9%	8.2%	6.8%
\$60,000-74,999	14.8%	12.0%	12.7%
\$75000-99999	12.1%	13.2%	14.4%
\$100,000-124,999	6.6%	10.8%	9.4%
\$125,000-149,999	4.9%	7.2%	7.6%
\$150000-199999	2.3%	7.2%	10.4%
\$200,000-249,999	0.4%	3.8%	4.2%
\$250,000-299,999	0.2%	1.8%	1.9%
\$300,000-399,999	0.2%	1.7%	1.6%
\$400,000-499,999	0.0%	0.2%	0.3%
\$500,000+	0.3%	1.7%	1.2%
Average Household Income	\$59,460	\$97,917	\$102,099

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	72	94	86
Percent of Income for Mortgage	32.4%	25.0%	27.2%
Wealth Index	31	73	79

Median Home Value

2025	\$269,280	\$286,616	\$331,295
2030	\$287,745	\$345,726	\$391,353

 **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 - 1 mile	1 - 3 mile	3 - 5 mile
Total Owner Occupied Housing Units	643	8,615	15,735
<\$50,000	13.1%	4.0%	4.9%
\$50,000 - \$99,999	0.5%	5.3%	3.1%
\$100,000 - \$149,999	2.3%	6.9%	6.1%
\$150,000 - \$199,999	6.8%	10.0%	7.4%
\$200,000 - \$249,999	10.7%	10.8%	10.8%
\$250,000 - \$299,999	42.1%	17.9%	9.4%
\$300,000 - \$399,999	22.2%	28.7%	26.4%
\$400,000 - \$499,999	1.4%	12.0%	19.1%
\$500,000 - \$749,999	0.3%	2.0%	9.0%
\$750,000 - \$999,999	0.0%	1.5%	2.3%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.6%	0.4%
Average Home Value	\$244,282	\$302,840	\$351,238

Housing Unit Summary

2010 Total Housing Units	3,197	15,546	23,618
Owner Occupied Housing Units	24.5%	57.7%	67.3%
Renter Occupied Housing Units	75.5%	42.3%	32.6%
Vacant Housing Units	14.7%	13.6%	12.2%
2020 Housing Units	3,395	15,428	24,950
Owner Occupied Housing Units	19.2%	53.9%	61.0%
Renter Occupied Housing Units	80.8%	46.1%	39.0%
Vacant Housing Units	8.6%	6.0%	6.1%
2025 Housing Units	3,333	16,415	26,396
Owner Occupied Housing Units	20.8%	56.3%	63.4%
Renter Occupied Housing Units	79.2%	43.7%	36.6%
Vacant Housing Units	7.0%	6.7%	6.0%
2030 Total Housing Units	3,358	16,831	27,307
Owner Occupied Housing Units	21.8%	57.5%	64.0%
Renter Occupied Housing Units	78.2%	42.5%	36.0%
Vacant Housing Units	8.8%	6.2%	5.3%



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 Population by Sex	0 - 1 mile	1 - 3 mile	3 - 5 mile
Males	3,314	19,737	31,683
Females	3,543	21,530	34,414

Median Age

2010	30.1	33.7	33.7
2020	32.5	35.0	36.3
2025	32.9	36.1	37.4
2030	33.2	37.3	38.5

2025 Population by Age

Total	6,858	41,268	66,098
0 - 4	6.0%	6.1%	6.1%
5 - 9	5.7%	6.2%	6.5%
10 - 14	5.9%	6.6%	6.3%
15 - 24	17.3%	14.6%	13.2%
25 - 34	19.0%	15.0%	14.4%
35 - 44	15.2%	14.1%	14.6%
45 - 54	12.9%	12.9%	13.1%
55 - 64	10.0%	11.9%	12.3%
65 - 74	5.6%	7.9%	8.5%
75 - 84	1.9%	3.6%	3.7%
85 +	0.4%	0.9%	1.1%
18 +	78.8%	77.0%	77.1%

2025 Population 15+ by Marital Status

Total	5,651	33,498	53,645
Never Married	46.8%	40.4%	38.2%
Married	34.5%	46.2%	47.0%
Widowed	3.1%	3.6%	4.2%
Divorced	15.7%	9.8%	10.6%



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 - 1 mile	1 - 3 mile	3 - 5 mile
Total	4,464	27,498	44,919
Less than 9th Grade	4.5%	5.5%	5.9%
9th - 12th Grade, No Diploma	3.1%	6.1%	5.8%
High School Graduate	28.2%	23.3%	25.0%
GED/Alternative Credential	0.4%	3.3%	4.1%
Some College, No Degree	20.7%	18.5%	18.5%
Associate Degree	15.7%	9.2%	8.4%
Bachelor's Degree	14.6%	21.4%	21.0%
Graduate/Professional Degree	12.8%	12.7%	11.2%

2020 Population by Race/Ethnicity

Total	6,950	39,240	63,055
White Alone	16.3%	21.7%	26.5%
Black Alone	66.2%	54.0%	51.9%
American Indian Alone	0.6%	0.8%	0.7%
Asian Alone	1.4%	1.1%	1.6%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	7.5%	12.8%	11.0%
Two or More Races	7.5%	12.8%	11.0%
Hispanic Origin	14.5%	22.6%	18.7%
Diversity Index	64.2	76.3	75.1

2025 Population by Race/Ethnicity

Total	6,859	41,266	66,097
White Alone	13.4%	19.2%	24.2%
Black Alone	68.0%	55.1%	52.8%
American Indian Alone	0.6%	0.9%	0.7%
Asian Alone	1.4%	1.1%	1.7%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	8.2%	13.6%	11.8%
Two or More Races	8.3%	10.0%	8.8%
Hispanic Origin	15.8%	23.9%	20.0%
Diversity Index	63.7	76.5	75.6



