US Highway 70 Corridor Plan
Real Estate + Economic Development Assessment

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Rose Associates joined the VHB team in providing real estate and economic development assistance in formulating a corridor plan. The goal is to assess the corridor, how it is currently positioned and a path forward to reach its full potential. Our role includes understanding market realities, real estate dynamics and economic development opportunities.

The plan and our recommendations include strategies that are not intended to be rigid and inflexible. Markets evolve and change over time and faster than ever. Our analyses and forecasting of market data includes demographic, economic, employment, tourism, and real estate. It is both art and science. Our work is designed to accommodate a range of market driven opportunities for the corridor over the next 10+ years.

Introduction

The corridor study area includes a section of US Highway 70 West that transects both Alamance and Orange Counties and includes the towns of Mebane, Efland and Hillsborough.
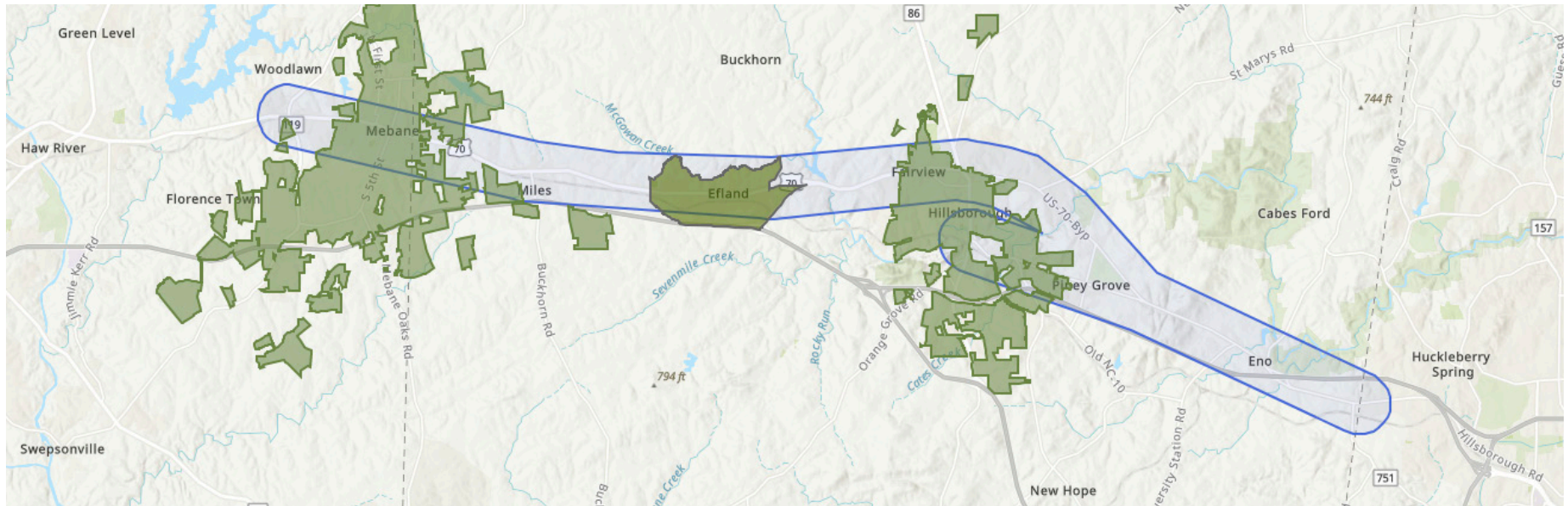
Our work began with data collection and the review of several plans, reports and studies which were provided to provide perspective and a foundation upon which to build. These included:

- **City of Mebane Unified Development Ordinance** (2022)
- **Mebane Downtown Vision Plan** (2018)
- **Mebane Comprehensive Land Development Plan** (2017)
- **Efland-Mebane Small Area Plan** (2006)
- **Hillsborough Comprehensive Sustainability Plan** (Ongoing)
- **Orange County SWOT Analysis** (2018)

- **Buckhorn Area Plan** (2020)
- **Hillsborough Vision** (2030)
- **Hillsborough Future Land Use Plan** (2013)
- **Hillsborough & Orange County Strategic Growth Plan** (2006)
- **Orange County 2030 Comprehensive Plan** (2008)
- **Eno Economic Development District Small Area Plan** (2009)

Methodologies: A combination of methodologies is utilized in developing an understanding of the market realities regarding market position and economic development. We utilize a variety of public and proprietary resources in our analysis. The following methodologies include:

Economic Base Analysis is used to understand the regional economy and determine real estate demand. The underlying theme suggests that for every (basic) job that is created, a multiplier effect increases overall employment (both basic and non-basic), thus increasing both population and income within an area benefiting from such job growth. The corresponding growth (or decline) in jobs, population and income correspond to demand for commercial and residential uses of real estate.

> **Highest & Best Use** is used to determine the most appropriate use of land, given the underlying economic base. This is used for site specific parcels/projects only. Highest & Best Use, as defined in *The Dictionary of Real Estate Appraisal*, is:
>
> **The reasonably probable and legal use of vacant land or an improved property, which is physically possible, appropriately supported, financially feasible, and that results in the highest value. The four criteria the Highest & Best Use must meet are legal permissibility, physical possibility, financial feasibility and maximum profitability.**

Central Place Theory (CPT) is utilized to evaluate commercial feasibility and trade areas. It can also be used for certain types of non-traditional housing, such as senior or student housing, whose locations are dependent upon central places, such as a university or hospital. The underlying theme of CPT is that the location decision of commercial establishments is driven by rent maximizing forces. That is, providers of goods and services will locate where they believe they can maximize profits. CPT suggests that certain locations are more desirable than others, primarily due to the location of existing businesses that are already attracting customers. This means that there are central places with varying degrees of magnitude that attract such customers. The fundamental theme of CPT is that commercial locations are spatially interdependent, implying that growth is not random, but ordered and rational.

Measuring Success. Understanding market dynamics begins with current reality, which leads to strategies for success. The goal of any plan should be action and implementation, which should be measured to determine when and where to allocated funding for future Capital Improvement Projects (CIP). KPI (Key Performance Indicators) and ROI (Return On Investment) are measurement tools to gauge how successful the Plan has been in achieving specific goals and objectives. Consider KPI metrics vs. ROI measurement in terms of reading a book. KPIs tell you what happens after each chapter, whereas ROI tells you what happened after the conclusion of the entire story.

KPIs are a forward-looking predictor of end performance, whereas ROI is used as a backward-looking informer of future budget allocation decisions. ROI is a long-term game. While KPIs are incredibly important to help gauge short-term performance and optimization decisions, they shouldn't be confused with ROI.

Data Sources:

United States Census Bureau

bea — Bureau of Economic Analysis — U.S. DEPARTMENT OF COMMERCE

BLS — BUREAU OF LABOR STATISTICS — U.S. DEPARTMENT OF LABOR

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Understanding the Market
Existing Conditions + Characteristics

The Journey

The Highway 70 corridor provided east-west travel prior to the construction of the US Interstate Highway system. This U.S. 70 highway stretches from the outer banks of North Carolina to Arizona.

It runs parallel and is connected at many points to Interstates 40 & 85, the primary interstates that link the mountains to the sea in North Carolina. In addition to car and truck travel, the Norfolk Southern rail line also runs along this corridor, providing freight and passenger service. Recreation areas are also found along the corridor, including Eno State park and connections to the Mountains to Sea trail.
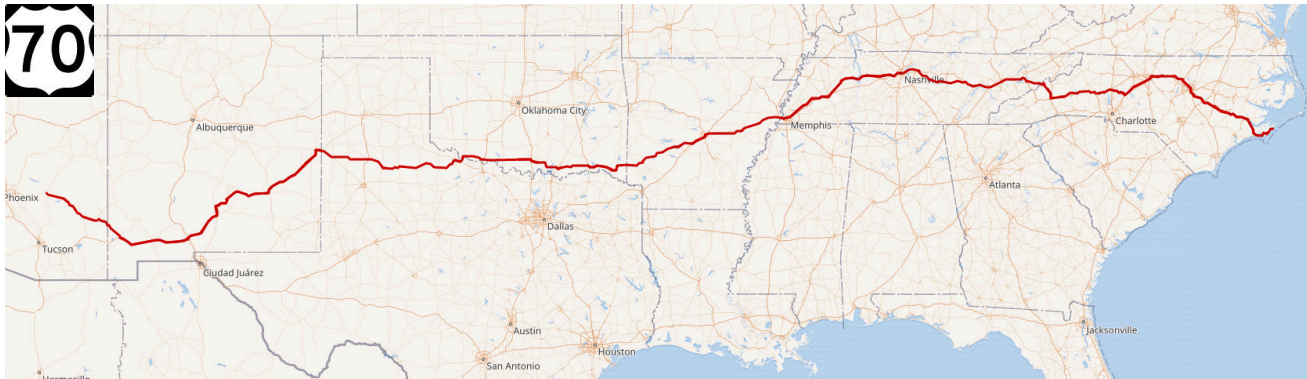
> U.S. Route 70 or U.S. Highway 70 (US70) is an east–west United States highway that runs for 2,381 miles (3,832 km) from eastern North Carolina to eastcentral Arizona. It is a major east–west highway of the Southeastern, Southern and Southwestern United States.
>
> ~Wikipedia

What We Discovered

The **perception** to the casual traveler traveling from east to west is that the corridor remains as a mostly rural route, connecting recreational areas, homes, business and industry. Between them lies three emerging and evolving downtowns: Mebane, Efland and Hillsborough. Despite this perception, the corridor becomes a secondary route for interstate traffic during peak hours and traffic accidents or other events that clog the interstate.

The Orange County 2030 Comprehensive Plan (2008) identified three economic development districts because of their proximity to key interstate intersections and urban centers. This plan together with the 2018 Orange County SWOT Analysis, focused on defining opportunities to balance the primarily residential tax base, identify sites for economic development and encourage high wage job growth.

When considering the use and function of the corridor, one must consider how travelers will experience it: as local commuting residents, employees and those involved in commerce such as truck drivers, delivery contractors and vendors, or visitors traveling to and through the area.

Orange County Economic Development Districts
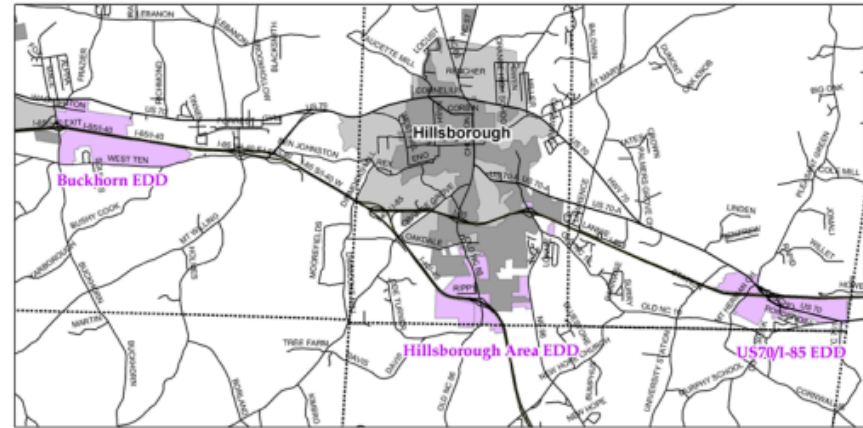
Legend

Economic Development Districts
City Limits
Extra-Territorial Jurisdiction
Township Boundaries

**Residents
(commuters)**

**Commerce
(trucks)**

**Recreation
(visitors)**

We begin with identifying the various assets along the Corridor, both in terms of recreation and commerce. This section of US 70 links together the university towns of Durham and Chapel Hill to the east and the burgeoning manufacturing and distribution centers of Mebane and Burlington to the west. Each end of this corridor includes different market dynamics which impact how the road functions and land use along the route.

 The **major assets** from east to west that impact the corridor include:

- **Duke University**
- **Durham VA Hospital**
- **Eno River State Park**
- **Occoneechee Golf Club**
- **James M. Johnson Nature Preserve**

- **Duke Forest**
- **Bonnie B Davis Environment and Agricultural Center**
- **UNC Medical Center (Hillsborough)**
- **Cone Health Center (Mebane)**

The existing **land uses** found along the corridor include:

- **Single Family Housing**
- **Mobile Home Park**
- **Rural Land**
- **Recreational Areas**
- **Interstate Lodging**

- **Industrial/Manufacturing/Warehouse**
- **Churches**
- **Schools**
- **Neighborhood Commercial/Retail**
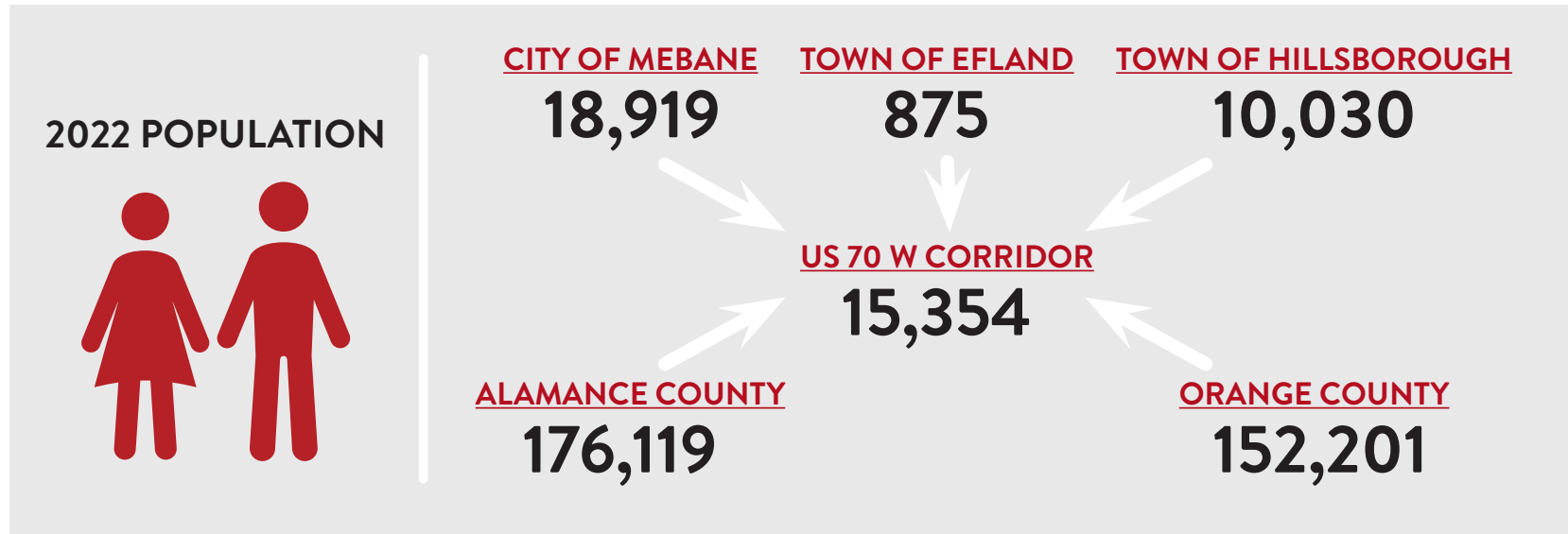- **Downtown Commercial/Retail**

Source: VHB

Demographic Characteristics

The demographic profile of each county and municipality as compared to the corridor highlights the differences in dynamics between them, and the blend of each found within the study area. When combined, the US 70W Corridor study area has grown faster in population and is older in age:

2022 POPULATION

CITY OF MEBANE	TOWN OF EFLAND	TOWN OF HILLSBOROUGH
18,919	875	10,030

US 70 W CORRIDOR
15,354

ALAMANCE COUNTY
176,119

ORANGE COUNTY
152,201

Population Growth

US 70 W CORRIDOR	ALAMANCE COUNTY	ORANGE COUNTY
(2010 - 2022)	(2010 - 2022)	(2010 - 2022)
26.2%	**16.5%**	**13.7%**
2022 – 2027 Projected	2022 – 2027 Projected	2022 – 2027 Projected
2.4%	**3.6%**	**2.5%**
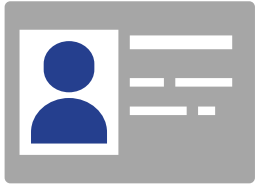
39.9	**ALAMANCE COUNTY**	**$59,395**
35.2	**ORANGE COUNTY**	**$84,400**
42.6	**US 70 W CORRIDOR**	**$79,464**

MEDIAN AGE

MEDIAN HOUSEHOLD INCOME

To illustrate the dynamics of the Corridor, the income distribution and population density map below provide further insights:
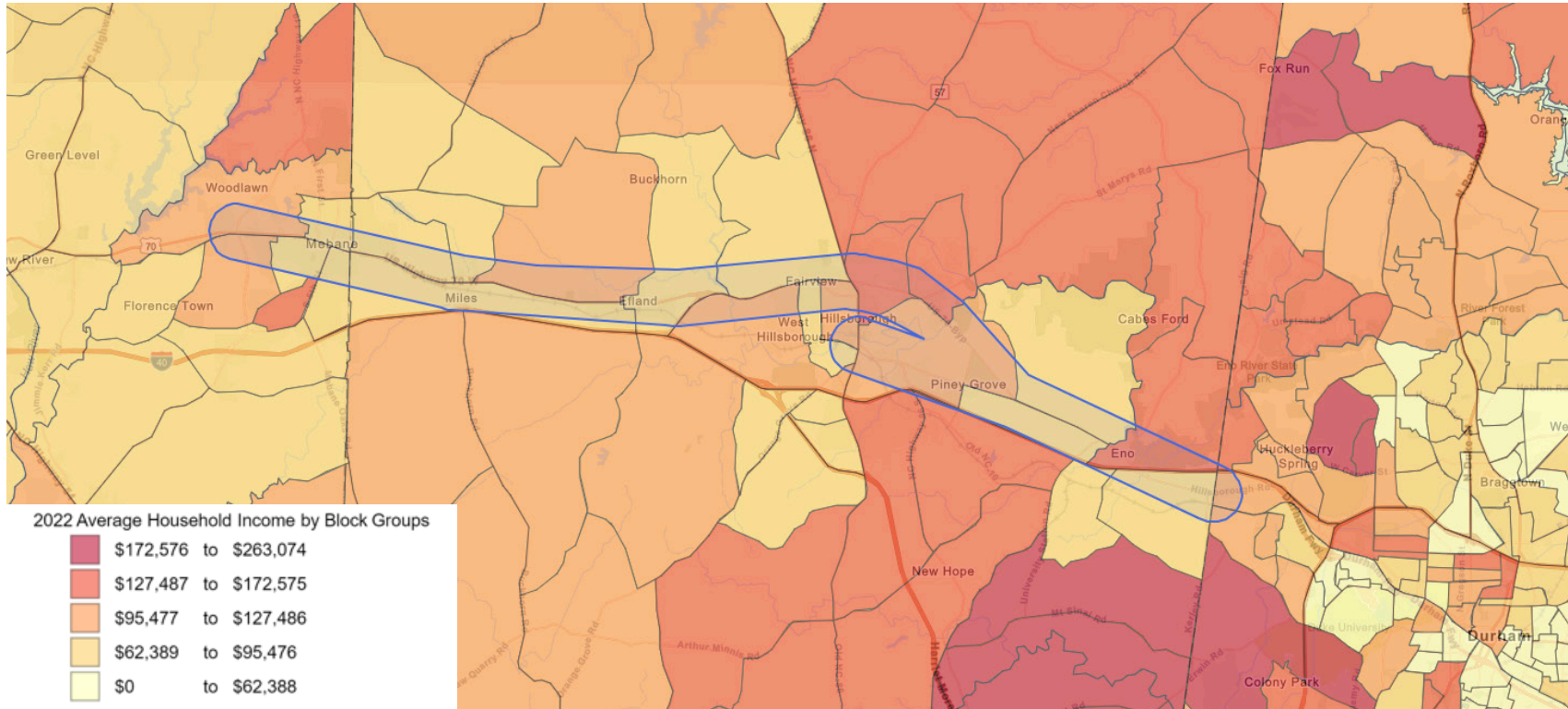

