

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.7869/-84.6194

639 Thornton Rd Lithia Springs, GA 30122		1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>							
Estimated Population (2023)		6,729		43,855		109,047	
Projected Population (2028)		7,143		45,523		114,082	
Census Population (2020)		6,707		42,656		106,387	
Census Population (2010)		6,355		40,596		98,841	
Projected Annual Growth (2023-2028)		415	1.2%	1,668	0.8%	5,035	0.9%
Historical Annual Growth (2020-2023)		22	-	1,199	0.9%	2,660	0.8%
Historical Annual Growth (2010-2020)		351	0.6%	2,059	0.5%	7,546	0.8%
Estimated Population Density (2023)		2,143	psm	1,552	psm	1,389	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi
<b>Households</b>							
Estimated Households (2023)		3,032		17,160		40,897	
Projected Households (2028)		3,270		17,893		42,730	
Census Households (2020)		2,892		16,505		39,563	
Census Households (2010)		2,647		15,437		36,351	
Projected Annual Growth (2023-2028)		238	1.6%	733	0.9%	1,834	0.9%
Historical Annual Change (2010-2023)		385	1.1%	1,723	0.9%	4,545	1.0%
<b>Average Household Income</b>							
Estimated Average Household Income (2023)		\$70,024		\$89,310		\$94,088	
Projected Average Household Income (2028)		\$68,868		\$91,748		\$96,648	
Census Average Household Income (2010)		\$45,662		\$49,209		\$56,214	
Census Average Household Income (2000)		\$45,434		\$48,862		\$51,944	
Projected Annual Change (2023-2028)		-\$1,157	-0.3%	\$2,438	0.5%	\$2,560	0.5%
Historical Annual Change (2000-2023)		\$24,591	2.4%	\$40,448	3.6%	\$42,144	3.5%
<b>Median Household Income</b>							
Estimated Median Household Income (2023)		\$53,096		\$71,187		\$75,682	
Projected Median Household Income (2028)		\$53,215		\$72,030		\$76,501	
Census Median Household Income (2010)		\$38,315		\$42,336		\$48,097	
Census Median Household Income (2000)		\$41,815		\$42,386		\$45,463	
Projected Annual Change (2023-2028)		\$119	-	\$843	0.2%	\$820	0.2%
Historical Annual Change (2000-2023)		\$11,282	1.2%	\$28,802	3.0%	\$30,219	2.9%
<b>Per Capita Income</b>							
Estimated Per Capita Income (2023)		\$31,550		\$34,957		\$35,307	
Projected Per Capita Income (2028)		\$31,522		\$36,073		\$36,220	
Census Per Capita Income (2010)		\$19,015		\$18,712		\$20,673	
Census Per Capita Income (2000)		\$19,358		\$19,074		\$19,315	
Projected Annual Change (2023-2028)		-\$29	-	\$1,116	0.6%	\$913	0.5%
Historical Annual Change (2000-2023)		\$12,192	2.7%	\$15,883	3.6%	\$15,993	3.6%
Estimated Average Household Net Worth (2023)		\$236,345		\$385,458		\$397,470	

