

# Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7549/-77.4736

| 3069 Richlands Hwy<br>null, NC 28540         | 1 mi radius      | 3 mi radius       | 5 mi radius       | 7 mi radius        |
|--|------------------|-------------------|-------------------|--------------------|
| <b>Population</b>                            |                  |                   |                   |                    |
| Estimated Population (2024)                  | 2,769            | 21,734            | 56,781            | 97,725             |
| Projected Population (2029)                  | 3,026            | 23,071            | 60,258            | 104,474            |
| Census Population (2020)                     | 2,795            | 21,529            | 57,405            | 96,478             |
| Census Population (2010)                     | 2,818            | 20,247            | 55,026            | 92,681             |
| Projected Annual Growth (2024-2029)          | 257 1.9%         | 1,336 1.2%        | 3,477 1.2%        | 6,749 1.4%         |
| Historical Annual Growth (2020-2024)         | -26 -0.2%        | 206 0.2%          | -625 -0.3%        | 1,247 0.3%         |
| Historical Annual Growth (2010-2020)         | -23 -            | 1,282 0.6%        | 2,379 0.4%        | 3,797 0.4%         |
| Estimated Population Density (2024)          | 882 <i>psm</i>   | 769 <i>psm</i>    | 723 <i>psm</i>    | 635 <i>psm</i>     |
| Trade Area Size                              | 3.1 <i>sq mi</i> | 28.3 <i>sq mi</i> | 78.5 <i>sq mi</i> | 153.9 <i>sq mi</i> |
| <b>Households</b>                            |                  |                   |                   |                    |
| Estimated Households (2024)                  | 1,151            | 6,757             | 20,071            | 35,065             |
| Projected Households (2029)                  | 1,285            | 7,423             | 21,815            | 38,259             |
| Census Households (2020)                     | 1,098            | 6,643             | 20,244            | 35,020             |
| Census Households (2010)                     | 1,103            | 6,640             | 19,092            | 32,769             |
| Projected Annual Growth (2024-2029)          | 134 2.3%         | 665 2.0%          | 1,744 1.7%        | 3,194 1.8%         |
| Historical Annual Change (2010-2024)         | 48 0.3%          | 118 0.1%          | 978 0.4%          | 2,296 0.5%         |
| <b>Average Household Income</b>              |                  |                   |                   |                    |
| Estimated Average Household Income (2024)    | \$86,748         | \$89,342          | \$85,442          | \$85,919           |
| Projected Average Household Income (2029)    | \$80,786         | \$84,806          | \$81,830          | \$81,946           |
| Census Average Household Income (2010)       | \$42,664         | \$52,181          | \$51,051          | \$51,355           |
| Census Average Household Income (2000)       | \$34,690         | \$40,973          | \$40,161          | \$40,560           |
| Projected Annual Change (2024-2029)          | -\$5,962 -1.4%   | -\$4,536 -1.0%    | -\$3,612 -0.8%    | -\$3,973 -0.9%     |
| Historical Annual Change (2000-2024)         | \$52,058 6.3%    | \$48,369 4.9%     | \$45,281 4.7%     | \$45,359 4.7%      |
| <b>Median Household Income</b>               |                  |                   |                   |                    |
| Estimated Median Household Income (2024)     | \$70,134         | \$64,238          | \$63,728          | \$63,815           |
| Projected Median Household Income (2029)     | \$69,959         | \$64,450          | \$63,659          | \$63,805           |
| Census Median Household Income (2010)        | \$31,464         | \$43,136          | \$42,923          | \$43,644           |
| Census Median Household Income (2000)        | \$27,112         | \$34,349          | \$34,028          | \$34,524           |
| Projected Annual Change (2024-2029)          | -\$175 -         | \$212 -           | -\$69 -           | -\$11 -            |
| Historical Annual Change (2000-2024)         | \$43,022 6.6%    | \$29,889 3.6%     | \$29,700 3.6%     | \$29,291 3.5%      |
| <b>Per Capita Income</b>                     |                  |                   |                   |                    |
| Estimated Per Capita Income (2024)           | \$36,046         | \$33,812          | \$33,450          | \$32,801           |
| Projected Per Capita Income (2029)           | \$34,303         | \$32,970          | \$32,685          | \$31,854           |
| Census Per Capita Income (2010)              | \$16,721         | \$17,116          | \$17,713          | \$18,158           |
| Census Per Capita Income (2000)              | \$13,495         | \$13,509          | \$13,712          | \$13,787           |
| Projected Annual Change (2024-2029)          | -\$1,743 -1.0%   | -\$842 -0.5%      | -\$764 -0.5%      | -\$947 -0.6%       |
| Historical Annual Change (2000-2024)         | \$22,552 7.0%    | \$20,303 6.3%     | \$19,738 6.0%     | \$19,013 5.7%      |
| Estimated Average Household Net Worth (2024) | \$783,531        | \$757,229         | \$609,985         | \$599,029          |

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| 3069 Richlands Hwy<br>null, NC 28540          | 1 mi radius | 3 mi radius  | 5 mi radius  | 7 mi radius  |
|---|-------------|--------------|--------------|--------------|
| <b>Race and Ethnicity</b>                     |             |              |              |              |
| Total Population (2024)                       | 2,769       | 21,734       | 56,781       | 97,725       |
| White (2024)                                  | 1,927 69.6% | 14,467 66.6% | 38,050 67.0% | 66,270 67.8% |
| Black or African American (2024)              | 385 13.9%   | 2,868 13.2%  | 8,657 15.2%  | 15,352 15.7% |
| American Indian or Alaska Native (2024)       | 16 0.6%     | 140 0.6%     | 309 0.5%     | 521 0.5%     |
