



# Executive Summary

Prepared by Bruce Lynch

389 Raleigh Rd, Henderson, NC  
27536-5362

389 Raleigh Rd, Henderson, NC  
27536-5362

389 Raleigh Rd, Henderson, NC  
27536-5362

389 Raleigh Road, Henderson,  
NC

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

## 2009 Population

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Population	6,515	20,862	29,043
Male Population	46.9%	46.4%	47.3%
Female Population	53.1%	53.6%	52.7%
Median Age	37.5	37.0	36.8

## 2009 Income

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Median HH Income	\$31,199	\$32,099	\$36,568
Per Capita Income	\$17,844	\$19,213	\$19,474
Average HH Income	\$45,618	\$47,776	\$49,258

## 2009 Households

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Households	2,431	8,261	11,347
Average Household Size	2.57	2.45	2.49

## 2009 Housing

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Owner Occupied Housing Units	42.3%	45.7%	52.4%
Renter Occupied Housing Units	44.5%	42.3%	35.7%
Vacant Housing Units	13.2%	11.9%	11.8%

## Population

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Population	6,685	21,898	28,105
2000 Population	6,805	21,689	29,519
2009 Population	6,515	20,862	29,043
2014 Population	6,345	20,358	28,588
1990-2000 Annual Rate	0.18%	-0.1%	0.49%
2000-2009 Annual Rate	-0.47%	-0.42%	-0.18%
2009-2014 Annual Rate	-0.53%	-0.49%	-0.32%

In the identified market area, the current year population is 29,043. In 2000, the Census count in the market area was 29,519. The rate of change since 2000 was -0.18 percent annually. The five-year projection for the population in the market area is 28,588, representing a change of -0.32 percent annually from 2009 to 2014. Currently, the population is 47.3 percent male and 52.7 percent female.

## Households

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Households	2,515	8,304	10,469
2000 Households	2,504	8,414	11,306
2009 Households	2,431	8,261	11,347
2014 Households	2,378	8,106	11,231
1990-2000 Annual Rate	-0.04%	0.13%	0.77%
2000-2009 Annual Rate	-0.32%	-0.2%	0.04%
2009-2014 Annual Rate	-0.44%	-0.38%	-0.21%

The household count in this market area has changed from 11,306 in 2000 to 11,347 in the current year, a change of 0.04 percent annually. The five-year projection of households is 11,231, a change of -0.21 percent annually from the current year total. Average household size is currently 2.49, compared to 2.54 in the year 2000. The number of families in the current year is 7,631 in the market area.

## Housing

Currently, 52.4 percent of the 12,871 housing units in the market area are owner occupied; 35.7 percent, renter occupied; and 11.8 percent are vacant. In 2000, there were 12,327 housing units—54.7 percent owner occupied, 37.1 percent renter occupied and 8.2 percent vacant. The rate of change in housing units since 2000 is 0.47 percent. Median home value in the market area is \$111,474, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 1.55 percent annually to \$120,373. From 2000 to the current year, median home value changed by 5.08 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



389 Raleigh Rd, Henderson, NC  
27536-5362

389 Raleigh Rd, Henderson, NC  
27536-5362

389 Raleigh Rd, Henderson, NC  
27536-5362

389 Raleigh Road, Henderson,  
NC

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

### Median Household Income

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Median HH Income	\$18,316	\$19,000	\$20,469
2000 Median HH Income	\$24,578	\$25,026	\$28,504
2009 Median HH Income	\$31,199	\$32,099	\$36,568
2014 Median HH Income	\$34,342	\$35,295	\$39,046
1990-2000 Annual Rate	2.98%	2.79%	3.37%
2000-2009 Annual Rate	2.61%	2.73%	2.73%
2009-2014 Annual Rate	1.94%	1.92%	1.32%

### Per Capita Income

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Per Capita Income	\$10,888	\$10,612	\$10,599
2000 Per Capita Income	\$15,311	\$15,310	\$15,696
2009 Per Capita Income	\$17,844	\$19,213	\$19,474
2014 Per Capita Income	\$19,021	\$20,443	\$20,508
1990-2000 Annual Rate	3.47%	3.73%	4%
2000-2009 Annual Rate	1.67%	2.49%	2.36%
2009-2014 Annual Rate	1.29%	1.25%	1.04%

### Average Household Income

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
1990 Average Household Income	\$27,355	\$27,608	\$28,284
2000 Average Household Income	\$40,525	\$39,176	\$40,788
2009 Average HH Income	\$45,618	\$47,776	\$49,258
2014 Average HH Income	\$48,196	\$50,448	\$51,485
1990-2000 Annual Rate	4.01%	3.56%	3.73%
2000-2009 Annual Rate	1.29%	2.17%	2.06%
2009-2014 Annual Rate	1.11%	1.09%	0.89%

### Households by Income

Current median household income is \$36,568 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$39,046 in five years. In 2000, median household income was \$28,504, compared to \$20,469 in 1990.

