

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
2021 Total Population	5,689	9,276	26,639
2021 Group Quarters	606	619	746
2026 Total Population	5,784	9,488	27,391
2021-2026 Annual Rate	0.33%	0.45%	0.56%
2021 Total Daytime Population	6,203	8,802	24,665
Workers	2,554	3,114	8,833
Residents	3,649	5,688	15,832
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
2021 Households	2,141	3,585	10,290
2021 Average Household Size	2.37	2.42	2.52
2026 Households	2,184	3,679	10,611
2026 Average Household Size	2.37	2.41	2.51
2021-2026 Annual Rate	0.40%	0.52%	0.62%
2010 Families	1,331	2,284	6,752
2010 Average Family Size	2.97	2.97	3.02
2021 Families	1,345	2,360	7,162
2021 Average Family Size	3.00	2.98	3.03
2026 Families	1,363	2,408	7,344
2026 Average Family Size	3.00	2.99	3.03
2021-2026 Annual Rate	0.27%	0.40%	0.50%
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%
2021 Housing Units	2,477	4,158	11,774
Owner Occupied Housing Units	49.8%	55.5%	63.3%
Renter Occupied Housing Units	36.7%	30.7%	24.1%
Vacant Housing Units	13.6%	13.8%	12.6%
2026 Housing Units	2,525	4,264	12,148
Owner Occupied Housing Units	50.8%	56.7%	64.2%
Renter Occupied Housing Units	35.6%	29.6%	23.2%
Vacant Housing Units	13.5%	13.7%	12.7%
Median Household Income			
2021	\$31,025	\$36,971	\$45,834
2026	\$33,356	\$39,466	\$49,688
Median Home Value			
2021	\$130,297	\$136,329	\$141,005
2026	\$151,616	\$163,188	\$174,870
Per Capita Income			
2021	\$19,244	\$21,905	\$23,398
2026	\$20,747	\$23,755	\$25,532
Median Age			
2010	38.0	39.4	40.2
2021	38.3	40.4	42.0
2026	39.7	41.7	43.4

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	2,141	3,585	10,290
<\$15,000	24.7%	20.5%	16.2%
\$15,000 - \$24,999	17.8%	15.7%	12.4%
\$25,000 - \$34,999	11.3%	11.5%	9.9%
\$35,000 - \$49,999	12.4%	13.1%	14.7%
\$50,000 - \$74,999	12.2%	13.8%	17.1%
\$75,000 - \$99,999	9.2%	11.9%	15.2%
\$100,000 - \$149,999	7.4%	7.3%	9.1%
\$150,000 - \$199,999	2.9%	3.4%	3.2%
\$200,000+	2.1%	2.7%	2.1%
Average Household Income	\$50,854	\$56,721	\$60,422
2026 Households by Income			
Household Income Base	2,184	3,679	10,611
<\$15,000	23.2%	19.0%	14.6%
\$15,000 - \$24,999	17.2%	15.0%	11.6%
\$25,000 - \$34,999	11.0%	11.1%	9.3%
\$35,000 - \$49,999	12.8%	13.4%	14.7%
\$50,000 - \$74,999	13.1%	14.7%	17.9%
\$75,000 - \$99,999	9.4%	12.3%	15.9%
\$100,000 - \$149,999	7.9%	7.8%	10.0%
\$150,000 - \$199,999	3.2%	3.9%	3.7%
\$200,000+	2.1%	2.8%	2.2%
Average Household Income	\$54,685	\$61,343	\$65,761
2021 Owner Occupied Housing Units by Value			
Total	1,233	2,308	7,458
<\$50,000	14.7%	13.6%	14.1%
\$50,000 - \$99,999	22.1%	22.0%	21.5%
\$100,000 - \$149,999	21.8%	19.9%	17.6%
\$150,000 - \$199,999	18.0%	16.5%	14.5%
\$200,000 - \$249,999	3.1%	6.5%	9.5%
\$250,000 - \$299,999	3.2%	5.9%	7.6%
\$300,000 - \$399,999	9.7%	7.6%	8.6%
\$400,000 - \$499,999	0.0%	0.1%	1.5%
\$500,000 - \$749,999	4.1%	5.8%	3.3%
\$750,000 - \$999,999	3.2%	1.7%	0.9%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$182,792	\$189,434	\$188,792
2026 Owner Occupied Housing Units by Value			
Total	1,283	2,416	7,796
<\$50,000	11.3%	9.9%	10.1%
\$50,000 - \$99,999	19.1%	18.3%	17.2%
\$100,000 - \$149,999	19.0%	17.5%	15.3%
\$150,000 - \$199,999	18.1%	16.6%	14.8%
\$200,000 - \$249,999	3.6%	7.6%	11.0%
\$250,000 - \$299,999	4.2%	7.5%	9.6%
\$300,000 - \$399,999	13.2%	10.4%	12.0%
\$400,000 - \$499,999	0.0%	0.1%	2.3%
\$500,000 - \$749,999	6.5%	9.1%	5.1%
\$750,000 - \$999,999	5.0%	2.6%	1.3%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$222,876	\$229,282	\$224,997

