

# Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 35.4821/-80.8828

West Catawba Avenue & One Norman Boulevard, NC 28031									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
<b>Population</b>									
Estimated Population (2022)	7,795		46,095		87,732		161,073		
Projected Population (2027)	8,198		49,485		94,447		175,619		
Census Population (2020)	7,697		45,104		86,000		157,055		
Census Population (2010)	6,847		36,959		69,691		121,627		
Projected Annual Growth (2022-2027)	403	1.0%	3,390	1.5%	6,715	1.5%	14,546	1.8%	
Historical Annual Growth (2020-2022)	98	0.6%	991	1.1%	1,732	1.0%	4,018	1.3%	
Historical Annual Growth (2010-2020)	850	1.2%	8,145	2.2%	16,309	2.3%	35,428	2.9%	
Estimated Population Density (2022)	2,483	psm	1,631	psm	1,117	psm	1,047	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi	
<b>Households</b>									
Estimated Households (2022)	3,492		19,494		34,810		62,692		
Projected Households (2027)	3,664		20,784		37,297		68,230		
Census Households (2020)	3,415		18,989		34,021		61,027		
Census Households (2010)	3,060		15,434		27,182		46,615		
Projected Annual Growth (2022-2027)	172	1.0%	1,290	1.3%	2,487	1.4%	5,538	1.8%	
Historical Annual Change (2010-2022)	433	1.2%	4,060	2.2%	7,628	2.3%	16,076	2.9%	
<b>Average Household Income</b>									
Estimated Average Household Income (2022)	\$127,805		\$126,734		\$134,988		\$126,564		
Projected Average Household Income (2027)	\$145,885		\$142,037		\$150,578		\$138,151		
Census Average Household Income (2020)	\$106,519		\$98,407		\$106,220		\$99,348		
Census Average Household Income (2010)	\$96,909		\$100,920		\$97,948		\$87,915		
Projected Annual Change (2022-2027)	\$18,080	2.8%	\$15,303	2.4%	\$15,590	2.3%	\$11,587	1.8%	
Historical Annual Change (2010-2022)	\$30,896	1.4%	\$25,814	1.2%	\$37,040	1.7%	\$38,649	2.0%	
<b>Median Household Income</b>									
Estimated Median Household Income (2022)	\$91,811		\$95,328		\$102,618		\$102,925		
Projected Median Household Income (2027)	\$109,384		\$112,181		\$119,399		\$120,529		
Census Median Household Income (2020)	\$75,861		\$76,140		\$80,813		\$76,054		
Census Median Household Income (2010)	\$76,436		\$77,543		\$79,099		\$72,640		
Projected Annual Change (2022-2027)	\$17,573	3.8%	\$16,853	3.5%	\$16,781	3.3%	\$17,604	3.4%	
Historical Annual Change (2010-2022)	\$15,375	0.9%	\$17,785	1.0%	\$23,519	1.4%	\$30,285	1.9%	
<b>Per Capita Income</b>									
Estimated Per Capita Income (2022)	\$57,259		\$53,772		\$53,677		\$49,339		
Projected Per Capita Income (2027)	\$65,203		\$59,820		\$59,571		\$53,746		
Census Per Capita Income (2020)	\$47,575		\$41,094		\$41,429		\$38,075		
Census Per Capita Income (2010)	\$42,860		\$39,668		\$37,596		\$33,347		
Projected Annual Change (2022-2027)	\$7,944	2.8%	\$6,048	2.2%	\$5,895	2.2%	\$4,406	1.8%	
Historical Annual Change (2010-2022)	\$14,399	1.5%	\$14,104	1.6%	\$16,081	1.9%	\$15,992	2.2%	
Estimated Average Household Net Worth (2022)	\$888,156		\$912,436		\$993,314		\$953,078		

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Lat/Lon: 35.4821/-80.8828

West Catawba Avenue & One Norman Boulevard, NC 28031									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
<b>Race and Ethnicity</b>									
Total Population (2022)	7,795		46,095		87,732		161,073		
White (2022)	6,143	78.8%	35,209	76.4%	68,300	77.9%	124,557	77.3%	
Black or African American (2022)	609	7.8%	3,517	7.6%	6,468	7.4%	12,629	7.8%	
American Indian or Alaska Native (2022)	19	0.2%	116	0.3%	215	0.2%	472	0.3%	