| Asian (2024)                                  | 101 3.6%    | 845 3.9%     | 1,696 3.0%   | 2,610 2.7%   |
| Hawaiian or Pacific Islander (2024)           | 9 0.3%      | 173 0.8%     | 337 0.6%     | 433 0.4%     |
| Other Race (2024)                             | 96 3.5%     | 974 4.5%     | 2,285 4.0%   | 3,622 3.7%   |
| Two or More Races (2024)                      | 235 8.5%    | 2,269 10.4%  | 5,446 9.6%   | 8,918 9.1%   |
| Population < 18 (2024)                        | 737 26.6%   | 4,492 20.7%  | 14,038 24.7% | 25,068 25.7% |
| White Not Hispanic                            | 413 56.0%   | 2,623 58.4%  | 7,969 56.8%  | 14,373 57.3% |
| Black or African American                     | 107 14.5%   | 636 14.2%    | 2,401 17.1%  | 4,413 17.6%  |
| Asian   | 26 3.6%     | 163 3.6%     | 301 2.1%     | 455 1.8%     |
| Other Race Not Hispanic                       | 63 8.6%     | 342 7.6%     | 1,151 8.2%   | 2,266 9.0%   |
| Hispanic                                      | 127 17.3%   | 728 16.2%    | 2,217 15.8%  | 3,561 14.2%  |
| Not Hispanic or Latino Population (2024)      | 2,392 86.4% | 18,368 84.5% | 48,765 85.9% | 85,261 87.2% |
| Not Hispanic White                            | 1,816 75.9% | 13,746 74.8% | 35,994 73.8% | 62,946 73.8% |
| Not Hispanic Black or African American        | 365 15.3%   | 2,733 14.9%  | 8,292 17.0%  | 14,709 17.3% |
| Not Hispanic American Indian or Alaska Native | 9 0.4%      | 73 0.4%      | 167 0.3%     | 281 0.3%     |
| Not Hispanic Asian                            | 95 4.0%     | 795 4.3%     | 1,605 3.3%   | 2,486 2.9%   |
| Not Hispanic Hawaiian or Pacific Islander     | 6 0.2%      | 121 0.7%     | 230 0.5%     | 308 0.4%     |
| Not Hispanic Other Race                       | - -         | 27 0.1%      | 127 0.3%     | 303 0.4%     |
| Not Hispanic Two or More Races                | 102 4.3%    | 874 4.8%     | 2,351 4.8%   | 4,228 5.0%   |
| Hispanic or Latino Population (2024)          | 377 13.6%   | 3,366 15.5%  | 8,015 14.1%  | 12,464 12.8% |
| Hispanic White                                | 111 29.4%   | 721 21.4%    | 2,056 25.6%  | 3,324 26.7%  |
| Hispanic Black or African American            | 20 5.4%     | 135 4.0%     | 365 4.6%     | 643 5.2%     |
| Hispanic American Indian or Alaska Native     | 8 2.0%      | 67 2.0%      | 142 1.8%     | 240 1.9%     |
| Hispanic Asian                                | 6 1.6%      | 50 1.5%      | 92 1.1%      | 125 1.0%     |
| Hispanic Hawaiian or Pacific Islander         | 4 1.0%      | 51 1.5%      | 107 1.3%     | 124 1.0%     |
| Hispanic Other Race                           | 96 25.4%    | 947 28.1%    | 2,159 26.9%  | 3,319 26.6%  |
| Hispanic Two or More Races                    | 133 35.3%   | 1,395 41.5%  | 3,095 38.6%  | 4,690 37.6%  |
| Not Hispanic or Latino Population (2020)      | 2,403 86.0% | 18,299 85.0% | 49,109 85.5% | 82,627 85.6% |
| Hispanic or Latino Population (2020)          | 392 14.0%   | 3,230 15.0%  | 8,296 14.5%  | 13,851 14.4% |
| Not Hispanic or Latino Population (2010)      | 2,475 87.8% | 18,046 89.1% | 49,004 89.1% | 82,270 88.8% |
| Hispanic or Latino Population (2010)          | 344 12.2%   | 2,201 10.9%  | 6,022 10.9%  | 10,412 11.2% |
| Not Hispanic or Latino Population (2029)      | 2,600 85.9% | 19,453 84.3% | 51,426 85.3% | 89,997 86.1% |
| Hispanic or Latino Population (2029)          | 426 14.1%   | 3,617 15.7%  | 8,832 14.7%  | 14,477 13.9% |
| Projected Annual Growth (2024-2029)           | 48 2.6%     | 251 1.5%     | 816 2.0%     | 2,013 3.2%   |
| Historical Annual Growth (2010-2020)          | 48 1.4%     | 1,029 4.7%   | 2,274 3.8%   | 3,440 3.3%   |

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|---------------------------------------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
| <b>Total Age Distribution (2024)</b>  |             |       |             |       |             |       |             |       |
| Total Population                      | 2,769       |       | 21,734      |       | 56,781      |       | 97,725      |       |
| Age Under 5 Years                     | 245         | 8.8%  | 1,484       | 6.8%  | 4,529       | 8.0%  | 8,240       | 8.4%  |
| Age 5 to 9 Years                      | 201         | 7.3%  | 1,301       | 6.0%  | 4,012       | 7.1%  | 7,112       | 7.3%  |
| Age 10 to 14 Years                    | 199         | 7.2%  | 1,126       | 5.2%  | 3,675       | 6.5%  | 6,495       | 6.6%  |
| Age 15 to 19 Years                    | 175         | 6.3%  | 2,540       | 11.7% | 5,136       | 9.0%  | 7,735       | 7.9%  |
| Age 20 to 24 Years                    | 276         | 10.0% | 4,185       | 19.3% | 8,733       | 15.4% | 13,751      | 14.1% |
| Age 25 to 29 Years                    | 222         | 8.0%  | 1,911       | 8.8%  | 5,057       | 8.9%  | 9,049       | 9.3%  |
| Age 30 to 34 Years                    | 218         | 7.9%  | 1,430       | 6.6%  | 4,201       | 7.4%  | 7,714       | 7.9%  |
| Age 35 to 39 Years                    | 182         | 6.6%  | 1,212       | 5.6%  | 3,538       | 6.2%  | 6,595       | 6.7%  |
| Age 40 to 44 Years                    | 151         | 5.4%  | 907         | 4.2%  | 2,642       | 4.7%  | 4,949       | 5.1%  |
| Age 45 to 49 Years                    | 130         | 4.7%  | 772         | 3.6%  | 2,221       | 3.9%  | 4,013       | 4.1%  |
| Age 50 to 54 Years                    | 128         | 4.6%  | 796         | 3.7%  | 2,190       | 3.9%  | 3,816       | 3.9%  |
| Age 55 to 59 Years                    | 159         | 5.8%  | 872         | 4.0%  | 2,252       | 4.0%  | 3,766       | 3.9%  |
| Age 60 to 64 Years                    | 143         | 5.2%  | 869         | 4.0%  | 2,448       | 4.3%  | 4,177       | 4.3%  |
| Age 65 to 69 Years                    | 111         | 4.0%  | 751         | 3.5%  | 2,078       | 3.7%  | 3,564       | 3.6%  |
| Age 70 to 74 Years                    | 80          | 2.9%  | 613         | 2.8%  | 1,598       | 2.8%  | 2,667       | 2.7%  |
