

Tri-County Plaza
1234 Franklin Springs St, Royston, GA, 30662
Rings: 3, 5, 10 mile radii

Prepared by WHLR
Latitude: 34.28584
Longitude: -83.13102

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	5,158	8,279	23,124
2010 Total Population	5,391	8,729	24,696
2019 Total Population	5,604	9,094	26,058
2019 Group Quarters	586	598	723
2024 Total Population	5,664	9,246	26,697
2019-2024 Annual Rate	0.21%	0.33%	0.49%
2019 Total Daytime Population	6,471	8,679	23,180
Workers	2,935	3,215	8,043
Residents	3,536	5,464	15,137
Household Summary			
2000 Households	1,917	3,156	8,851
2000 Average Household Size	2.42	2.45	2.53
2010 Households	2,070	3,402	9,533
2010 Average Household Size	2.39	2.43	2.53
2019 Households	2,099	3,493	9,999
2019 Average Household Size	2.39	2.43	2.53
2024 Households	2,126	3,558	10,249
2024 Average Household Size	2.39	2.43	2.53
2019-2024 Annual Rate	0.26%	0.37%	0.50%
2010 Families	1,331	2,284	6,752
2010 Average Family Size	2.97	2.97	3.02
2019 Families	1,330	2,316	7,001
2019 Average Family Size	3.00	2.99	3.04
2024 Families	1,339	2,346	7,144
2024 Average Family Size	3.00	3.00	3.05
2019-2024 Annual Rate	0.13%	0.26%	0.41%
Housing Unit Summary			
2000 Housing Units	2,130	3,519	9,742
Owner Occupied Housing Units	62.6%	66.8%	72.9%
Renter Occupied Housing Units	27.4%	22.9%	18.0%
Vacant Housing Units	10.0%	10.3%	9.1%
2010 Housing Units	2,367	3,920	10,920
Owner Occupied Housing Units	53.6%	58.4%	64.7%
Renter Occupied Housing Units	33.9%	28.4%	22.6%
Vacant Housing Units	12.5%	13.2%	12.7%
2019 Housing Units	2,434	4,057	11,474
Owner Occupied Housing Units	48.7%	54.4%	62.1%
Renter Occupied Housing Units	37.6%	31.6%	25.0%
Vacant Housing Units	13.8%	13.9%	12.9%
2024 Housing Units	2,467	4,132	11,770
Owner Occupied Housing Units	49.2%	55.1%	62.7%
Renter Occupied Housing Units	37.0%	31.1%	24.4%
Vacant Housing Units	13.8%	13.9%	12.9%
Median Household Income			
2019	\$30,085	\$33,177	\$38,501
2024	\$33,504	\$37,096	\$42,807
Median Home Value			
2019	\$113,780	\$119,444	\$124,830
2024	\$122,300	\$129,438	\$137,361
Per Capita Income			
2019	\$17,058	\$18,526	\$19,750
2024	\$19,685	\$21,198	\$22,310
Median Age			
2010	38.0	39.4	40.2
2019	37.9	40.0	41.6
2024	39.4	41.3	43.1

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Tri-County Plaza
1234 Franklin Springs St, Royston, GA, 30662
Rings: 3, 5, 10 mile radii

