

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
<b>Population Summary</b>			
2010 Total Population	5,443	8,804	24,754
2020 Total Population	5,701	9,176	25,746
2020 Group Quarters	608	616	721
2022 Total Population	5,703	9,134	25,617
2022 Group Quarters	608	616	721
2027 Total Population	5,738	9,164	25,558
2022-2027 Annual Rate	0.12%	0.07%	-0.05%
2022 Total Daytime Population	6,787	9,100	23,189
Workers	3,129	3,526	8,245
Residents	3,658	5,574	14,944
<b>Household Summary</b>			
2010 Households	2,095	3,446	9,529
2010 Average Household Size	2.38	2.42	2.54
2020 Total Households	2,135	3,498	9,771
2020 Average Household Size	2.39	2.45	2.56
2022 Total Households	2,143	3,502	9,743
2022 Average Household Size	2.38	2.43	2.56
2027 Total Households	2,160	3,518	9,731
2027 Average Household Size	2.38	2.43	2.55
2022-2027 Annual Rate	0.16%	0.09%	-0.02%
2010 Families	1,348	2,317	6,748
2010 Average Family Size	2.97	2.96	3.03
2022 Total Families	1,332	2,281	6,711
2022 Average Family Size	3.03	3.03	3.11
2027 Total Families	1,336	2,280	6,681
2027 Average Family Size	3.03	3.04	3.10
2022-2027 Annual Rate	0.06%	-0.01%	-0.09%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,144	3,553	9,825
Owner Occupied Housing Units	63.2%	67.5%	72.4%
Renter Occupied Housing Units	27.4%	22.9%	17.9%
Vacant Housing Units	9.4%	9.5%	9.8%
2010 Housing Units	2,379	3,935	10,987
Owner Occupied Housing Units	54.1%	59.1%	64.2%
Renter Occupied Housing Units	34.0%	28.5%	22.5%
Vacant Housing Units	11.9%	12.4%	13.3%
2020 Housing Units	2,410	3,951	11,013
Vacant Housing Units	11.4%	11.5%	11.3%
2022 Housing Units	2,427	3,962	10,989
Owner Occupied Housing Units	51.3%	58.0%	64.1%
Renter Occupied Housing Units	37.0%	30.4%	24.6%
Vacant Housing Units	11.7%	11.6%	11.3%
2027 Housing Units	2,438	3,979	11,036
Owner Occupied Housing Units	52.8%	59.1%	64.4%
Renter Occupied Housing Units	35.7%	29.3%	23.8%
Vacant Housing Units	11.4%	11.6%	11.8%
<b>Median Household Income</b>			
2022	\$37,057	\$43,855	\$52,913
2027	\$40,262	\$48,283	\$58,568
<b>Median Home Value</b>			
2022	\$127,865	\$135,251	\$143,141
2027	\$141,031	\$152,334	\$169,113
<b>Per Capita Income</b>			
2022	\$23,320	\$26,208	\$27,172
2027	\$26,052	\$29,471	\$30,724
<b>Median Age</b>			
2010	38.1	39.5	40.2
2022	37.4	39.9	41.9
2027	39.1	41.2	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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	2,143	3,502	9,743
<\$15,000	21.1%	17.3%	13.6%
\$15,000 - \$24,999	16.3%	14.0%	10.9%
\$25,000 - \$34,999	10.4%	10.2%	8.8%
\$35,000 - \$49,999	12.3%	12.8%	13.8%
\$50,000 - \$74,999	12.9%	14.5%	17.7%
\$75,000 - \$99,999	10.5%	13.4%	16.9%
\$100,000 - \$149,999	9.6%	9.3%	11.1%
\$150,000 - \$199,999	4.2%	5.0%	4.6%
\$200,000+	2.8%	3.5%	2.7%
Average Household Income	\$61,578	\$68,450	\$70,974
<b>2027 Households by Income</b>			
Household Income Base	2,160	3,518	9,731
<\$15,000	18.2%	14.8%	11.2%
\$15,000 - \$24,999	15.6%	13.1%	10.1%
\$25,000 - \$34,999	10.5%	10.3%	8.5%
\$35,000 - \$49,999	13.4%	12.9%	12.7%
\$50,000 - \$74,999	12.5%	14.2%	17.3%
\$75,000 - \$99,999	10.7%	13.5%	17.7%
\$100,000 - \$149,999	10.5%	10.8%	13.5%
\$150,000 - \$199,999	5.4%	6.3%	5.9%
\$200,000+	3.1%	4.0%	3.1%
Average Household Income	\$68,727	\$76,889	\$80,198
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,246	2,299	7,039
<\$50,000	11.2%	11.4%	14.7%
\$50,000 - \$99,999	25.9%	24.0%	20.8%