Current average household income is \$49,258 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$51,485 in five years. In 2000, average household income was \$40,788, compared to \$28,284 in 1990.

Current per capita income is \$19,474 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$20,508 in five years. In 2000, the per capita income was \$15,696, compared to \$10,599 in 1990.

### Population by Employment

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total Businesses	490	1,201	1,379
Total Employees	4,192	11,755	13,856

Currently, 82.1 percent of the civilian labor force in the identified market area is employed and 17.9 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 87.8 percent of the civilian labor force, and unemployment will be 12.2 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 59.0 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 51.7 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 18.0 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 30.3 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 76.2 percent of the market area population drove alone to work, and 1.0 percent worked at home. The average travel time to work in 2000 was 21.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 29.8 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 34.5 percent were high school graduates only (29.8 percent in the U.S.)
- 6.6 percent had completed an Associate degree (7.2 percent in the U.S.)
- 8.7 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 4.4 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)



# Executive Summary

Prepared by Bruce Lynch

---

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography. Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved.



# Demographic and Income Profile

Prepared by Bruce Lynch

389 Raleigh Road, Henderson,...  
 389 Raleigh Rd, Henderson, NC 27536-5362  
 Ring: 1 Mile radius

Latitude: 36.316968  
 Longitude: -78.410684

Summary	2000	2010	2015
Population	6,805	6,567	6,420
Households	2,504	2,432	2,382
Families	1,627	1,533	1,488
Average Household Size	2.61	2.59	2.58
Owner Occupied HUs	1,240	1,201	1,174
Renter Occupied HUs	1,264	1,231	1,208
Median Age	35.9	37.7	38.2

Trends: 2010-2015 Annual Rate	Area	State	National
Population	-0.45%	1.61%	0.76%
Households	-0.41%	1.69%	0.78%
Families	-0.59%	1.52%	0.64%
Owner HHs	-0.45%	1.72%	0.82%
Median Household Income	3.8%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	771	31.6%	621	25.5%	563	23.6%
\$15,000 - \$24,999	467	19.1%	359	14.8%	304	12.8%
\$25,000 - \$34,999	295	12.1%	313	12.9%	255	10.7%
\$35,000 - \$49,999	380	15.6%	295	12.1%	276	11.6%
\$50,000 - \$74,999	292	12.0%	496	20.4%	566	23.8%
\$75,000 - \$99,999	129	5.3%	179	7.4%	194	8.1%
\$100,000 - \$149,999	56	2.3%	123	5.1%	167	7.0%
\$150,000 - \$199,000	22	0.9%	11	0.5%	14	0.6%
\$200,000+	29	1.2%	36	1.5%	43	1.8%
Median Household Income	\$24,578		\$31,812		\$38,332	
Average Household Income	\$40,525		\$44,889		\$50,313	
Per Capita Income	\$15,311		\$17,487		\$19,645	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	479	7.0%	465	7.1%	444	6.9%
5 - 9	531	7.8%	462	7.0%	455	7.1%
10 - 14	533	7.8%	450	6.9%	452	7.0%
15 - 19	446	6.6%	469	7.1%	414	6.4%
20 - 24	423	6.2%	460	7.0%	451	7.0%
25 - 34	906	13.3%	750	11.4%	779	12.1%
35 - 44	976	14.3%	836	12.7%	756	11.8%
45 - 54	835	12.3%	895	13.6%	803	12.5%
55 - 64	552	8.1%	759	11.6%	818	12.7%
65 - 74	541	8.0%	469	7.1%	533	8.3%
75 - 84	421	6.2%	352	5.4%	318	5.0%
85+	162	2.4%	201	3.1%	196	3.1%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,880	42.3%	2,652	40.4%	2,550	39.7%
Black Alone	3,653	53.7%	3,488	53.1%	3,372	52.5%
American Indian Alone	16	0.2%	21	0.3%	24	0.4%
Asian Alone	41	0.6%	61	0.9%	72	1.1%
Pacific Islander Alone	3	0.0%	3	0.0%	3	0.0%
Some Other Race Alone	149	2.2%	248	3.8%	287	4.5%
Two or More Races	63	0.9%	93	1.4%	110	1.7%
Hispanic Origin (Any Race)	388	5.7%	632	9.6%	754	11.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