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.7869/-84.6194

639 Thornton Rd Lithia Springs, GA 30122		1 mi radius		3 mi radius		5 mi radius	
<b>Race and Ethnicity</b>							
Total Population (2023)		6,729		43,855		109,047	
White (2023)		1,044	15.5%	10,725	24.5%	30,786	28.2%
Black or African American (2023)		4,471	66.4%	25,315	57.7%	58,873	54.0%
American Indian or Alaska Native (2023)		38	0.6%	238	0.5%	585	0.5%
Asian (2023)		112	1.7%	682	1.6%	2,178	2.0%
Hawaiian or Pacific Islander (2023)		3	-	18	-	58	-
Other Race (2023)		520	7.7%	3,970	9.1%	9,594	8.8%
Two or More Races (2023)		543	8.1%	2,906	6.6%	6,973	6.4%
Population < 18 (2023)		1,645 24.4%		10,236 23.3%		25,260 23.2%	
White Not Hispanic		199	12.1%	1,935	18.9%	5,697	22.6%
Black or African American		1,070	65.1%	5,874	57.4%	13,682	54.2%
Asian		36	2.2%	222	2.2%	609	2.4%
Other Race Not Hispanic		42	2.5%	407	4.0%	985	3.9%
Hispanic		297	18.1%	1,798	17.6%	4,289	17.0%
Not Hispanic or Latino Population (2023)		5,500 81.7%		35,986 82.1%		90,334 82.8%	
Not Hispanic White		902	16.4%	9,514	26.4%	27,880	30.9%
Not Hispanic Black or African American		4,343	79.0%	24,866	69.1%	57,861	64.1%
Not Hispanic American Indian or Alaska Native		2	-	38	0.1%	116	0.1%
Not Hispanic Asian		112	2.0%	668	1.9%	2,128	2.4%
Not Hispanic Hawaiian or Pacific Islander		2	-	4	-	29	-
Not Hispanic Other Race		20	0.4%	156	0.4%	320	0.4%
Not Hispanic Two or More Races		119	2.2%	739	2.1%	2,001	2.2%
Hispanic or Latino Population (2023)		1,229 18.3%		7,869 17.9%		18,713 17.2%	
Hispanic White		142	11.5%	1,211	15.4%	2,906	15.5%
Hispanic Black or African American		127	10.4%	449	5.7%	1,011	5.4%
Hispanic American Indian or Alaska Native		35	2.9%	200	2.5%	469	2.5%
Hispanic Asian		-	-	14	0.2%	50	0.3%
Hispanic Hawaiian or Pacific Islander		1	-	14	0.2%	30	0.2%
Hispanic Other Race		500	40.7%	3,814	48.5%	9,274	49.6%
Hispanic Two or More Races		423	34.4%	2,167	27.5%	4,973	26.6%
Not Hispanic or Latino Population (2020)		5,324 79.4%		33,946 79.6%		85,243 80.1%	
Hispanic or Latino Population (2020)		1,382 20.6%		8,709 20.4%		21,144 19.9%	
Not Hispanic or Latino Population (2010)		5,243 82.5%		34,322 84.5%		83,194 84.2%	
Hispanic or Latino Population (2010)		1,112 17.5%		6,275 15.5%		15,647 15.8%	
Not Hispanic or Latino Population (2028)		5,880 82.3%		37,479 82.3%		94,881 83.2%	
Hispanic or Latino Population (2028)		1,263 17.7%		8,044 17.7%		19,201 16.8%	
Projected Annual Growth (2023-2028)		34	0.6%	175	0.4%	489	0.5%
Historical Annual Growth (2010-2020)		270	2.4%	2,434	3.9%	5,497	3.5%