| Age 75 to 79 Years                    | 63          | 2.3%  | 421         | 1.9%  | 1,065       | 1.9%  | 1,847       | 1.9%  |
| Age 80 to 84 Years                    | 42          | 1.5%  | 284         | 1.3%  | 768         | 1.4%  | 1,225       | 1.3%  |
| Age 85 Years or Over                  | 44          | 1.6%  | 260         | 1.2%  | 637         | 1.1%  | 1,011       | 1.0%  |
| Median Age                            | 30.7        |       | 29.3        |       | 28.9        |       | 29.1        |       |
| Age 19 Years or Less                  | 821         | 29.6% | 6,451       | 29.7% | 17,352      | 30.6% | 29,582      | 30.3% |
| Age 20 to 64 Years                    | 1,609       | 58.1% | 12,954      | 59.6% | 33,282      | 58.6% | 57,830      | 59.2% |
| Age 65 Years or Over                  | 340         | 12.3% | 2,329       | 10.7% | 6,146       | 10.8% | 10,313      | 10.6% |
| <b>Female Age Distribution (2024)</b> |             |       |             |       |             |       |             |       |
| Female Population                     | 1,354       | 48.9% | 8,468       | 39.0% | 25,522      | 44.9% | 46,209      | 47.3% |
| Age Under 5 Years                     | 113         | 8.3%  | 719         | 8.5%  | 2,228       | 8.7%  | 4,032       | 8.7%  |
| Age 5 to 9 Years                      | 91          | 6.7%  | 612         | 7.2%  | 1,908       | 7.5%  | 3,413       | 7.4%  |
| Age 10 to 14 Years                    | 97          | 7.2%  | 532         | 6.3%  | 1,831       | 7.2%  | 3,229       | 7.0%  |
| Age 15 to 19 Years                    | 98          | 7.2%  | 487         | 5.7%  | 1,484       | 5.8%  | 2,759       | 6.0%  |
| Age 20 to 24 Years                    | 125         | 9.2%  | 730         | 8.6%  | 2,332       | 9.1%  | 4,509       | 9.8%  |
| Age 25 to 29 Years                    | 113         | 8.4%  | 708         | 8.4%  | 2,164       | 8.5%  | 4,155       | 9.0%  |
| Age 30 to 34 Years                    | 96          | 7.1%  | 633         | 7.5%  | 2,031       | 8.0%  | 3,784       | 8.2%  |
| Age 35 to 39 Years                    | 80          | 5.9%  | 556         | 6.6%  | 1,740       | 6.8%  | 3,289       | 7.1%  |
| Age 40 to 44 Years                    | 74          | 5.5%  | 455         | 5.4%  | 1,363       | 5.3%  | 2,609       | 5.6%  |
| Age 45 to 49 Years                    | 63          | 4.7%  | 384         | 4.5%  | 1,184       | 4.6%  | 2,122       | 4.6%  |
| Age 50 to 54 Years                    | 63          | 4.7%  | 405         | 4.8%  | 1,193       | 4.7%  | 2,086       | 4.5%  |
| Age 55 to 59 Years                    | 80          | 5.9%  | 472         | 5.6%  | 1,228       | 4.8%  | 2,069       | 4.5%  |
| Age 60 to 64 Years                    | 77          | 5.7%  | 462         | 5.5%  | 1,358       | 5.3%  | 2,328       | 5.0%  |
| Age 65 to 69 Years                    | 60          | 4.5%  | 412         | 4.9%  | 1,154       | 4.5%  | 1,977       | 4.3%  |
| Age 70 to 74 Years                    | 36          | 2.7%  | 316         | 3.7%  | 879         | 3.4%  | 1,494       | 3.2%  |
| Age 75 to 79 Years                    | 29          | 2.1%  | 242         | 2.9%  | 583         | 2.3%  | 1,026       | 2.2%  |
| Age 80 to 84 Years                    | 27          | 2.0%  | 167         | 2.0%  | 460         | 1.8%  | 710         | 1.5%  |
| Age 85 Years or Over                  | 32          | 2.3%  | 178         | 2.1%  | 402         | 1.6%  | 619         | 1.3%  |
| Female Median Age                     | 31.3        |       | 33.4        |       | 31.6        |       | 31.2        |       |
| Age 19 Years or Less                  | 399         | 29.5% | 2,350       | 27.8% | 7,452       | 29.2% | 13,432      | 29.1% |
| Age 20 to 64 Years                    | 772         | 57.0% | 4,804       | 56.7% | 14,592      | 57.2% | 26,951      | 58.3% |
| Age 65 Years or Over                  | 183         | 13.5% | 1,314       | 15.5% | 3,478       | 13.6% | 5,826       | 12.6% |

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|--------------------------------------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
| <b>Male Age Distribution (2024)</b>  |             |       |             |       |             |       |             |       |
| Male Population                      | 1,415       | 51.1% | 13,266      | 61.0% | 31,259      | 55.1% | 51,516      | 52.7% |
| Age Under 5 Years                    | 132         | 9.3%  | 765         | 5.8%  | 2,301       | 7.4%  | 4,209       | 8.2%  |
| Age 5 to 9 Years                     | 110         | 7.8%  | 689         | 5.2%  | 2,104       | 6.7%  | 3,699       | 7.2%  |
| Age 10 to 14 Years                   | 102         | 7.2%  | 594         | 4.5%  | 1,844       | 5.9%  | 3,266       | 6.3%  |
| Age 15 to 19 Years                   | 78          | 5.5%  | 2,054       | 15.5% | 3,652       | 11.7% | 4,976       | 9.7%  |
| Age 20 to 24 Years                   | 151         | 10.7% | 3,455       | 26.0% | 6,401       | 20.5% | 9,241       | 17.9% |
| Age 25 to 29 Years                   | 109         | 7.7%  | 1,204       | 9.1%  | 2,893       | 9.3%  | 4,895       | 9.5%  |
| Age 30 to 34 Years                   | 122         | 8.6%  | 797         | 6.0%  | 2,170       | 6.9%  | 3,930       | 7.6%  |
| Age 35 to 39 Years                   | 102         | 7.2%  | 656         | 4.9%  | 1,797       | 5.8%  | 3,306       | 6.4%  |
| Age 40 to 44 Years                   | 76          | 5.4%  | 452         | 3.4%  | 1,279       | 4.1%  | 2,340       | 4.5%  |
| Age 45 to 49 Years                   | 67          | 4.7%  | 388         | 2.9%  | 1,037       | 3.3%  | 1,891       | 3.7%  |
| Age 50 to 54 Years                   | 65          | 4.6%  | 391         | 2.9%  | 997         | 3.2%  | 1,730       | 3.4%  |
| Age 55 to 59 Years                   | 80          | 5.6%  | 400         | 3.0%  | 1,024       | 3.3%  | 1,698       | 3.3%  |
| Age 60 to 64 Years                   | 66          | 4.6%  | 407         | 3.1%  | 1,091       | 3.5%  | 1,849       | 3.6%  |