Prepared by WHLR
Latitude: 34.28584
Longitude: -83.13102

	3 miles	5 miles	10 miles
2019 Households by Income			
Household Income Base	2,099	3,493	9,999
<\$15,000	24.4%	22.9%	19.1%
\$15,000 - \$24,999	16.7%	15.1%	14.3%
\$25,000 - \$34,999	15.1%	14.0%	12.2%
\$35,000 - \$49,999	13.5%	13.3%	14.7%
\$50,000 - \$74,999	12.9%	14.7%	17.2%
\$75,000 - \$99,999	8.1%	10.1%	11.9%
\$100,000 - \$149,999	6.5%	7.2%	8.1%
\$150,000 - \$199,999	1.6%	1.4%	1.6%
\$200,000+	1.1%	1.2%	0.9%
Average Household Income	\$45,229	\$48,232	\$51,337
2024 Households by Income			
Household Income Base	2,126	3,558	10,249
<\$15,000	21.6%	20.1%	16.8%
\$15,000 - \$24,999	15.2%	13.7%	12.8%
\$25,000 - \$34,999	14.9%	13.9%	12.1%
\$35,000 - \$49,999	12.4%	12.3%	13.8%
\$50,000 - \$74,999	14.3%	15.7%	17.8%
\$75,000 - \$99,999	10.0%	11.9%	13.4%
\$100,000 - \$149,999	8.1%	8.9%	9.9%
\$150,000 - \$199,999	2.4%	2.0%	2.3%
\$200,000+	1.2%	1.4%	1.0%
Average Household Income	\$52,157	\$55,132	\$57,988
2019 Owner Occupied Housing Units by Value			
Total	1,185	2,209	7,126
<\$50,000	21.4%	20.1%	19.3%
\$50,000 - \$99,999	22.6%	21.8%	21.5%
\$100,000 - \$149,999	21.4%	20.8%	18.6%
\$150,000 - \$199,999	17.2%	15.8%	14.3%
\$200,000 - \$249,999	3.3%	5.6%	8.6%
\$250,000 - \$299,999	1.6%	2.9%	4.2%
\$300,000 - \$399,999	7.4%	6.7%	7.0%
\$400,000 - \$499,999	0.8%	0.6%	1.7%
\$500,000 - \$749,999	2.2%	3.7%	2.2%
\$750,000 - \$999,999	1.9%	1.4%	1.3%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$151,288	\$166,357	\$178,761
2024 Owner Occupied Housing Units by Value			
Total	1,214	2,275	7,381
<\$50,000	19.5%	18.1%	17.5%
\$50,000 - \$99,999	21.3%	20.4%	19.8%
\$100,000 - \$149,999	20.6%	19.6%	17.1%
\$150,000 - \$199,999	17.0%	15.4%	13.9%
\$200,000 - \$249,999	3.2%	5.6%	8.9%
\$250,000 - \$299,999	1.6%	2.9%	4.5%
\$300,000 - \$399,999	8.3%	7.6%	8.4%
\$400,000 - \$499,999	1.1%	0.9%	2.7%
\$500,000 - \$749,999	4.0%	6.5%	3.8%
\$750,000 - \$999,999	3.3%	2.3%	2.3%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$176,154	\$193,014	\$200,566

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Tri-County Plaza
1234 Franklin Springs St, Royston, GA, 30662
Rings: 3, 5, 10 mile radii

Prepared by WHLR
Latitude: 34.28584
Longitude: -83.13102

	3 miles	5 miles	10 miles
2010 Population by Age			
Total	5,392	8,730	24,697
0 - 4	6.1%	6.2%	6.2%
5 - 9	5.5%	5.7%	6.2%
10 - 14	5.5%	6.0%	6.5%
15 - 24	18.5%	16.1%	13.6%
25 - 34	11.3%	11.2%	10.9%
35 - 44	10.5%	11.7%	13.2%
45 - 54	12.3%	13.2%	14.5%
55 - 64	11.7%	12.7%	13.3%
65 - 74	8.8%	8.8%	8.7%
75 - 84	6.3%	5.8%	5.1%
85 +	3.3%	2.6%	1.8%
18 +	79.1%	78.4%	77.1%
2019 Population by Age			
Total	5,603	9,092	26,059
0 - 4	5.6%	5.6%	5.6%
5 - 9	5.4%	5.7%	6.0%
10 - 14	5.2%	5.7%	6.1%
15 - 24	17.3%	14.7%	11.9%
25 - 34	13.3%	12.8%	12.7%
35 - 44	10.2%	11.1%	11.8%
45 - 54	10.6%	11.6%	13.0%
55 - 64	12.0%	13.2%	14.2%
65 - 74	10.7%	11.4%	11.6%
75 - 84	6.1%	5.7%	5.2%
85 +	3.4%	2.8%	2.0%
18 +	80.5%	79.8%	79.0%
2024 Population by Age			
Total	5,664	9,246	26,698
0 - 4	5.6%	5.5%	5.4%
5 - 9	5.3%	5.5%	5.7%
10 - 14	5.4%	5.8%	6.3%
15 - 24	17.5%	14.9%	12.0%
25 - 34	10.9%	10.6%	10.7%
35 - 44	11.6%	12.0%	12.2%
45 - 54	10.2%	11.2%	12.5%
55 - 64	11.6%	12.7%	13.9%
65 - 74	11.2%	12.1%	12.5%
75 - 84	7.4%	7.0%	6.7%
85 +	3.2%	2.7%	2.1%
18 +	80.1%	79.5%	78.8%
2010 Population by Sex			
Males	2,518	4,195	12,213
Females	2,873	4,534	12,483
2019 Population by Sex			
Males	2,663	4,427	13,023
Females	2,941	4,667	13,035
2024 Population by Sex			
Males	2,708	4,520	13,393
Females	2,956	4,726	13,304

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Tri-County Plaza
1234 Franklin Springs St, Royston, GA, 30662
Rings: 3, 5, 10 mile radii