Asian (2022)	198	2.5%	2,958	6.4%	4,550	5.2%	7,352	4.6%	
Hawaiian or Pacific Islander (2022)	-	-	13	-	26	-	52	-	
Other Race (2022)	249	3.2%	1,288	2.8%	2,354	2.7%	4,437	2.8%	
Two or More Races (2022)	577	7.4%	2,994	6.5%	5,819	6.6%	11,573	7.2%	
Population < 18 (2022)	1,528 19.6%		9,097 19.7%		19,782 22.5%		37,404 23.2%		
White Not Hispanic	1,062	69.5%	6,469	71.1%	14,408	72.8%	26,307	70.3%	
Black or African American	118	7.7%	735	8.1%	1,444	7.3%	2,988	8.0%	
Asian	32	2.1%	246	2.7%	659	3.3%	1,456	3.9%	
Other Race Not Hispanic	134	8.8%	677	7.4%	1,427	7.2%	2,783	7.4%	
Hispanic	182	11.9%	971	10.7%	1,844	9.3%	3,870	10.3%	
Not Hispanic or Latino Population (2022)	7,163 91.9%		42,717 92.7%		81,495 92.9%		148,740 92.3%		
Not Hispanic White	5,904	82.4%	33,853	79.2%	65,780	80.7%	119,562	80.4%	
Not Hispanic Black or African American	589	8.2%	3,358	7.9%	6,138	7.5%	11,916	8.0%	
Not Hispanic American Indian or Alaska Native	12	0.2%	79	0.2%	154	0.2%	346	0.2%	
Not Hispanic Asian	193	2.7%	2,893	6.8%	4,447	5.5%	7,073	4.8%	
Not Hispanic Hawaiian or Pacific Islander	-	-	12	-	25	-	45	-	
Not Hispanic Other Race	83	1.2%	458	1.1%	831	1.0%	1,570	1.1%	
Not Hispanic Two or More Races	381	5.3%	2,064	4.8%	4,122	5.1%	8,228	5.5%	
Hispanic or Latino Population (2022)	632 8.1%		3,378 7.3%		6,237 7.1%		12,332 7.7%		
Hispanic White	240	37.9%	1,356	40.1%	2,520	40.4%	4,995	40.5%	
Hispanic Black or African American	19	3.1%	159	4.7%	331	5.3%	713	5.8%	
Hispanic American Indian or Alaska Native	7	1.1%	37	1.1%	61	1.0%	126	1.0%	
Hispanic Asian	4	0.7%	65	1.9%	103	1.7%	279	2.3%	
Hispanic Hawaiian or Pacific Islander	-	-	-	-	1	-	7	-	
Hispanic Other Race	166	26.3%	830	24.6%	1,523	24.4%	2,868	23.3%	
Hispanic Two or More Races	195	30.9%	930	27.5%	1,697	27.2%	3,345	27.1%	
Not Hispanic or Latino Population (2020)	7,114 92.4%		41,842 92.8%		80,121 93.2%		145,546 92.7%		
Hispanic or Latino Population (2020)	582 7.6%		3,263 7.2%		5,878 6.8%		11,509 7.3%		
Not Hispanic or Latino Population (2010)	6,467 94.4%		35,031 94.8%		66,192 95.0%		115,060 94.6%		
Hispanic or Latino Population (2010)	380 5.6%		1,928 5.2%		3,499 5.0%		6,567 5.4%		
Not Hispanic or Latino Population (2027)	7,526 91.8%		45,890 92.7%		87,758 92.9%		162,174 92.3%		
Hispanic or Latino Population (2027)	672 8.2%		3,595 7.3%		6,689 7.1%		13,444 7.7%		
Projected Annual Growth (2022-2027)	40 1.3%		217 1.3%		453 1.5%		1,112 1.8%		
Historical Annual Growth (2010-2020)	202 5.3%		1,334 6.9%		2,380 6.8%		4,941 7.5%		

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West Catawba Avenue & One Norman Boulevard, NC 28031								
	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Total Age Distribution (2022)</b>								
Total Population	7,795		46,095		87,732		161,073	
Age Under 5 Years	408	5.2%	2,410	5.2%	4,876	5.6%	9,057	5.6%
Age 5 to 9 Years	461	5.9%	2,730	5.9%	6,050	6.9%	11,254	7.0%
Age 10 to 14 Years	422	5.4%	2,612	5.7%	5,898	6.7%	11,244	7.0%
Age 15 to 19 Years	380	4.9%	2,786	6.0%	5,086	5.8%	9,401	5.8%
Age 20 to 24 Years	471	6.0%	3,234	7.0%	4,909	5.6%	8,227	5.1%
Age 25 to 29 Years	616	7.9%	3,363	7.3%	5,540	6.3%	9,900	6.1%
Age 30 to 34 Years	622	8.0%	3,653	7.9%	6,343	7.2%	11,517	7.2%
Age 35 to 39 Years	623	8.0%	3,631	7.9%	6,858	7.8%	12,758	7.9%
Age 40 to 44 Years	588	7.5%	3,302	7.2%	6,663	7.6%	12,429	7.7%
Age 45 to 49 Years	512	6.6%	2,877	6.2%	5,872	6.7%	10,883	6.8%
Age 50 to 54 Years	552	7.1%	2,918	6.3%	5,747	6.6%	10,561	6.6%