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.7869/-84.6194

639 Thornton Rd Lithia Springs, GA 30122		1 mi radius		3 mi radius		5 mi radius	
<b>Total Age Distribution (2023)</b>							
Total Population		6,729		43,855		109,047	
Age Under 5 Years		466	6.9%	2,729	6.2%	6,872	6.3%
Age 5 to 9 Years		429	6.4%	2,682	6.1%	6,678	6.1%
Age 10 to 14 Years		471	7.0%	2,927	6.7%	7,039	6.5%
Age 15 to 19 Years		462	6.9%	2,947	6.7%	7,213	6.6%
Age 20 to 24 Years		621	9.2%	3,300	7.5%	7,611	7.0%
Age 25 to 29 Years		724	10.8%	3,590	8.2%	8,176	7.5%
Age 30 to 34 Years		583	8.7%	3,440	7.8%	8,785	8.1%
Age 35 to 39 Years		452	6.7%	3,045	6.9%	7,994	7.3%
Age 40 to 44 Years		512	7.6%	2,995	6.8%	7,817	7.2%
Age 45 to 49 Years		448	6.7%	2,960	6.7%	7,374	6.8%
Age 50 to 54 Years		445	6.6%	3,099	7.1%	7,762	7.1%
Age 55 to 59 Years		385	5.7%	2,714	6.2%	6,901	6.3%
Age 60 to 64 Years		258	3.8%	2,242	5.1%	5,615	5.1%
Age 65 to 69 Years		173	2.6%	1,755	4.0%	4,446	4.1%
Age 70 to 74 Years		141	2.1%	1,444	3.3%	3,762	3.4%
Age 75 to 79 Years		83	1.2%	1,044	2.4%	2,617	2.4%
Age 80 to 84 Years		45	0.7%	533	1.2%	1,363	1.2%
Age 85 Years or Over		30	0.4%	409	0.9%	1,022	0.9%
Median Age		31.3		35.2		35.8	
Age 19 Years or Less		1,828	27.2%	11,285	25.7%	27,802	25.5%
Age 20 to 64 Years		4,429	65.8%	27,385	62.4%	68,035	62.4%
Age 65 Years or Over		472	7.0%	5,185	11.8%	13,210	12.1%
<b>Female Age Distribution (2023)</b>							
Female Population		3,522	52.3%	23,049	52.6%	57,195	52.4%
Age Under 5 Years		235	6.7%	1,359	5.9%	3,418	6.0%
Age 5 to 9 Years		209	5.9%	1,318	5.7%	3,277	5.7%
Age 10 to 14 Years		234	6.6%	1,489	6.5%	3,490	6.1%
Age 15 to 19 Years		236	6.7%	1,486	6.4%	3,611	6.3%
Age 20 to 24 Years		338	9.6%	1,723	7.5%	3,921	6.9%
Age 25 to 29 Years		379	10.8%	1,861	8.1%	4,215	7.4%
Age 30 to 34 Years		298	8.5%	1,815	7.9%	4,645	8.1%
Age 35 to 39 Years		229	6.5%	1,604	7.0%	4,208	7.4%
Age 40 to 44 Years		272	7.7%	1,606	7.0%	4,142	7.2%
Age 45 to 49 Years		223	6.3%	1,553	6.7%	3,924	6.9%
Age 50 to 54 Years		256	7.3%	1,624	7.0%	4,110	7.2%
Age 55 to 59 Years		219	6.2%	1,430	6.2%	3,565	6.2%
Age 60 to 64 Years		125	3.5%	1,141	5.0%	2,962	5.2%
Age 65 to 69 Years		108	3.1%	1,011	4.4%	2,526	4.4%
Age 70 to 74 Years		69	2.0%	834	3.6%	2,189	3.8%
Age 75 to 79 Years		48	1.4%	603	2.6%	1,501	2.6%
Age 80 to 84 Years		20	0.6%	325	1.4%	807	1.4%
Age 85 Years or Over		24	0.7%	265	1.2%	683	1.2%
Female Median Age		31.9		36.0		36.8	
Age 19 Years or Less		914	26.0%	5,652	24.5%	13,796	24.1%
Age 20 to 64 Years		2,339	66.4%	14,358	62.3%	35,694	62.4%
Age 65 Years or Over		269	7.6%	3,039	13.2%	7,705	13.5%