2022 Average Household Income by Block Groups

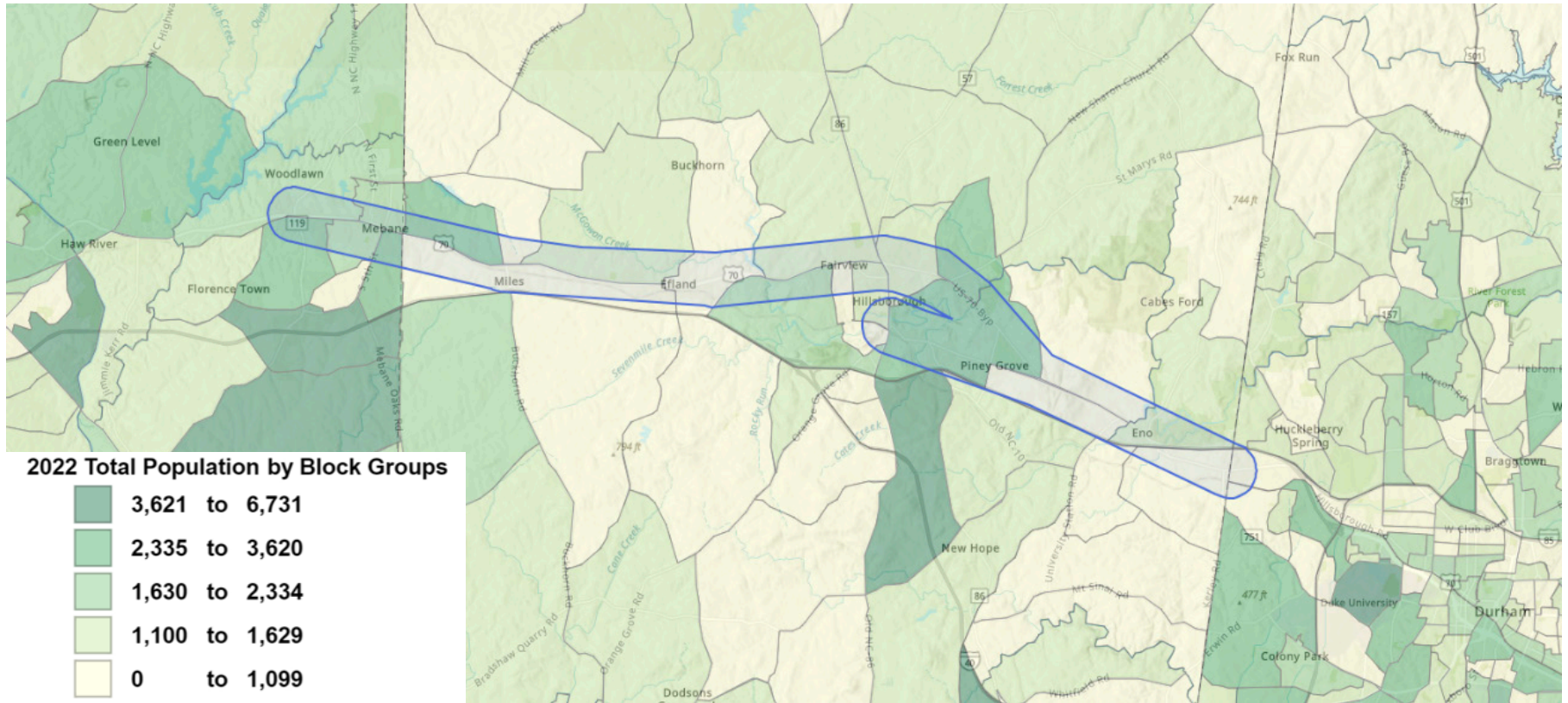|	
▉	$172,576 to $263,074
▉	$127,487 to $172,575
▉	$95,477 to $127,486
▉	$62,389 to $95,476
▉	$0 to $62,388

Figure 0-4 Household Income

Figure 0-5 Population Density

Lifestyle Segmentation

Lifestyle Segmentation, as defined by ESRI's Tapestry©, combines demographic and socio-economic data to further understand the residents in a neighborhood and the consumers in an area. It assists in understanding lifestyle characteristics including housing, consumer and entertainment preferences. The entire U.S. population is categorized within 14 Tapestry LifeMode groups, from which 65 Lifestyle Segments can be identified, grouped from rural to urban center populations. These provide in-depth information about the character of all households in the designated areas, combining demographic, social and behavior patterns. The top five (5) Tapestry Lifestyle Segments shown in the table below represents **65.3 %** of households within the Corridor and highlights socioeconomic factors which further demonstrate the diversity of the populations between these areas. The majority of the households throughout the corridor are owned single-family dwelling units occupied with families that primarily work in white collar jobs or are retired. Understanding the lifestyle dynamics of the current residents will influence development recommendations while aligning with the future growth of the area.

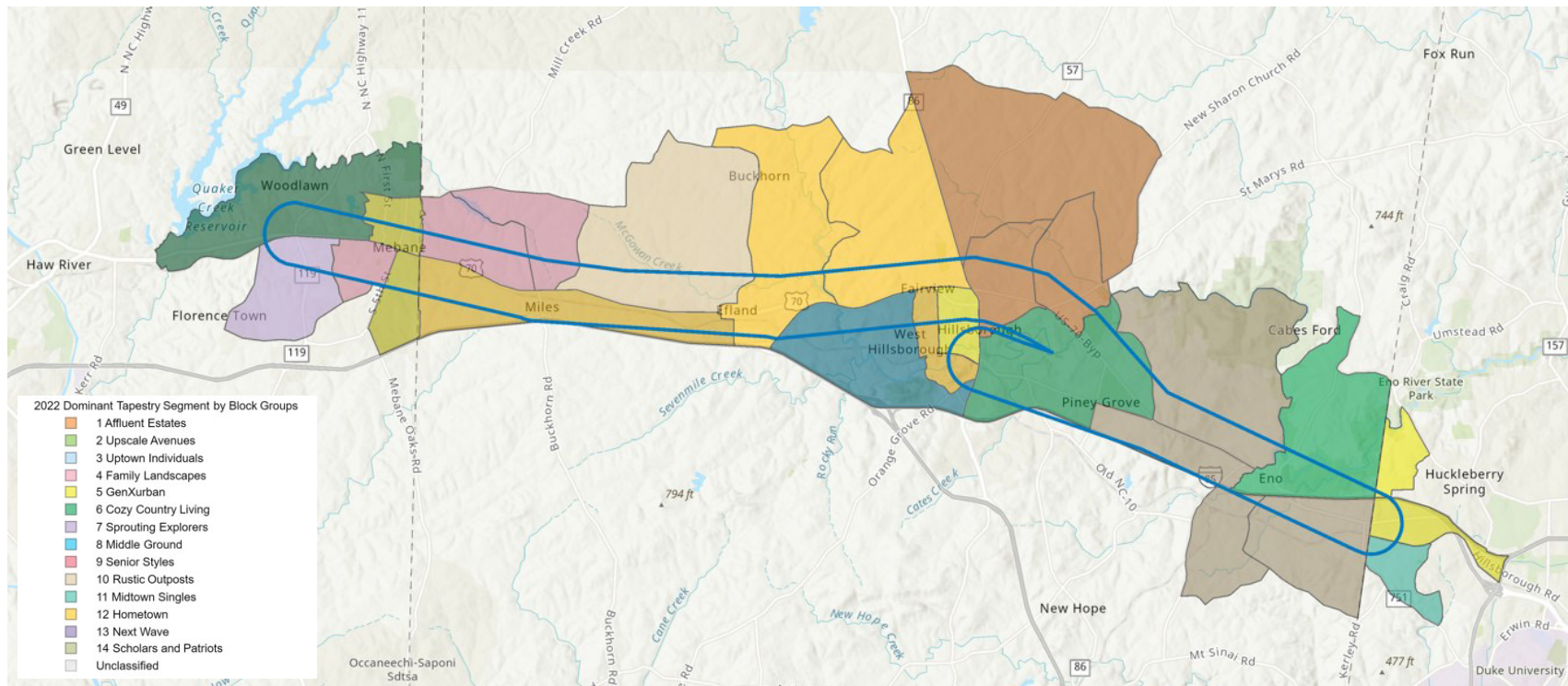Additional information on each of these Tapestry Segments can be found in the Appendix.

Figure 6 Corridor Tapestry Segment Map

	Tapestry Segment (LifeMode)	Housing Type	Household Type	Employment	Education	Percentage of Households
	Middleburg (4C) (Family Landscapes)	Single Family; Mostly Own	Young Couples	Professional; Administration; Sales; Management	HS Diploma; College Degree	**19.3%**
	Savvy Suburbanites (1D) (Affluent Estates)	Single Family; Mostly Own	Married Couples; Older Children	Professional; Management; Sales; Administration	College Degree	**14.4%**
	The Great Outdoors (6C) (Cozy Country Living)	Single Family; Mostly Own	Married Couples;	Retired; Professional Administrative; Management	College Degree	**14.3%**
	Rustbelt Traditions (5D) (GenXurban)	Single Family: Mostly Own	Married Couples; Singles	Professional; Services Retired	Some College; HS Diploma	**9.1%**
	In Style (5B) (GenXurban)	Multi-Units; Single Family; Mostly Rent	Married Couples; No Kids	Administrative; Services	HS Diploma. Some College	**8.2%**

Figure 7 Corridor Tapestry Segment Chart

Employment

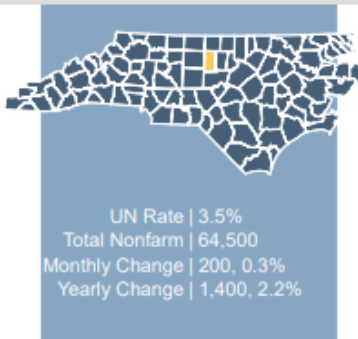The correlation between education, employment, and income is impacted by job readiness. There is a strong contrast between Alamance County and Orange County educational attainment. Alamance County has a lower rate of highly- educated workers than Orange County. Orange County's educated workforce is impacted by strong North Carolina universities including UNC Chapel Hill and Duke. These educated workers reside in the county but commute to employment centers such as Research Triangle Park. NC Department of Commerce research estimates almost 50% of the Orange County workforce commuted to Wake and Durham County alone in 2019.

2022 Population Age 25+ Educational Attainment

13.2%
Alamance County

28.2%
Orange County

High School

31.2%
Alamance County

62.9%
Orange County

Bachelor's Degree or Higher
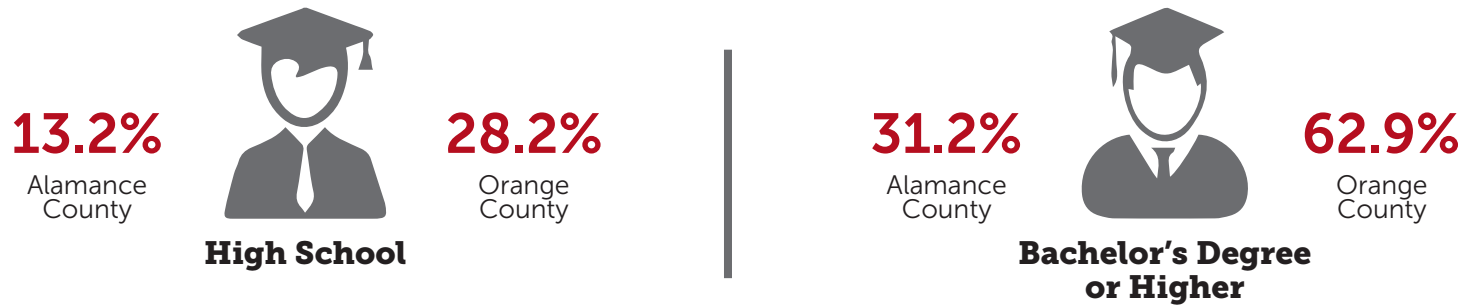
Burlington MSA | Total Nonfarm Employment | March 2022

UN Rate | 3.5%
Total Nonfarm | 64,500
Monthly Change | 200, 0.3%
Yearly Change | 1,400, 2.2%

Over-the-Month Employment Change

Industry	Change	
Mining, Logging & Construction	100	3.2%
Manufacturing	100	1.1%
Trade, Transportation & Utilities	-200	-1.5%
Information	0	0.0%
Financial Activities	0	0.0%
Professional & Business Services	-100	-1.5%
Education & Health Services	0	0.0%
Leisure & Hospitality	100	1.4%
Other Services	100	4.3%
Government	100	1.4%

Over-the-Year Employment Change

Industry	Change	
Mining, Logging & Construction	100	3.2%
Manufacturing	200	2.3%
Trade, Transportation & Utilities	0	0.0%
Information	100	50.0%
Financial Activities	0	0.0%
Professional & Business Services	400	6.5%
Education & Health Services	-100	-0.8%
Leisure & Hospitality	300	4.2%
Other Services	100	4.3%
Government	300	4.4%

Durham/Chapel Hill MSA | Total Nonfarm Employment | March 2022

UN Rate 2.8%
Total Nonfarm | 343,300
Monthly Change | 2,300, 0.7%
Yearly Change | 12,600, 3.8%
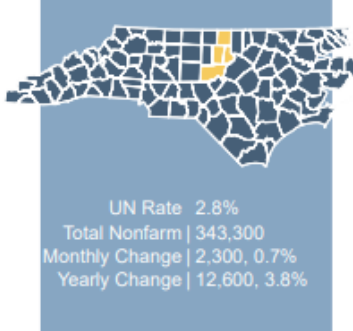
Over-the-Month Employment Change

Industry	Change	
Mining, Logging & Construction	300	3.3%
Manufacturing	300	0.9%
Trade, Transportation & Utilities	-500	-1.2%
Information	0	0.0%
Financial Activities	0	0.0%
Professional & Business Services	0	0.0%
Education & Health Services	-300	-0.4%
Leisure & Hospitality	600	2.5%
Other Services	200	1.8%
Government	1,700	2.5%

Over-the-Year Employment Change

Industry	Change	
Mining, Logging & Construction	100	1.1%
Manufacturing	1,000	2.9%
Trade, Transportation & Utilities	-100	-0.2%
Information	700	12.1%
Financial Activities	0	0.0%
Professional & Business Services	3,400	7.1%
Education & Health Services	2,400	3.2%
Leisure & Hospitality	3,500	16.6%
Other Services	300	2.8%
Government	1,300	1.9%

Source: NC Department of Commerce

Orange County is a **health, education and cultural center** while Alamance County is a **manufacturing and distribution hub**, having a large concentration of industrial space. Each are part of the fast-growing Raleigh and Durham-Chapel Hill metropolitan statistical areas, are among the largest in North Carolina, according to the state's office of management and budget. According to the US Bureau of Labor and Statistics, the North Carolina civilian labor force grew 2.6% from October 2021 to October 2022, with the Burlington and Durham-Chapel Hill metropolitan statistical areas (MSA) growing 1.6% and 2.5% for the same period respectively. The estimated ESRI 2022 unemployment rate in each of these areas shown below demonstrates strong labor markets. A large majority of the population in all areas are employed in White Collar jobs.

Unemployment

ALAMANCE COUNTY **3.3%** | ORANGE COUNTY **2.4%** | US 70 W CORRIDOR **2.7%**

Employment Segments (By % Of Population)

White Collar
Alamance County: 56.5%
Orange County: 75.2%
US 70 Corridor: 64.6%

Blue Collar
Alamance County: 27.5%
Orange County: 11.0%
US 70 Corridor: 21.6%

Services
Alamance County: 16.0%
Orange County: 13.8%
US 70 Corridor: 13.8%

The concentration of employment along the corridor is mainly focused near city/town centers and adjacent to parallel interstate access.
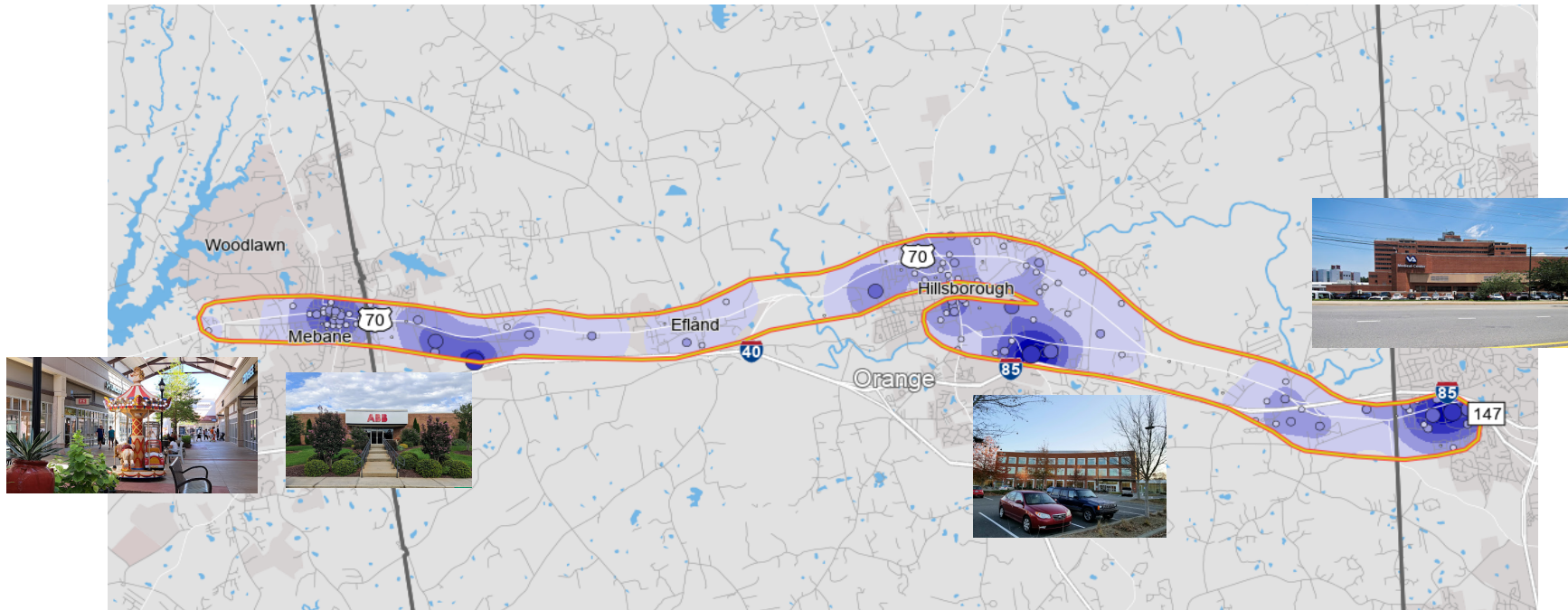
Source: U.S. Census Work Area Profile Analysis (2019) 2019); Rose Associates

Major employers/employment centers identified along and within close proximity to the corridor include:

- **NC Industrial Center (NCIC)**
- **NC Commerce Park (NCCP)**
- **ABB**
- **Armacell**
- **AKG**
- **Gildan**

- **Kingstown Mattress Factory**
- **STIHL**
- **Tanger Outlets**
- **Thinline**
- **UNC Health Park – Hillsborough Campus**
- **New business park planned in Efland at the US 70 / I-85 exit.**

Continued growth in the region has attracted additional new investment, development and jobs in and around the corridor, including:

- ThermoFisher purchased the former Buckhorn Industrial Park property a mile south of the corridor for $41 million and is expected to bring 150-200 high quality healthcare manufacturing jobs to their new 580,550 SF campus comprising of 2 buildings.
- Sunlight Batteries USA Inc., a manufacturer of lithium-ion and other high-performance batteries, will invest $40 million to expand its North Carolina operations. The company will create more than 130 jobs in its new facility in Mebane.

Findings:

We discover that the corridor is a blend of each County and the surrounding area demographic and economic dynamics.

The demographic and economic dynamics of the corridor are influenced by the major assets, existing land uses, physical constraints (e.g. topography, watershed, railroads and other physical barriers) and transportation issues.

Real Estate Uses

As mentioned, there are a variety of land uses identified along the corridor. We first look at housing and its influence on commuters. We then turn to commercial and its influence on truck traffic and commerce. Our findings highlight the issues and opportunities for development along the corridor, and its impacts on transportation.

Residential Housing

As of July 2022, US Census estimates that 56,753 new privately owned housing units have been approved in North Carolina for 2022 YTD at an estimated value of $13.4 million, second behind only Florida for the entire Southeast region. Alamance and Orange Counties are among the 31 Counties in North Carolina to enjoy strong housing growth, influenced by the strong Raleigh-Durham region.

Housing density along the corridor is among the lowest in the region, hence development pressures for additional housing both north and south of the corridor.

According to the U.S. Department of Housing and Urban Development (HUD), there were 266 new single family unit permits and 108 new multi family unit permits issued in Orange County from January through October 2022. In Alamance County new single family permits totaled 1,598 and new multifamily units totaled 156 for the same period.