Age 55 to 59 Years	501	6.4%	2,823	6.1%	5,436	6.2%	10,027	6.2%
Age 60 to 64 Years	502	6.4%	2,975	6.5%	5,675	6.5%	10,446	6.5%
Age 65 to 69 Years	427	5.5%	2,508	5.4%	4,768	5.4%	8,695	5.4%
Age 70 to 74 Years	321	4.1%	1,875	4.1%	3,581	4.1%	6,623	4.1%
Age 75 to 79 Years	191	2.5%	1,190	2.6%	2,170	2.5%	3,945	2.4%
Age 80 to 84 Years	112	1.4%	679	1.5%	1,257	1.4%	2,298	1.4%
Age 85 Years or Over	86	1.1%	529	1.1%	1,002	1.1%	1,808	1.1%
Median Age	38.3		37.8		38.2		38.3	
Age 19 Years or Less	1,670	21.4%	10,538	22.9%	21,910	25.0%	40,956	25.4%
Age 20 to 64 Years	4,987	64.0%	28,777	62.4%	53,043	60.5%	96,748	60.1%
Age 65 Years or Over	1,138	14.6%	6,780	14.7%	12,779	14.6%	23,369	14.5%
<b>Female Age Distribution (2022)</b>								
Female Population	3,907	50.1%	23,430	50.8%	44,324	50.5%	81,187	50.4%
Age Under 5 Years	202	5.2%	1,164	5.0%	2,311	5.2%	4,303	5.3%
Age 5 to 9 Years	226	5.8%	1,347	5.7%	2,982	6.7%	5,591	6.9%
Age 10 to 14 Years	205	5.3%	1,308	5.6%	2,890	6.5%	5,485	6.8%
Age 15 to 19 Years	181	4.6%	1,348	5.8%	2,474	5.6%	4,501	5.5%
Age 20 to 24 Years	233	6.0%	1,643	7.0%	2,455	5.5%	4,070	5.0%
Age 25 to 29 Years	306	7.8%	1,695	7.2%	2,798	6.3%	5,022	6.2%
Age 30 to 34 Years	301	7.7%	1,816	7.8%	3,193	7.2%	5,819	7.2%
Age 35 to 39 Years	304	7.8%	1,820	7.8%	3,465	7.8%	6,444	7.9%
Age 40 to 44 Years	288	7.4%	1,664	7.1%	3,382	7.6%	6,296	7.8%
Age 45 to 49 Years	260	6.7%	1,442	6.2%	2,931	6.6%	5,458	6.7%
Age 50 to 54 Years	268	6.9%	1,469	6.3%	2,871	6.5%	5,278	6.5%
Age 55 to 59 Years	262	6.7%	1,458	6.2%	2,776	6.3%	5,095	6.3%
Age 60 to 64 Years	254	6.5%	1,556	6.6%	2,932	6.6%	5,352	6.6%
Age 65 to 69 Years	223	5.7%	1,313	5.6%	2,454	5.5%	4,415	5.4%
Age 70 to 74 Years	172	4.4%	1,005	4.3%	1,862	4.2%	3,423	4.2%
Age 75 to 79 Years	104	2.7%	642	2.7%	1,163	2.6%	2,128	2.6%
Age 80 to 84 Years	62	1.6%	399	1.7%	729	1.6%	1,331	1.6%
Age 85 Years or Over	56	1.4%	341	1.5%	655	1.5%	1,177	1.4%
Female Median Age	38.9		38.5		38.8		38.8	
Age 19 Years or Less	814	20.8%	5,168	22.1%	10,657	24.0%	19,880	24.5%
Age 20 to 64 Years	2,476	63.4%	14,563	62.2%	26,803	60.5%	48,834	60.2%
Age 65 Years or Over	617	15.8%	3,699	15.8%	6,864	15.5%	12,472	15.4%

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	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
<b>Male Age Distribution (2022)</b>									
Male Population	3,888	49.9%	22,665	49.2%	43,408	49.5%	79,886	49.6%	
Age Under 5 Years	206	5.3%	1,246	5.5%	2,565	5.9%	4,754	6.0%	
Age 5 to 9 Years	235	6.0%	1,383	6.1%	3,068	7.1%	5,662	7.1%	
Age 10 to 14 Years	216	5.6%	1,304	5.8%	3,008	6.9%	5,760	7.2%	
Age 15 to 19 Years	199	5.1%	1,438	6.3%	2,612	6.0%	4,900	6.1%	
Age 20 to 24 Years	237	6.1%	1,591	7.0%	2,455	5.7%	4,157	5.2%	
Age 25 to 29 Years	310	8.0%	1,669	7.4%	2,742	6.3%	4,878	6.1%	
Age 30 to 34 Years	321	8.3%	1,837	8.1%	3,150	7.3%	5,698	7.1%	
Age 35 to 39 Years	319	8.2%	1,811	8.0%	3,393	7.8%	6,314	7.9%	
Age 40 to 44 Years	301	7.7%	1,637	7.2%	3,281	7.6%	6,132	7.7%	
Age 45 to 49 Years	251	6.5%	1,435	6.3%	2,941	6.8%	5,425	6.8%	
Age 50 to 54 Years	284	7.3%	1,449	6.4%	2,876	6.6%	5,283	6.6%	
Age 55 to 59 Years	239	6.1%	1,365	6.0%	2,660	6.1%	4,933	6.2%	
Age 60 to 64 Years	249	6.4%	1,419	6.3%	2,743	6.3%	5,094	6.4%	
Age 65 to 69 Years	204	5.2%	1,195	5.3%	2,314	5.3%	4,280	5.4%	
Age 70 to 74 Years	149	3.8%	870	3.8%	1,719	4.0%	3,201	4.0%	
Age 75 to 79 Years	87	2.2%	548	2.4%	1,007	2.3%	1,817	2.3%	
Age 80 to 84 Years	50	1.3%	280	1.2%	528	1.2%	967	1.2%	
Age 85 Years or Over	30	0.8%	188	0.8%	347	0.8%	631	0.8%	