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.7869/-84.6194

639 Thornton Rd Lithia Springs, GA 30122		1 mi radius		3 mi radius		5 mi radius	
<b>Male Age Distribution (2023)</b>							
Male Population	3,206	47.7%	20,806	47.4%	51,852	47.6%	
Age Under 5 Years	230	7.2%	1,370	6.6%	3,454	6.7%	
Age 5 to 9 Years	219	6.8%	1,364	6.6%	3,401	6.6%	
Age 10 to 14 Years	238	7.4%	1,439	6.9%	3,549	6.8%	
Age 15 to 19 Years	226	7.1%	1,461	7.0%	3,602	6.9%	
Age 20 to 24 Years	284	8.8%	1,576	7.6%	3,689	7.1%	
Age 25 to 29 Years	345	10.8%	1,729	8.3%	3,962	7.6%	
Age 30 to 34 Years	285	8.9%	1,626	7.8%	4,140	8.0%	
Age 35 to 39 Years	223	7.0%	1,441	6.9%	3,786	7.3%	
Age 40 to 44 Years	240	7.5%	1,388	6.7%	3,675	7.1%	
Age 45 to 49 Years	225	7.0%	1,407	6.8%	3,450	6.7%	
Age 50 to 54 Years	190	5.9%	1,475	7.1%	3,651	7.0%	
Age 55 to 59 Years	166	5.2%	1,283	6.2%	3,336	6.4%	
Age 60 to 64 Years	133	4.1%	1,101	5.3%	2,653	5.1%	
Age 65 to 69 Years	66	2.0%	743	3.6%	1,920	3.7%	
Age 70 to 74 Years	72	2.2%	610	2.9%	1,573	3.0%	
Age 75 to 79 Years	35	1.1%	441	2.1%	1,116	2.2%	
Age 80 to 84 Years	24	0.8%	208	1.0%	556	1.1%	
Age 85 Years or Over	6	0.2%	144	0.7%	339	0.7%	
Male Median Age	30.6		34.2		34.7		
Age 19 Years or Less	914	28.5%	5,633	27.1%	14,006	27.0%	
Age 20 to 64 Years	2,090	65.2%	13,027	62.6%	32,341	62.4%	
Age 65 Years or Over	203	6.3%	2,146	10.3%	5,504	10.6%	
<b>Males per 100 Females (2023)</b>							
Overall Comparison	91		90		91		
Age Under 5 Years	98	49.5%	101	50.2%	101	50.3%	
Age 5 to 9 Years	105	51.2%	103	50.9%	104	50.9%	
Age 10 to 14 Years	102	50.4%	97	49.1%	102	50.4%	
Age 15 to 19 Years	96	48.9%	98	49.6%	100	49.9%	
Age 20 to 24 Years	84	45.6%	91	47.8%	94	48.5%	
Age 25 to 29 Years	91	47.6%	93	48.2%	94	48.5%	
Age 30 to 34 Years	96	48.9%	90	47.3%	89	47.1%	
Age 35 to 39 Years	98	49.4%	90	47.3%	90	47.4%	
Age 40 to 44 Years	88	46.8%	86	46.4%	89	47.0%	
Age 45 to 49 Years	101	50.2%	91	47.5%	88	46.8%	
Age 50 to 54 Years	74	42.6%	91	47.6%	89	47.0%	
Age 55 to 59 Years	76	43.1%	90	47.3%	94	48.3%	
Age 60 to 64 Years	106	51.5%	97	49.1%	90	47.2%	
Age 65 to 69 Years	61	37.9%	74	42.4%	76	43.2%	
Age 70 to 74 Years	103	50.9%	73	42.2%	72	41.8%	
Age 75 to 79 Years	73	42.2%	73	42.2%	74	42.7%	
Age 80 to 84 Years	119	54.3%	64	39.0%	69	40.8%	
Age 85 Years or Over	26	20.5%	54	35.1%	50	33.1%	
Age 19 Years or Less	100	50.0%	100	49.9%	102	50.4%	
Age 20 to 39 Years	91	47.8%	91	47.6%	92	47.8%	
Age 40 to 64 Years	87	46.5%	90	47.5%	90	47.3%	
Age 65 Years or Over	75	43.0%	71	41.4%	71	41.7%	

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.7869/-84.6194

639 Thornton Rd Lithia Springs, GA 30122		1 mi radius		3 mi radius		5 mi radius	
<b>Household Type (2023)</b>							
Total Households		3,032		17,160		40,897	
Households with Children		1,118	36.9%	5,235	30.5%	12,901	31.5%
Average Household Size		2.2		2.6		2.7	
Household Density per Square Mile		966		607		521	
Population Family		5,644	83.9%	36,825	84.0%	91,916	84.3%
Population Non-Family		1,085	16.1%	6,989	15.9%	16,889	15.5%
Population Group Quarters		-	-	41	-	242	0.2%
Family Households		1,962	64.7%	11,378	66.3%	27,413	67.0%
Married Couple Households		783	39.9%	6,370	56.0%	16,461	60.0%
Other Family Households with Children		1,179	60.1%	5,007	44.0%	10,952	40.0%
Family Households with Children		1,112	56.7%	5,183	45.6%	12,772	46.6%
Married Couple with Children		361	32.4%	2,377	45.9%	6,743	52.8%
Other Family Households with Children		752	67.6%	2,806	54.1%	6,029	47.2%
Family Households No Children		850	43.3%	6,195	54.4%	14,640	53.4%
Married Couple No Children		422	49.7%	3,994	64.5%	9,717	66.4%
Other Family Households No Children		428	50.3%	2,201	35.5%	4,923	33.6%
Non-Family Households		1,069	35.3%	5,782	33.7%	13,484	33.0%
Non-Family Households with Children		5	0.5%	52	0.9%	129	1.0%
Non-Family Households No Children		1,064	99.5%	5,730	99.1%	13,355	99.0%
Average Family Household Size		2.9		3.2		3.4	
Average Family Income		\$66,000		\$104,177		\$109,750	
Median Family Income		\$66,127		\$83,059		\$89,984	
Average Non-Family Household Size		1.0		1.2		1.3	
<b>Marital Status (2023)</b>							
Population Age 15 Years or Over		5,363		35,516		88,458	
Never Married		2,382	44.4%	14,219	40.0%	34,467	39.0%
Currently Married		1,949	36.3%	14,030	39.5%	36,008	40.7%
Previously Married		1,032	19.2%	7,267	20.5%	17,983	20.3%
Separated		248	24.0%	1,949	26.8%	4,430	24.6%
Widowed		137	13.3%	1,517	20.9%	3,415	19.0%
Divorced		647	62.7%	3,801	52.3%	10,138	56.4%
<b>Educational Attainment (2023)</b>							
Adult Population Age 25 Years or Over		4,279		29,270		73,634	
Elementary (Grade Level 0 to 8)		114	2.7%	1,748	6.0%	4,511	6.1%
Some High School (Grade Level 9 to 11)		160	3.7%	1,755	6.0%	4,462	6.1%
High School Graduate		1,015	23.7%	7,258	24.8%	19,306	26.2%
Some College		1,118	26.1%	6,498	22.2%	15,181	20.6%
Associate Degree Only		447	10.4%	2,850	9.7%	6,352	8.6%
Bachelor Degree Only		774	18.1%	5,722	19.5%	15,119	20.5%
Graduate Degree		651	15.2%	3,440	11.8%	8,703	11.8%
Any College (Some College or Higher)		2,990	69.9%	18,510	63.2%	45,355	61.6%
College Degree + (Bachelor Degree or Higher)		1,425	33.3%	9,162	31.3%	23,822	32.4%