| Age 65 to 69 Years                   | 51          | 3.6%  | 340         | 2.6%  | 923         | 3.0%  | 1,587       | 3.1%  |
| Age 70 to 74 Years                   | 44          | 3.1%  | 297         | 2.2%  | 719         | 2.3%  | 1,173       | 2.3%  |
| Age 75 to 79 Years                   | 34          | 2.4%  | 180         | 1.4%  | 483         | 1.5%  | 821         | 1.6%  |
| Age 80 to 84 Years                   | 16          | 1.1%  | 116         | 0.9%  | 308         | 1.0%  | 514         | 1.0%  |
| Age 85 Years or Over                 | 12          | 0.9%  | 83          | 0.6%  | 236         | 0.8%  | 392         | 0.8%  |
| Male Median Age                      | 29.9        |       | 26.7        |       | 26.9        |       | 27.3        |       |
| Age 19 Years or Less                 | 422         | 29.8% | 4,101       | 30.9% | 9,900       | 31.7% | 16,149      | 31.3% |
| Age 20 to 64 Years                   | 837         | 59.2% | 8,150       | 61.4% | 18,690      | 59.8% | 30,879      | 59.9% |
| Age 65 Years or Over                 | 156         | 11.0% | 1,015       | 7.7%  | 2,668       | 8.5%  | 4,487       | 8.7%  |
| <b>Males per 100 Females (2024)</b>  |             |       |             |       |             |       |             |       |
| Overall Comparison                   | 105         |       | 157         |       | 122         |       | 111         |       |
| Age Under 5 Years                    | 117         | 54.0% | 106         | 51.6% | 103         | 50.8% | 104         | 51.1% |
| Age 5 to 9 Years                     | 121         | 54.8% | 112         | 52.9% | 110         | 52.4% | 108         | 52.0% |
| Age 10 to 14 Years                   | 104         | 51.1% | 112         | 52.7% | 101         | 50.2% | 101         | 50.3% |
| Age 15 to 19 Years                   | 80          | 44.3% | 422         | 80.8% | 246         | 71.1% | 180         | 64.3% |
| Age 20 to 24 Years                   | 121         | 54.7% | 474         | 82.6% | 275         | 73.3% | 205         | 67.2% |
| Age 25 to 29 Years                   | 96          | 49.0% | 170         | 63.0% | 134         | 57.2% | 118         | 54.1% |
| Age 30 to 34 Years                   | 128         | 56.1% | 126         | 55.7% | 107         | 51.7% | 104         | 50.9% |
| Age 35 to 39 Years                   | 128         | 56.2% | 118         | 54.1% | 103         | 50.8% | 101         | 50.1% |
| Age 40 to 44 Years                   | 102         | 50.5% | 99          | 49.9% | 94          | 48.4% | 90          | 47.3% |
| Age 45 to 49 Years                   | 105         | 51.3% | 101         | 50.3% | 88          | 46.7% | 89          | 47.1% |
| Age 50 to 54 Years                   | 103         | 50.8% | 97          | 49.1% | 84          | 45.5% | 83          | 45.3% |
| Age 55 to 59 Years                   | 100         | 49.9% | 85          | 45.9% | 83          | 45.5% | 82          | 45.1% |
| Age 60 to 64 Years                   | 85          | 46.0% | 88          | 46.9% | 80          | 44.5% | 79          | 44.3% |
| Age 65 to 69 Years                   | 84          | 45.6% | 83          | 45.2% | 80          | 44.4% | 80          | 44.5% |
| Age 70 to 74 Years                   | 121         | 54.7% | 94          | 48.5% | 82          | 45.0% | 79          | 44.0% |
| Age 75 to 79 Years                   | 120         | 54.5% | 74          | 42.6% | 83          | 45.3% | 80          | 44.5% |
| Age 80 to 84 Years                   | 59          | 36.9% | 69          | 40.9% | 67          | 40.1% | 72          | 42.0% |
| Age 85 Years or Over                 | 39          | 27.9% | 47          | 31.8% | 59          | 37.0% | 63          | 38.8% |
| Age 19 Years or Less                 | 106         | 51.4% | 174         | 63.6% | 133         | 57.1% | 120         | 54.6% |
| Age 20 to 39 Years                   | 117         | 53.9% | 233         | 69.9% | 160         | 61.6% | 136         | 57.6% |
| Age 40 to 64 Years                   | 99          | 49.7% | 94          | 48.4% | 86          | 46.2% | 85          | 45.9% |
| Age 65 Years or Over                 | 85          | 46.0% | 77          | 43.6% | 77          | 43.4% | 77          | 43.5% |

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2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7549/-77.4736

| 3069 Richlands Hwy<br>null, NC 28540         | 1 mi radius | 3 mi radius  | 5 mi radius  | 7 mi radius  |
|--|-------------|--------------|--------------|--------------|
| <b>Household Type (2024)</b>                 |             |              |              |              |
| Total Households                             | 1,151       | 6,757        | 20,071       | 35,065       |
| Households with Children                     | 312 27.1%   | 1,971 29.2%  | 6,043 30.1%  | 11,847 33.8% |
| Average Household Size                       | 2.4         | 2.5          | 2.5          | 2.6          |
| Household Density per Square Mile            | 366         | 239          | 256          | 228          |
| Population Family                            | 2,135 77.1% | 13,276 61.1% | 39,133 68.9% | 74,334 76.1% |
| Population Non-Family                        | 634 22.9%   | 3,533 16.3%  | 10,622 18.7% | 15,957 16.3% |
| Population Group Quarters                    | - -         | 4,925 22.7%  | 7,026 12.4%  | 7,434 7.6%   |
| Family Households                            | 653 56.8%   | 4,065 60.1%  | 12,085 60.2% | 22,972 65.5% |
| Married Couple Households                    | 470 72.0%   | 3,007 74.0%  | 8,494 70.3%  | 16,638 72.4% |
| Other Family Households with Children        | 183 28.0%   | 1,057 26.0%  | 3,591 29.7%  | 6,334 27.6%  |
| Family Households with Children              | 311 47.6%   | 1,968 48.4%  | 6,032 49.9%  | 11,826 51.5% |
| Married Couple with Children                 | 211 67.9%   | 1,407 71.5%  | 3,928 65.1%  | 7,983 67.5%  |
| Other Family Households with Children        | 100 32.1%   | 561 28.5%    | 2,104 34.9%  | 3,843 32.5%  |