Prepared by WHLR
Latitude: 34.28584
Longitude: -83.13102

	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	5,391	8,729	24,695
White Alone	81.5%	84.8%	85.9%
Black Alone	14.0%	11.1%	10.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.8%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.8%	1.8%
Two or More Races	1.6%	1.4%	1.2%
Hispanic Origin	3.6%	3.5%	3.8%
Diversity Index	36.3	31.8	30.7
2019 Population by Race/Ethnicity			
Total	5,603	9,094	26,057
White Alone	78.3%	82.0%	83.6%
Black Alone	15.6%	12.3%	11.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.5%	1.4%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	2.3%	2.4%
Two or More Races	1.8%	1.6%	1.6%
Hispanic Origin	4.6%	4.5%	5.0%
Diversity Index	41.8	37.2	35.7
2024 Population by Race/Ethnicity			
Total	5,664	9,246	26,697
White Alone	76.6%	80.5%	82.3%
Black Alone	16.3%	12.8%	11.3%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.9%	1.8%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	2.6%	2.8%
Two or More Races	2.0%	1.8%	1.8%
Hispanic Origin	5.2%	5.1%	5.8%
Diversity Index	44.7	40.0	38.5
2010 Population by Relationship and Household Type			
Total	5,391	8,729	24,696
In Households	91.6%	94.7%	97.7%
In Family Households	75.3%	79.7%	84.6%
Householder	24.6%	26.0%	27.4%
Spouse	17.5%	19.3%	21.2%
Child	27.7%	28.9%	30.5%
Other relative	3.7%	3.6%	3.5%
Nonrelative	1.9%	2.0%	2.1%
In Nonfamily Households	16.3%	15.0%	13.1%
In Group Quarters	8.4%	5.3%	2.3%
Institutionalized Population	2.6%	1.7%	1.0%
Noninstitutionalized Population	5.8%	3.6%	1.3%

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Tri-County Plaza
1234 Franklin Springs St, Royston, GA, 30662
Rings: 3, 5, 10 mile radii

Prepared by WHLR
Latitude: 34.28584
Longitude: -83.13102

	3 miles	5 miles	10 miles
2019 Population 25+ by Educational Attainment			
Total	3,722	6,220	18,353
Less than 9th Grade	6.9%	6.6%	6.1%
9th - 12th Grade, No Diploma	15.9%	15.4%	14.3%
High School Graduate	31.5%	33.5%	32.9%
GED/Alternative Credential	11.1%	9.7%	8.6%
Some College, No Degree	13.0%	13.6%	17.0%
Associate Degree	7.9%	9.0%	8.2%
Bachelor's Degree	8.4%	7.5%	7.7%
Graduate/Professional Degree	5.3%	4.6%	5.1%
2019 Population 15+ by Marital Status			
Total	4,693	7,556	21,462
Never Married	30.4%	29.6%	26.3%
Married	41.6%	45.8%	52.6%
Widowed	11.9%	10.0%	7.2%
Divorced	16.0%	14.6%	13.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	96.3%	95.9%
Civilian Unemployed (Unemployment Rate)	3.7%	3.7%	4.1%
2019 Employed Population 16+ by Industry			
Total	2,098	3,664	10,998
Agriculture/Mining	2.8%	4.0%	4.4%
Construction	6.0%	6.0%	7.3%
Manufacturing	15.3%	17.6%	20.8%
Wholesale Trade	2.5%	2.1%	2.2%
Retail Trade	13.3%	12.0%	11.3%
Transportation/Utilities	4.3%	6.1%	6.9%
Information	0.3%	0.7%	1.1%
Finance/Insurance/Real Estate	4.2%	3.5%	2.9%
Services	47.1%	43.2%	38.9%
Public Administration	4.0%	4.6%	4.2%
2019 Employed Population 16+ by Occupation			
Total	2,097	3,663	10,999
White Collar	50.0%	47.5%	46.0%
Management/Business/Financial	8.2%	9.9%	11.6%
Professional	21.4%	17.6%	14.6%
Sales	8.9%	7.8%	7.7%
Administrative Support	11.6%	12.3%	12.1%
Services	21.8%	19.9%	17.3%
Blue Collar	28.2%	32.6%	36.7%
Farming/Forestry/Fishing	1.6%	2.4%	2.4%
Construction/Extraction	4.9%	5.2%	5.5%
Installation/Maintenance/Repair	3.8%	6.0%	6.5%
Production	11.5%	12.2%	12.7%
Transportation/Material Moving	6.5%	6.9%	9.6%
2010 Population By Urban/ Rural Status			
Total Population	5,391	8,729	24,696
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	53.5%	34.4%	12.7%
Rural Population	46.5%	65.6%	87.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Tri-County Plaza
1234 Franklin Springs St, Royston, GA, 30662
Rings: 3, 5, 10 mile radii