\$100,000 - \$149,999	23.1%	20.8%	16.8%
\$150,000 - \$199,999	18.1%	16.3%	13.5%
\$200,000 - \$249,999	3.1%	6.7%	10.5%
\$250,000 - \$299,999	3.9%	6.3%	7.3%
\$300,000 - \$399,999	8.7%	7.5%	9.4%
\$400,000 - \$499,999	0.5%	0.5%	2.2%
\$500,000 - \$749,999	4.0%	5.3%	3.3%
\$750,000 - \$999,999	1.4%	0.9%	0.7%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$171,727	\$185,261	\$191,049
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,288	2,352	7,102
<\$50,000	10.0%	9.8%	12.2%
\$50,000 - \$99,999	23.3%	21.3%	18.2%
\$100,000 - \$149,999	20.3%	18.2%	14.4%
\$150,000 - \$199,999	19.6%	17.3%	13.8%
\$200,000 - \$249,999	3.4%	7.5%	11.5%
\$250,000 - \$299,999	4.7%	7.6%	9.0%
\$300,000 - \$399,999	10.9%	9.4%	11.9%
\$400,000 - \$499,999	0.4%	0.4%	3.0%
\$500,000 - \$749,999	5.2%	7.0%	4.3%
\$750,000 - \$999,999	2.0%	1.2%	0.8%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$191,421	\$206,956	\$215,080

**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.

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<b>2010 Population by Age</b>			
Total	5,441	8,804	24,754
0 - 4	6.1%	6.1%	6.2%
5 - 9	5.6%	5.8%	6.2%
10 - 14	5.6%	6.0%	6.5%
15 - 24	18.4%	16.0%	13.6%
25 - 34	11.3%	11.1%	11.0%
35 - 44	10.6%	11.7%	13.2%
45 - 54	12.4%	13.3%	14.4%
55 - 64	11.7%	12.8%	13.3%
65 - 74	8.8%	8.9%	8.8%
75 - 84	6.3%	5.8%	5.1%
85 +	3.3%	2.6%	1.8%
18 +	79.1%	78.4%	77.1%
<b>2022 Population by Age</b>			
Total	5,703	9,134	25,616
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	18.3%	15.2%	11.9%
25 - 34	13.2%	12.7%	12.7%
35 - 44	10.4%	11.2%	11.8%
45 - 54	10.3%	11.1%	12.6%
55 - 64	11.9%	13.0%	14.0%
65 - 74	11.0%	11.9%	12.2%
75 - 84	6.2%	5.9%	5.6%
85 +	2.8%	2.5%	1.9%
18 +	80.4%	79.9%	79.4%
<b>2027 Population by Age</b>			
Total	5,739	9,164	25,556
0 - 4	5.4%	5.3%	5.2%
5 - 9	5.2%	5.4%	5.6%
10 - 14	5.4%	5.8%	6.2%
15 - 24	18.6%	15.6%	12.2%
25 - 34	10.2%	10.0%	10.2%
35 - 44	12.2%	12.4%	12.6%
45 - 54	10.1%	11.0%	12.3%
55 - 64	11.2%	12.2%	13.4%
65 - 74	11.4%	12.4%	12.9%
75 - 84	7.6%	7.5%	7.4%
85 +	2.8%	2.4%	2.0%
18 +	80.1%	79.6%	79.2%
<b>2010 Population by Sex</b>			
Males	2,542	4,231	12,251
Females	2,900	4,573	12,503
<b>2022 Population by Sex</b>			
Males	2,718	4,456	12,827
Females	2,984	4,677	12,790
<b>2027 Population by Sex</b>			
Males	2,750	4,488	12,844
Females	2,988	4,676	12,714

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<b>2010 Population by Race/Ethnicity</b>			
Total	5,443	8,804	24,754
White Alone	81.6%	84.9%	85.9%
Black Alone	14.0%	10.9%	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	1.5%	1.3%	1.2%
Hispanic Origin	3.6%	3.5%	3.8%
Diversity Index	36.2	31.6	30.6
<b>2020 Population by Race/Ethnicity</b>			
Total	5,701	9,176	25,746
White Alone	74.7%	79.1%	82.0%
Black Alone	15.3%	11.6%	9.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.3%	1.3%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.6%	3.1%	2.7%
Two or More Races	4.8%	4.6%	4.2%
Hispanic Origin	5.5%	5.0%	4.6%
Diversity Index	47.5	41.9	37.5
<b>2022 Population by Race/Ethnicity</b>			
Total	5,703	9,134	25,616
White Alone	74.3%	78.7%	81.7%
Black Alone	15.2%	11.6%	9.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.4%	1.4%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.8%	3.3%	2.7%
Two or More Races	5.0%	4.8%	4.5%
Hispanic Origin	5.6%	5.1%	4.6%
Diversity Index	48.2	42.5	38.1
<b>2027 Population by Race/Ethnicity</b>			
Total	5,738	9,165	25,557
White Alone	73.6%	77.9%	81.0%