Male Median Age	37.6		37.2		37.6		37.8		
Age 19 Years or Less	856	22.0%	5,370	23.7%	11,253	25.9%	21,076	26.4%	
Age 20 to 64 Years	2,511	64.6%	14,214	62.7%	26,240	60.4%	47,914	60.0%	
Age 65 Years or Over	520	13.4%	3,081	13.6%	5,915	13.6%	10,896	13.6%	
<b>Males per 100 Females (2022)</b>									
Overall Comparison	100		97		98		98		
Age Under 5 Years	102	50.5%	107	51.7%	111	52.6%	110	52.5%	
Age 5 to 9 Years	104	51.0%	103	50.7%	103	50.7%	101	50.3%	
Age 10 to 14 Years	105	51.3%	100	49.9%	104	51.0%	105	51.2%	
Age 15 to 19 Years	110	52.3%	107	51.6%	106	51.4%	109	52.1%	
Age 20 to 24 Years	102	50.4%	97	49.2%	100	50.0%	102	50.5%	
Age 25 to 29 Years	101	50.3%	98	49.6%	98	49.5%	97	49.3%	
Age 30 to 34 Years	107	51.6%	101	50.3%	99	49.7%	98	49.5%	
Age 35 to 39 Years	105	51.2%	100	49.9%	98	49.5%	98	49.5%	
Age 40 to 44 Years	105	51.1%	98	49.6%	97	49.2%	97	49.3%	
Age 45 to 49 Years	97	49.1%	99	49.9%	100	50.1%	99	49.9%	
Age 50 to 54 Years	106	51.5%	99	49.6%	100	50.0%	100	50.0%	
Age 55 to 59 Years	91	47.7%	94	48.4%	96	48.9%	97	49.2%	
Age 60 to 64 Years	98	49.5%	91	47.7%	94	48.3%	95	48.8%	
Age 65 to 69 Years	91	47.8%	91	47.7%	94	48.5%	97	49.2%	
Age 70 to 74 Years	86	46.4%	87	46.4%	92	48.0%	94	48.3%	
Age 75 to 79 Years	84	45.5%	85	46.1%	87	46.4%	85	46.1%	
Age 80 to 84 Years	81	44.7%	70	41.3%	72	42.0%	73	42.1%	
Age 85 Years or Over	54	35.1%	55	35.5%	53	34.6%	54	34.9%	
Age 19 Years or Less	105	51.3%	104	51.0%	106	51.4%	106	51.5%	
Age 20 to 39 Years	104	50.9%	99	49.8%	99	49.6%	99	49.6%	
Age 40 to 64 Years	99	49.8%	96	49.0%	97	49.3%	98	49.4%	
Age 65 Years or Over	84	45.7%	83	45.4%	86	46.3%	87	46.6%	

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	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
<b>Household Type (2022)</b>									
Total Households	3,492		19,494		34,810		62,692		
Households with Children	932	26.7%	5,478	28.1%	11,521	33.1%	21,376	34.1%	
Average Household Size	2.2		2.3		2.5		2.5		
Household Density per Square Mile	1,112		690		443		407		
Population Family	5,927	76.0%	34,542	74.9%	71,452	81.4%	135,434	84.1%	
Population Non-Family	1,868	24.0%	9,802	21.3%	14,224	16.2%	23,263	14.4%	
Population Group Quarters	-	-	1,751	3.8%	2,057	2.3%	2,376	1.5%	
Family Households	2,060	59.0%	11,740	60.2%	23,500	67.5%	44,144	70.4%	
Married Couple Households	1,618	78.5%	9,345	79.6%	19,462	82.8%	36,090	81.8%	
Other Family Households with Children	442	21.5%	2,395	20.4%	4,038	17.2%	8,053	18.2%	
Family Households with Children	930	45.2%	5,471	46.6%	11,509	49.0%	21,352	48.4%	
Married Couple with Children	659	70.8%	4,010	73.3%	9,005	78.2%	16,767	78.5%	
Other Family Households with Children	271	29.2%	1,461	26.7%	2,504	21.8%	4,585	21.5%	
Family Households No Children	1,129	54.8%	6,269	53.4%	11,991	51.0%	22,791	51.6%	
Married Couple No Children	959	84.9%	5,335	85.1%	10,457	87.2%	19,323	84.8%	
Other Family Households No Children	171	15.1%	934	14.9%	1,533	12.8%	3,468	15.2%	
Non-Family Households	1,433	41.0%	7,755	39.8%	11,310	32.5%	18,548	29.6%	
Non-Family Households with Children	2	0.1%	7	-	11	-	24	0.1%	
Non-Family Households No Children	1,430	99.9%	7,748	99.9%	11,299	99.9%	18,524	99.9%	
Average Family Household Size	2.9		2.9		3.0		3.1		
Average Family Income	\$168,500		\$163,500		\$164,887		\$150,463		
Median Family Income	\$126,759		\$127,884		\$130,859		\$126,695		
Average Non-Family Household Size	1.3		1.3		1.3		1.3		
<b>Marital Status (2022)</b>									
Population Age 15 Years or Over	6,505		38,343		70,907		129,518		