According to analysis from Redfin, which includes data from local Realtor Multiple Listing Services, the median sales price for Orange County was $435,000 as of October 2022, up 9.6% year over year (YoY). Hillsborough, as of October 2022, was $484,750, up 21.2% YoY. Alamance County median sales price for October 2022 was $300,000 with a 11.7% increase YoY. For Mebane, median sales price was $368,350 as of October 2022, up 19.5% year over year.

North Carolina New Privately-Owned Housing Units Authorized by County: 2021

Source: U.S. Census Bureau

	Median Sales Price	Year over Year (YoY)
Orange County	$435,000	+9.6%
Hillsborough	$484,750	+21.2%
Alamance County	$300,000	+11.7%
Mebane	$368,350	+19.5%

Source: Redfin
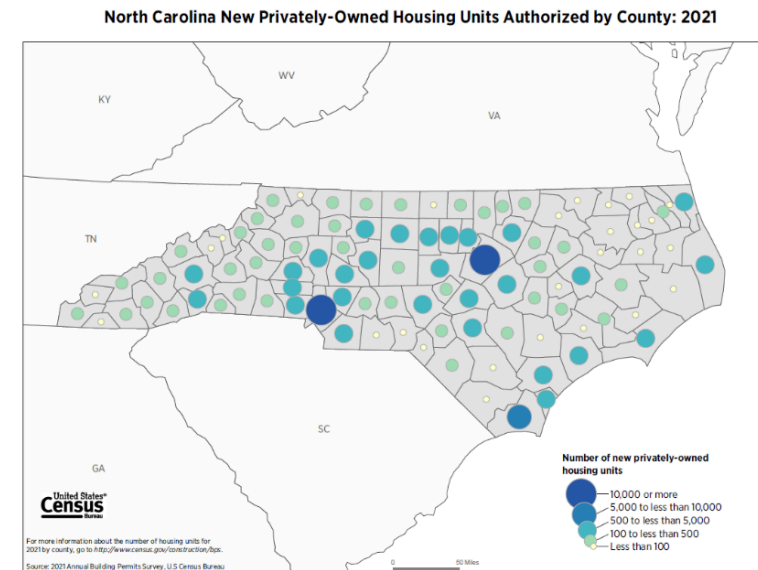
ESRI estimates 6,470 housing units within the Corridor, 71.6% of those being owner occupied, 20.9% renter occupied and 7.5% vacant or unoccupied. The majority of these units were built before 2000, the median year of structures built being 1984, indicating an aging housing stock.

Multifamily + Commercial Real Estate

Our review of commercial real estate inventory highlights the current conditions within the market, which are reflective of both past trends and present market cycles. Data from Costar includes office, industrial, retail and multifamily housing (4+ units). The data shown on the following chart (as of January 2023) indicates the difference in vacancy and pricing in the multifamily apartment market between Alamance and Orange Counties. The contrast is more stark in the office market, which is more challenged in Orange County, likely due to larger inventories of office space. Alamance County dominates in the industrial sector. Both counties show a decrease year-over-year in vacancy rates in both retail and industrial product. Vacancy rates below 5% are market indicators that there is demand for product.

Real Estate Comparisons CoStar Burlington Market CoStar Durham Market
(year over year comparisons, January 2022-2023)

Metrics	CoStar Burlington Market/Alamance County	CoStar Durham Market/Orange County
Multifamily Inventory	9,924 units (+7.9%)	56,298 units (+3.98%)
Multifamily Vacancy	9.4% (+4.7%)	7.3% (+2.6%)
Multifamily Market Rent	$1,256 (+5.5%)	$1,502 (+4.4%)
Office Inventory	3,400,000 SF (+0.89%)	36,100,000 SF (+0.88%)
Office Vacancy	1.7% (+0.5%)	9.1% (-0.9%)
Office Market Rent	$18.94 (+2.9%)	$27.12/SF (+3.1%)
Retail Inventory	12,600,000 SF (+0.26%)	27,900,000 SF (+0.51%)
Retail Vacancy	2.5% (-0.7%)	2.4% (-0.30%)
Retail Market Rent	$14.94/SF (+5.1%)	$22.29/SF (+5.5%)
Industrial Inventory	30,300,000 SF (+2.64%)	47,400,000 SF (+5.0%)
Industrial Vacancy	3.1% (-1.1%)	3.8% (-1.1%)
Industrial Market Rent	$5.20/SF (+11.8%)	$10.44/SF (+10.7%)

Figure 8 Commercial Real Estate Market Chart   *Source: Costar;Rose Associates*

Findings:

There is demand for additional office, industrial and retail uses, which the Corridor can capture in appropriate areas, where physically feasible, supported by transportation and other infrastructure. Similarly, despite near market equilibrium in multifamily, there remains demand for a variety of housing product types such as townhomes, single family homes, patio and retirement homes. As of January 2023, there was a 1.7 months supply of inventory in the entire Triangle region and 0.8 months supply in Orange County according to the Triangle Multiple Listing Service.

The Corridor Plan
Issues + Opportunities

The corridor is located between large employment centers and high growth areas. The accessibility and connectivity of the corridor to major employment centers, recreation and the interstates provide many opportunities for new development. The demographic and economic characteristics support a wide range of opportunities to support a variety of land uses. Issues which challenge these land uses include physical constraints, infrastructure capacity and differing visions and goals for development between communities. The corridor reflects a balance of preservation of natural areas and development of new housing and commercial products to support economic development efforts.

As mentioned, the corridor serves three primary constituents: resident commuters, employees involved in commerce, and visitors traveling through for business or recreation. While it is important to consider the needs of residents in terms of transportation and accessibility to jobs, and other activities of daily life, quality of life is impacted by the daily commute. Economic development efforts focus on job growth through existing business expansion, industry attraction of new companies, and the growth of small business through entrepreneurship. Many of these opportunities were identified in the Orange County SWOT Analysis, which highlights sites along the corridor for industrial development. Another facet of economic development includes recreation and tourism.

Accessibility & Connectivity	Physical Constraints
Located Between High Growth Areas	Infrastructure Capacity (Water & Sewer)
Differing demographic & economic dynamics	Differing Visions & Goals for development
Available Sites for Development	Potential conflicts between preservation & development

Residents (commuters)

Commerce (trucks)

Recreation (visitors)

ORANGE COUNTY SWOT ANALYSIS
FINAL REPORT
Orange County, NC

ORANGE COUNTY
NORTH CAROLINA

Prepared by
Nance
TIMMONS GROUP
NAI Carolantic Realty
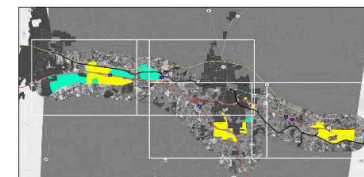
For
Orange County Economic Development

February 2018

Recreation + Visitors

Tourism is widely regarded as a key sector for economic development. It creates jobs, increases the wealth of an area, and often leads to improvements and investment in the community through shopping, dining and recreation. Tourism also provides an economic stimulus by allowing for diversification of employment and income potential. All of these factors contribute to the corridor, as multiple recreational assets are found along the route experience.

The tourism industry is comprised of various sectors that house, feed, transport, and entertain visitors. Each sector covers a broad range of fields, providing a distinct variety of goods and services. While separate from one another, they can often overlap and work in conjunction to create one complete and comprehensive hospitality experience. There are five primary sectors within the tourism industry: 1) lodging; 2) transport; 3) entertainment, recreation and activities; 4) food & beverage; and 5) retail.

The COVID-19 pandemic in early 2020 halted the tourism industry, but research shows that domestic visitor spending has fully recovered in North Carolina. The Economic Impact of Travel on North Carolina Counties study commissioned by VisitNC reports domestic visitors spent $28.6 billion in North Carolina in 2021, a figure that tops the 2019 record by 2.4 percent. These visitors generated $1.1 billion in local tax receipts. Alamance and Orange County ranked 30th and 32nd respectively in total spending among the 100 North Carolina Counties in 2021. Alamance County spending grew 54.7 percent year over year, led by food & beverage ($89.14) followed by transportation ($46.02m), lodging ($45.71m), recreation ($25.53m) and retail ($19.50m) for total spending of $225.91 million dollars. Orange County spending grew 51.7 percent year over year, led by food & beverage ($73.98m) followed by lodging ($38.97m), transportation ($36.40m), recreation ($29.09m) and retail ($16.37m) for total spending of $194.81 million dollars.

The corridor can continue to capture a portion of this spending by investing in and preserving its historical and natural assets. The North Carolina Parks and Recreation Authority recently approved a $17.4 million spending plan to include a 15-acre land acquisition buffer to Eno River State Park, which support such effort.

Tourism Annual Spending
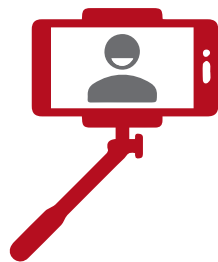
$94.81 Million
Orange County

$225.91 Million
Alamance County

Source: VisitNC

Segment Strategies

In an effort to integrate the anchor assets and land uses identified in the Corridor, a key theme evolved:

Key Theme: Balance

This theme supports both quality of life characteristics found in housing, recreation and retail, as well as economic development for workforce resiliency and job growth, leading to investment. Corridor strategies that may provide opportunities for such balance could include:

- Housing is key – provide improved connectivity for existing single-family neighborhoods and new additional housing focused on commuting routes.
- Improve access for trucks to industrial areas and minimize rail conflicts.
- Minimize truck/car conflicts in downtown and commercial shopping/dining areas.
- Consider alternative transportation modes.
- Promote employment opportunities, including workforce development for residents in all socio-economic segments.
- Enhance park and recreation access through directional signage.

The anchor assets and land uses identified in the corridor form what could be future key investment areas identified through six corridor segments (A – F) from west to east:
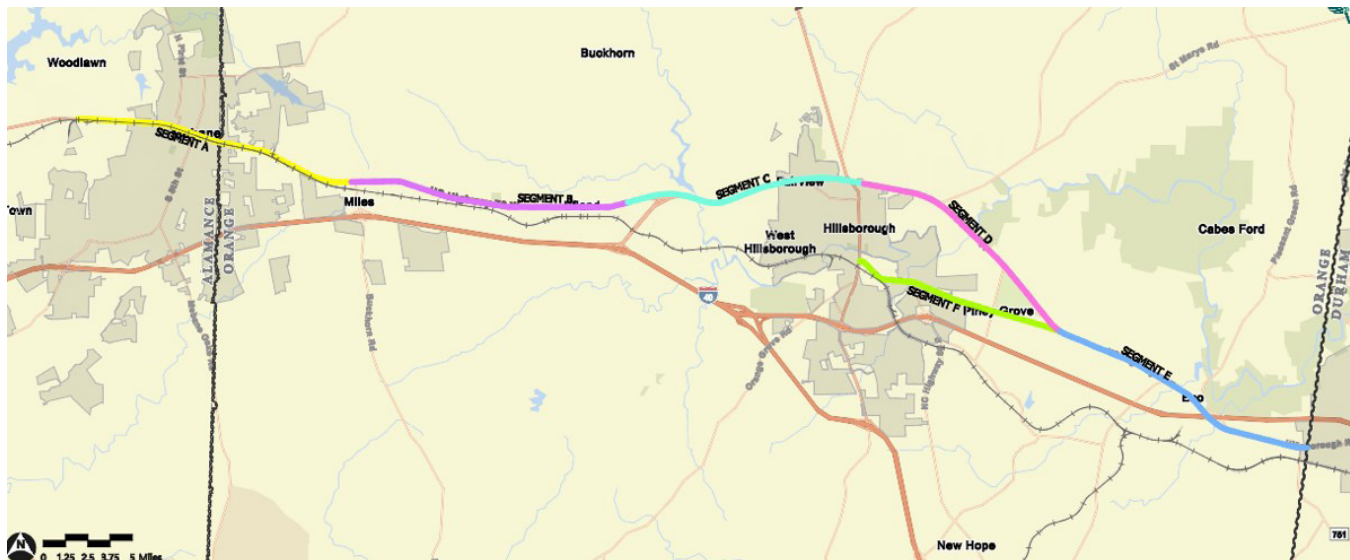
Source: VHB

Build Area

US 70 W Corridor Study - Build Area Map

Orange County, NC

Source: VHB
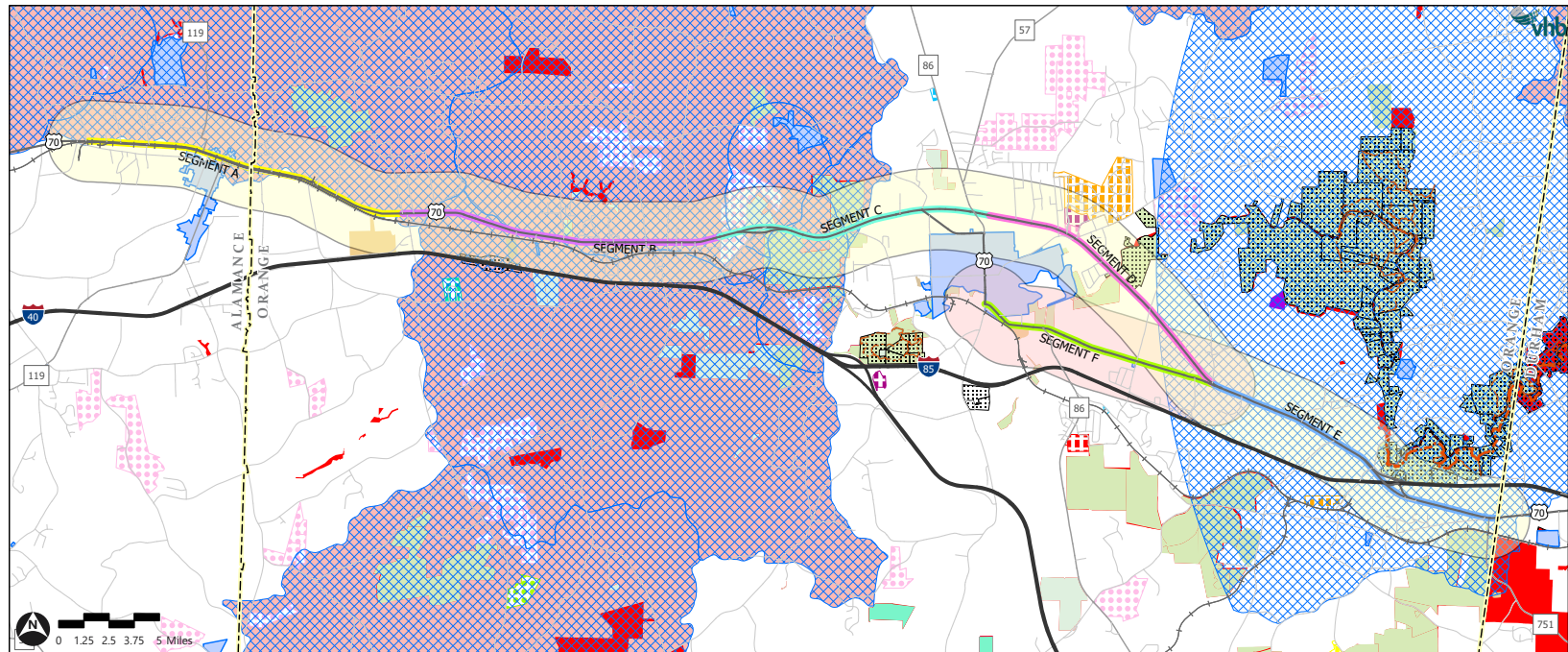
Legend

[County Boundary] County Boundary

+—+ Railroad Track

USGSTrails

TrailsSegment

- - - Snow Trail
──── Snow Trail with National Designation
- - - Standard/Terra Trail

- - - Standard/Terra Trail with National Designation
──── Water Trail
──── Water Trail with National Designation

US 70 West Buffer
US 70 Business Buffer
Water Supply Watershed Area
Hazard Substance Disposal Area

National Register Boundary
Boundary of Destroyed/Removed NR Listing
Brownfield Site
State Owned Land
Orange County Parks & Open Space
Parks & Open Space

Enhanced Voluntary Agriculture District
Voluntary Agriculture District
Land Trust Conservation Property
Conservation Tax Credit Property
Managed Area
High Quality Water - Outstanding Water Resource

Planned Development

Planned Development
Planned Development - Light Industrial
Planned Development - Office/Institutional
Planned Development - Rural Buffer
Planned Development Commercial - General Commercial
Planned Development Housing - High Intensity Residential
Planned Development Housing - Low and Medium Intensity Residential
Planned Development Housing - Rural Residential

Segment A – NC 119 to Mace Rd.
Alamance + Orange Counties

The **existing land uses** found within this Segment include:

- Historical Downtown Mebane
- Single & Multi Family Housing
- Small Business Retail & Dining
- Solar Farm
- Churches
- Rural Land/Farming
- Park/Nature Preserve
- Industrial/Distribution Warehousing

Segment A spans through Alamance and Orange counties and travels through the bustling, historic **City of Mebane**. The study area begins at NC 119 which offers quick access to the interstate. This segment is a lifestyle thoroughfare allowing both nearby residents and visitors to enjoy dining, shopping, recreation, and religious services. The 2018 **Mebane Vision Plan** illustrated the potential for 850,000 square feet of new residential and commercial development comprising of higher density mixed use retail and multifamily residential near the downtown core. Larger scale buildings along the eastern edge include proposed recreational facilities such as a YMCA as noted through the public engagement of the plan and new industrial development.

New development is focused on the downtown and provides for small scale office and retail uses, to support local residents and small business. Available parcels around NC 119/ US 70 intersection provides opportunities for continued industrial growth.
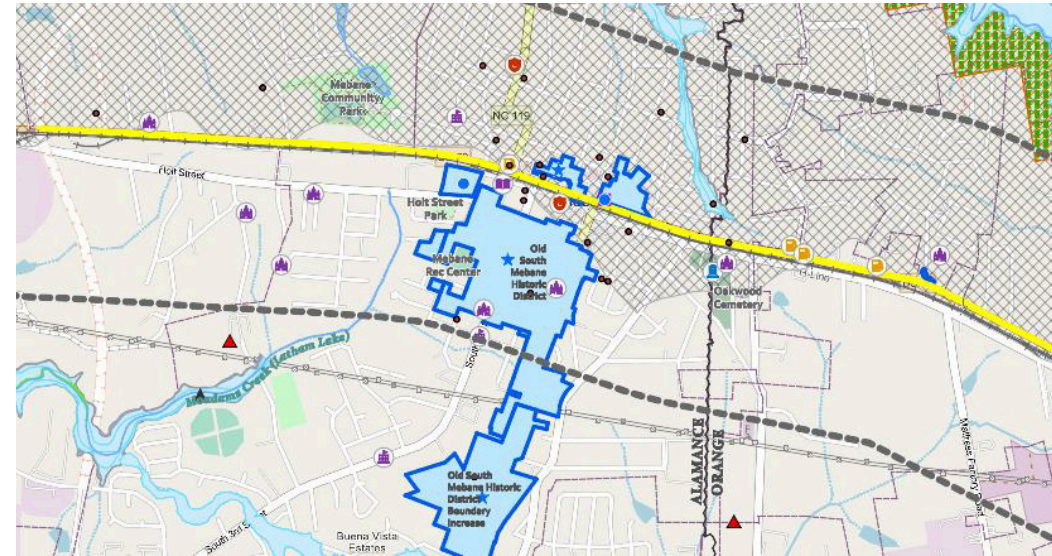
Suggested Land Uses

🏠	Residents (commuters)	• Housing • Service Retail • Small Office
⚙	Recreation (visitors)	• Public/recreational space • Lodging
🚚	Commerce (trucks)	• Manufacturing • Distribution • Flex/ R&D

Segment B – Mace Rd. to Lloyds Dairy Rd.
Orange County

The **existing land uses** found within this Segment include:

- Single Family Housing
- Small Business Retail & Dining
- Rural Land/Farming
- Park/Nature Preserve
- Schools
- Solar Farm
- Heavy Equipment/Industrial

Segment B continues from the City of Mebane through the community of Efland. Developed land within this segment comprises single family lots, ancillary service retail, and uses to service residents of the area. Aside from service retail and a few industrial parcels there is very little commercial uses in this segment. However, two interchange access connections provide an opportunity for future development where appropriate infrastructure is in place.

The Buckhorn/Efland Area (Exit 157), specifically "Potential Growth Area A" identified in the **Buckhorn Area Plan**, includes 19 developable parcels that have visibility and accessibility to the I40/85 interstate and are adjacent to the railroad. There are several vacant land parcels, with some residential and agricultural properties. This area either has water and sewer currently available or readily available, and relatively moderate topography. Current zoning surrounding the area is primarily heavy industrial and residential. Once roadway accessibility is established, there is opportunity for small footprint flex industrial, logistical, and distribution space to be developed as dictated by the market and infrastructure availability.