| Family Households No Children                | 342 52.4%   | 2,096 51.6%  | 6,053 50.1%  | 11,146 48.5% |
| Married Couple No Children                   | 259 75.7%   | 1,600 76.3%  | 4,566 75.4%  | 8,655 77.7%  |
| Other Family Households No Children          | 83 24.3%    | 496 23.7%    | 1,487 24.6%  | 2,491 22.3%  |
| Non-Family Households                        | 498 43.2%   | 2,693 39.9%  | 7,985 39.8%  | 12,092 34.5% |
| Non-Family Households with Children          | - -         | 2 -          | 11 0.1%      | 21 0.2%      |
| Non-Family Households No Children            | 497 99.8%   | 2,690 99.9%  | 7,975 99.9%  | 12,071 99.8% |
| Average Family Household Size                | 3.3         | 3.3          | 3.2          | 3.2          |
| Average Family Income                        | \$122,128   | \$113,209    | \$108,468    | \$103,024    |
| Median Family Income                         | \$74,957    | \$78,197     | \$78,419     | \$74,481     |
| Average Non-Family Household Size            | 1.3         | 1.3          | 1.3          | 1.3          |
| <b>Marital Status (2024)</b>                 |             |              |              |              |
| Population Age 15 Years or Over              | 2,124       | 17,824       | 44,564       | 75,878       |
| Never Married                                | 554 26.1%   | 7,759 43.5%  | 15,794 35.4% | 23,045 30.4% |
| Currently Married                            | 1,167 54.9% | 6,972 39.1%  | 20,152 45.2% | 38,567 50.8% |
| Previously Married                           | 403 19.0%   | 3,093 17.4%  | 8,618 19.3%  | 14,266 18.8% |
| Separated                                    | 121 30.1%   | 858 27.7%    | 2,485 28.8%  | 4,375 30.7%  |
| Widowed                                      | 56 13.8%    | 685 22.1%    | 1,462 17.0%  | 2,584 18.1%  |
| Divorced                                     | 226 56.0%   | 1,550 50.1%  | 4,671 54.2%  | 7,307 51.2%  |
| <b>Educational Attainment (2024)</b>         |             |              |              |              |
| Adult Population Age 25 Years or Over        | 1,673       | 11,098       | 30,696       | 54,393       |
| Elementary (Grade Level 0 to 8)              | 42 2.5%     | 281 2.5%     | 788 2.6%     | 1,290 2.4%   |
| Some High School (Grade Level 9 to 11)       | 106 6.3%    | 593 5.3%     | 1,685 5.5%   | 2,835 5.2%   |
| High School Graduate                         | 532 31.8%   | 3,373 30.4%  | 9,393 30.6%  | 16,387 30.1% |
| Some College                                 | 311 18.6%   | 2,326 21.0%  | 6,816 22.2%  | 13,056 24.0% |
| Associate Degree Only                        | 264 15.8%   | 1,378 12.4%  | 3,626 11.8%  | 6,175 11.4%  |
| Bachelor Degree Only                         | 356 21.3%   | 2,299 20.7%  | 5,753 18.7%  | 10,104 18.6% |
| Graduate Degree                              | 62 3.7%     | 847 7.6%     | 2,634 8.6%   | 4,546 8.4%   |
| Any College (Some College or Higher)         | 992 59.3%   | 6,850 61.7%  | 18,829 61.3% | 33,880 62.3% |
| College Degree + (Bachelor Degree or Higher) | 418 25.0%   | 3,146 28.3%  | 8,387 27.3%  | 14,650 26.9% |

## Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7549/-77.4736

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|--|-------------|-------------|--------------|--------------|
| <b>Housing</b>                                 |             |             |              |              |
| Total Housing Units (2024)                     | 1,398       | 8,125       | 24,179       | 41,994       |
| Total Housing Units (2020)                     | 1,259       | 7,700       | 23,326       | 40,265       |
| Historical Annual Growth (2020-2024)           | 139 2.8%    | 425 1.4%    | 853 0.9%     | 1,728 1.1%   |
| Housing Units Occupied (2024)                  | 1,151 82.3% | 6,757 83.2% | 20,071 83.0% | 35,065 83.5% |
| Housing Units Owner-Occupied                   | 545 47.3%   | 3,912 57.9% | 9,977 49.7%  | 17,512 49.9% |
| Housing Units Renter-Occupied                  | 606 52.7%   | 2,846 42.1% | 10,094 50.3% | 17,553 50.1% |
| Housing Units Vacant (2024)                    | 248 17.7%   | 1,368 16.8% | 4,109 17.0%  | 6,929 16.5%  |
| <b>Household Size (2024)</b>                   |             |             |              |              |
| Total Households                               | 1,151       | 6,757       | 20,071       | 35,065       |
| 1 Person Households                            | 431 37.5%   | 2,382 35.3% | 6,918 34.5%  | 10,349 29.5% |
| 2 Person Households                            | 366 31.8%   | 2,324 34.4% | 7,095 35.3%  | 12,972 37.0% |
| 3 Person Households                            | 173 15.0%   | 976 14.4%   | 2,808 14.0%  | 5,309 15.1%  |
| 4 Person Households                            | 109 9.5%    | 620 9.2%    | 1,829 9.1%   | 3,639 10.4%  |
| 5 Person Households                            | 43 3.7%     | 277 4.1%    | 912 4.5%     | 1,841 5.3%   |
| 6 Person Households                            | 25 2.1%     | 149 2.2%    | 376 1.9%     | 674 1.9%     |
| 7 or More Person Households                    | 4 0.3%      | 29 0.4%     | 133 0.7%     | 280 0.8%     |
| <b>Household Income Distribution (2024)</b>    |             |             |              |              |
| HH Income \$200,000 or More                    | 66 5.7%     | 364 5.4%    | 778 3.9%     | 1,602 4.6%   |
| HH Income \$150,000 to \$199,999               | 108 9.4%    | 432 6.4%    | 1,080 5.4%   | 1,733 4.9%   |
| HH Income \$125,000 to \$149,999               | 62 5.4%     | 349 5.2%    | 1,231 6.1%   | 1,873 5.3%   |
| HH Income \$100,000 to \$124,999               | 68 5.9%     | 509 7.5%    | 1,707 8.5%   | 3,164 9.0%   |
| HH Income \$75,000 to \$99,999                 | 215 18.7%   | 980 14.5%   | 2,946 14.7%  | 5,091 14.5%  |
| HH Income \$50,000 to \$74,999                 | 214 18.6%   | 1,410 20.9% | 4,213 21.0%  | 7,190 20.5%  |
| HH Income \$35,000 to \$49,999                 | 166 14.5%   | 1,168 17.3% | 3,379 16.8%  | 5,772 16.5%  |