Never Married	2,211	34.0%	12,097	31.5%	19,634	27.7%	33,989	26.2%	
Currently Married	3,256	50.1%	19,086	49.8%	38,827	54.8%	74,409	57.5%	
Previously Married	1,038	16.0%	7,160	18.7%	12,446	17.6%	21,120	16.3%	
Separated	121	11.7%	1,023	14.3%	1,689	13.6%	3,248	15.4%	
Widowed	192	18.5%	1,230	17.2%	2,565	20.6%	4,831	22.9%	
Divorced	724	69.8%	4,907	68.5%	8,192	65.8%	13,041	61.7%	
<b>Educational Attainment (2022)</b>									
Adult Population Age 25 Years or Over	5,654		32,323		60,913		111,889		
Elementary (Grade Level 0 to 8)	167	3.0%	683	2.1%	1,200	2.0%	2,040	1.8%	
Some High School (Grade Level 9 to 11)	133	2.4%	764	2.4%	1,571	2.6%	3,277	2.9%	
High School Graduate	825	14.6%	4,167	12.9%	8,142	13.4%	16,848	15.1%	
Some College	1,041	18.4%	5,753	17.8%	10,858	17.8%	20,595	18.4%	
Associate Degree Only	664	11.7%	3,491	10.8%	6,115	10.0%	11,462	10.2%	
Bachelor Degree Only	2,040	36.1%	11,520	35.6%	21,322	35.0%	38,111	34.1%	
Graduate Degree	784	13.9%	5,945	18.4%	11,705	19.2%	19,556	17.5%	
Any College (Some College or Higher)	4,529	80.1%	26,709	82.6%	49,999	82.1%	89,724	80.2%	
College Degree + (Bachelor Degree or Higher)	2,824	49.9%	17,465	54.0%	33,027	54.2%	57,667	51.5%	

# Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 35.4821/-80.8828

West Catawba Avenue & One Norman Boulevard, NC 28031									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
<b>Housing</b>									
Total Housing Units (2022)	3,743		21,347		37,729		67,761		
Total Housing Units (2020)	3,616		20,515		36,507		65,476		
Historical Annual Growth (2020-2022)	127	1.8%	832	2.0%	1,222	1.7%	2,285	1.7%	
Housing Units Occupied (2022)	3,492	93.3%	19,494	91.3%	34,810	92.3%	62,692	92.5%	
Housing Units Owner-Occupied	2,052	58.8%	13,027	66.8%	25,319	72.7%	47,305	75.5%	
Housing Units Renter-Occupied	1,440	41.2%	6,467	33.2%	9,491	27.3%	15,386	24.5%	
Housing Units Vacant (2022)	251	6.7%	1,853	8.7%	2,918	7.7%	5,069	7.5%	
<b>Household Size (2022)</b>									
Total Households	3,492		19,494		34,810		62,692		
1 Person Households	1,042	29.8%	6,085	31.2%	9,000	25.9%	14,868	23.7%	
2 Person Households	1,431	41.0%	7,301	37.5%	12,789	36.7%	23,015	36.7%	
3 Person Households	468	13.4%	2,757	14.1%	5,437	15.6%	10,245	16.3%	
4 Person Households	369	10.6%	2,283	11.7%	5,150	14.8%	9,678	15.4%	
5 Person Households	135	3.9%	794	4.1%	1,841	5.3%	3,597	5.7%	
6 Person Households	36	1.0%	219	1.1%	466	1.3%	977	1.6%	
7 or More Person Households	11	0.3%	55	0.3%	128	0.4%	311	0.5%	
<b>Household Income Distribution (2022)</b>									
HH Income \$200,000 or More	604	17.3%	3,484	17.9%	6,947	20.0%	11,719	18.7%	
HH Income \$150,000 to \$199,999	325	9.3%	1,840	9.4%	3,539	10.2%	6,338	10.1%	
HH Income \$125,000 to \$149,999	254	7.3%	1,599	8.2%	2,783	8.0%	5,180	8.3%	
HH Income \$100,000 to \$124,999	306	8.8%	1,974	10.1%	3,572	10.3%	6,914	11.0%	
HH Income \$75,000 to \$99,999	531	15.2%	2,423	12.4%	4,418	12.7%	8,537	13.6%	
HH Income \$50,000 to \$74,999	478	13.7%	2,843	14.6%	5,270	15.1%	9,975	15.9%	
HH Income \$35,000 to \$49,999	322	9.2%	1,997	10.2%	3,052	8.8%	5,283	8.4%	
HH Income \$25,000 to \$34,999	204	5.8%	1,016	5.2%	1,717	4.9%	3,077	4.9%	
HH Income \$15,000 to \$24,999	171	4.9%	870	4.5%	1,496	4.3%	2,486	4.0%	
HH Income \$10,000 to \$14,999	123	3.5%	489	2.5%	746	2.1%	1,277	2.0%	
HH Income Under \$10,000	174	5.0%	960	4.9%	1,270	3.6%	1,905	3.0%	
<b>Household Vehicles (2022)</b>									
Households 0 Vehicles Available	119	3.4%	525	2.7%	797	2.3%	1,572	2.5%	