Suggested Land Uses

🏠	Residents (commuters)	• Housing • Service Retail
⚙️	Recreation (visitors)	• Public/recreational space • Lodging
🚚	Commerce (trucks)	• Manufacturing • Distribution • Flex/ R&D

Exit 160 provides accessibility to the community of Efland. Although Efland is unincorporated, future population growth and job creation from the surrounding areas provide the opportunity for Efland to market itself as a small town destination with affordable housing options that appeal to residents who don't want to live in densely populated areas. Efland could also serve as a tourism destination. The interstate interchange is a gateway for the community, with the opportunity for some mixed-use multifamily/retail as well as lodging on parcels around Mt Willing Rd. as appropriate roadways and other infrastructure are put in place.
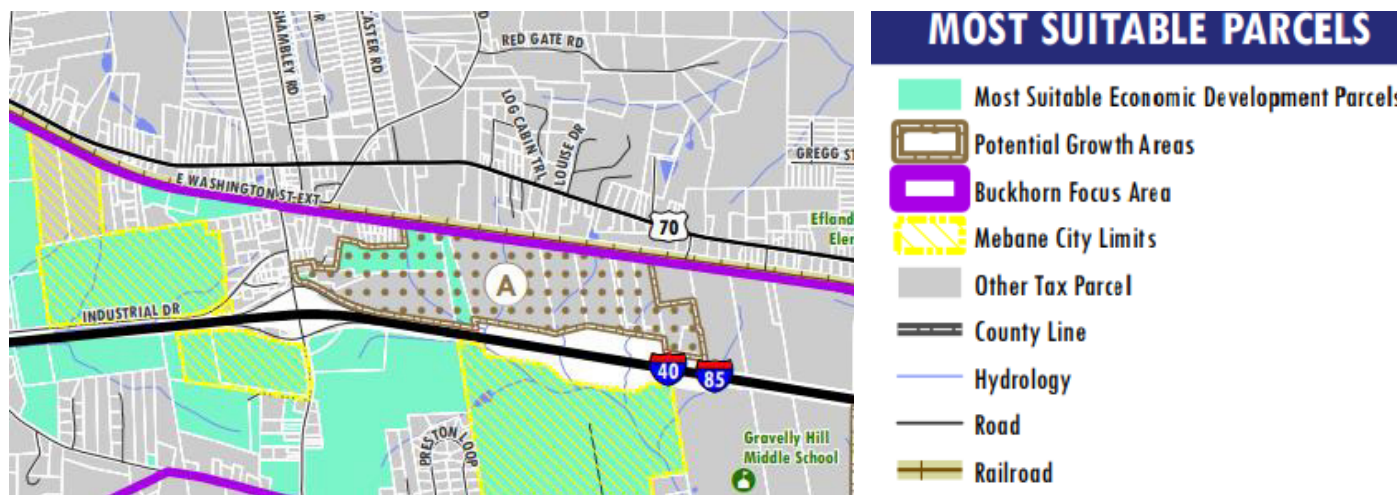
Source: Buckhorn Area Plan

Segment C – Lloyds Dairy Rd. to NC 86
Orange County

The **existing land uses** found within this Segment include:

- Single Family Housing
- Small Business Retail & Dining
- Rural Land/Farming
- Park/Nature Preserve
- Hillsborough Downtown
- Event Space

Segment C is a predominately rural route reaching the northern part of Hillsborough. A majority of the undeveloped land is constrained by protected watersheds, topography and limited infrastructure. Natural assets within this segment including the Duke Forest and Eno River including the Bonnie B Davis Environment and Agricultural Center and Lloyds Dairy Barn, which provide recreational options for residents and visitors. Developed land consists primarily of single family housing and retail to support local residents and users traveling the corridor.

Opportunity for future development should strive to align with the goals of the **Hillsborough Vision 2030 Plan** keeping the natural character of the area with a focus on outdoor tourism and recreation. Additional housing options and small scale office and retail will support the organic growth of the Hillsborough community to support and balance the towns' expanding tax base.
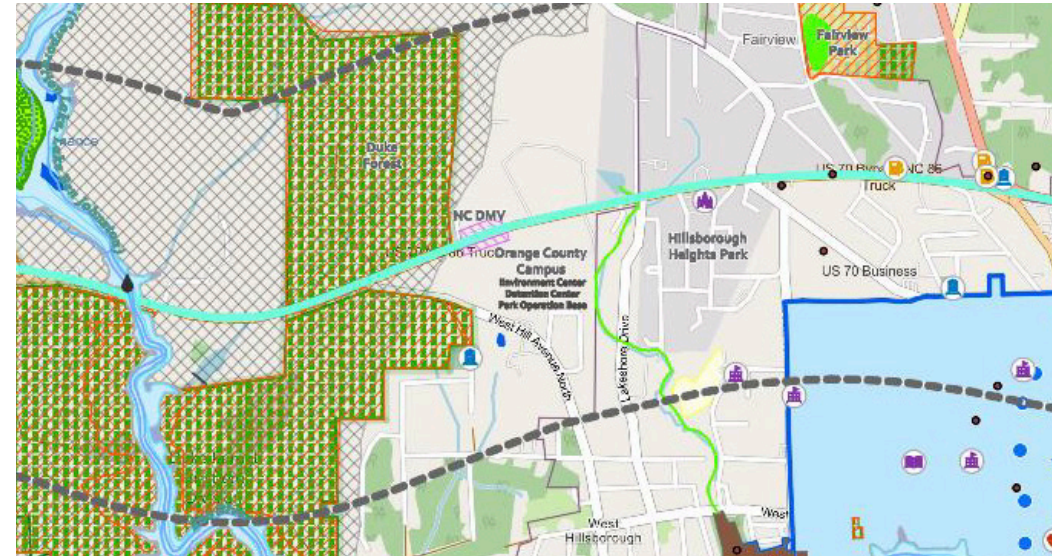
Suggested Land Uses

🏠	Residents (commuters)	• Housing • Service Retail
💡	Recreation (visitors)	• Public/recreational space • Lodging
🚚	Commerce (trucks)	• Small Footprint Manufacturing

The focus of commercial and high density multifamily residential development should be on vacant parcels surrounding the I40/ US 70 Connector that can be developed once adequate infrastructure is in place, as identified in the Efland-Mebane Small Area Plan "Southeast Portion" provided it doesn't conflict with the Critical watershed lines (Seven Mile Creek Reservoir) and any utility easements. Quick accessibility and visibility from the interstate is an appeal to companies. It allows people and goods to move quickly and will avoid exacerbating traffic on US 70. Alternatively, this exit could serve as a mixed-use gateway for Efland and Hillsborough with focus on wayfinding and signage to bring additional visitors to these communities.

This area has also been identified as "Growth Area E" in the **Buckhorn Area Plan** shown by the image here.
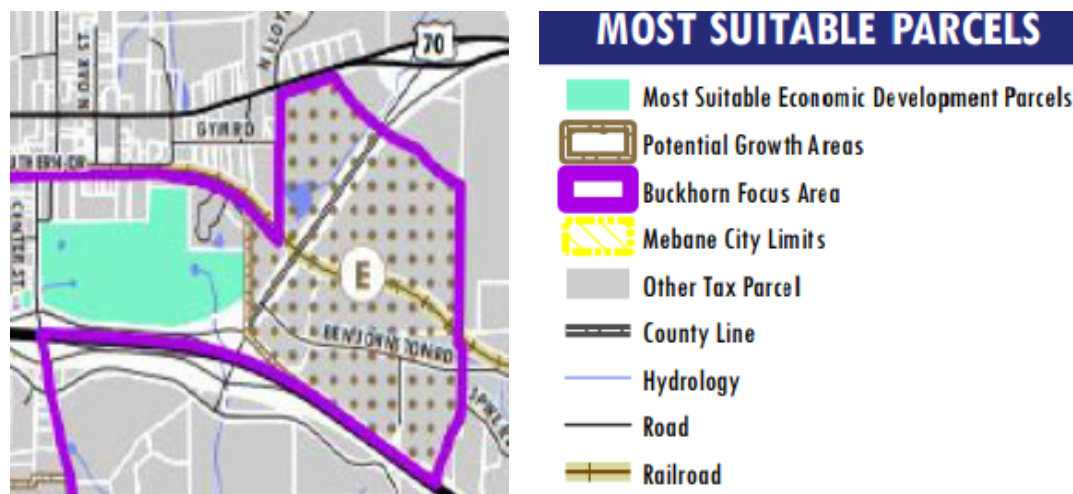
Segment D - NC 86 to US 70 Business Intersection
Orange County

The **existing land uses** found within this Segment include:

- Single Family Housing
- Schools
- Small Business Retail & Dining
- Convenience Retail Center
- Rural Land
- Park/Nature Preserve
- Hillsborough Downtown

Segment D primarily serves as a thoroughfare for visitors and residents traveling to Hillsborough or the interstate. It includes many outdoor recreational assets including Occoneechee Golf Club, James M Johnston Nature Preserve, and a portion of Eno River State Park, along with historical assets such as Ayr Mount. Developed land in this segment consists of single-family housing, grocery store anchored retail, additional small footprint ancillary service retail, and Orange County middle and high school.

The historical and recreational assets in this segment serve as a draw that service the local economy by bringing visitors and residents. Therefore, the primary focus of this segment is tourism and preservation. Additional population growth from Hillsborough and Durham will dictate the need for expansion of the existing single-family subdivisions. Demand for retail space will be driven by additional housing.
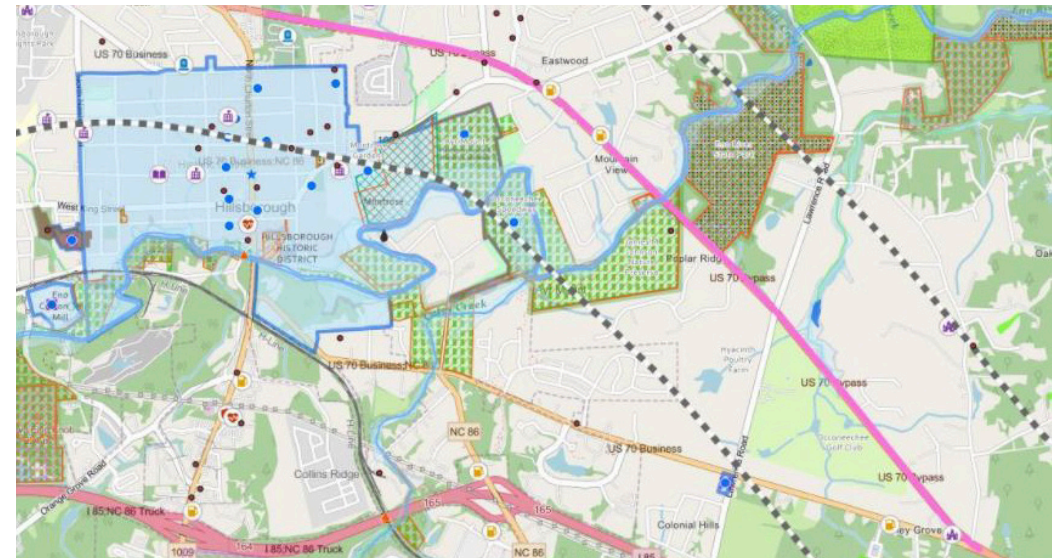
Suggested Land Uses

🏠	Residents (commuters)	• Housing • Service Retail
⚙	Recreation (visitors)	• Public/recreational space • Lodging

Segment E - US 70 Business Intersection to Durham/Orange County Border
Orange County

The **existing land uses** found within this Segment include:

- Single Family Housing
- Mobile Home Park
- Heavy Equipment and Contracting Storage
- Interstate Lodging
- Electrical Substation
- Church
- Small Business Retail
- Rural Land

Segment E primarily serves as a thoroughfare for users to travel to and from Durham and Hillsborough in lieu of the interstate. It includes single family housing, a fire station, church and limited-service retail. As development pressures continue from Durham's growth the section of the segment south of the interstate will continue to experience development pressure. Otherwise, this segment will continue to remain a thoroughfare as land constraints and adjacency to Duke Forest and Eno State park make this segment's primary focus to be accessibility and preservation for the use and enjoyment of visitors, residents and commerce.
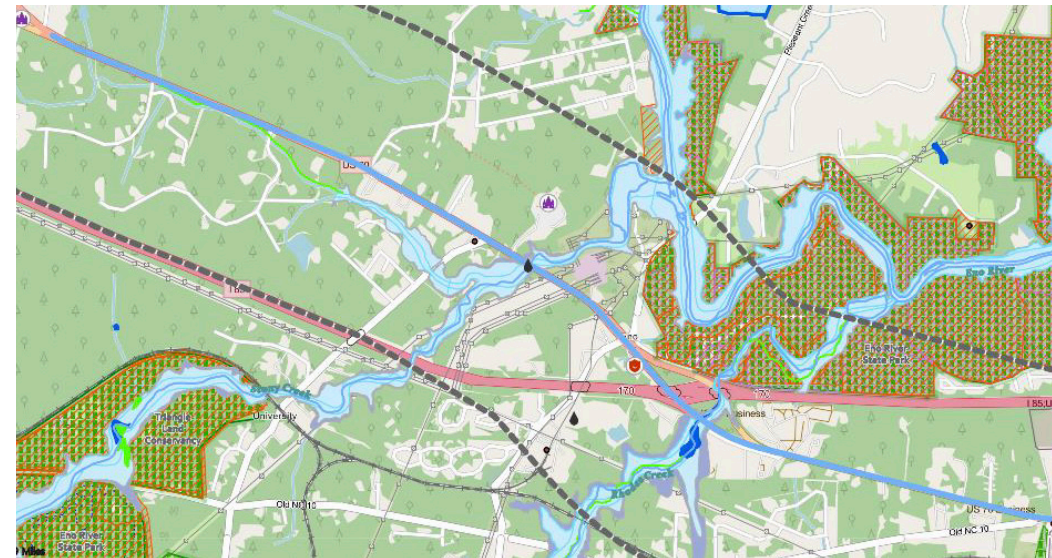
Suggested Land Uses

🏠	Residents (commuters)	• Housing • Service Retail
⚙	Recreation (visitors)	• Public/recreational space • Lodging
🚚	Commerce (trucks)	• Manufacturing • Distribution • Flex/ R&D

The **Eno Economic Development District Small Area Plan** identified 942 acres surrounding the I85/US 70 interchange and focuses on low impact commercial and multifamily development to limit negative impact on the Lower Eno water supply watershed and surrounding natural assets. The provision of services, including water and sewer, is dictated by the City of Durham's growth plan. Opportunities for small footprint manufacturing and service retail development are dependent on this infrastructure. Once built this will accommodate surrounding residential and employment growth, as well as visitors of surrounding recreational assets. This area has potential for future lodging uses as well.

Although constrained by Eno River State Park to the north, future changes to the I-85 interchange as part of a planned Interstate widening project could be substantial, leading to major redevelopment.
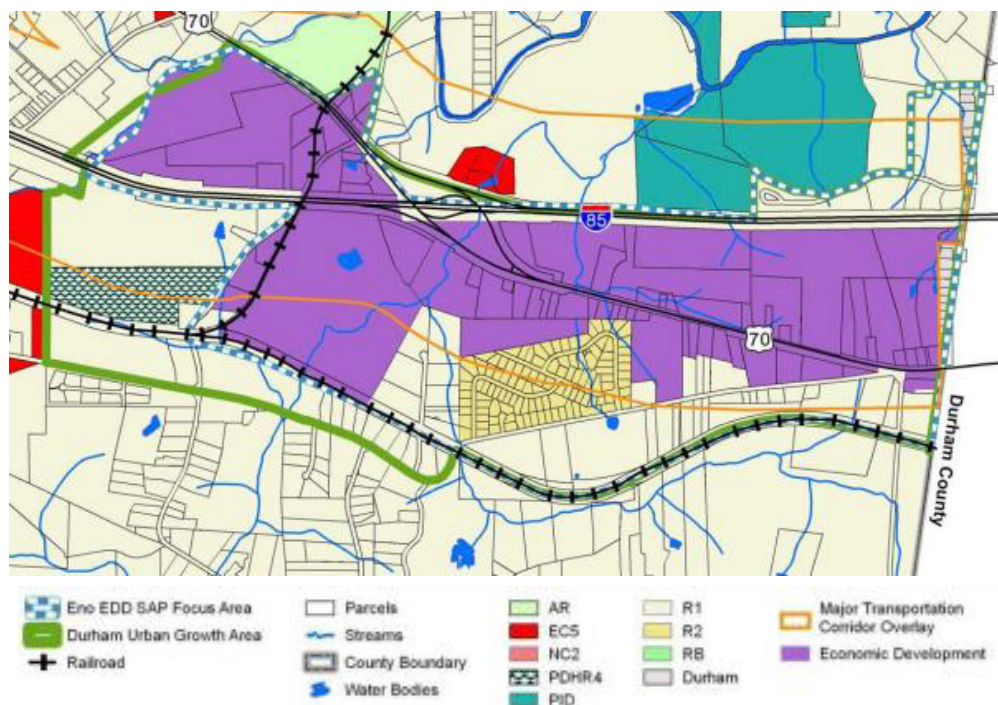
Source: Eno Economic Development District Small Area Plan

Segment F - US 70 Business from US 70 West to NC 86

The **existing land uses** found within this Segment include:

- Single Family Housing
- Small Business Retail & Dining
- Light Manufacturing
- Rural Land
- Churches
- Park/Nature Preserve
- Hillsborough Downtown

Segment F has a mix of uses, serving the residents of established households and newly developed single-family subdivisions of Hillsborough, as well as access to recreational and historical assets including Occoneechee Speedway, Occoneechee Golf Club, and Eno River Access via the Hillsborough. This segment also includes town utilities (wastewater treatment) and serves as an employment hub of Hillsborough, including assets such as the Meadowlands Office and Industrial Park. The Orange County Sportsplex, is a local destination for residents, workers, and visitors from the surrounding area. Much of the land within this segment has been developed, and any future development should coincide with recommendations from the **Hillsborough Vision 2030 Plan** and **Hillsborough and Orange County Strategic Growth Plan**, to include commercial/office and low-density single-family development south of US 70 Business as dictated by the market.
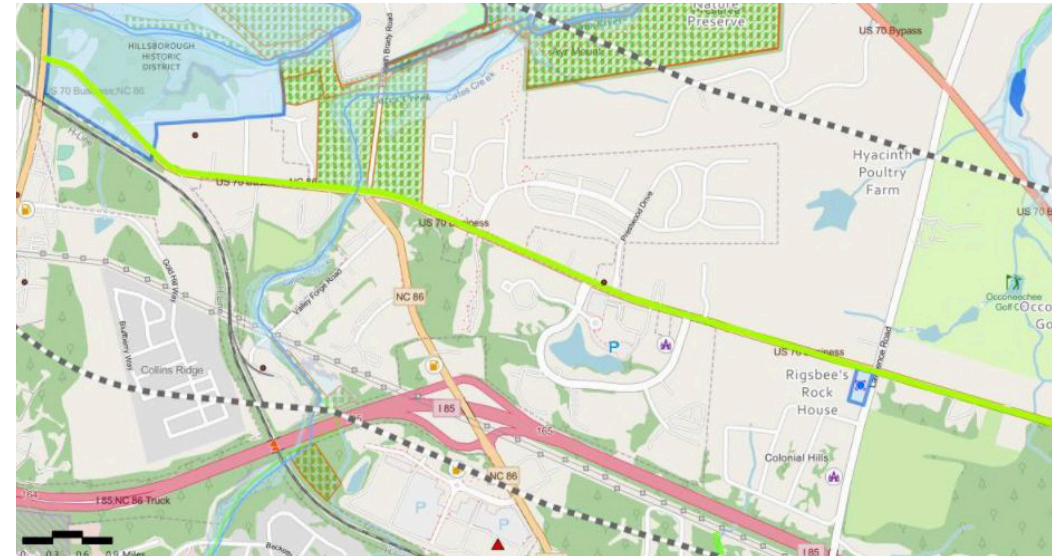
Suggested Land Uses

🏠	Residents (commuters)	• Housing • Service Retail
💡	Recreation (visitors)	• Public/recreational space • Historical
🚚	Commerce (trucks)	• Manufacturing • Flex/ R&D/ Office

Measuring Success

The success of any plan is dependent on market forces and market cycles.