Black Alone	15.1%	11.6%	9.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.5%	1.5%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.1%	3.5%	2.9%
Two or More Races	5.5%	5.2%	4.9%
Hispanic Origin	5.8%	5.3%	4.7%
Diversity Index	49.3	43.8	39.2
<b>2010 Population by Relationship and Household Type</b>			
Total	5,442	8,804	24,754
In Households	91.7%	94.9%	97.7%
In Family Households	75.5%	79.8%	84.6%
Householder	24.7%	26.1%	27.4%
Spouse	17.5%	19.4%	21.2%
Child	27.7%	28.8%	30.5%
Other relative	3.7%	3.6%	3.5%
Nonrelative	1.9%	1.9%	2.1%
In Nonfamily Households	16.3%	15.1%	13.1%
In Group Quarters	8.3%	5.1%	2.3%
Institutionalized Population	2.6%	1.6%	1.0%
Noninstitutionalized Population	5.7%	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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	3,757	6,228	18,138
Less than 9th Grade	6.4%	6.1%	5.4%
9th - 12th Grade, No Diploma	12.0%	12.1%	12.4%
High School Graduate	27.6%	29.5%	31.9%
GED/Alternative Credential	9.7%	8.3%	7.9%
Some College, No Degree	15.0%	16.5%	17.9%
Associate Degree	8.0%	10.1%	9.2%
Bachelor's Degree	13.3%	10.9%	9.4%
Graduate/Professional Degree	7.9%	6.5%	5.8%
<b>2022 Population 15+ by Marital Status</b>			
Total	4,798	7,622	21,190
Never Married	32.8%	31.7%	27.6%
Married	44.4%	47.1%	53.6%
Widowed	9.9%	8.7%	7.1%
Divorced	12.9%	12.5%	11.6%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,133	3,705	11,071
Population 16+ Employed	96.9%	97.0%	96.8%
Population 16+ Unemployment rate	3.1%	3.0%	3.2%
Population 16-24 Employed	19.8%	15.7%	12.0%
Population 16-24 Unemployment rate	4.4%	4.4%	5.1%
Population 25-54 Employed	61.7%	62.5%	63.4%
Population 25-54 Unemployment rate	2.3%	2.2%	2.8%
Population 55-64 Employed	11.3%	13.9%	16.5%
Population 55-64 Unemployment rate	6.8%	6.4%	3.7%
Population 65+ Employed	7.2%	7.9%	8.0%
Population 65+ Unemployment rate	0.0%	0.0%	1.8%
<b>2022 Employed Population 16+ by Industry</b>			
Total	2,067	3,594	10,720
Agriculture/Mining	2.8%	4.1%	4.6%
Construction	5.8%	6.0%	7.3%
Manufacturing	15.2%	17.4%	20.5%
Wholesale Trade	2.6%	2.1%	2.2%
Retail Trade	12.8%	11.5%	10.8%
Transportation/Utilities	5.2%	7.2%	7.9%
Information	0.3%	0.6%	1.0%
Finance/Insurance/Real Estate	4.7%	3.9%	3.0%
Services	46.7%	42.8%	38.7%
Public Administration	3.9%	4.4%	4.0%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	2,066	3,595	10,720
White Collar	50.2%	47.8%	46.0%
Management/Business/Financial	9.6%	11.7%	13.7%
Professional	22.9%	18.8%	15.4%
Sales	7.5%	6.6%	6.4%
Administrative Support	10.1%	10.7%	10.5%
Services	20.4%	18.6%	15.9%
Blue Collar	29.4%	33.6%	38.2%
Farming/Forestry/Fishing	1.2%	1.9%	2.0%
Construction/Extraction	4.7%	5.1%	5.4%
Installation/Maintenance/Repair	3.4%	5.7%	6.2%
Production	10.8%	11.3%	11.4%
Transportation/Material Moving	9.2%	9.6%	13.1%

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<b>2010 Households by Type</b>			
Total	2,095	3,446	9,529
Households with 1 Person	31.6%	28.9%	25.6%
Households with 2+ People	68.4%	71.1%	74.4%
Family Households	64.3%	67.2%	70.8%
Husband-wife Families	45.7%	49.9%	54.7%
With Related Children	19.3%	20.9%	22.9%
Other Family (No Spouse Present)	18.6%	17.3%	16.1%
Other Family with Male Householder	4.5%	4.8%	4.9%
With Related Children	1.9%	2.4%	2.6%
Other Family with Female Householder	14.1%	12.5%	11.2%
With Related Children	9.1%	7.7%	6.9%
Nonfamily Households	4.1%	3.8%	3.5%
All Households with Children	30.6%	31.3%	32.9%