Households 1 Vehicle Available	1,198	34.3%	7,158	36.7%	10,719	30.8%	16,746	26.7%	
Households 2 Vehicles Available	1,361	39.0%	7,943	40.7%	14,903	42.8%	28,211	45.0%	
Households 3 or More Vehicles Available	815	23.3%	3,868	19.8%	8,392	24.1%	16,162	25.8%	
Total Vehicles Available	6,512		35,735		68,321		127,669		
Average Vehicles per Household	1.9		1.8		2.0		2.0		
Owner-Occupied Household Vehicles	4,364	67.0%	26,394	73.9%	54,619	79.9%	104,620	81.9%	
Average Vehicles per Owner-Occupied Household	2.1		2.0		2.2		2.2		
Renter-Occupied Household Vehicles	2,148	33.0%	9,341	26.1%	13,701	20.1%	23,049	18.1%	
Average Vehicles per Renter-Occupied Household	1.5		1.4		1.4		1.5		
<b>Travel Time (2022)</b>									
Worker Base Age 16 years or Over	4,088		23,631		44,049		82,081		
Travel to Work in 14 Minutes or Less	1,076	26.3%	5,900	25.0%	9,388	21.3%	16,101	19.6%	
Travel to Work in 15 to 29 Minutes	940	23.0%	5,872	24.8%	12,165	27.6%	23,429	28.5%	
Travel to Work in 30 to 59 Minutes	1,058	25.9%	6,198	26.2%	12,455	28.3%	23,988	29.2%	
Travel to Work in 60 Minutes or More	494	12.1%	2,296	9.7%	4,039	9.2%	7,812	9.5%	
Work at Home	519	12.7%	3,365	14.2%	6,002	13.6%	10,751	13.1%	
Average Minutes Travel to Work	26.0		24.5		25.2		25.7		

# Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 35.4821/-80.8828

West Catawba Avenue & One Norman Boulevard, NC 28031									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
<b>Transportation To Work (2022)</b>									
Worker Base Age 16 years or Over	4,088		23,631		44,049		82,081		
Drive to Work Alone	3,143	76.9%	17,216	72.9%	32,873	74.6%	62,152	75.7%	
Drive to Work in Carpool	204	5.0%	1,405	5.9%	2,547	5.8%	5,102	6.2%	
Travel to Work by Public Transportation	95	2.3%	476	2.0%	950	2.2%	1,698	2.1%	
Drive to Work on Motorcycle	-	-	45	0.2%	65	0.1%	139	0.2%	
Bicycle to Work	12	0.3%	70	0.3%	86	0.2%	101	0.1%	
Walk to Work	69	1.7%	829	3.5%	1,056	2.4%	1,440	1.8%	
Other Means	46	1.1%	224	0.9%	469	1.1%	699	0.9%	
Work at Home	519	12.7%	3,365	14.2%	6,002	13.6%	10,751	13.1%	
<b>Daytime Demographics (2022)</b>									
Total Businesses	1,061		3,505		4,947		8,110		
Total Employees	6,357		27,566		35,239		60,509		
Company Headquarter Businesses	37	3.5%	115	3.3%	149	3.0%	244	3.0%	
Company Headquarter Employees	357	5.6%	5,795	21.0%	6,279	17.8%	9,495	15.7%	
Employee Population per Business	6.0 to 1		7.9 to 1		7.1 to 1		7.5 to 1		
Residential Population per Business	7.3 to 1		13.2 to 1		17.7 to 1		19.9 to 1		
Adj. Daytime Demographics Age 16 Years or Over	8,670		41,750		61,008		105,839		
<b>Labor Force</b>									
Labor Population Age 16 Years or Over (2022)	6,400		37,815		69,818		127,410		
Labor Force Total Males (2022)	3,179	49.7%	18,439	48.8%	34,184	49.0%	62,583	49.1%	
Male Civilian Employed	2,285	71.9%	12,764	69.2%	24,107	70.5%	45,076	72.0%	
Male Civilian Unemployed	24	0.7%	297	1.6%	492	1.4%	1,190	1.9%	
Males in Armed Forces	-	-	-	-	-	-	-	-	
Males Not in Labor Force	871	27.4%	5,378	29.2%	9,585	28.0%	16,318	26.1%	
Labor Force Total Females (2022)	3,221	50.3%	19,376	51.2%	35,635	51.0%	64,827	50.9%	
Female Civilian Employed	1,803	56.0%	10,867	56.1%	19,942	56.0%	37,005	57.1%	
Female Civilian Unemployed	86	2.7%	446	2.3%	773	2.2%	1,160	1.8%	
Females in Armed Forces	-	-	-	-	-	-	-	-	
Females Not in Labor Force	1,333	41.4%	8,063	41.6%	14,919	41.9%	26,662	41.1%	
Unemployment Rate	109	1.7%	743	2.0%	1,265	1.8%	2,350	1.8%	
<b>Occupation (2022)</b>									
Occupation Population Age 16 Years or Over	4,088		23,631		44,049		82,081		