Market Forces

Market forces include both external and internal forces. External forces include such things as natural or man-made disasters and the broader geopolitical climate as well as the national economy. Internal forces include more localized factors that are influenced by state and local public policy. The identification of capital improvement projects to provide a catalyst for private investment can be measured by fiscal impacts. Fiscal impacts are based upon reasonable assumptions that reflect state and local economic factors, such as housing and real estate markets. Tax valuations for the purposes of tax assessment are based upon mass appraisal practices which take these factors into consideration. Since 2018, construction costs have risen dramatically and many housing markets have seen dramatic upward shifts in value, both in for sale and for lease residential real estate. Commercial markets generally follow the housing market, so long as construction costs can be justified by occupancy costs, including market rental rates and property taxes. When the market rates are not commensurate with the cost to construct new product or occupancy costs, the market cycle of supply and demand is impacted.

Market Cycles

Real estate markets are reflection of national, state and local economies. They are also influenced by costs of capital, wages and construction. Each of these factors into a complex prism of demand and supply, much of which can be measured or quantified. The market metrics gathered during the market analysis of a project assist in determining appropriate land uses and product types as well as what phase the local market may be experiencing. Based on the data collected during the market analysis phase, the US 70 corridor is growing. The housing market leads local market cycles, as rising rental rates and median home price increases have fueled homes sales and new construction. In commercial, market vacancies are low, however, new construction is somewhat limited compared to other markets, as rent pressures have not yet met the test to warrant new construction in certain sectors of the commercial real estate market.

Metric	
Commercial Permits New	(#)
Commercial Permits New	($)
Commercial Tax Values	($)
Retail Vacancy	%
Office Vacancy	%
Industrial Vacancy	%
Hotel Occupancy Tax	($)
Retail Sales Tax	($)
Business Licenses	(#)
Employment	(#)
Unemployment	%
Residential Permits	(#)
Residential Tax Values	($)

In order to establish a baseline and track progress, the series of data points as shown in the table below are those that the appropriate parties should create and track annually using a simple spreadsheet model.

Regular communication and collaboration between planning and economic development departments in all affected jurisdictions will assist in tracking these metrics, and provide year-over-year changes for targeted growth.

Appendix

Alamance County Community Profile

Orange County Community Profile

Corridor Area Community Profile

Tapestry Segment Details

	Alamance Coun...
2022 Households by Income	
Household Income Base	69,892
<$15,000	11.2%
$15,000 - $24,999	7.5%
$25,000 - $34,999	9.9%
$35,000 - $49,999	11.4%
$50,000 - $74,999	21.0%
$75,000 - $99,999	15.4%
$100,000 - $149,999	13.6%
$150,000 - $199,999	5.3%
$200,000+	4.7%
Average Household Income	$81,375
2027 Households by Income	
Household Income Base	72,538
<$15,000	8.5%
$15,000 - $24,999	5.8%
$25,000 - $34,999	8.2%
$35,000 - $49,999	9.8%
$50,000 - $74,999	20.8%
$75,000 - $99,999	16.7%
$100,000 - $149,999	16.8%
$150,000 - $199,999	7.5%
$200,000+	5.9%
Average Household Income	$96,110
2022 Owner Occupied Housing Units by Value	
Total	47,521
<$50,000	6.0%
$50,000 - $99,999	10.9%
$100,000 - $149,999	10.8%
$150,000 - $199,999	20.2%
$200,000 - $249,999	14.9%
$250,000 - $299,999	14.2%
$300,000 - $399,999	12.8%
$400,000 - $499,999	5.1%
$500,000 - $749,999	2.2%
$750,000 - $999,999	2.1%
$1,000,000 - $1,499,999	0.8%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.1%
Average Home Value	$242,694
2027 Owner Occupied Housing Units by Value	
Total	50,096
<$50,000	3.4%
$50,000 - $99,999	4.5%
$100,000 - $149,999	4.7%
$150,000 - $199,999	14.3%
$200,000 - $249,999	16.2%
$250,000 - $299,999	19.8%
$300,000 - $399,999	20.2%
$400,000 - $499,999	8.8%
$500,000 - $749,999	3.8%
$750,000 - $999,999	3.1%
$1,000,000 - $1,499,999	1.1%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.1%
Average Home Value	$302,767

January 20, 2023

	Alamance Coun...
2010 Population by Age	
Total	151,126
0 - 4	6.3%
5 - 9	6.5%
10 - 14	6.6%
15 - 24	14.5%
25 - 34	11.4%
35 - 44	13.7%
45 - 54	14.5%
55 - 64	11.9%
65 - 74	7.6%
75 - 84	4.9%
85 +	2.1%
18 +	76.5%
2022 Population by Age	
Total	176,119
0 - 4	5.5%
5 - 9	5.9%
10 - 14	6.0%
15 - 24	14.0%
25 - 34	12.7%
35 - 44	11.9%
45 - 54	12.5%
55 - 64	12.9%
65 - 74	10.5%
75 - 84	5.7%
85 +	2.3%
18 +	79.1%
2027 Population by Age	
Total	182,420
0 - 4	5.5%
5 - 9	5.7%
10 - 14	6.0%
15 - 24	13.7%
25 - 34	12.1%
35 - 44	12.5%
45 - 54	11.8%
55 - 64	12.4%
65 - 74	11.1%
75 - 84	6.9%
85 +	2.4%
18 +	79.2%
2010 Population by Sex	
Males	71,889
Females	79,237
2022 Population by Sex	
Males	84,852
Females	91,267
2027 Population by Sex	
Males	88,127
Females	94,293

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

January 20, 2023

	Alamance Coun...
2010 Population by Race/Ethnicity	
Total	151,126
White Alone	71.1%
Black Alone	18.8%
American Indian Alone	0.7%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.1%
Two or More Races	2.1%
Hispanic Origin	11.0%
Diversity Index	56.2
2020 Population by Race/Ethnicity	
Total	171,415
White Alone	61.7%
Black Alone	19.8%
American Indian Alone	0.8%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.0%
Two or More Races	6.8%
Hispanic Origin	14.4%
Diversity Index	67.3
2022 Population by Race/Ethnicity	
Total	176,119
White Alone	61.2%
Black Alone	20.0%
American Indian Alone	0.8%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.2%
Two or More Races	7.1%
Hispanic Origin	14.5%
Diversity Index	67.8
2027 Population by Race/Ethnicity	
Total	182,420
White Alone	59.6%
Black Alone	20.3%
American Indian Alone	0.9%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.8%
Two or More Races	7.6%
Hispanic Origin	15.0%
Diversity Index	69.3
2010 Population by Relationship and Household Type	
Total	151,126
In Households	97.2%
In Family Households	80.8%
Householder	26.4%
Spouse	18.7%
Child	29.9%
Other relative	3.5%
Nonrelative	2.2%
In Nonfamily Households	16.4%
In Group Quarters	2.8%
Institutionalized Population	0.6%
Noninstitutionalized Population	2.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 20, 2023

	Alamance Coun...
2022 Population 25+ by Educational Attainment	
Total	120,891
Less than 9th Grade	4.3%
9th - 12th Grade, No Diploma	7.1%
High School Graduate	22.0%
GED/Alternative Credential	6.2%
Some College, No Degree	20.9%
Associate Degree	12.3%
Bachelor's Degree	18.9%
Graduate/Professional Degree	8.3%
2022 Population 15+ by Marital Status	
Total	145,532
Never Married	33.2%
Married	49.4%
Widowed	6.8%
Divorced	10.6%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	84,314
Population 16+ Employed	96.7%
Population 16+ Unemployment rate	3.3%
Population 16-24 Employed	14.1%
Population 16-24 Unemployment rate	7.3%
Population 25-54 Employed	63.0%
Population 25-54 Unemployment rate	2.5%
Population 55-64 Employed	16.9%
Population 55-64 Unemployment rate	4.1%
Population 65+ Employed	6.1%
Population 65+ Unemployment rate	0.0%
2022 Employed Population 16+ by Industry	
Total	81,516
Agriculture/Mining	0.9%
Construction	8.4%
Manufacturing	15.5%
Wholesale Trade	2.4%
Retail Trade	11.6%
Transportation/Utilities	4.0%
Information	1.0%
Finance/Insurance/Real Estate	4.9%
Services	47.9%
Public Administration	3.5%
2022 Employed Population 16+ by Occupation	
Total	81,516
White Collar	56.5%
Management/Business/Financial	15.5%
Professional	21.2%
Sales	8.7%
Administrative Support	11.0%
Services	16.0%
Blue Collar	27.5%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	6.6%
Installation/Maintenance/Repair	3.7%
Production	9.6%
Transportation/Material Moving	7.3%

January 20, 2023

	Alamance Coun...
2010 Households by Type	
Total	59,959
Households with 1 Person	27.8%
Households with 2+ People	72.2%
Family Households	66.5%
Husband-wife Families	47.2%
With Related Children	19.8%
Other Family (No Spouse Present)	19.2%
Other Family with Male Householder	4.7%
With Related Children	2.9%
Other Family with Female Householder	14.5%
With Related Children	9.6%
Nonfamily Households	5.7%
All Households with Children	32.8%
Multigenerational Households	3.7%
Unmarried Partner Households	6.0%
Male-female	5.3%
Same-sex	0.7%
2010 Households by Size	
Total	59,959
1 Person Household	27.8%
2 Person Household	34.0%
3 Person Household	17.2%
4 Person Household	12.5%
5 Person Household	5.5%
6 Person Household	1.9%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	59,959
Owner Occupied	66.9%
Owned with a Mortgage/Loan	45.4%
Owned Free and Clear	21.4%
Renter Occupied	33.1%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	132
Percent of Income for Mortgage	18.4%
Wealth Index	72
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	66,575
Housing Units Inside Urbanized Area	71.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	28.4%
2010 Population By Urban/ Rural Status	
Total Population	151,126
Population Inside Urbanized Area	71.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	28.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 20, 2023

Alamance County, NC
Alamance County, NC (37001)
Geography: County

Prepared by Esri

	Alamance Coun...
Top 3 Tapestry Segments	
1.	Southern Satellites (10A)
2.	Middleburg (4C)
3.	Rustbelt Traditions (5D)
2022 Consumer Spending	
Apparel & Services: Total $	$131,971,099
Average Spent	$1,888.21
Spending Potential Index	78
Education: Total $	$95,858,633
Average Spent	$1,371.53
Spending Potential Index	70
Entertainment/Recreation: Total $	$204,596,297
Average Spent	$2,927.32
Spending Potential Index	80
Food at Home: Total $	$344,136,102
Average Spent	$4,923.83
Spending Potential Index	80
Food Away from Home: Total $	$235,742,284
Average Spent	$3,372.95
Spending Potential Index	78
Health Care: Total $	$410,273,225
Average Spent	$5,870.10
Spending Potential Index	83
HH Furnishings & Equipment: Total $	$142,171,513
Average Spent	$2,034.16
Spending Potential Index	79
Personal Care Products & Services: Total $	$56,149,748
Average Spent	$803.38
Spending Potential Index	79
Shelter: Total $	$1,195,523,059
Average Spent	$17,105.29
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total $	$151,393,269
Average Spent	$2,166.10
Spending Potential Index	80
Travel: Total $	$152,334,770
Average Spent	$2,179.57
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total $	$72,237,304
Average Spent	$1,033.56
Spending Potential Index	82

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.

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	Orange County...
Population Summary	
2010 Total Population	133,824
2020 Total Population	148,696
2020 Group Quarters	11,373
2022 Total Population	152,201
2022 Group Quarters	11,373
2027 Total Population	156,022
2022-2027 Annual Rate	0.50%
2022 Total Daytime Population	161,721
Workers	89,508
Residents	72,213
Household Summary	
2010 Households	51,469
2010 Average Household Size	2.41
2020 Total Households	57,059
2020 Average Household Size	2.41
2022 Households	58,573
2022 Average Household Size	2.40
2027 Households	60,256
2027 Average Household Size	2.40
2022-2027 Annual Rate	0.57%
2010 Families	30,663
2010 Average Family Size	2.99
2022 Families	33,462
2022 Average Family Size	3.06
2027 Families	34,247
2027 Average Family Size	3.06
2022-2027 Annual Rate	0.46%
Housing Unit Summary	
2000 Housing Units	49,303
Owner Occupied Housing Units	53.6%
Renter Occupied Housing Units	39.5%
Vacant Housing Units	7.0%
2010 Housing Units	55,610
Owner Occupied Housing Units	55.6%
Renter Occupied Housing Units	36.9%
Vacant Housing Units	7.4%
2020 Housing Units	61,211
Vacant Housing Units	6.8%
2022 Housing Units	63,095
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	34.0%
Vacant Housing Units	7.2%
2027 Housing Units	65,594
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	33.7%
Vacant Housing Units	8.1%
Median Household Income	
2022	$84,400
2027	$104,570
Median Home Value	
2022	$388,918
2027	$422,751
Per Capita Income	
2022	$49,064
2027	$57,703
Median Age	
2010	33.2
2022	35.2
2027	36.3

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.

January 20, 2023

Orange County, NC
Orange County, NC (37135)
Geography: County

	Orange County...
2022 Households by Income	
Household Income Base	58,573
<$15,000	9.9%
$15,000 - $24,999	4.4%
$25,000 - $34,999	6.6%
$35,000 - $49,999	11.1%
$50,000 - $74,999	13.2%
$75,000 - $99,999	11.1%
$100,000 - $149,999	16.4%
$150,000 - $199,999	11.4%
$200,000+	16.0%
Average Household Income	$126,739
2027 Households by Income	
Household Income Base	60,256
<$15,000	7.0%
$15,000 - $24,999	3.2%
$25,000 - $34,999	5.0%
$35,000 - $49,999	8.9%
$50,000 - $74,999	12.2%
$75,000 - $99,999	11.3%
$100,000 - $149,999	18.9%
$150,000 - $199,999	15.0%
$200,000+	18.7%
Average Household Income	$148,681
2022 Owner Occupied Housing Units by Value	
Total	37,094
<$50,000	2.2%
$50,000 - $99,999	1.1%
$100,000 - $149,999	3.7%
$150,000 - $199,999	7.8%
$200,000 - $249,999	7.5%
$250,000 - $299,999	7.6%
$300,000 - $399,999	22.5%
$400,000 - $499,999	21.8%
$500,000 - $749,999	19.8%
$750,000 - $999,999	3.4%
$1,000,000 - $1,499,999	2.1%
$1,500,000 - $1,999,999	0.2%
$2,000,000 +	0.3%
Average Home Value	$423,139
2027 Owner Occupied Housing Units by Value	
Total	38,135
<$50,000	0.8%
$50,000 - $99,999	0.3%
$100,000 - $149,999	1.1%
$150,000 - $199,999	3.9%
$200,000 - $249,999	5.7%
$250,000 - $299,999	7.4%
$300,000 - $399,999	24.7%
$400,000 - $499,999	26.4%
$500,000 - $749,999	23.9%
$750,000 - $999,999	3.4%
$1,000,000 - $1,499,999	2.0%
$1,500,000 - $1,999,999	0.1%
$2,000,000 +	0.2%
Average Home Value	$458,039

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	Orange County...
2010 Population by Age	
Total	133,824
0 - 4	5.1%
5 - 9	6.0%
10 - 14	6.0%
15 - 24	22.0%
25 - 34	13.0%
35 - 44	12.7%
45 - 54	14.0%
55 - 64	11.5%
65 - 74	5.6%
75 - 84	2.8%
85 +	1.2%
18 +	79.1%
2022 Population by Age	
Total	152,201
0 - 4	4.4%
5 - 9	4.9%
10 - 14	5.4%
15 - 24	20.9%
25 - 34	14.1%
35 - 44	11.3%
45 - 54	11.6%
55 - 64	12.4%
65 - 74	9.5%
75 - 84	4.0%
85 +	1.5%
18 +	81.8%
2027 Population by Age	
Total	156,022
0 - 4	4.5%
5 - 9	4.8%
10 - 14	5.1%
15 - 24	20.2%
25 - 34	13.9%
35 - 44	12.0%
45 - 54	10.8%
55 - 64	11.4%
65 - 74	10.4%
75 - 84	5.3%
85 +	1.6%
18 +	82.5%
2010 Population by Sex	
Males	63,962
Females	69,862
2022 Population by Sex	
Males	73,544
Females	78,657
2027 Population by Sex	
Males	75,405
Females	80,617

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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	Orange County...
2010 Population by Race/Ethnicity	
Total	133,824
White Alone	74.4%
Black Alone	11.9%
American Indian Alone	0.4%
Asian Alone	6.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.0%
Two or More Races	2.5%
Hispanic Origin	8.2%
Diversity Index	51.3
2020 Population by Race/Ethnicity	
Total	148,696
White Alone	66.6%
Black Alone	10.7%
American Indian Alone	0.6%
Asian Alone	8.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.4%
Two or More Races	8.1%
Hispanic Origin	10.6%
Diversity Index	61.7
2022 Population by Race/Ethnicity	
Total	152,201
White Alone	66.1%
Black Alone	10.6%
American Indian Alone	0.6%
Asian Alone	8.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.5%
Two or More Races	8.4%
Hispanic Origin	10.7%
Diversity Index	62.3
2027 Population by Race/Ethnicity	
Total	156,022
White Alone	64.7%
Black Alone	10.5%
American Indian Alone	0.6%
Asian Alone	9.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.8%
Two or More Races	9.0%
Hispanic Origin	11.0%
Diversity Index	63.8
2010 Population by Relationship and Household Type	
Total	133,824
In Households	92.9%
In Family Households	70.1%
Householder	22.9%
Spouse	17.8%
Child	25.2%
Other relative	2.5%
Nonrelative	1.6%
In Nonfamily Households	22.8%
In Group Quarters	7.1%
Institutionalized Population	0.5%
Noninstitutionalized Population	6.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: 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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	Orange County...
2022 Population 25+ by Educational Attainment	
Total	97,883
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	3.2%
High School Graduate	10.8%
GED/Alternative Credential	2.4%
Some College, No Degree	11.1%
Associate Degree	7.1%
Bachelor's Degree	26.8%
Graduate/Professional Degree	36.1%
2022 Population 15+ by Marital Status	
Total	129,733
Never Married	41.2%
Married	46.5%
Widowed	3.6%
Divorced	8.7%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	83,296
Population 16+ Employed	97.6%
Population 16+ Unemployment rate	2.4%
Population 16-24 Employed	19.6%
Population 16-24 Unemployment rate	2.5%
Population 25-54 Employed	56.3%
Population 25-54 Unemployment rate	2.7%
Population 55-64 Employed	16.4%
Population 55-64 Unemployment rate	1.9%
Population 65+ Employed	7.6%
Population 65+ Unemployment rate	1.4%
2022 Employed Population 16+ by Industry	
Total	81,278
Agriculture/Mining	0.6%
Construction	5.6%
Manufacturing	5.1%
Wholesale Trade	1.7%
Retail Trade	8.9%
Transportation/Utilities	2.2%
Information	1.5%
Finance/Insurance/Real Estate	5.8%
Services	65.5%
Public Administration	3.2%
2022 Employed Population 16+ by Occupation	
Total	81,278
White Collar	75.2%
Management/Business/Financial	19.9%
Professional	39.0%
Sales	7.8%
Administrative Support	8.5%
Services	13.8%
Blue Collar	11.0%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	1.5%
Production	2.3%
Transportation/Material Moving	2.9%

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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	Orange County...
2010 Households by Type	
Total	51,468
Households with 1 Person	27.9%
Households with 2+ People	72.1%
Family Households	59.6%
Husband-wife Families	46.3%
With Related Children	21.8%
Other Family (No Spouse Present)	13.3%
Other Family with Male Householder	3.4%
With Related Children	1.9%
Other Family with Female Householder	10.0%
With Related Children	6.6%
Nonfamily Households	12.5%
All Households with Children	30.5%
Multigenerational Households	2.3%
Unmarried Partner Households	5.9%
Male-female	4.9%
Same-sex	1.0%
2010 Households by Size	
Total	51,469
1 Person Household	27.9%
2 Person Household	34.9%
3 Person Household	15.9%
4 Person Household	14.0%
5 Person Household	4.8%
6 Person Household	1.7%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	51,469
Owner Occupied	60.1%
Owned with a Mortgage/Loan	44.1%
Owned Free and Clear	16.0%
Renter Occupied	39.9%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	95
Percent of Income for Mortgage	24.3%
Wealth Index	133
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	55,610
Housing Units Inside Urbanized Area	70.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	29.8%
2010 Population By Urban/ Rural Status	
Total Population	133,824
Population Inside Urbanized Area	71.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	28.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: 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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	Orange County...
Top 3 Tapestry Segments	
1.	Urban Chic (2A)
2.	Young and Restless (11B)
3.	Green Acres (6A)
2022 Consumer Spending	
Apparel & Services: Total $	$171,248,812
Average Spent	$2,923.68
Spending Potential Index	121
Education: Total $	$148,924,230
Average Spent	$2,542.54
Spending Potential Index	130
Entertainment/Recreation: Total $	$255,385,433
Average Spent	$4,360.12
Spending Potential Index	119
Food at Home: Total $	$427,562,988
Average Spent	$7,299.66
Spending Potential Index	118
Food Away from Home: Total $	$307,701,865
Average Spent	$5,253.31
Spending Potential Index	122
Health Care: Total $	$480,165,689
Average Spent	$8,197.73
Spending Potential Index	116
HH Furnishings & Equipment: Total $	$179,922,016
Average Spent	$3,071.76
Spending Potential Index	120
Personal Care Products & Services: Total $	$71,862,394
Average Spent	$1,226.89
Spending Potential Index	120
Shelter: Total $	$1,636,560,071
Average Spent	$27,940.52
Spending Potential Index	122
Support Payments/Cash Contributions/Gifts in Kind: Total $	$190,177,271
Average Spent	$3,246.84
Spending Potential Index	120
Travel: Total $	$204,783,771
Average Spent	$3,496.21
Spending Potential Index	122
Vehicle Maintenance & Repairs: Total $	$88,100,235
Average Spent	$1,504.11
Spending Potential Index	119

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.