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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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%
2021 Population by Age			
Total	5,690	9,275	26,641
0 - 4	5.4%	5.4%	5.4%
5 - 9	5.3%	5.6%	5.9%
10 - 14	5.2%	5.6%	6.0%
15 - 24	17.3%	14.5%	11.6%
25 - 34	13.2%	12.7%	12.7%
35 - 44	10.4%	11.3%	11.9%
45 - 54	10.3%	11.2%	12.6%
55 - 64	11.8%	13.0%	14.0%
65 - 74	11.1%	11.9%	12.2%
75 - 84	6.5%	6.0%	5.5%
85 +	3.4%	2.8%	2.0%
18 +	80.7%	80.1%	79.4%
2026 Population by Age			
Total	5,783	9,490	27,393
0 - 4	5.4%	5.4%	5.3%
5 - 9	5.2%	5.4%	5.6%
10 - 14	5.3%	5.8%	6.2%
15 - 24	17.6%	14.8%	11.9%
25 - 34	10.4%	10.2%	10.3%
35 - 44	12.1%	12.4%	12.5%
45 - 54	10.1%	11.0%	12.3%
55 - 64	11.2%	12.4%	13.6%
65 - 74	11.4%	12.4%	12.8%
75 - 84	7.9%	7.6%	7.3%
85 +	3.3%	2.7%	2.1%
18 +	80.4%	79.8%	79.1%
2010 Population by Sex			
Males	2,518	4,195	12,213
Females	2,873	4,534	12,483
2021 Population by Sex			
Males	2,707	4,519	13,328
Females	2,982	4,757	13,311
2026 Population by Sex			
Males	2,770	4,645	13,758
Females	3,014	4,843	13,634

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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
2021 Population by Race/Ethnicity			
Total	5,689	9,277	26,639
White Alone	77.8%	81.5%	83.3%
Black Alone	15.4%	12.2%	10.9%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	2.0%	1.8%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.3%	2.4%
Two or More Races	2.0%	1.8%	1.7%
Hispanic Origin	4.7%	4.6%	5.1%
Diversity Index	42.7	38.0	36.3
2026 Population by Race/Ethnicity			
Total	5,784	9,487	27,391
White Alone	76.1%	80.1%	82.1%
Black Alone	15.9%	12.5%	11.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.4%	2.2%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	2.6%	2.7%
Two or More Races	2.3%	2.1%	2.0%
Hispanic Origin	5.2%	5.2%	5.8%
Diversity Index	45.4	40.6	38.8
2010 Population by Relationship and Household Type			
Total	5,391	8,729	24,695
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.