| HH Income \$25,000 to \$34,999                 | 52 4.5%     | 571 8.5%    | 1,774 8.8%   | 3,385 9.7%   |
| HH Income \$15,000 to \$24,999                 | 88 7.7%     | 394 5.8%    | 1,199 6.0%   | 2,244 6.4%   |
| HH Income \$10,000 to \$14,999                 | 8 0.7%      | 212 3.1%    | 655 3.3%     | 1,314 3.7%   |
| HH Income Under \$10,000                       | 103 8.9%    | 368 5.4%    | 1,108 5.5%   | 1,697 4.8%   |
| <b>Household Vehicles (2024)</b>               |             |             |              |              |
| Households 0 Vehicles Available                | 62 5.4%     | 395 5.9%    | 1,151 5.7%   | 1,670 4.8%   |
| Households 1 Vehicle Available                 | 421 36.6%   | 2,197 32.5% | 7,232 36.0%  | 11,813 33.7% |
| Households 2 Vehicles Available                | 387 33.6%   | 2,729 40.4% | 7,878 39.3%  | 15,259 43.5% |
| Households 3 or More Vehicles Available        | 281 24.5%   | 1,435 21.2% | 3,809 19.0%  | 6,322 18.0%  |
| Total Vehicles Available                       | 2,199       | 12,488      | 35,818       | 63,544       |
| Average Vehicles per Household                 | 1.9         | 1.8         | 1.8          | 1.8          |
| Owner-Occupied Household Vehicles              | 1,284 58.4% | 8,030 64.3% | 20,741 57.9% | 36,929 58.1% |
| Average Vehicles per Owner-Occupied Household  | 2.4         | 2.1         | 2.1          | 2.1          |
| Renter-Occupied Household Vehicles             | 916 41.6%   | 4,458 35.7% | 15,077 42.1% | 26,616 41.9% |
| Average Vehicles per Renter-Occupied Household | 1.5         | 1.6         | 1.5          | 1.5          |
| <b>Travel Time (2024)</b>                      |             |             |              |              |
| Worker Base Age 16 years or Over               | 1,260       | 7,042       | 19,324       | 33,881       |
| Travel to Work in 14 Minutes or Less           | 324 25.7%   | 2,424 34.4% | 6,692 34.6%  | 11,012 32.5% |
| Travel to Work in 15 to 29 Minutes             | 514 40.8%   | 2,546 36.2% | 6,564 34.0%  | 11,906 35.1% |
| Travel to Work in 30 to 59 Minutes             | 227 18.0%   | 926 13.1%   | 3,093 16.0%  | 5,605 16.5%  |
| Travel to Work in 60 Minutes or More           | 74 5.9%     | 321 4.6%    | 723 3.7%     | 1,383 4.1%   |
| Work at Home                                   | 121 9.6%    | 825 11.7%   | 2,251 11.6%  | 3,976 11.7%  |
| Average Minutes Travel to Work                 | 19.6        | 16.9        | 17.6         | 18.3         |

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|--|-------------|--------------|--------------|--------------|
| <b>Transportation To Work (2024)</b>           |             |              |              |              |
| Worker Base Age 16 years or Over               | 1,260       | 7,042        | 19,324       | 33,881       |
| Drive to Work Alone                            | 727 57.7%   | 4,409 62.6%  | 12,476 64.6% | 21,958 64.8% |
| Drive to Work in Carpool                       | 261 20.7%   | 1,060 15.1%  | 2,616 13.5%  | 4,600 13.6%  |
| Travel to Work by Public Transportation        | - -         | 4 -          | 64 0.3%      | 107 0.3%     |
| Drive to Work on Motorcycle                    | 1 0.1%      | 30 0.4%      | 137 0.7%     | 221 0.7%     |
| Bicycle to Work                                | - -         | 6 -          | 39 0.2%      | 49 0.1%      |
| Walk to Work                                   | 31 2.5%     | 418 5.9%     | 1,291 6.7%   | 2,344 6.9%   |
| Other Means                                    | 117 9.3%    | 291 4.1%     | 450 2.3%     | 628 1.9%     |
| Work at Home                                   | 121 9.6%    | 825 11.7%    | 2,251 11.6%  | 3,976 11.7%  |
| <b>Daytime Demographics (2024)</b>             |             |              |              |              |
| Total Businesses                               | 165         | 735          | 2,168        | 3,174        |
| Total Employees                                | 1,295       | 5,380        | 19,885       | 29,716       |
| Company Headquarter Businesses                 | 9 5.2%      | 31 4.2%      | 77 3.5%      | 99 3.1%      |
| Company Headquarter Employees                  | 180 13.9%   | 758 14.1%    | 2,610 13.1%  | 3,393 11.4%  |
| Employee Population per Business               | 7.8 to 1    | 7.3 to 1     | 9.2 to 1     | 9.4 to 1     |
| Residential Population per Business            | 16.8 to 1   | 29.6 to 1    | 26.2 to 1    | 30.8 to 1    |
| Adj. Daytime Demographics Age 16 Years or Over | 1,945       | 9,700        | 31,713       | 51,412       |
| <b>Labor Force</b>                             |             |              |              |              |
| Labor Population Age 16 Years or Over (2024)   | 2,094       | 17,638       | 43,951       | 74,772       |
| Labor Force Total Males (2024)                 | 1,060 50.6% | 11,125 63.1% | 24,699 56.2% | 39,791 53.2% |
| Male Civilian Employed                         | 660 62.3%   | 3,492 31.4%  | 8,791 35.6%  | 15,076 37.9% |
| Male Civilian Unemployed                       | 17 1.6%     | 110 1.0%     | 241 1.0%     | 700 1.8%     |
| Males in Armed Forces                          | 171 16.2%   | 5,995 53.9%  | 11,696 47.4% | 17,332 43.6% |
| Males Not in Labor Force                       | 212 20.0%   | 1,528 13.7%  | 3,972 16.1%  | 6,684 16.8%  |
| Labor Force Total Females (2024)               | 1,033 49.4% | 6,513 36.9%  | 19,252 43.8% | 34,980 46.8% |
| Female Civilian Employed                       | 600 58.0%   | 3,551 54.5%  | 10,536 54.7% | 18,809 53.8% |
| Female Civilian Unemployed                     | 3 0.3%      | 95 1.5%      | 648 3.4%     | 1,091 3.1%   |
| Females in Armed Forces                        | 13 1.3%     | 281 4.3%     | 1,101 5.7%   | 1,859 5.3%   |
| Females Not in Labor Force                     | 417 40.4%   | 2,587 39.7%  | 6,967 36.2%  | 13,221 37.8% |
| Unemployment Rate                              | 20 1.0%     | 205 1.2%     | 889 2.0%     | 1,792 2.4%   |