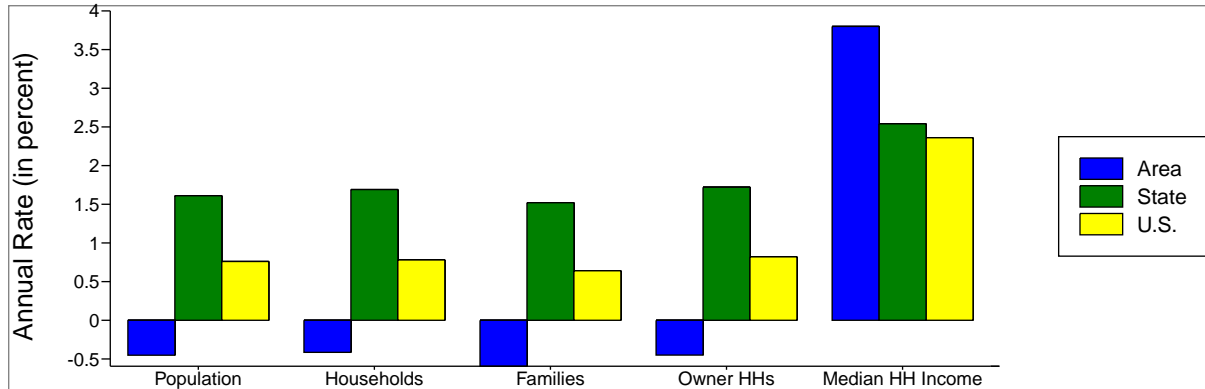
# Demographic and Income Profile

Prepared by Bruce Lynch

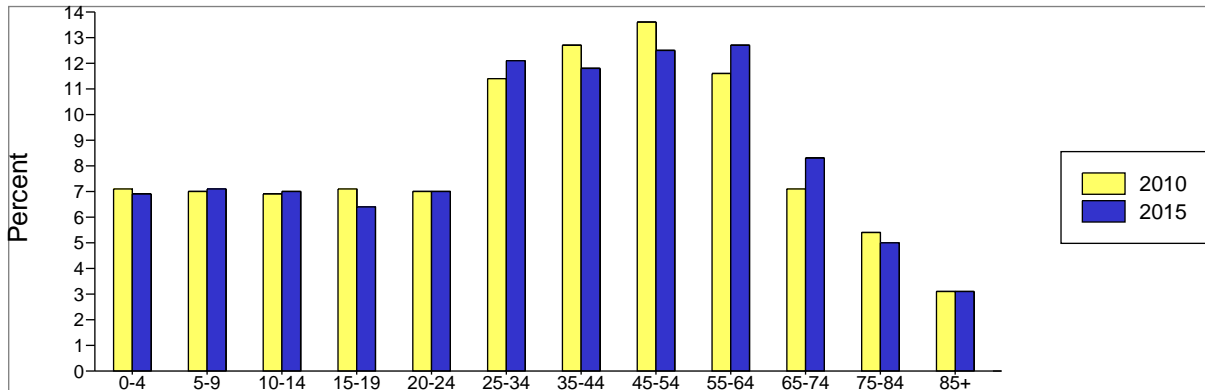
389 Raleigh Road, Henderson, ...  
 389 Raleigh Rd, Henderson, NC 27536-5362  
 Ring: 1 Mile radius