Occupation Total Males	2,285	55.9%	12,764	54.0%	24,107	54.7%	45,076	54.9%	
Occupation Total Females	1,803	44.1%	10,867	46.0%	19,942	45.3%	37,005	45.1%	
Management, Business, Financial Operations	865	21.2%	5,829	24.7%	11,520	26.2%	21,488	26.2%	
Professional, Related	913	22.3%	5,754	24.3%	11,071	25.1%	20,422	24.9%	
Service	630	15.4%	3,409	14.4%	5,528	12.6%	10,118	12.3%	
Sales, Office	996	24.4%	5,342	22.6%	9,680	22.0%	17,840	21.7%	
Farming, Fishing, Forestry	2	-	18	-	26	-	55	-	
Construction, Extraction, Maintenance	290	7.1%	1,322	5.6%	2,623	6.0%	5,171	6.3%	
Production, Transport, Material Moving	392	9.6%	1,957	8.3%	3,600	8.2%	6,986	8.5%	
White Collar Workers	2,773	67.8%	16,925	71.6%	32,272	73.3%	59,750	72.8%	
Blue Collar Workers	1,314	32.2%	6,706	28.4%	11,778	26.7%	22,331	27.2%	



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West Catawba Avenue & One Norman Boulevard, NC 28031									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
<b>Units In Structure (2022)</b>									
Total Units	3,492		19,494		34,810		62,692		
1 Detached Unit	2,083	59.6%	12,383	63.5%	24,863	71.4%	47,150	75.2%	
1 Attached Unit	186	5.3%	1,656	8.5%	2,385	6.9%	3,740	6.0%	
2 Units	32	0.9%	170	0.9%	233	0.7%	364	0.6%	
3 to 4 Units	143	4.1%	387	2.0%	593	1.7%	1,081	1.7%	
5 to 9 Units	221	6.3%	1,095	5.6%	1,419	4.1%	2,041	3.3%	
10 to 19 Units	432	12.4%	1,485	7.6%	1,850	5.3%	2,520	4.0%	
20 to 49 Units	148	4.2%	1,027	5.3%	1,400	4.0%	2,143	3.4%	
50 or More Units	174	5.0%	991	5.1%	1,383	4.0%	1,816	2.9%	
Mobile Home or Trailer	72	2.1%	291	1.5%	670	1.9%	1,816	2.9%	
Other Structure	-	-	10	-	14	-	20	-	
<b>Homes Built By Year (2022)</b>									
Homes Built 2014 or later	178	4.7%	1,803	8.4%	3,317	8.8%	7,464	11.0%	
Homes Built 2010 to 2013	140	3.7%	1,049	4.9%	1,826	4.8%	3,625	5.3%	
Homes Built 2000 to 2009	877	23.4%	5,872	27.5%	10,792	28.6%	19,801	29.2%	
Homes Built 1990 to 1999	1,201	32.1%	5,852	27.4%	10,299	27.3%	16,330	24.1%	
Homes Built 1980 to 1989	605	16.2%	2,413	11.3%	4,062	10.8%	6,610	9.8%	
Homes Built 1970 to 1979	279	7.5%	1,181	5.5%	2,121	5.6%	4,105	6.1%	
Homes Built 1960 to 1969	88	2.3%	492	2.3%	1,006	2.7%	1,742	2.6%	
Homes Built 1950 to 1959	60	1.6%	381	1.8%	637	1.7%	1,297	1.9%	
Homes Built 1940 to 1949	33	0.9%	163	0.8%	328	0.9%	840	1.2%	
Homes Built Before 1939	32	0.8%	287	1.3%	423	1.1%	877	1.3%	
Median Age of Homes	22.6 yrs		20.9 yrs		20.7 yrs		20.6 yrs		
<b>Home Values (2022)</b>									
Owner Specified Housing Units	2,052		13,027		25,319		47,305		
Home Values \$1,000,000 or More	285	13.9%	1,287	9.9%	2,341	9.2%	3,189	6.7%	
Home Values \$750,000 to \$999,999	153	7.4%	867	6.7%	1,696	6.7%	2,923	6.2%	
Home Values \$500,000 to \$749,999	142	6.9%	1,513	11.6%	3,155	12.5%	5,621	11.9%	
Home Values \$400,000 to \$499,999	199	9.7%	1,338	10.3%	3,685	14.6%	6,802	14.4%	
Home Values \$300,000 to \$399,999	504	24.5%	2,896	22.2%	6,058	23.9%	11,040	23.3%	
Home Values \$250,000 to \$299,999	306	14.9%	1,743	13.4%	2,979	11.8%	5,947	12.6%	
Home Values \$200,000 to \$249,999	174	8.5%	1,214	9.3%	2,027	8.0%	4,671	9.9%	
Home Values \$175,000 to \$199,999	69	3.4%	876	6.7%	1,291	5.1%	2,470	5.2%	
Home Values \$150,000 to \$174,999	83	4.0%	562	4.3%	862	3.4%	1,863	3.9%	
Home Values \$125,000 to \$149,999	53	2.6%	298	2.3%	482	1.9%	962	2.0%	
Home Values \$100,000 to \$124,999	38	1.8%	129	1.0%	235	0.9%	510	1.1%	
Home Values \$90,000 to \$99,999	18	0.9%	69	0.5%	90	0.4%	172	0.4%	