| <b>Occupation (2024)</b>                       |             |              |              |              |
| Occupation Population Age 16 Years or Over     | 1,260       | 7,042        | 19,324       | 33,881       |
| Occupation Total Males                         | 660 52.4%   | 3,491 49.6%  | 8,788 45.5%  | 15,073 44.5% |
| Occupation Total Females                       | 600 47.6%   | 3,551 50.4%  | 10,536 54.5% | 18,809 55.5% |
| Management, Business, Financial Operations     | 95 7.5%     | 907 12.9%    | 2,476 12.8%  | 4,405 13.0%  |
| Professional, Related                          | 284 22.6%   | 1,547 22.0%  | 4,174 21.6%  | 7,327 21.6%  |
| Service  | 235 18.6%   | 1,420 20.2%  | 3,695 19.1%  | 6,461 19.1%  |
| Sales, Office                                  | 279 22.1%   | 1,512 21.5%  | 4,826 25.0%  | 8,573 25.3%  |
| Farming, Fishing, Forestry                     | 1 0.1%      | 17 0.2%      | 35 0.2%      | 62 0.2%      |
| Construction, Extraction, Maintenance          | 199 15.8%   | 970 13.8%    | 2,369 12.3%  | 4,076 12.0%  |
| Production, Transport, Material Moving         | 167 13.3%   | 669 9.5%     | 1,749 9.0%   | 2,978 8.8%   |
| White Collar Workers                           | 658 52.2%   | 3,965 56.3%  | 11,476 59.4% | 20,305 59.9% |
| Blue Collar Workers                            | 602 47.8%   | 3,076 43.7%  | 7,848 40.6%  | 13,576 40.1% |

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|--------------------------------------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
| <b>Units In Structure (2024)</b>     |             |       |             |       |             |       |             |       |
| Total Units                          | 1,151       |       | 6,757       |       | 20,071      |       | 35,065      |       |
| 1 Detached Unit                      | 663         | 57.6% | 4,723       | 69.9% | 12,076      | 60.2% | 20,565      | 58.7% |
| 1 Attached Unit                      | 50          | 4.3%  | 457         | 6.8%  | 1,674       | 8.3%  | 3,747       | 10.7% |
| 2 Units                              | 12          | 1.0%  | 96          | 1.4%  | 490         | 2.4%  | 708         | 2.0%  |
| 3 to 4 Units                         | 36          | 3.1%  | 145         | 2.1%  | 796         | 4.0%  | 1,383       | 3.9%  |
| 5 to 9 Units                         | 45          | 3.9%  | 156         | 2.3%  | 874         | 4.4%  | 1,711       | 4.9%  |
| 10 to 19 Units                       | 52          | 4.5%  | 223         | 3.3%  | 865         | 4.3%  | 1,367       | 3.9%  |
| 20 to 49 Units                       | 15          | 1.3%  | 104         | 1.5%  | 814         | 4.1%  | 1,453       | 4.1%  |
| 50 or More Units                     | 83          | 7.2%  | 230         | 3.4%  | 855         | 4.3%  | 956         | 2.7%  |
| Mobile Home or Trailer               | 194         | 16.9% | 614         | 9.1%  | 1,611       | 8.0%  | 3,147       | 9.0%  |
| Other Structure                      | 2           | 0.2%  | 8           | 0.1%  | 15          | -     | 27          | -     |
| <b>Homes Built By Year (2024)</b>    |             |       |             |       |             |       |             |       |
| Homes Built 2020 or later            | 27          | 1.9%  | 165         | 2.0%  | 460         | 1.9%  | 788         | 1.9%  |
| Homes Built 2010 to 2019             | 86          | 6.2%  | 1,254       | 15.4% | 4,533       | 18.7% | 8,273       | 19.7% |
| Homes Built 2000 to 2009             | 179         | 12.8% | 999         | 12.3% | 3,219       | 13.3% | 6,435       | 15.3% |
| Homes Built 1990 to 1999             | 147         | 10.5% | 639         | 7.9%  | 2,081       | 8.6%  | 4,050       | 9.6%  |
| Homes Built 1980 to 1989             | 237         | 16.9% | 902         | 11.1% | 2,558       | 10.6% | 4,785       | 11.4% |
| Homes Built 1970 to 1979             | 316         | 22.6% | 1,017       | 12.5% | 2,879       | 11.9% | 4,455       | 10.6% |
| Homes Built 1960 to 1969             | 103         | 7.4%  | 921         | 11.3% | 2,104       | 8.7%  | 3,085       | 7.3%  |
| Homes Built 1950 to 1959             | 41          | 2.9%  | 561         | 6.9%  | 1,663       | 6.9%  | 2,347       | 5.6%  |
| Homes Built 1940 to 1949             | 13          | 0.9%  | 189         | 2.3%  | 386         | 1.6%  | 527         | 1.3%  |
| Homes Built Before 1939              | 3           | 0.2%  | 110         | 1.4%  | 188         | 0.8%  | 321         | 0.8%  |
| Median Age of Homes                  | 38.7        | yrs   | 38.3        | yrs   | 35.4        | yrs   | 33.3        | yrs   |
| <b>Home Values (2024)</b>            |             |       |             |       |             |       |             |       |
| Owner Specified Housing Units        | 545         |       | 3,912       |       | 9,977       |       | 17,512      |       |
| Home Values \$1,000,000 or More      | -           | -     | 10          | 0.3%  | 41          | 0.4%  | 90          | 0.5%  |
| Home Values \$750,000 to \$999,999   | 32          | 5.9%  | 79          | 2.0%  | 166         | 1.7%  | 208         | 1.2%  |
| Home Values \$500,000 to \$749,999   | 4           | 0.7%  | 49          | 1.2%  | 159         | 1.6%  | 229         | 1.3%  |
| Home Values \$400,000 to \$499,999   | 78          | 14.3% | 268         | 6.9%  | 460         | 4.6%  | 700         | 4.0%  |
| Home Values \$300,000 to \$399,999   | 88          | 16.1% | 369         | 9.4%  | 1,047       | 10.5% | 1,997       | 11.4% |
| Home Values \$250,000 to \$299,999   | 66          | 12.0% | 629         | 16.1% | 1,470       | 14.7% | 2,731       | 15.6% |
| Home Values \$200,000 to \$249,999   | 63          | 11.5% | 762         | 19.5% | 1,974       | 19.8% | 3,912       | 22.3% |
| Home Values \$175,000 to \$199,999   | 19          | 3.4%  | 343         | 8.8%  | 1,205       | 12.1% | 2,094       | 12.0% |
| Home Values \$150,000 to \$174,999   | 69          | 12.7% | 390         | 10.0% | 953         | 9.6%  | 1,659       | 9.5%  |