Prepared by WHLR
Latitude: 34.28584
Longitude: -83.13102

	3 miles	5 miles	10 miles
2010 Households by Type			
Total	2,070	3,401	9,532
Households with 1 Person	31.6%	29.0%	25.6%
Households with 2+ People	68.4%	71.0%	74.4%
Family Households	64.3%	67.2%	70.8%
Husband-wife Families	45.7%	49.8%	54.8%
With Related Children	19.3%	21.0%	23.0%
Other Family (No Spouse Present)	18.6%	17.4%	16.1%
Other Family with Male Householder	4.5%	4.8%	4.9%
With Related Children	1.9%	2.3%	2.6%
Other Family with Female Householder	14.1%	12.6%	11.2%
With Related Children	9.1%	7.8%	6.9%
Nonfamily Households	4.1%	3.8%	3.5%
All Households with Children	30.7%	31.5%	32.9%
Multigenerational Households	4.0%	4.1%	4.5%
Unmarried Partner Households	4.8%	4.7%	4.9%
Male-female	4.4%	4.2%	4.2%
Same-sex	0.4%	0.5%	0.6%
2010 Households by Size			
Total	2,071	3,401	9,532
1 Person Household	31.6%	29.0%	25.6%
2 Person Household	31.1%	32.5%	34.3%
3 Person Household	17.2%	17.4%	17.3%
4 Person Household	11.8%	12.4%	13.2%
5 Person Household	5.9%	6.0%	6.2%
6 Person Household	1.3%	1.6%	2.0%
7 + Person Household	1.1%	1.1%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	2,070	3,402	9,533
Owner Occupied	61.3%	67.3%	74.1%
Owned with a Mortgage/Loan	32.3%	35.2%	41.0%
Owned Free and Clear	28.9%	32.1%	33.1%
Renter Occupied	38.7%	32.7%	25.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,367	3,920	10,920
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	52.8%	33.3%	12.6%
Rural Housing Units	47.2%	66.7%	87.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Tri-County Plaza
1234 Franklin Springs St, Royston, GA, 30662
Rings: 3, 5, 10 mile radii

Prepared by WHLR
Latitude: 34.28584
Longitude: -83.13102

	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Southern Satellites (10A)
2.	Rural Bypasses (10E)	Rural Bypasses (10E)	Rooted Rural (10B)
3.	Rooted Rural (10B)	Rooted Rural (10B)	Small Town Simplicity (12C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$2,388,390	\$4,229,053	\$12,747,172
Average Spent	\$1,137.87	\$1,210.72	\$1,274.84
Spending Potential Index	53	57	60
Education: Total \$	\$1,468,131	\$2,590,650	\$7,992,185
Average Spent	\$699.44	\$741.67	\$799.30
Spending Potential Index	44	47	50
Entertainment/Recreation: Total \$	\$3,931,465	\$6,993,942	\$21,099,920
Average Spent	\$1,873.02	\$2,002.27	\$2,110.20
Spending Potential Index	57	61	65
Food at Home: Total \$	\$6,423,905	\$11,402,336	\$34,136,903
Average Spent	\$3,060.46	\$3,264.34	\$3,414.03
Spending Potential Index	59	63	66
Food Away from Home: Total \$	\$4,057,431	\$7,214,672	\$22,024,850
Average Spent	\$1,933.03	\$2,065.47	\$2,202.71
Spending Potential Index	53	56	60
Health Care: Total \$	\$7,528,291	\$13,427,229	\$40,716,134
Average Spent	\$3,586.61	\$3,844.04	\$4,072.02
Spending Potential Index	60	65	69
HH Furnishings & Equipment: Total \$	\$2,332,547	\$4,146,253	\$12,643,696
Average Spent	\$1,111.27	\$1,187.02	\$1,264.50
Spending Potential Index	52	56	59
Personal Care Products & Services: Total \$	\$924,710	\$1,646,331	\$5,093,490
Average Spent	\$440.55	\$471.32	\$509.40
Spending Potential Index	50	53	57
Shelter: Total \$	\$18,185,706	\$31,448,181	\$94,673,924
Average Spent	\$8,663.99	\$9,003.20	\$9,468.34
Spending Potential Index	47	49	51
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,949,073	\$5,290,170	\$16,202,595
Average Spent	\$1,404.99	\$1,514.51	\$1,620.42
Spending Potential Index	57	61	65
Travel: Total \$	\$2,160,625	\$3,842,605	\$11,934,972
Average Spent	\$1,029.36	\$1,100.09	\$1,193.62
Spending Potential Index	46	49	53
Vehicle Maintenance & Repairs: Total \$	\$1,381,800	\$2,437,172	\$7,273,197
Average Spent	\$658.31	\$697.73	\$727.39
Spending Potential Index	58	61	64

Data Note: 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: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.