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 - 1 mile	1 - 3 mile	3 - 5 mile
Total	4,066	23,416	35,723
White Collar	54.1%	57.9%	60.4%
Management/Business/Financial	10.3%	14.0%	18.8%
Professional	21.7%	21.3%	21.3%
Sales	10.2%	7.0%	7.9%
Administrative Support	12.0%	15.6%	12.4%
Services	18.8%	14.5%	14.9%

2025 Employed Pop 16+ by Occupation	0 - 1 mile	1 - 3 mile	3 - 5 mile
Total	4,066	23,416	35,723
Blue Collar	27.1%	27.6%	24.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.5%	7.2%	6.6%
Installation/Maintenance/Repair	1.4%	3.2%	3.1%
Production	7.6%	4.7%	5.4%
Transportation/Material Moving	15.7%	12.4%	9.6%
White Collar	54.1%	57.9%	60.4%
Management/Business/Financial	10.3%	14.0%	18.8%
Professional	21.7%	21.3%	21.3%
Sales	10.2%	7.0%	7.9%
Administrative Support	12.0%	15.6%	12.4%
Services	18.8%	14.5%	14.9%

2025 Civilian Population 16+ in Labor Force	0 - 1 mile	1 - 3 mile	3 - 5 mile
Civilian Population 16+	4,066	23,416	35,723
Population 16+ Employed	95.3%	94.6%	93.9%
Population 16+ Unemployment rate	4.7%	5.4%	6.1%
Population 16-24 Employed	14.6%	13.1%	11.7%
Population 16-24 Unemployment rate	14.7%	11.3%	15.5%
Population 25-54 Employed	62.6%	61.0%	62.6%
Population 25-54 Unemployment rate	3.3%	3.3%	4.3%
Population 55-64 Employed	11%	15%	15%
Population 55-64 Unemployment rate	0.9%	5.2%	5.8%
Population 65+ Employed	7%	6%	5%
Population 65+ Unemployment rate	0.4%	12.5%	5.5%

 **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 Employed Population 16+ by Industry	0 - 1 mile	1 - 3 mile	3 - 5 mile
Total	3,873	22,155	33,529
Agriculture/Mining	0.0%	0.1%	0.0%
Construction	2.8%	9.4%	9.9%
Manufacturing	6.5%	6.7%	9.0%
Wholesale Trade	0.6%	2.3%	2.5%
Retail Trade	13.1%	11.6%	11.3%
Transportation/Utilities	16.4%	9.6%	7.7%
Information	1%	2%	2%
Finance/Insurance/Real Estate	7.9%	5.7%	5.5%
Services	47.5%	49.3%	47.8%
Public Administration	3.9%	3.4%	4.4%

2025 Consumer Spending

Apparel & Services: Total \$	\$4,374,861	\$33,163,858	\$55,099,153
Average Spent	\$1,412.16	\$2,165.17	\$2,220.67
Spending Potential Index	58	88	91
Education: Total \$	\$2,703,603	\$21,437,363	\$36,983,990
Average Spent	\$872.69	\$1,399.58	\$1,490.57
Spending Potential Index	49	78	84
Entertainment/Recreation: Total \$	\$6,259,217	\$52,286,770	\$88,346,499
Average Spent	\$2,020.41	\$3,413.64	\$3,560.64
Spending Potential Index	49	83	87
Food at Home: Total \$	\$12,998,811	\$99,814,467	\$164,950,249
Average Spent	\$4,195.87	\$6,516.58	\$6,648.00
Spending Potential Index	56	88	89
Food Away from Home: Total \$	\$7,335,688	\$55,304,129	\$91,560,686
Average Spent	\$2,367.88	\$3,610.64	\$3,690.18
Spending Potential Index	57	87	89
Health Care: Total \$	\$11,576,500	\$100,761,100	\$169,742,101
Average Spent	\$3,736.77	\$6,578.38	\$6,841.13
Spending Potential Index	48	85	88
HH Furnishings & Equipment: Total \$	\$4,607,330	\$38,007,892	\$64,238,661
Average Spent	\$1,487.19	\$2,481.42	\$2,589.02
Spending Potential Index	51	85	89
Personal Care Products & Services: Total \$	\$1,869,511	\$14,108,808	\$23,477,545
Average Spent	\$603.46	\$921.12	\$946.22
Spending Potential Index	58	88	90

 **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 - 1 mile	1 - 3 mile	3 - 5 mile
Shelter: Total \$	\$45,599,091	\$348,149,305	\$580,275,645
Average Spent	\$14,718.88	\$22,729.60	\$23,386.90
Spending Potential Index	55	85	88
Support Payments/Gifts in Kind: Total \$	\$4,474,949	\$42,369,224	\$73,129,042
Average Spent	\$1,444.46	\$2,766.16	\$2,947.33
Spending Potential Index	44	84	89
Travel: Total \$	\$4,893,418	\$43,626,528	\$75,554,225
Average Spent	\$1,579.54	\$2,848.24	\$3,045.07
Spending Potential Index	44	79	84
Vehicle Maintenance & Repairs: Total \$	\$2,397,553	\$18,311,779	\$30,259,543
Average Spent	\$773.90	\$1,195.52	\$1,219.55
Spending Potential Index	57	89	90

Top Tapestry Segment

0 - 1 mile

Young and Restless (A6):

This segment is characterized by young, mobile labor force in urban areas.

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

1 - 3 mile

Family Bonds (E6):

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

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

3 - 5 mile

Kids and Kin (C2):

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

[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.