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2021 Population 25+ by Educational Attainment			
Total	3,797	6,386	18,918
Less than 9th Grade	7.0%	6.7%	5.9%
9th - 12th Grade, No Diploma	12.6%	12.6%	12.7%
High School Graduate	27.1%	29.1%	31.2%
GED/Alternative Credential	9.6%	8.2%	7.7%
Some College, No Degree	15.9%	17.5%	18.9%
Associate Degree	7.3%	9.3%	8.6%
Bachelor's Degree	12.9%	10.6%	9.2%
Graduate/Professional Degree	7.5%	6.2%	5.7%
2021 Population 15+ by Marital Status			
Total	4,781	7,733	22,017
Never Married	32.7%	31.8%	27.8%
Married	43.6%	46.2%	52.8%
Widowed	9.9%	8.6%	7.0%
Divorced	13.8%	13.4%	12.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,131	3,732	11,257
Population 16+ Employed	96.8%	96.8%	96.3%
Population 16+ Unemployment rate	3.2%	3.2%	3.7%
Population 16-24 Employed	18.6%	14.5%	11.1%
Population 16-24 Unemployment rate	3.8%	3.5%	4.4%
Population 25-54 Employed	62.4%	63.4%	64.4%
Population 25-54 Unemployment rate	2.9%	2.8%	3.6%
Population 55-64 Employed	11.4%	13.8%	16.6%
Population 55-64 Unemployment rate	6.3%	6.9%	4.5%
Population 65+ Employed	7.6%	8.2%	7.9%
Population 65+ Unemployment rate	0.0%	0.0%	1.9%
2021 Employed Population 16+ by Industry			
Total	2,062	3,611	10,840
Agriculture/Mining	3.1%	4.4%	5.0%
Construction	5.9%	5.9%	7.3%
Manufacturing	15.4%	17.5%	20.9%
Wholesale Trade	2.7%	2.2%	2.2%
Retail Trade	12.9%	11.5%	10.8%
Transportation/Utilities	4.7%	6.6%	7.3%
Information	0.3%	0.6%	1.0%
Finance/Insurance/Real Estate	4.9%	4.0%	3.1%
Services	45.9%	42.3%	38.0%
Public Administration	4.2%	4.8%	4.3%
2021 Employed Population 16+ by Occupation			
Total	2,061	3,611	10,842
White Collar	51.7%	49.3%	47.5%
Management/Business/Financial	10.2%	12.3%	14.2%
Professional	23.6%	19.5%	16.1%
Sales	7.8%	6.8%	6.7%
Administrative Support	10.1%	10.8%	10.5%
Services	19.5%	17.8%	15.2%
Blue Collar	28.7%	32.8%	37.4%
Farming/Forestry/Fishing	1.4%	2.0%	2.0%
Construction/Extraction	4.8%	5.1%	5.4%
Installation/Maintenance/Repair	3.5%	5.7%	6.0%
Production	10.3%	10.8%	11.1%
Transportation/Material Moving	8.8%	9.3%	12.9%

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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%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	128	148	180
Percent of Income for Mortgage	17.6%	15.5%	12.9%
Wealth Index	42	51	53
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%
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%

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.

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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)	Rural Bypasses (10E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,480,957	\$4,606,154	\$14,042,509
Average Spent	\$1,158.78	\$1,284.84	\$1,364.68
Spending Potential Index	55	61	64
Education: Total \$	\$1,615,347	\$2,964,236	\$9,043,836
Average Spent	\$754.48	\$826.84	\$878.90
Spending Potential Index	44	48	51
Entertainment/Recreation: Total \$	\$4,292,388	\$8,016,974	\$24,226,801
Average Spent	\$2,004.85	\$2,236.25	\$2,354.40
Spending Potential Index	62	69	73
Food at Home: Total \$	\$7,362,169	\$13,750,068	\$41,210,719
Average Spent	\$3,438.66	\$3,835.44	\$4,004.93
Spending Potential Index	63	70	74
Food Away from Home: Total \$	\$4,582,370	\$8,581,032	\$26,188,319
Average Spent	\$2,140.29	\$2,393.59	\$2,545.03
Spending Potential Index	56	63	67
Health Care: Total \$	\$8,829,620	\$16,640,859	\$50,606,841
Average Spent	\$4,124.06	\$4,641.80	\$4,918.06
Spending Potential Index	66	74	79
HH Furnishings & Equipment: Total \$	\$2,737,121	\$5,157,303	\$15,851,934
Average Spent	\$1,278.43	\$1,438.58	\$1,540.52
Spending Potential Index	57	64	68
Personal Care Products & Services: Total \$	\$1,042,078	\$1,931,361	\$5,900,782
Average Spent	\$486.72	\$538.73	\$573.45
Spending Potential Index	54	60	64
Shelter: Total \$	\$21,405,411	\$39,077,282	\$118,095,912
Average Spent	\$9,997.86	\$10,900.22	\$11,476.77
Spending Potential Index	50	54	57
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,101,341	\$5,868,478	\$17,989,279
Average Spent	\$1,448.55	\$1,636.95	\$1,748.23
Spending Potential Index	61	68	73
Travel: Total \$	\$2,639,038	\$4,933,165	\$15,343,782
Average Spent	\$1,232.62	\$1,376.06	\$1,491.14
Spending Potential Index	49	54	59
Vehicle Maintenance & Repairs: Total \$	\$1,553,014	\$2,917,853	\$8,765,412
Average Spent	\$725.37	\$813.91	\$851.84
Spending Potential Index	65	73	77

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.