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Population Summary

2010 Total Population	12,164
2020 Total Population	14,787
2020 Group Quarters	209
2022 Total Population	15,354
2022 Group Quarters	207
2027 Total Population	15,716
2022-2027 Annual Rate	0.47%
2022 Total Daytime Population	18,228
Workers	10,471
Residents	7,757

Household Summary

2010 Households	4,898
2010 Average Household Size	2.43
2020 Total Households	5,999
2020 Average Household Size	2.43
2022 Households	6,237
2022 Average Household Size	2.43
2027 Households	6,404
2027 Average Household Size	2.42
2022-2027 Annual Rate	0.53%
2010 Families	3,344
2010 Average Family Size	2.93
2022 Families	4,070
2022 Average Family Size	3.03
2027 Families	4,153
2027 Average Family Size	3.03
2022-2027 Annual Rate	0.40%

Housing Unit Summary

2000 Housing Units	4,613
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	23.0%
Vacant Housing Units	9.1%
2010 Housing Units	5,437
Owner Occupied Housing Units	65.7%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	9.9%
2020 Housing Units	6,500
Vacant Housing Units	7.7%
2022 Housing Units	6,740
Owner Occupied Housing Units	71.6%
Renter Occupied Housing Units	20.9%
Vacant Housing Units	7.5%
2027 Housing Units	6,994
Owner Occupied Housing Units	71.8%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	8.4%

Median Household Income

2022	$79,464
2027	$93,046

Median Home Value

2022	$255,833
2027	$319,312

Per Capita Income

2022	$41,235
2027	$49,471

Median Age

2010	39.6
2022	42.6
2027	43.2

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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US 70 West Corridor
Area: 21.25 square miles

2022 Households by Income

Household Income Base	6,237
<$15,000	7.8%
$15,000 - $24,999	5.3%
$25,000 - $34,999	7.0%
$35,000 - $49,999	12.5%
$50,000 - $74,999	13.8%
$75,000 - $99,999	15.5%
$100,000 - $149,999	18.8%
$150,000 - $199,999	11.3%
$200,000+	7.9%
Average Household Income	$103,609

2027 Households by Income

Household Income Base	6,404
<$15,000	4.8%
$15,000 - $24,999	3.1%
$25,000 - $34,999	5.4%
$35,000 - $49,999	10.7%
$50,000 - $74,999	13.2%
$75,000 - $99,999	16.4%
$100,000 - $149,999	21.3%
$150,000 - $199,999	14.8%
$200,000+	10.2%
Average Household Income	$123,919

2022 Owner Occupied Housing Units by Value

Total	4,825
<$50,000	4.5%
$50,000 - $99,999	3.8%
$100,000 - $149,999	8.5%
$150,000 - $199,999	17.2%
$200,000 - $249,999	14.8%
$250,000 - $299,999	11.2%
$300,000 - $399,999	17.3%
$400,000 - $499,999	15.6%
$500,000 - $749,999	5.9%
$750,000 - $999,999	0.6%
$1,000,000 - $1,499,999	0.4%
$1,500,000 - $1,999,999	0.1%
$2,000,000 +	0.1%
Average Home Value	$291,867

2027 Owner Occupied Housing Units by Value

Total	5,019
<$50,000	2.2%
$50,000 - $99,999	1.2%
$100,000 - $149,999	3.3%
$150,000 - $199,999	11.3%
$200,000 - $249,999	13.8%
$250,000 - $299,999	14.2%
$300,000 - $399,999	20.8%
$400,000 - $499,999	22.2%
$500,000 - $749,999	9.7%
$750,000 - $999,999	0.7%
$1,000,000 - $1,499,999	0.4%
$1,500,000 - $1,999,999	0.1%
$2,000,000 +	0.2%
Average Home Value	$344,814

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: 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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2010 Population by Age	
Total	12,165
0 - 4	7.0%
5 - 9	6.9%
10 - 14	6.4%
15 - 24	10.6%
25 - 34	12.0%
35 - 44	15.0%
45 - 54	14.9%
55 - 64	13.2%
65 - 74	7.7%
75 - 84	4.4%
85 +	1.8%
18 +	75.9%
2022 Population by Age	
Total	15,354
0 - 4	5.6%
5 - 9	6.2%
10 - 14	6.8%
15 - 24	10.9%
25 - 34	11.3%
35 - 44	12.3%
45 - 54	13.6%
55 - 64	13.8%
65 - 74	11.8%
75 - 84	5.7%
85 +	2.0%
18 +	77.7%
2027 Population by Age	
Total	15,717
0 - 4	5.6%
5 - 9	5.9%
10 - 14	6.6%
15 - 24	11.1%
25 - 34	11.0%
35 - 44	12.1%
45 - 54	12.9%
55 - 64	13.4%
65 - 74	12.0%
75 - 84	7.3%
85 +	2.2%
18 +	78.1%
2010 Population by Sex	
Males	5,795
Females	6,369
2022 Population by Sex	
Males	7,332
Females	8,022
2027 Population by Sex	
Males	7,521
Females	8,195

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

January 20, 2023

2010 Population by Race/Ethnicity	
Total	12,164
White Alone	71.0%
Black Alone	21.1%
American Indian Alone	0.6%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.0%
Two or More Races	2.4%
Hispanic Origin	8.4%
Diversity Index	53.4
2020 Population by Race/Ethnicity	
Total	14,787
White Alone	64.3%
Black Alone	17.0%
American Indian Alone	0.8%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.0%
Two or More Races	7.9%
Hispanic Origin	13.5%
Diversity Index	65.1
2022 Population by Race/Ethnicity	
Total	15,354
White Alone	64.0%
Black Alone	16.9%
American Indian Alone	0.9%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.0%
Two or More Races	8.1%
Hispanic Origin	13.5%
Diversity Index	65.3
2027 Population by Race/Ethnicity	
Total	15,716
White Alone	62.7%
Black Alone	17.0%
American Indian Alone	0.9%
Asian Alone	2.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.4%
Two or More Races	8.7%
Hispanic Origin	13.9%
Diversity Index	66.7
2010 Population by Relationship and Household Type	
Total	12,164
In Households	97.7%
In Family Households	82.8%
Householder	27.0%
Spouse	19.0%
Child	30.8%
Other relative	3.8%
Nonrelative	2.1%
In Nonfamily Households	15.0%
In Group Quarters	2.3%
Institutionalized Population	2.1%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: 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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2022 Population 25+ by Educational Attainment

Total	10,826
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	5.9%
High School Graduate	17.1%
GED/Alternative Credential	4.6%
Some College, No Degree	18.3%
Associate Degree	7.4%
Bachelor's Degree	23.3%
Graduate/Professional Degree	19.2%

2022 Population 15+ by Marital Status

Total	12,499
Never Married	27.1%
Married	53.8%
Widowed	6.5%
Divorced	12.7%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	7,858
Population 16+ Employed	97.3%
Population 16+ Unemployment rate	2.7%
Population 16-24 Employed	12.2%
Population 16-24 Unemployment rate	4.1%
Population 25-54 Employed	60.2%
Population 25-54 Unemployment rate	2.7%
Population 55-64 Employed	17.7%
Population 55-64 Unemployment rate	2.2%
Population 65+ Employed	9.9%
Population 65+ Unemployment rate	1.7%

2022 Employed Population 16+ by Industry

Total	7,648
Agriculture/Mining	0.5%
Construction	12.0%
Manufacturing	7.9%
Wholesale Trade	2.0%
Retail Trade	9.5%
Transportation/Utilities	4.4%
Information	0.6%
Finance/Insurance/Real Estate	5.3%
Services	53.4%
Public Administration	4.4%

2022 Employed Population 16+ by Occupation

Total	7,648
White Collar	66.6%
Management/Business/Financial	23.0%
Professional	24.5%
Sales	8.6%
Administrative Support	10.6%
Services	13.4%
Blue Collar	20.0%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	7.7%
Installation/Maintenance/Repair	2.1%
Production	5.1%
Transportation/Material Moving	4.8%

January 20, 2023

2010 Households by Type

Total	4,898
Households with 1 Person	26.7%
Households with 2+ People	73.3%
Family Households	68.3%
Husband-wife Families	48.1%
With Related Children	21.4%
Other Family (No Spouse Present)	20.2%
Other Family with Male Householder	4.5%
With Related Children	2.3%
Other Family with Female Householder	15.6%
With Related Children	9.7%
Nonfamily Households	5.0%
All Households with Children	33.9%
Multigenerational Households	4.0%
Unmarried Partner Households	5.9%
Male-female	4.9%
Same-sex	1.1%

2010 Households by Size

Total	4,897
1 Person Household	26.7%
2 Person Household	34.9%
3 Person Household	16.7%
4 Person Household	13.3%
5 Person Household	5.3%
6 Person Household	1.9%
7 + Person Household	1.2%

2010 Households by Tenure and Mortgage Status

Total	4,897
Owner Occupied	72.9%
Owned with a Mortgage/Loan	52.1%
Owned Free and Clear	20.8%
Renter Occupied	27.1%

2022 Affordability, Mortgage and Wealth

Housing Affordability Index	140
Percent of Income for Mortgage	17.0%
Wealth Index	102

2010 Housing Units By Urban/ Rural Status

Total Housing Units	5,437
Housing Units Inside Urbanized Area	81.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	18.3%

2010 Population By Urban/ Rural Status

Total Population	12,164
Population Inside Urbanized Area	80.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	19.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 20, 2023

Top 3 Tapestry Segments	
1.	Middleburg (4C)
2.	Savvy Suburbanites (1D)
3.	The Great Outdoors (6C)

2022 Consumer Spending	
Apparel & Services: Total $	$14,577,987
Average Spent	$2,337.34
Spending Potential Index	97
Education: Total $	$11,242,302
Average Spent	$1,802.52
Spending Potential Index	92
Entertainment/Recreation: Total $	$23,112,871
Average Spent	$3,705.77
Spending Potential Index	101
Food at Home: Total $	$38,233,231
Average Spent	$6,130.07
Spending Potential Index	99
Food Away from Home: Total $	$26,157,530
Average Spent	$4,193.93
Spending Potential Index	97
Health Care: Total $	$45,844,736
Average Spent	$7,350.45
Spending Potential Index	104
HH Furnishings & Equipment: Total $	$16,053,687
Average Spent	$2,573.94
Spending Potential Index	100
Personal Care Products & Services: Total $	$6,258,918
Average Spent	$1,003.51
Spending Potential Index	98
Shelter: Total $	$136,585,721
Average Spent	$21,899.27
Spending Potential Index	96
Support Payments/Cash Contributions/Gifts in Kind: Total $	$17,830,469
Average Spent	$2,858.82
Spending Potential Index	105
Travel: Total $	$17,808,547
Average Spent	$2,855.31
Spending Potential Index	99
Vehicle Maintenance & Repairs: Total $	$8,050,175
Average Spent	$1,290.71
Spending Potential Index	103

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.

January 20, 2023

Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: $59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of $175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology for convenience (online banking or saving money on landlines) and entertainment.

TAPESTRY™ SEGMENTATION

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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.
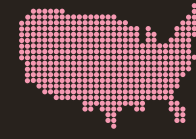
AGE BY SEX (Esri data)

Median Age: 36.1 US: 38.2

■ Indicates US
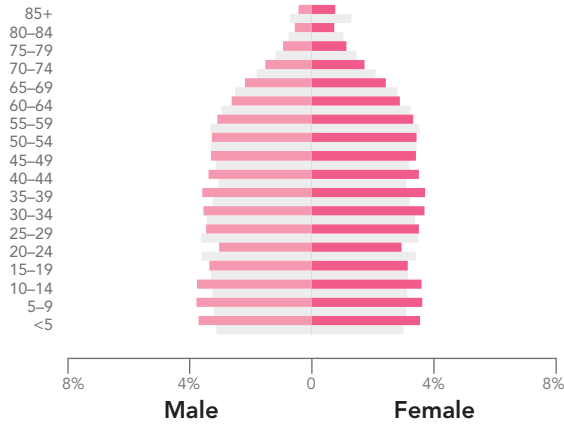
Male · Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 48.5 US: 64.0

Group	This market	US Average
Hispanic*	11.2%	18.1%
Multiple	3.1%	3.4%
Other	4.1%	6.8%
Asian and Pac. Islander	2.4%	5.8%
American Indian	1.0%	1.0%
Black	10.0%	12.8%
White	79.5%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$59,800
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$115,300
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	90
Food	93
Apparel & Services	93
Transportation	95
Health Care	94
Entertainment & Recreation	93
Education	83
Pensions & Social Security	94
Other	93

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Production
Office And Administrative Support
Transportation And Material Moving
Sales And Related

Median Earnings — Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$175,000
US Median: $207,300
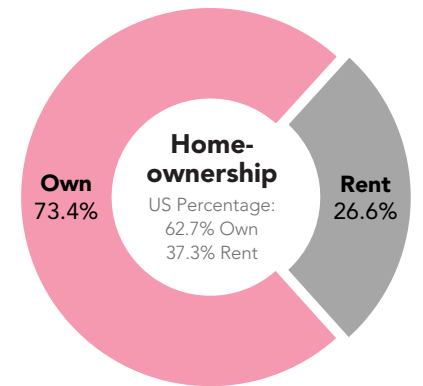
Home-ownership
US Percentage:
62.7% Own
37.3% Rent

Own 73.4%
Rent 26.6%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
9,734,400

Population Growth (Annual %)
-0.5% — 3.0%
1.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
177

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index
0 — 86 — 350

Socioeconomic Status Index
0 — 51.6 — 100

Housing Affordability Index
0 — 166 — 350

4C

Middleburg

TAPESTRY SEGMENTATION
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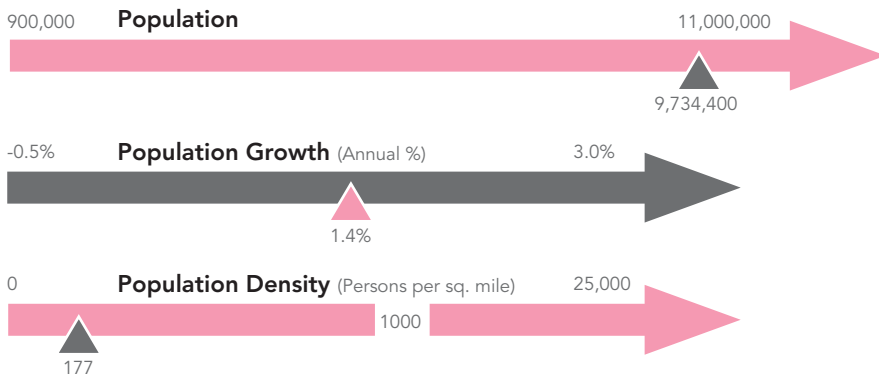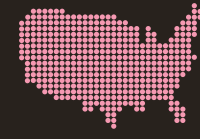
SEGMENT DENSITY

This map illustrates the density and distribution of the *Middleburg* Tapestry Segment by households.

High

Low

Source: VHB

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Savvy Suburbanites

1D
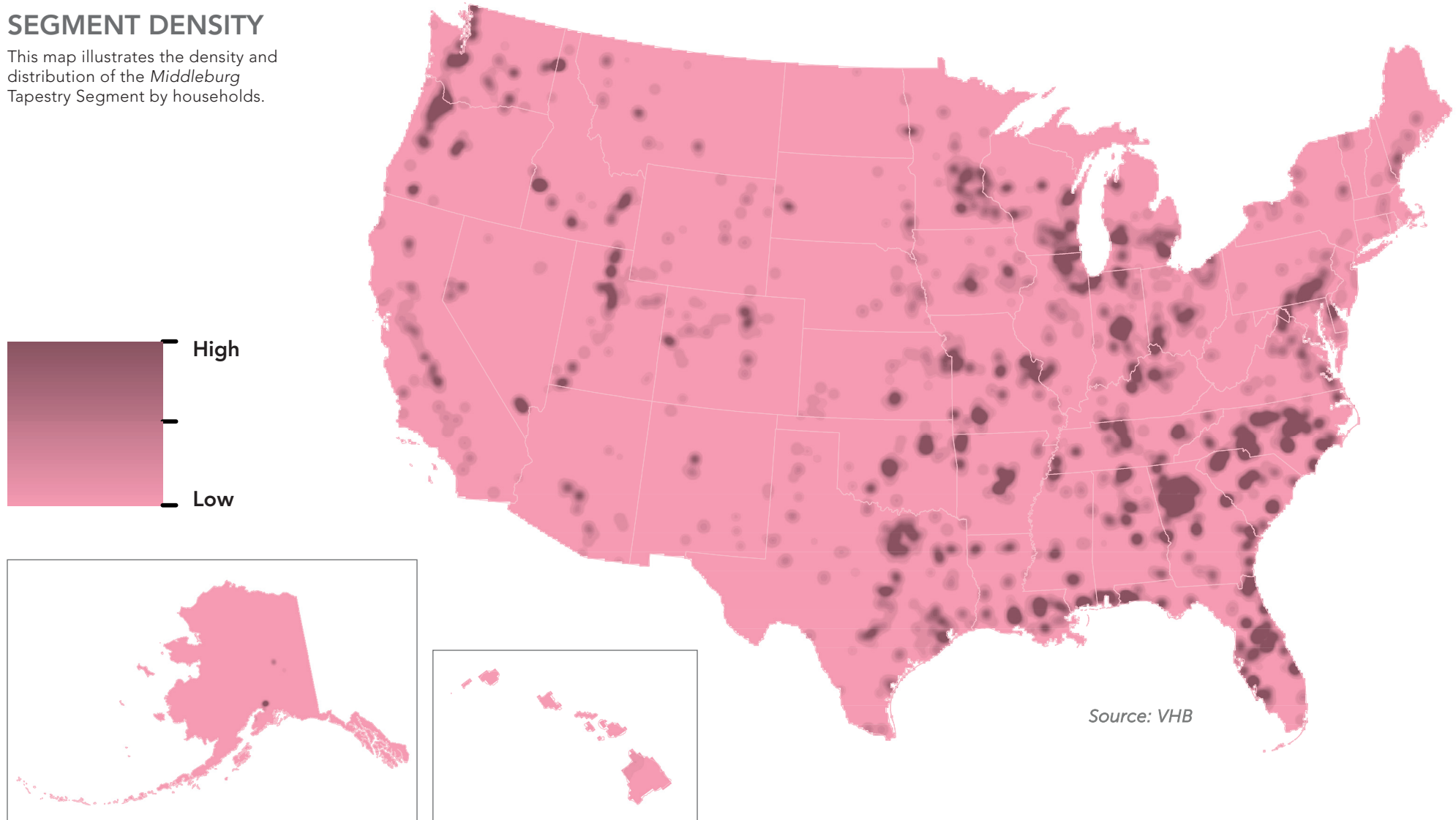
Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: $108,700

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of $362,900 (Index 161).
- Low vacancy rate at 3.8%.

SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

TAPESTRY SEGMENTATION

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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

Savvy Suburbanites

TAPESTRY SEGMENTATION
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AGE BY SEX (Esri data)

Median Age: 45.1 US: 38.2

Indicates US
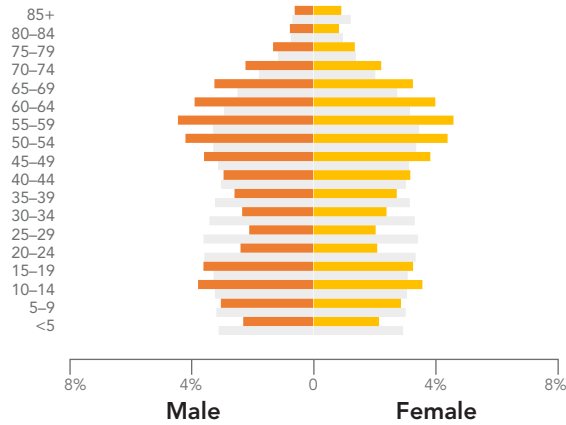
Male | Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
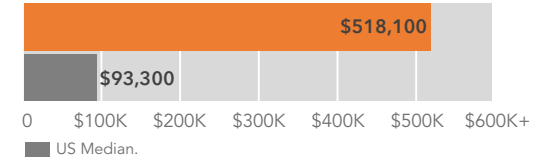
Diversity Index: 36.2 US: 64.0

Race/Ethnicity	This market	US Average
Hispanic*	7.2%	18.1%
Multiple	2.4%	3.4%
Other	1.6%	6.8%
Asian and Pac. Islander	6.0%	5.8%
American Indian	0.3%	1.0%
Black	4.1%	12.8%
White	85.5%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$108,700
$56,100

Median Net Worth

$518,100
$93,300

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	159
Food	152
Apparel & Services	162
Transportation	152
Health Care	161
Entertainment & Recreation	163
Education	194
Pensions & Social Security	176
Other	168

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management

Health-Care Practitioners And Technical

Education, Training, And Library

Sales And Related

Office And Administrative Support

Median Earnings

Workers (Age 16+)

Savvy Suburbanites

TAPESTRY SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$362,900
US Median: $207,300
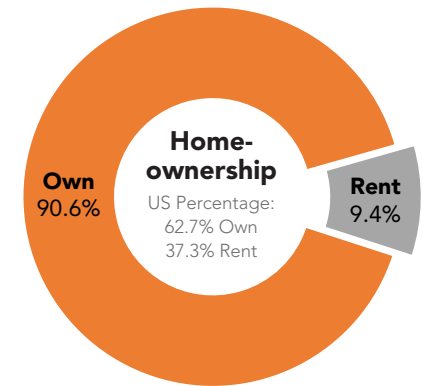
Home-ownership
US Percentage:
62.7% Own
37.3% Rent

Own 90.6%
Rent 9.4%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
10,509,300

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
346

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index
0 — 200 — 350

Socioeconomic Status Index
0 — 64 — 100

Housing Affordability Index
0 — 138 — 350

SEGMENT DENSITY

This map illustrates the density and distribution of the *Savvy Suburbanites* Tapestry Segment by households.
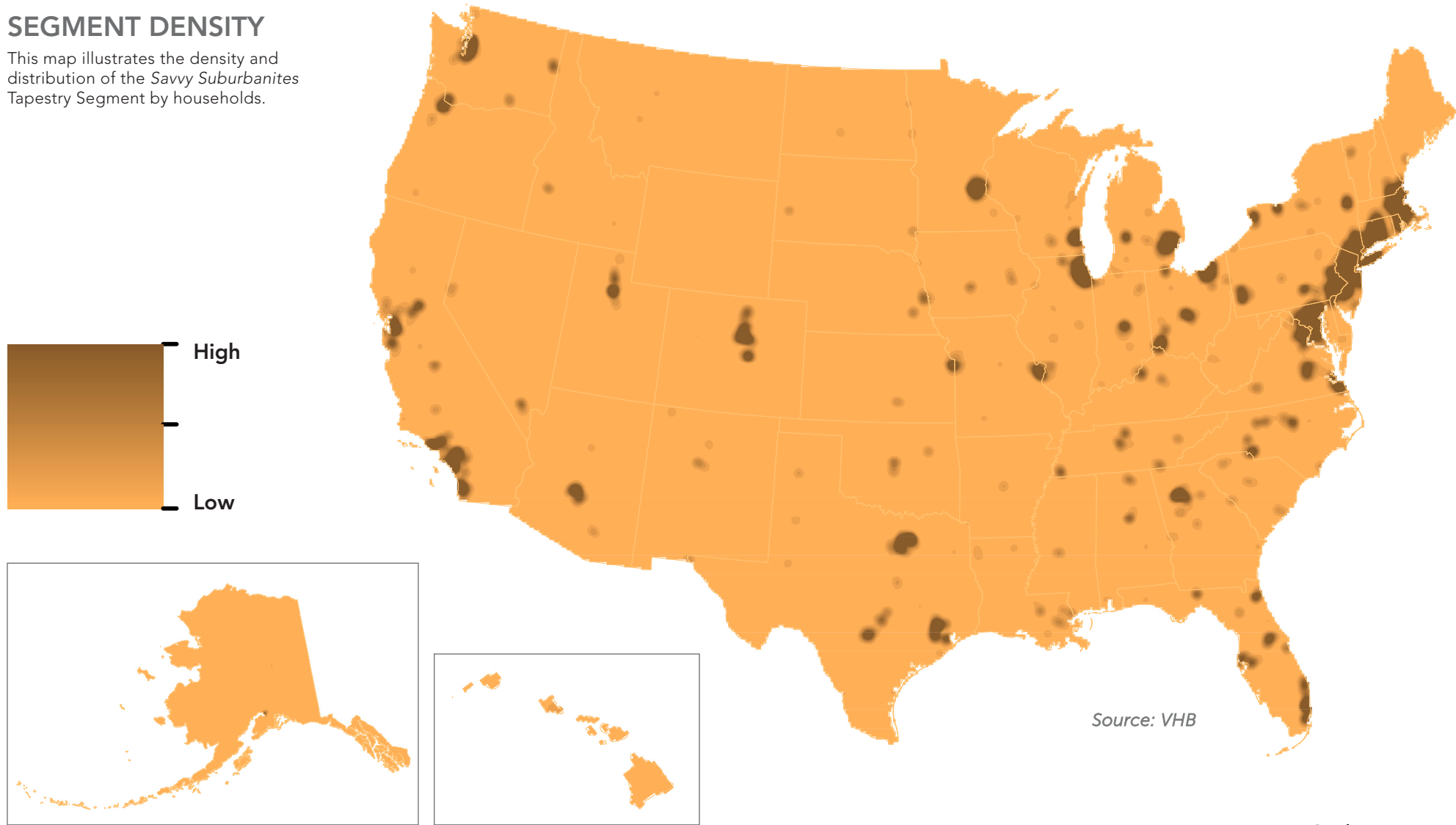
High

Low

Source: VHB

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6C

Households: 1,908,600

Average Household Size: 2.44

Median Age: 47.4

Median Household Income: $56,400

WHO ARE WE?

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

OUR NEIGHBORHOOD

- Over 55% of households are married-couple families; 36% are couples with no children living at home.

- Average household size is slightly smaller at 2.44.

- Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); a significant inventory of seasonal housing is available (Index 397).

- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.

- More than half of all homes were constructed between 1970 and 2000.

- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home (Index 149).

SOCIOECONOMIC TRAITS

- 60% have attended college or hold a degree.

- Labor force participation is low at 60%.

- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.

- Residents are very do-it-yourself oriented and cost conscious.

- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.

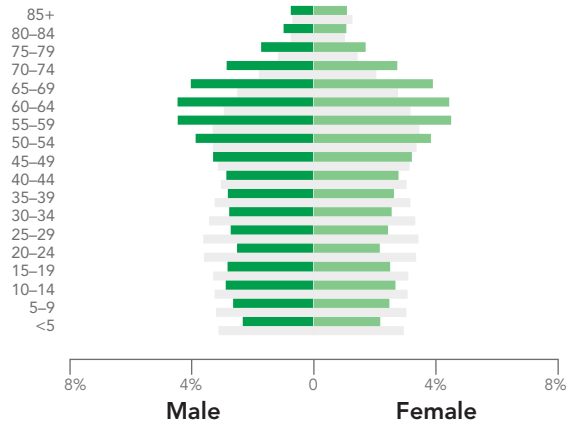- They prefer domestic travel to trips abroad.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

TAPESTRY™ SEGMENTATION

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The Great Outdoors

TAPESTRY SEGMENTATION
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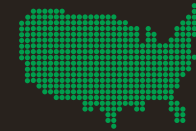
AGE BY SEX (Esri data)

Median Age: 47.4 US: 38.2

Indicates US

Male   Female
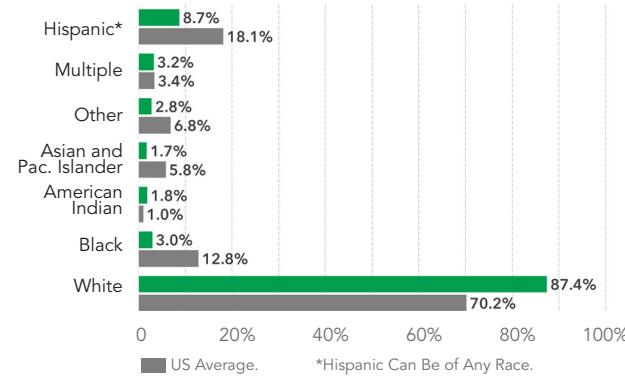
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
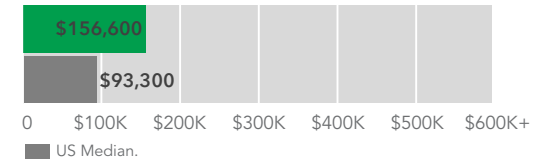
Diversity Index: 35.6 US: 64.0

Race/Ethnicity	This Market	US Average
Hispanic*	8.7%	18.1%
Multiple	3.2%	3.4%
Other	2.8%	6.8%
Asian and Pac. Islander	1.7%	5.8%
American Indian	1.8%	1.0%
Black	3.0%	12.8%
White	87.4%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$56,400
$56,100

Median Net Worth

$156,600
$93,300

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	92
Food	93
Apparel & Services	89
Transportation	98
Health Care	104
Entertainment & Recreation	99
Education	78
Pensions & Social Security	93
Other	97

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Education, Training, And Library
Construction And Extraction
Management
Office And Administrative Support
Sales And Related

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of internet connectivity for shopping to entertainment.
- Most households have pets—dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing, and boating.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$239,500
US Median: $207,300
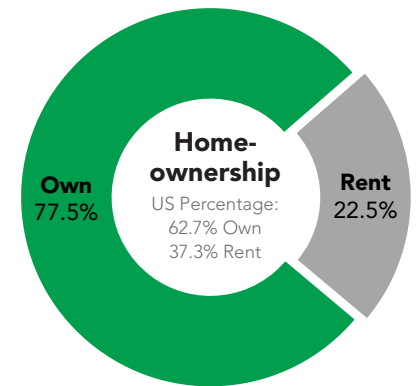
Home-ownership
US Percentage:
62.7% Own
37.3% Rent

Own 77.5%

Rent 22.5%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,745,300

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
18

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **122** — 350
Wealth Index

0 — **51.6** — 100
Socioeconomic Status Index

0 — **113** — 350
Housing Affordability Index
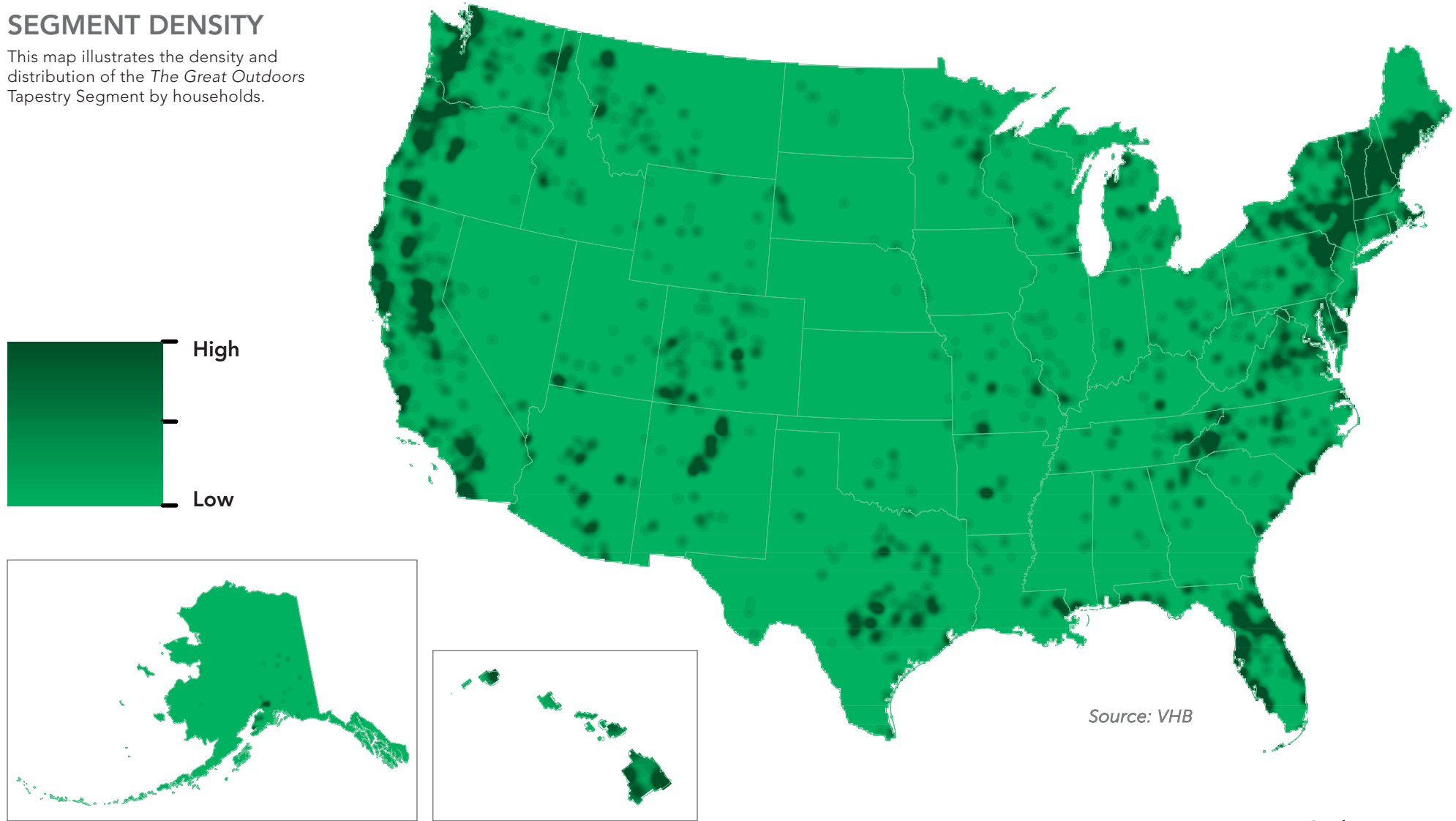
SEGMENT DENSITY

This map illustrates the density and distribution of the *The Great Outdoors* Tapestry Segment by households.

High

Low

Source: VHB

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Rustbelt Traditions

5D

Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: $51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.

- Average household size is slightly lower at 2.47.

- They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.

- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).

- Nearly three quarters own their homes; nearly half of households have mortgages.

- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.

- Most households have one to two vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.

- Labor force participation slightly higher than the US at 67%.

- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.

- Family-oriented consumers who value time spent at home.

- Most have lived, worked, and played in the same area for years.

- Budget-aware shoppers that favor American-made products.

- Read newspapers, especially the Sunday editions.

TAPESTRY SEGMENTATION
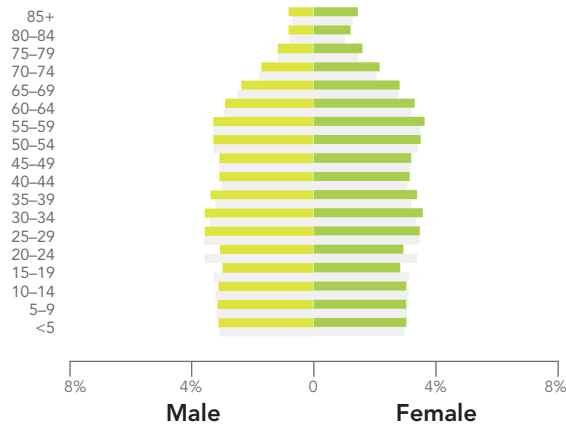esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.
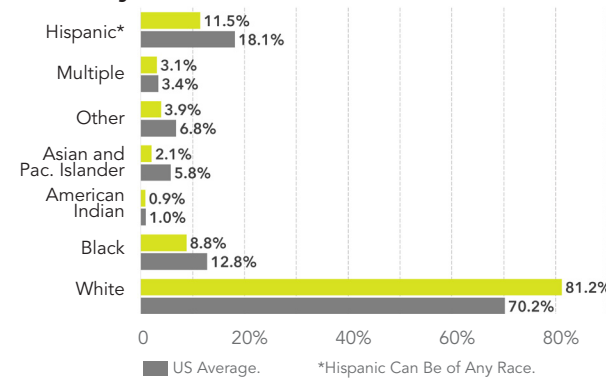
AGE BY SEX (Esri data)

Median Age: 39.0 US: 38.2

Indicates US

Male — Female

8% 4% 0 4% 8%

Age groups: 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 46.8 US: 64.0

Category	This market	US Average
Hispanic*	11.5%	18.1%
Multiple	3.1%	3.4%
Other	3.9%	6.8%
Asian and Pac. Islander	2.1%	5.8%
American Indian	0.9%	1.0%
Black	8.8%	12.8%
White	81.2%	70.2%

0 20% 40% 60% 80%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
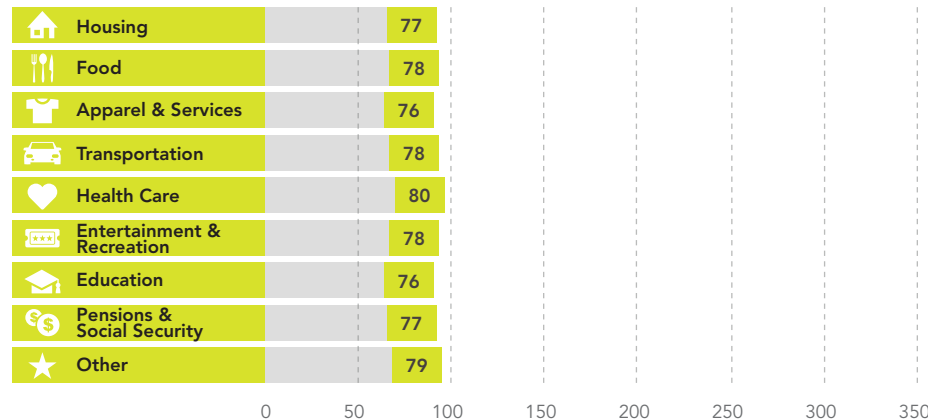
Median Household Income

$51,800
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$98,100
$93,300

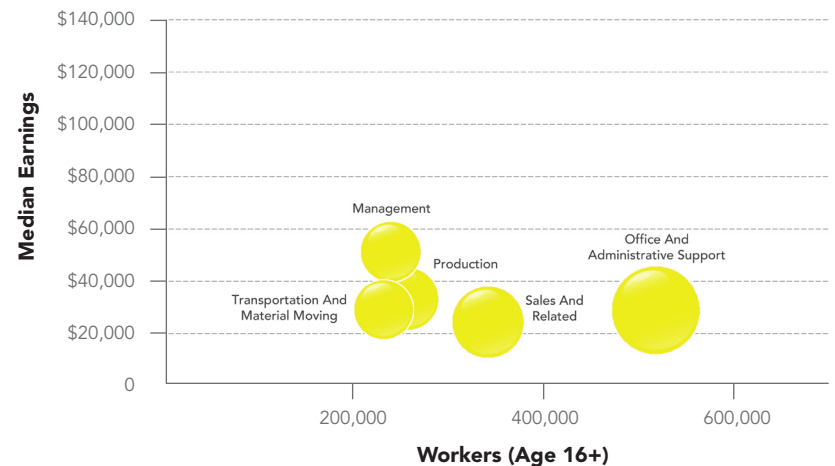0 $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	77
Food	78
Apparel & Services	76
Transportation	78
Health Care	80
Entertainment & Recreation	78
Education	76
Pensions & Social Security	77
Other	79

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings ($140,000 – 0) vs Workers (Age 16+) (200,000 – 600,000)

Occupations: Management, Production, Office And Administrative Support, Transportation And Material Moving, Sales And Related