| Home Values \$125,000 to \$149,999   | 35          | 6.4%  | 330         | 8.4%  | 796         | 8.0%  | 1,285       | 7.3%  |
| Home Values \$100,000 to \$124,999   | 16          | 2.9%  | 144         | 3.7%  | 471         | 4.7%  | 782         | 4.5%  |
| Home Values \$90,000 to \$99,999     | 9           | 1.7%  | 128         | 3.3%  | 273         | 2.7%  | 363         | 2.1%  |
| Home Values \$80,000 to \$89,999     | -           | -     | 28          | 0.7%  | 87          | 0.9%  | 130         | 0.7%  |
| Home Values \$70,000 to \$79,999     | 19          | 3.5%  | 105         | 2.7%  | 157         | 1.6%  | 191         | 1.1%  |
| Home Values \$60,000 to \$69,999     | 2           | 0.4%  | 13          | 0.3%  | 52          | 0.5%  | 72          | 0.4%  |
| Home Values \$50,000 to \$59,999     | 2           | 0.3%  | 21          | 0.5%  | 83          | 0.8%  | 120         | 0.7%  |
| Home Values \$35,000 to \$49,999     | -           | -     | 7           | 0.2%  | 27          | 0.3%  | 60          | 0.3%  |
| Home Values \$25,000 to \$34,999     | 2           | 0.3%  | 25          | 0.6%  | 81          | 0.8%  | 115         | 0.7%  |
| Home Values \$10,000 to \$24,999     | 8           | 1.4%  | 77          | 2.0%  | 221         | 2.2%  | 325         | 1.9%  |
| Home Values Under \$10,000           | 34          | 6.2%  | 135         | 3.4%  | 253         | 2.5%  | 448         | 2.6%  |
| Owner-Occupied Median Home Value     | \$257,642   |       | \$217,088   |       | \$209,651   |       | \$213,326   |       |
| Renter-Occupied Median Rent          | \$723       |       | \$847       |       | \$869       |       | \$930       |       |



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| 3069 Richlands Hwy<br>null, NC 28540                 | 1 mi radius   | 3 mi radius   | 5 mi radius   | 7 mi radius   |
|--|---------------|---------------|---------------|---------------|
| <b>Total Annual Consumer Expenditure (2024)</b>      |               |               |               |               |
| Total Household Expenditure                          | \$73.61 M     | \$440.41 M    | \$1.26 B      | \$2.22 B      |
| Total Non-Retail Expenditure                         | \$38.94 M     | \$232.55 M    | \$666.18 M    | \$1.17 B      |
| Total Retail Expenditure                             | \$34.67 M     | \$207.86 M    | \$597.28 M    | \$1.05 B      |
| Apparel  | \$2.61 M      | \$15.43 M     | \$44.23 M     | \$77.75 M     |
| Contributions  | \$2.36 M      | \$14.09 M     | \$39.72 M     | \$69.65 M     |
| Education  | \$2.22 M      | \$12.73 M     | \$35.71 M     | \$62.73 M     |
| Entertainment  | \$4.14 M      | \$24.65 M     | \$70.34 M     | \$123.46 M    |
| Food and Beverages                                   | \$10.87 M     | \$65.09 M     | \$187.53 M    | \$329.12 M    |
| Furnishings and Equipment                            | \$2.57 M      | \$15.34 M     | \$43.87 M     | \$76.9 M      |
| Gifts  | \$1.78 M      | \$10.65 M     | \$30.17 M     | \$53 M        |
| Health Care  | \$6.17 M      | \$37.42 M     | \$107.43 M    | \$188.25 M    |
| Household Operations                                 | \$2.87 M      | \$17.14 M     | \$48.81 M     | \$85.62 M     |
| Miscellaneous Expenses                               | \$1.39 M      | \$8.32 M      | \$23.76 M     | \$41.56 M     |
| Personal Care  | \$987.03 K    | \$5.89 M      | \$16.94 M     | \$29.68 M     |
| Personal Insurance                                   | \$505.44 K    | \$3 M         | \$8.47 M      | \$14.88 M     |
| Reading  | \$159.76 K    | \$958.06 K    | \$2.73 M      | \$4.78 M      |
| Shelter  | \$15.71 M     | \$93.55 M     | \$268.92 M    | \$471.59 M    |
| Tobacco  | \$458.87 K    | \$2.79 M      | \$8.17 M      | \$14.34 M     |
| Transportation                                       | \$13.38 M     | \$80.4 M      | \$231.57 M    | \$406.56 M    |
| Utilities  | \$5.44 M      | \$32.95 M     | \$95.09 M     | \$166.82 M    |
| <b>Monthly Household Consumer Expenditure (2024)</b> |               |               |               |               |
| Total Household Expenditure                          | \$5,331       | \$5,431       | \$5,246       | \$5,268       |
| Total Non-Retail Expenditure                         | \$2,820 52.9% | \$2,868 52.8% | \$2,766 52.7% | \$2,777 52.7% |
| Total Retail Expenditures                            | \$2,511 47.1% | \$2,563 47.2% | \$2,480 47.3% | \$2,492 47.3% |
| Apparel  | \$189 3.5%    | \$190 3.5%    | \$184 3.5%    | \$185 3.5%    |
| Contributions  | \$171 3.2%    | \$174 3.2%    | \$165 3.1%    | \$166 3.1%    |
| Education  | \$161 3.0%    | \$157 2.9%    | \$148 2.8%    | \$149 2.8%    |
| Entertainment  | \$300 5.6%    | \$304 5.6%    | \$292 5.6%    | \$293 5.6%    |
| Food and Beverages                                   | \$787 14.8%   | \$803 14.8%   | \$779 14.8%   | \$782 14.8%   |
| Furnishings and Equipment                            | \$186 3.5%    | \$189 3.5%    | \$182 3.5%    | \$183 3.5%    |
| Gifts  | \$129 2.4%    | \$131 2.4%    | \$125 2.4%    | \$126 2.4%    |
| Health Care  | \$447 8.4%    | \$462 8.5%    | \$446 8.5%    | \$447 8.5%    |
| Household Operations                                 | \$208 3.9%    | \$211 3.9%    | \$203 3.9%    | \$203 3.9%    |
| Miscellaneous Expenses                               | \$101 1.9%    | \$103 1.9%    | \$99 1.9%     | \$99 1.9%     |
| Personal Care  | \$71 1.3%     | \$73 1.3%     | \$70 1.3%     | \$71 1.3%     |
| Personal Insurance                                   | \$37 0.7%     | \$37 0.7%     | \$35 0.7%     | \$35 0.7%     |
| Reading  | \$12 0.2%     | \$12 0.2%     | \$11 0.2%     | \$11 0.2%     |
| Shelter  | \$1,138 21.3% | \$1,154 21.2% | \$1,117 21.3% | \$1,121 21.3% |
| Tobacco  | \$33 0.6%     | \$34 0.6%     | \$34 0.6%     | \$34 0.6%     |
| Transportation                                       | \$969 18.2%   | \$992 18.3%   | \$961 18.3%   | \$966 18.3%   |
| Utilities  | \$394 7.4%    | \$406 7.5%    | \$395 7.5%    | \$396 7.5%    |