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.7869/-84.6194

639 Thornton Rd Lithia Springs, GA 30122		1 mi radius		3 mi radius		5 mi radius	
<b>Housing</b>							
Total Housing Units (2023)		3,327		18,593		44,007	
Total Housing Units (2020)		3,211		18,152		43,195	
Historical Annual Growth (2020-2023)		116	-	440	-	812	-
Housing Units Occupied (2023)		3,032 91.1%		17,160 92.3%		40,897 92.9%	
Housing Units Owner-Occupied		1,562 51.5%		10,344 60.3%		25,829 63.2%	
Housing Units Renter-Occupied		1,470 48.5%		6,816 39.7%		15,067 36.8%	
Housing Units Vacant (2023)		295	8.9%	1,433	7.7%	3,110	7.1%
<b>Household Size (2023)</b>							
Total Households		3,032		17,160		40,897	
1 Person Households		856	28.3%	4,775	27.8%	11,258	27.5%
2 Person Households		674	22.2%	4,759	27.7%	11,760	28.8%
3 Person Households		723	23.9%	3,288	19.2%	7,258	17.7%
4 Person Households		506	16.7%	2,329	13.6%	5,533	13.5%
5 Person Households		163	5.4%	1,117	6.5%	2,852	7.0%
6 Person Households		66	2.2%	519	3.0%	1,339	3.3%
7 or More Person Households		44	1.4%	374	2.2%	896	2.2%
<b>Household Income Distribution (2023)</b>							
HH Income \$200,000 or More		75	2.5%	1,248	7.3%	2,986	7.3%
HH Income \$150,000 to \$199,999		136	4.5%	1,148	6.7%	3,714	9.1%
HH Income \$125,000 to \$149,999		184	6.1%	1,354	7.9%	2,826	6.9%
HH Income \$100,000 to \$124,999		236	7.8%	1,362	7.9%	3,481	8.5%
HH Income \$75,000 to \$99,999		452	14.9%	2,015	11.7%	5,539	13.5%
HH Income \$50,000 to \$74,999		526	17.3%	3,268	19.0%	7,498	18.3%
HH Income \$35,000 to \$49,999		453	14.9%	2,570	15.0%	5,470	13.4%
HH Income \$25,000 to \$34,999		215	7.1%	1,713	10.0%	3,730	9.1%
HH Income \$15,000 to \$24,999		218	7.2%	1,106	6.4%	2,471	6.0%
HH Income \$10,000 to \$14,999		39	1.3%	427	2.5%	860	2.1%
HH Income Under \$10,000		500	16.5%	948	5.5%	2,321	5.7%
<b>Household Vehicles (2023)</b>							
Households 0 Vehicles Available		107	3.5%	715	4.2%	1,697	4.1%
Households 1 Vehicle Available		1,160	38.3%	5,304	30.9%	12,772	31.2%
Households 2 Vehicles Available		1,133	37.4%	7,153	41.7%	16,732	40.9%
Households 3 or More Vehicles Available		632	20.8%	3,988	23.2%	9,695	23.7%
Total Vehicles Available		5,532		33,007		78,804	
Average Vehicles per Household		1.8		1.9		1.9	
Owner-Occupied Household Vehicles		3,389 61.3%		22,959 69.6%		56,472 71.7%	
Average Vehicles per Owner-Occupied Household		2.2		2.2		2.2	
Renter-Occupied Household Vehicles		2,143 38.7%		10,048 30.4%		22,332 28.3%	
Average Vehicles per Renter-Occupied Household		1.5		1.5		1.5	
<b>Travel Time (2023)</b>							
Worker Base Age 16 years or Over		4,131		25,039		60,568	
Travel to Work in 14 Minutes or Less		730	17.7%	4,339	17.3%	8,983	14.8%
Travel to Work in 15 to 29 Minutes		1,237	29.9%	6,338	25.3%	14,845	24.5%
Travel to Work in 30 to 59 Minutes		1,298	31.4%	8,138	32.5%	20,931	34.6%
Travel to Work in 60 Minutes or More		221	5.3%	1,670	6.7%	3,841	6.3%
Work at Home		645	15.6%	4,554	18.2%	11,968	19.8%
Average Minutes Travel to Work		24.3		26.6		27.7	