Rustbelt Traditions

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$123,400
US Median: $207,300
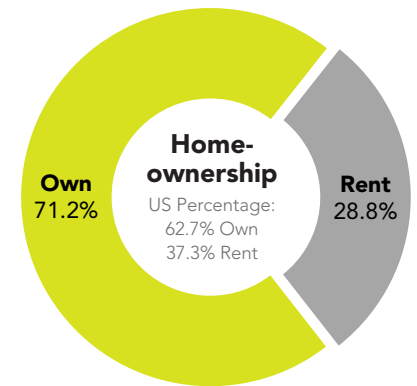
Home-ownership
US Percentage:
62.7% Own
37.3% Rent

Own 71.2%
Rent 28.8%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,771,900

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
661

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index
0 — 70 — 350
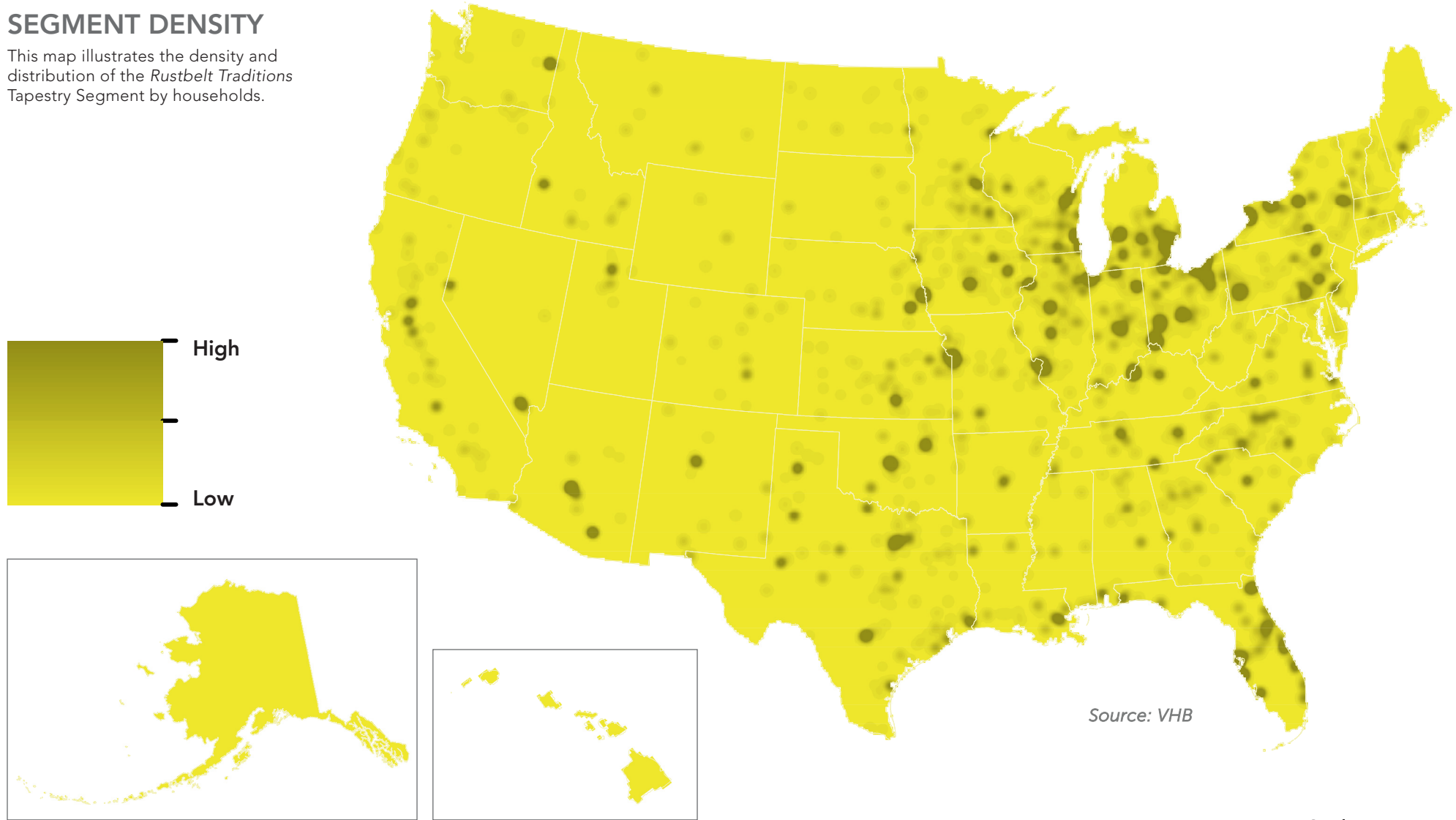
Socioeconomic Status Index
0 — 49.4 — 100

Housing Affordability Index
0 — 194 — 350

SEGMENT DENSITY
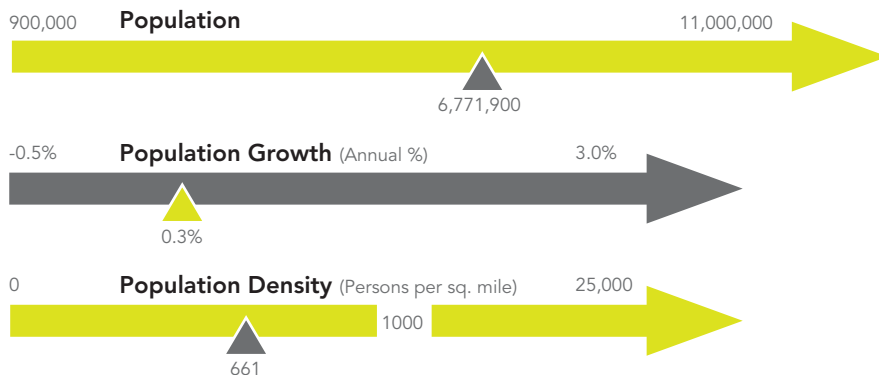
This map illustrates the density and distribution of the *Rustbelt Traditions* Tapestry Segment by households.

High

Low

Source: VHB

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esri.com

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In Style

5B

Households: 2,764,500

Average Household Size: 2.35

Median Age: 42.0

Median Household Income: $73,000

WHO ARE WE?

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

OUR NEIGHBORHOOD

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children (Index 112) or single households (Index 109); average household size at 2.35.
- Homeownership average at 68% (Index 108); nearly half, 47%, mortgaged (Index 114).
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of townhomes (Index 132) and smaller (5–19 units) apartment buildings (Index 110).
- Median home value at $243,900.
- Vacant housing units at 8.6%.

SOCIOECONOMIC TRAITS

- College educated: 48% are graduates (Index 155); 77% with some college education.
- Higher labor force participation rate is at 67% (Index 108) with proportionately more two-worker households (Index 110).
- Median household income of $73,000 reveals an affluent market with income supplemented by investments (Index 142) and a substantial net worth (Index 178).
- Connected and knowledgeable, they carry smartphones and use many of the features.
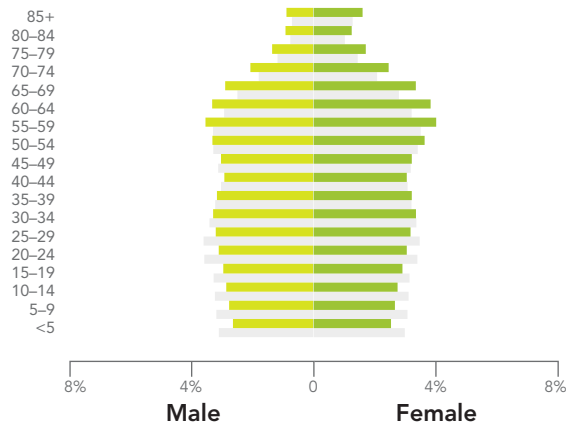- Attentive to price, they use coupons, especially mobile coupons.

TAPESTRY™ SEGMENTATION

esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 42.0   US: 38.2

■ Indicates US

Male   Female
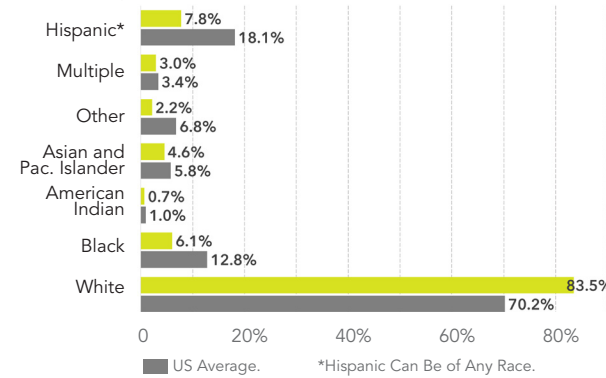
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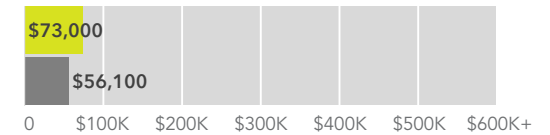
Diversity Index: 39.8   US: 64.0

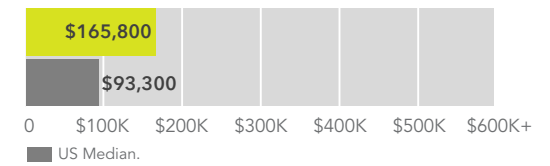| Group	This market	US Average
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American Indian	0.7%	1.0%
Black	6.1%	12.8%
White	83.5%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

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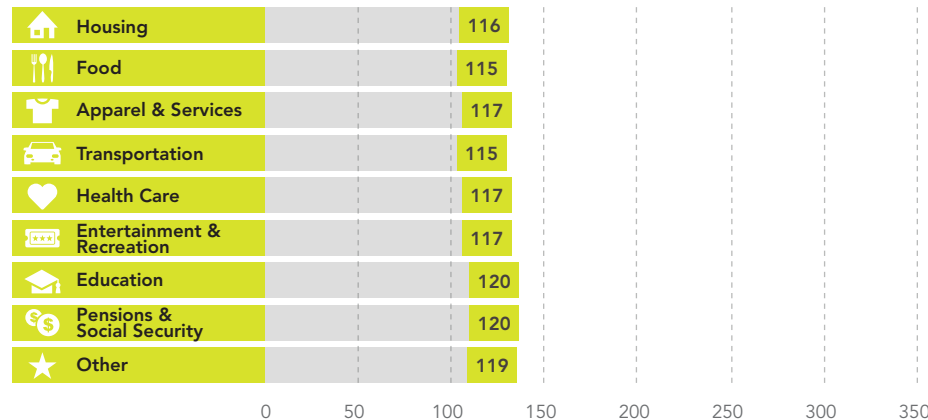
Median Household Income

$73,000
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$165,800
$93,300

0   $100K $200K $300K $400K $500K $600K+
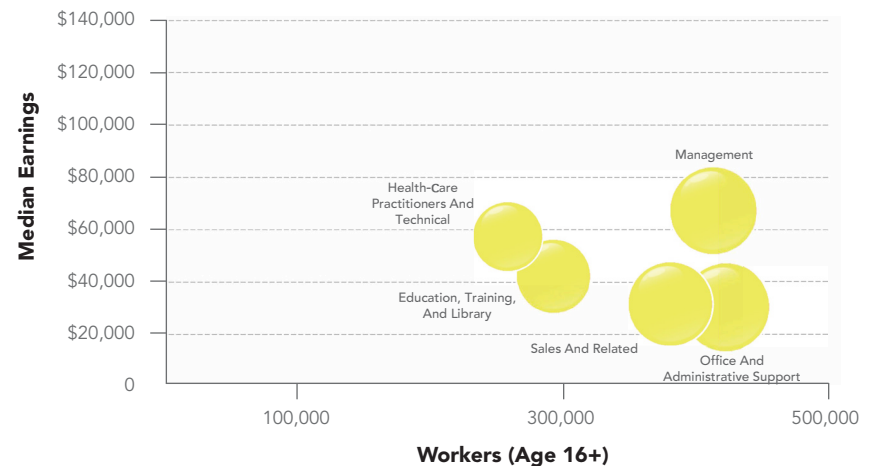
■ US Median.

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Category	Index
Housing	116
Food	115
Apparel & Services	117
Transportation	115
Health Care	117
Entertainment & Recreation	117
Education	120
Pensions & Social Security	120
Other	119

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management

Health-Care Practitioners And Technical

Education, Training, And Library

Sales And Related

Office And Administrative Support

Median Earnings

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Partial to late model SUVs: compact SUVs are gaining popularity.

- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.

- Prefer organic foods, including growing their own vegetables.

- Financially active, own a variety of investments often managed by a financial planner.

- Meticulous planners, both well insured and well invested in retirement savings.

- Generous with support of various charities and causes.

- Actively support the arts, theater, concerts, and museums.

HOUSING

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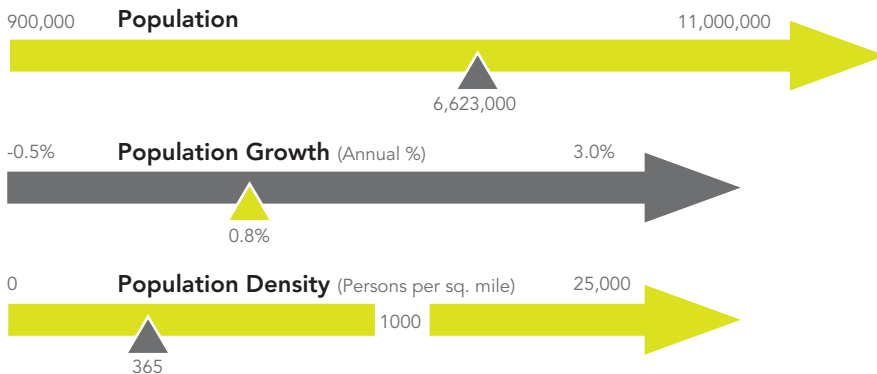
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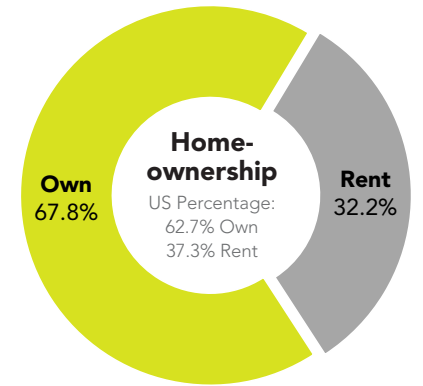
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37.3% Rent

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Population
900,000 — 11,000,000
6,623,000

Population Growth (Annual %)
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0.8%

Population Density (Persons per sq. mile)
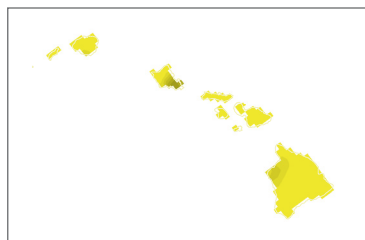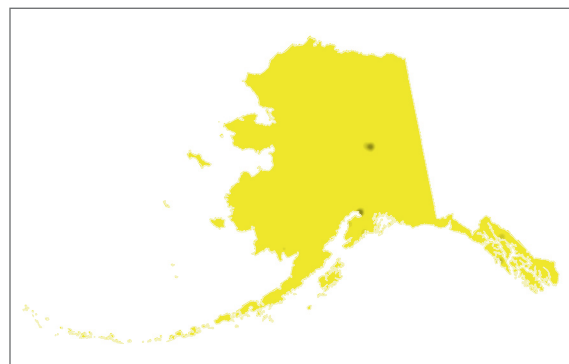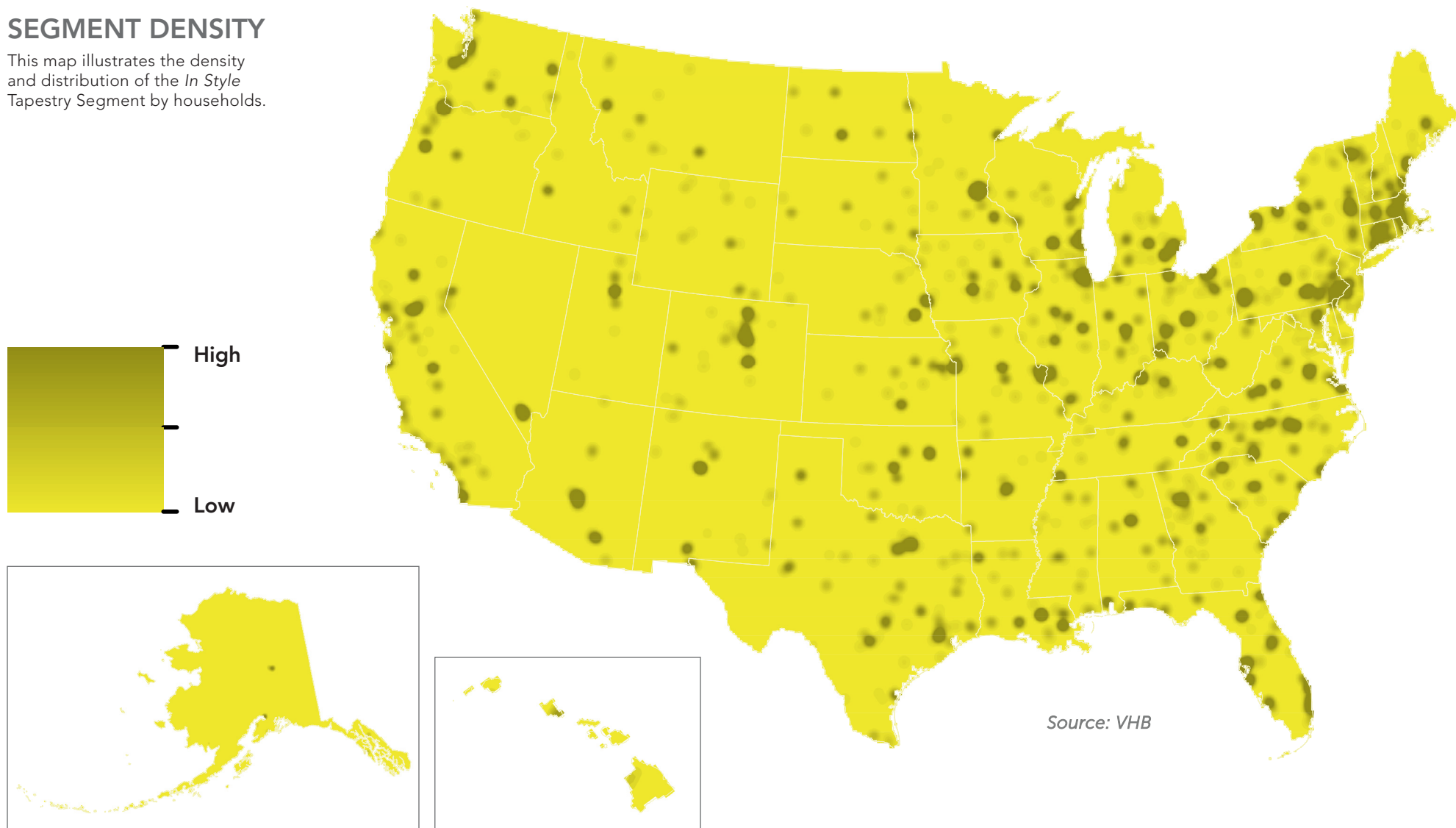0 — 25,000
1000
365

ESRI INDEXES

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0 — **120** — 350
Wealth Index

0 — **58.1** — 100
Socioeconomic Status Index

0 — **142** — 350
Housing Affordability Index
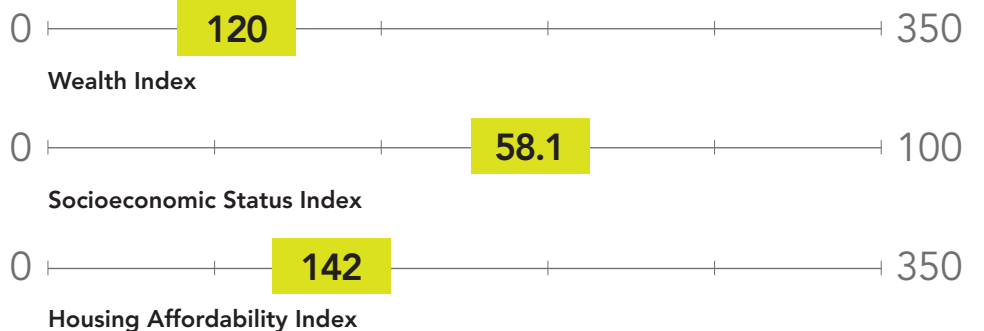
SEGMENT DENSITY

This map illustrates the density and distribution of the *In Style* Tapestry Segment by households.

High

Low

Source: VHB

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