Home Values \$80,000 to \$89,999	1	-	5	-	28	0.1%	130	0.3%	
Home Values \$70,000 to \$79,999	1	-	22	0.2%	33	0.1%	104	0.2%	
Home Values \$60,000 to \$69,999	4	0.2%	9	-	18	-	59	0.1%	
Home Values \$50,000 to \$59,999	-	-	11	-	25	-	79	0.2%	
Home Values \$35,000 to \$49,999	3	0.1%	14	0.1%	34	0.1%	116	0.2%	
Home Values \$25,000 to \$34,999	-	-	7	-	18	-	120	0.3%	
Home Values \$10,000 to \$24,999	7	0.3%	60	0.5%	101	0.4%	280	0.6%	
Home Values Under \$10,000	11	0.5%	107	0.8%	162	0.6%	247	0.5%	
Owner-Occupied Median Home Value	\$452,359		\$423,688		\$436,469		\$400,153		
Renter-Occupied Median Rent	\$1,073		\$1,123		\$1,141		\$1,089		



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Lat/Lon: 35.4821/-80.8828

West Catawba Avenue & One Norman Boulevard, NC 28031								
	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Total Annual Consumer Expenditure (2022)</b>								
Total Household Expenditure	\$295.92 M		\$1.64 B		\$3.05 B		\$5.23 B	
Total Non-Retail Expenditure	\$157.29 M		\$868.42 M		\$1.62 B		\$2.77 B	
Total Retail Expenditure	\$138.62 M		\$766.6 M		\$1.43 B		\$2.45 B	
Apparel	\$10.63 M		\$58.63 M		\$109.71 M		\$187.81 M	
Contributions	\$10.42 M		\$57.34 M		\$107.7 M		\$183.49 M	
Education	\$10.12 M		\$55.45 M		\$104.81 M		\$177.49 M	
Entertainment	\$17.16 M		\$94.7 M		\$177.45 M		\$304.11 M	
Food and Beverages	\$42.78 M		\$236.6 M		\$440.27 M		\$755.91 M	
Furnishings and Equipment	\$10.61 M		\$58.58 M		\$109.62 M		\$187.94 M	
Gifts	\$8.07 M		\$44.27 M		\$83.14 M		\$141.21 M	
Health Care	\$24.09 M		\$133.55 M		\$248.05 M		\$426.78 M	
Household Operations	\$11.89 M		\$65.68 M		\$122.82 M		\$210.05 M	
Miscellaneous Expenses	\$5.63 M		\$31.19 M		\$58.12 M		\$99.55 M	
Personal Care	\$3.96 M		\$21.9 M		\$40.81 M		\$69.96 M	
Personal Insurance	\$2.22 M		\$12.23 M		\$23.09 M		\$39.51 M	
Reading	\$654.01 K		\$3.61 M		\$6.73 M		\$11.52 M	
Shelter	\$62.35 M		\$343.84 M		\$639.46 M		\$1.1 B	
Tobacco	\$1.56 M		\$8.68 M		\$15.77 M		\$27.21 M	
Transportation	\$53.23 M		\$294.65 M		\$549.88 M		\$945.58 M	
Utilities	\$20.55 M		\$114.12 M		\$211.16 M		\$363.31 M	
<b>Monthly Household Consumer Expenditure (2022)</b>								
Total Household Expenditure	\$7,061		\$6,989		\$7,298		\$6,947	
Total Non-Retail Expenditure	\$3,753 53.2%		\$3,712 53.1%		\$3,875 53.1%		\$3,684 53.0%	
Total Retail Expenditures	\$3,308 46.8%		\$3,277 46.9%		\$3,423 46.9%		\$3,263 47.0%	
Apparel	\$254 3.6%		\$251 3.6%		\$263 3.6%		\$250 3.6%	
Contributions	\$249 3.5%		\$245 3.5%		\$258 3.5%		\$244 3.5%	
Education	\$242 3.4%		\$237 3.4%		\$251 3.4%		\$236 3.4%	
Entertainment	\$410 5.8%		\$405 5.8%		\$425 5.8%		\$404 5.8%	
Food and Beverages	\$1,021 14.5%		\$1,011 14.5%		\$1,054 14.4%		\$1,005 14.5%	
Furnishings and Equipment	\$253 3.6%		\$250 3.6%		\$262 3.6%		\$250 3.6%	
Gifts	\$193 2.7%		\$189 2.7%		\$199 2.7%		\$188 2.7%	
Health Care	\$575 8.1%		\$571 8.2%		\$594 8.1%		\$567 8.2%	
Household Operations	\$284 4.0%		\$281 4.0%		\$294 4.0%		\$279 4.0%	
Miscellaneous Expenses	\$134 1.9%		\$133 1.9%		\$139 1.9%		\$132 1.9%	
Personal Care	\$95 1.3%		\$94 1.3%		\$98 1.3%		\$93 1.3%	
Personal Insurance	\$53 0.8%		\$52 0.7%		\$55 0.8%		\$53 0.8%	
Reading	\$16 0.2%		\$15 0.2%		\$16 0.2%		\$15 0.2%	
Shelter	\$1,488 21.1%		\$1,470 21.0%		\$1,531 21.0%		\$1,456 21.0%	
Tobacco	\$37 0.5%		\$37 0.5%		\$38 0.5%		\$36 0.5%	
Transportation	\$1,270 18.0%		\$1,260 18.0%		\$1,316 18.0%		\$1,257 18.1%	
Utilities	\$490 6.9%		\$488 7.0%		\$505 6.9%		\$483 7.0%	