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.7869/-84.6194

639 Thornton Rd Lithia Springs, GA 30122		1 mi radius		3 mi radius		5 mi radius	
<b>Transportation To Work (2023)</b>							
Worker Base Age 16 years or Over		4,131		25,039		60,568	
Drive to Work Alone		2,917	70.6%	17,055	68.1%	41,207	68.0%
Drive to Work in Carpool		476	11.5%	2,525	10.1%	5,272	8.7%
Travel to Work by Public Transportation		25	0.6%	219	0.9%	488	0.8%
Drive to Work on Motorcycle		1	-	51	0.2%	56	-
Bicycle to Work		-	-	4	-	13	-
Walk to Work		45	1.1%	266	1.1%	508	0.8%
Other Means		21	0.5%	365	1.5%	1,055	1.7%
Work at Home		645	15.6%	4,554	18.2%	11,968	19.8%
<b>Daytime Demographics (2023)</b>							
Total Businesses		877		3,045		7,512	
Total Employees		7,225		17,914		51,118	
Company Headquarter Businesses		19	2.2%	53	1.7%	143	1.9%
Company Headquarter Employees		1,081	15.0%	1,733	9.7%	7,257	14.2%
Employee Population per Business		8.2	to 1	5.9	to 1	6.8	to 1
Residential Population per Business		7.7	to 1	14.4	to 1	14.5	to 1
Adj. Daytime Demographics Age 16 Years or Over		8,362		27,677		77,214	
<b>Labor Force</b>							
Labor Population Age 16 Years or Over (2023)		5,268		34,844		86,850	
Labor Force Total Males (2023)		2,473	47.0%	16,286	46.7%	40,650	46.8%
Male Civilian Employed		1,862	75.3%	12,367	75.9%	30,110	74.1%
Male Civilian Unemployed		17	0.7%	405	2.5%	1,024	2.5%
Males in Armed Forces		-	-	2	-	29	-
Males Not in Labor Force		594	24.0%	3,511	21.6%	9,487	23.3%
Labor Force Total Females (2023)		2,794	53.0%	18,558	53.3%	46,200	53.2%
Female Civilian Employed		2,269	81.2%	12,672	68.3%	30,458	65.9%
Female Civilian Unemployed		71	2.5%	605	3.3%	1,548	3.4%
Females in Armed Forces		-	-	40	0.2%	157	0.3%
Females Not in Labor Force		454	16.3%	5,241	28.2%	14,037	30.4%
Unemployment Rate		88	1.7%	1,010	2.9%	2,572	3.0%
<b>Occupation (2023)</b>							
Occupation Population Age 16 Years or Over		4,131		25,039		60,568	
Occupation Total Males		1,862	45.1%	12,367	49.4%	30,110	49.7%
Occupation Total Females		2,269	54.9%	12,672	50.6%	30,458	50.3%
Management, Business, Financial Operations		459	-	3,307	13.2%	9,586	15.8%
Professional, Related		878	21.3%	5,377	21.5%	12,676	20.9%
Service		522	12.6%	3,523	14.1%	9,303	15.4%
Sales, Office		1,015	24.6%	5,960	23.8%	13,178	21.8%
Farming, Fishing, Forestry		-	-	10	-	36	-
Construction, Extraction, Maintenance		241	5.8%	2,132	8.5%	5,189	8.6%
Production, Transport, Material Moving		1,015	24.6%	4,729	18.9%	10,600	17.5%
White Collar Workers		2,353	57.0%	14,645	58.5%	35,440	58.5%
Blue Collar Workers		1,778	43.0%	10,394	41.5%	25,128	41.5%



# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.7869/-84.6194

639 Thornton Rd Lithia Springs, GA 30122		1 mi radius		3 mi radius		5 mi radius	
<b>Units In Structure (2023)</b>							
Total Units		3,032		17,160		40,897	
1 Detached Unit		1,934	63.8%	11,504	67.0%	28,360	69.3%
1 Attached Unit		42	1.4%	794	4.6%	2,129	5.2%
2 Units		38	1.2%	276	1.6%	573	1.4%
3 to 4 Units		183	6.0%	498	2.9%	1,015	2.5%
5 to 9 Units		148	4.9%	600	3.5%	1,601	3.9%
10 to 19 Units		265	8.7%	1,334	7.8%	2,672	6.5%
20 to 49 Units		171	5.7%	877	5.1%	1,730	4.2%
50 or More Units		113	3.7%	765	4.5%	1,517	3.7%
Mobile Home or Trailer		137	4.5%	511	3.0%	1,295	3.2%
Other Structure		-	-	1	-	4	-
<b>Homes Built By Year (2023)</b>							
Homes Built 2020 or later		6	0.2%	88	0.5%	257	0.6%
Homes Built 2010 to 2019		200	6.0%	1,327	7.1%	3,099	7.0%
Homes Built 2000 to 2009		910	27.3%	4,440	23.9%	10,324	23.5%
Homes Built 1990 to 1999		715	21.5%	3,043	16.4%	6,927	15.7%
Homes Built 1980 to 1989		476	14.3%	3,002	16.1%	7,238	16.4%
Homes Built 1970 to 1979		399	12.0%	2,367	12.7%	5,677	12.9%
Homes Built 1960 to 1969		220	6.6%	1,929	10.4%	5,109	11.6%
Homes Built 1950 to 1959		81	2.4%	716	3.8%	1,712	3.9%
Homes Built 1940 to 1949		4	0.1%	32	0.2%	140	0.3%
Homes Built Before 1939		21	0.6%	216	1.2%	414	0.9%
Median Age of Homes		33.6 yrs		36.1 yrs		36.5 yrs	
<b>Home Values (2023)</b>							
Owner Specified Housing Units		1,562		10,344		25,829	
Home Values \$1,000,000 or More		14	0.9%	94	0.9%	320	1.2%
Home Values \$750,000 to \$999,999		25	1.6%	232	2.2%	547	2.1%
Home Values \$500,000 to \$749,999		85	5.4%	647	6.3%	1,829	7.1%
Home Values \$400,000 to \$499,999		90	5.8%	619	6.0%	1,985	7.7%
Home Values \$300,000 to \$399,999		221	14.1%	1,937	18.7%	5,271	20.4%
Home Values \$250,000 to \$299,999		236	15.1%	1,516	14.7%	3,342	12.9%
Home Values \$200,000 to \$249,999		198	12.7%	1,284	12.4%	3,507	13.6%
Home Values \$175,000 to \$199,999		110	7.0%	657	6.4%	1,819	7.0%
Home Values \$150,000 to \$174,999		209	13.4%	1,175	11.4%	2,401	9.3%
Home Values \$125,000 to \$149,999		67	4.3%	484	4.7%	968	3.7%
Home Values \$100,000 to \$124,999		79	5.1%	450	4.4%	1,104	4.3%
Home Values \$90,000 to \$99,999		32	2.0%	150	1.4%	345	1.3%
Home Values \$80,000 to \$89,999		13	0.8%	97	0.9%	224	0.9%
Home Values \$70,000 to \$79,999		9	0.5%	173	1.7%	237	0.9%
Home Values \$60,000 to \$69,999		16	1.0%	132	1.3%	274	1.1%
Home Values \$50,000 to \$59,999		5	0.3%	128	1.2%	179	0.7%
Home Values \$35,000 to \$49,999		19	1.2%	125	1.2%	311	1.2%
Home Values \$25,000 to \$34,999		20	1.3%	128	1.2%	388	1.5%
Home Values \$10,000 to \$24,999		51	3.3%	184	1.8%	508	2.0%
Home Values Under \$10,000		62	4.0%	133	1.3%	269	1.0%
Owner-Occupied Median Home Value		\$224,472		\$241,684		\$254,517	
Renter-Occupied Median Rent		\$1,055		\$1,108		\$1,140	



# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.7869/-84.6194

639 Thornton Rd Lithia Springs, GA 30122		1 mi radius	3 mi radius	5 mi radius
<b>Total Annual Consumer Expenditure (2023)</b>				
Total Household Expenditure		\$166.91 M	\$1.11 B	\$2.75 B
Total Non-Retail Expenditure		\$87.89 M	\$587.56 M	\$1.45 B
Total Retail Expenditure		\$79.02 M	\$526.1 M	\$1.3 B
Apparel		\$5.89 M	\$39.38 M	\$97.59 M
Contributions		\$5.05 M	\$35.93 M	\$89.42 M
Education		\$4.79 M	\$33.29 M	\$83.46 M
Entertainment		\$9.22 M	\$62.73 M	\$155.85 M
Food and Beverages		\$25.03 M	\$164.43 M	\$405.21 M
Furnishings and Equipment		\$5.74 M	\$39 M	\$96.77 M
Gifts		\$3.81 M	\$27.36 M	\$67.19 M
Health Care		\$14.05 M	\$93.49 M	\$230.13 M
Household Operations		\$6.4 M	\$43.48 M	\$107.77 M
Miscellaneous Expenses		\$3.13 M	\$21.05 M	\$52 M
Personal Care		\$2.24 M	\$14.92 M	\$36.86 M
Personal Insurance		\$1.1 M	\$7.77 M	\$19.41 M
Reading		\$352.05 K	\$2.4 M	\$5.95 M
Shelter		\$35.65 M	\$235.53 M	\$580.71 M
Tobacco		\$1.13 M	\$6.83 M	\$16.51 M
Transportation		\$30.58 M	\$203.71 M	\$502.59 M
Utilities		\$12.76 M	\$82.35 M	\$201.83 M
<b>Monthly Household Consumer Expenditure (2023)</b>				
Total Household Expenditure		\$4,588	\$5,408	\$5,602
Total Non-Retail Expenditure		\$2,416 52.7%	\$2,853 52.8%	\$2,956 52.8%
Total Retail Expenditures		\$2,172 47.3%	\$2,555 47.2%	\$2,646 47.2%
Apparel		\$162 3.5%	\$191 3.5%	\$199 3.5%
Contributions		\$139 3.0%	\$174 3.2%	\$182 3.3%
Education		\$132 2.9%	\$162 3.0%	\$170 3.0%
Entertainment		\$254 5.5%	\$305 5.6%	\$318 5.7%
Food and Beverages		\$688 15.0%	\$799 14.8%	\$826 14.7%
Furnishings and Equipment		\$158 3.4%	\$189 3.5%	\$197 3.5%
Gifts		\$105 2.3%	\$133 2.5%	\$137 2.4%
Health Care		\$386 8.4%	\$454 8.4%	\$469 8.4%
Household Operations		\$176 3.8%	\$211 3.9%	\$220 3.9%
Miscellaneous Expenses		\$86 1.9%	\$102 1.9%	\$106 1.9%
Personal Care		\$61 1.3%	\$72 1.3%	\$75 1.3%
Personal Insurance		\$30 0.7%	\$38 0.7%	\$40 0.7%
Reading		\$10 0.2%	\$12 0.2%	\$12 0.2%
Shelter		\$980 21.4%	\$1,144 21.1%	\$1,183 21.1%
Tobacco		\$31 0.7%	\$33 0.6%	\$34 0.6%
Transportation		\$841 18.3%	\$989 18.3%	\$1,024 18.3%
Utilities		\$351 7.6%	\$400 7.4%	\$411 7.3%