Multigenerational Households	4.0%	4.1%	4.5%
Unmarried Partner Households	4.8%	4.7%	4.8%
Male-female	4.4%	4.2%	4.3%
Same-sex	0.4%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	2,095	3,446	9,528
1 Person Household	31.6%	28.9%	25.7%
2 Person Household	31.2%	32.7%	34.4%
3 Person Household	17.1%	17.3%	17.3%
4 Person Household	11.7%	12.4%	13.2%
5 Person Household	6.0%	6.0%	6.2%
6 Person Household	1.2%	1.5%	2.0%
7 + Person Household	1.1%	1.1%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,095	3,446	9,529
Owner Occupied	61.4%	67.4%	74.1%
Owned with a Mortgage/Loan	32.4%	35.4%	40.9%
Owned Free and Clear	29.0%	32.0%	33.1%
Renter Occupied	38.6%	32.6%	25.9%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	125	143	168
Percent of Income for Mortgage	18.2%	16.3%	14.3%
Wealth Index	48	56	56
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,379	3,935	10,987
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	52.7%	33.1%	12.6%
Rural Housing Units	47.3%	66.9%	87.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,443	8,804	24,754
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	53.1%	34.1%	12.7%
Rural Population	46.9%	65.9%	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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<b>Top 3 Tapestry Segments</b>			
1.	Small Town Sincerity (12C)	Small Town Sincerity (12C)	Southern Satellites (10A)
2.	Rural Bypasses (10E)	Rooted Rural (10B)	Rooted Rural (10B)
3.	Rooted Rural (10B)	Rural Bypasses (10E)	Small Town Sincerity (12C)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,007,634	\$5,426,162	\$15,610,210
Average Spent	\$1,403.47	\$1,549.45	\$1,602.20
Spending Potential Index	58	64	67
Education: Total \$	\$1,955,105	\$3,490,677	\$10,042,140
Average Spent	\$912.32	\$996.77	\$1,030.70
Spending Potential Index	47	51	53
Entertainment/Recreation: Total \$	\$5,214,537	\$9,453,235	\$26,985,580
Average Spent	\$2,433.29	\$2,699.38	\$2,769.74
Spending Potential Index	66	74	75
Food at Home: Total \$	\$8,939,074	\$16,200,649	\$45,893,320
Average Spent	\$4,171.29	\$4,626.11	\$4,710.39
Spending Potential Index	67	75	76
Food Away from Home: Total \$	\$5,558,773	\$10,107,159	\$29,119,886
Average Spent	\$2,593.92	\$2,886.11	\$2,988.80
Spending Potential Index	60	67	69
Health Care: Total \$	\$10,732,141	\$19,620,084	\$56,366,745
Average Spent	\$5,008.00	\$5,602.54	\$5,785.36
Spending Potential Index	71	79	82
HH Furnishings & Equipment: Total \$	\$3,321,427	\$6,074,676	\$17,624,055
Average Spent	\$1,549.90	\$1,734.63	\$1,808.89
Spending Potential Index	60	68	71
Personal Care Products & Services: Total \$	\$1,262,998	\$2,275,264	\$6,558,060
Average Spent	\$589.36	\$649.70	\$673.10
Spending Potential Index	58	64	66
Shelter: Total \$	\$25,918,856	\$46,038,788	\$131,245,388
Average Spent	\$12,094.66	\$13,146.43	\$13,470.74
Spending Potential Index	53	57	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,768,264	\$6,916,734	\$20,022,383
Average Spent	\$1,758.41	\$1,975.08	\$2,055.05
Spending Potential Index	65	73	76
Travel: Total \$	\$3,199,380	\$5,812,767	\$17,042,997
Average Spent	\$1,492.94	\$1,659.84	\$1,749.26
Spending Potential Index	52	58	61
Vehicle Maintenance & Repairs: Total \$	\$1,886,866	\$3,438,286	\$9,764,381
Average Spent	\$880.48	\$981.81	\$1,002.19
Spending Potential Index	70	78	80

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.