Latitude: 36.316968  
 Longitude: -78.410684

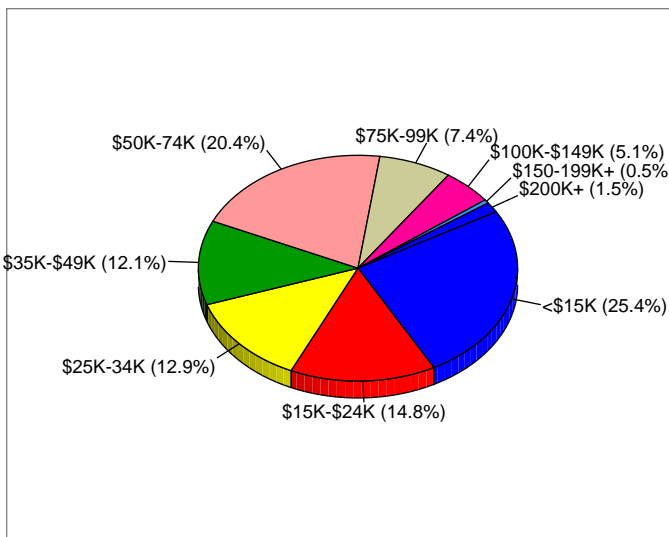
Trends 2010-2015



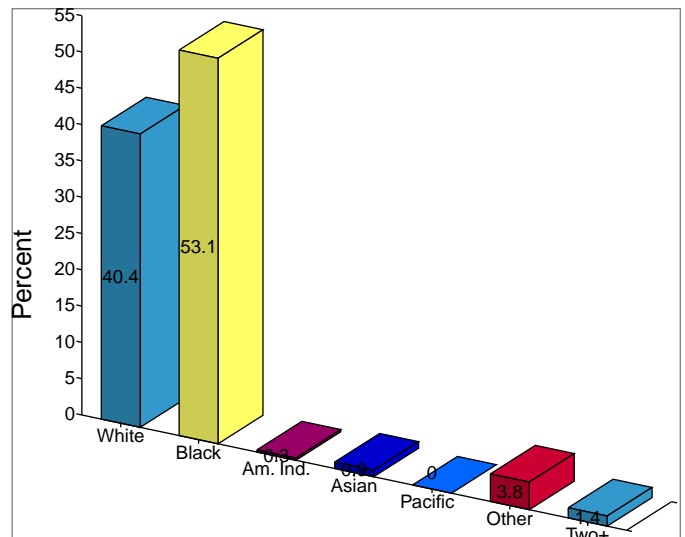
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 9.6%



# Demographic and Income Profile

Prepared by Bruce Lynch

389 Raleigh Road, Henderson,...  
 389 Raleigh Rd, Henderson, NC 27536-5362  
 Ring: 3 Miles radius

Latitude: 36.316968  
 Longitude: -78.410684

Summary	2000	2010	2015
Population	21,689	21,234	20,856
Households	8,414	8,366	8,251
Families	5,633	5,446	5,326
Average Household Size	2.50	2.47	2.45
Owner Occupied HUs	4,413	4,390	4,351
Renter Occupied HUs	4,001	3,976	3,900
Median Age	35.5	37.2	37.6

Trends: 2010-2015 Annual Rate	Area	State	National
Population	-0.36%	1.61%	0.76%
Households	-0.28%	1.69%	0.78%
Families	-0.44%	1.52%	0.64%
Owner HHs	-0.18%	1.72%	0.82%
Median Household Income	3.27%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,649	31.6%	2,136	25.5%	1,971	23.9%
\$15,000 - \$24,999	1,541	18.4%	1,307	15.6%	1,128	13.7%
\$25,000 - \$34,999	1,063	12.7%	995	11.9%	829	10.0%
\$35,000 - \$49,999	1,277	15.2%	1,150	13.7%	1,038	12.6%
\$50,000 - \$74,999	1,038	12.4%	1,508	18.0%	1,774	21.5%
\$75,000 - \$99,999	373	4.4%	646	7.7%	702	8.5%
\$100,000 - \$149,999	204	2.4%	397	4.7%	531	6.4%
\$150,000 - \$199,000	94	1.1%	57	0.7%	75	0.9%
\$200,000+	147	1.8%	170	2.0%	205	2.5%
Median Household Income	\$25,026		\$31,793		\$37,344	
Average Household Income	\$39,176		\$45,734		\$51,058	
Per Capita Income	\$15,310		\$18,325		\$20,566	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,611	7.4%	1,551	7.3%	1,500	7.2%
5 - 9	1,740	8.0%	1,514	7.1%	1,486	7.1%
10 - 14	1,662	7.7%	1,448	6.8%	1,444	6.9%
15 - 19	1,402	6.5%	1,548	7.3%	1,365	6.5%
20 - 24	1,410	6.5%	1,472	6.9%	1,479	7.1%
25 - 34	2,884	13.3%	2,503	11.8%	2,555	12.3%
35 - 44	3,003	13.8%	2,607	12.3%	2,439	11.7%
45 - 54	2,726	12.6%	2,814	13.3%	2,505	12.0%
55 - 64	1,878	8.7%	2,478	11.7%	2,604	12.5%
65 - 74	1,735	8.0%	1,558	7.3%	1,811	8.7%
75 - 84	1,209	5.6%	1,156	5.4%	1,064	5.1%
85+	428	2.0%	585	2.8%	601	2.9%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,872	40.9%	8,325	39.2%	8,049	38.6%
Black Alone	11,851	54.6%	11,414	53.8%	11,080	53.1%
American Indian Alone	55	0.3%	69	0.3%	75	0.4%
Asian Alone	123	0.6%	186	0.9%	221	1.1%
Pacific Islander Alone	9	0.0%	10	0.0%	11	0.1%
Some Other Race Alone	592	2.7%	957	4.5%	1,102	5.3%
Two or More Races	188	0.9%	273	1.3%	317	1.5%
Hispanic Origin (Any Race)	1,333	6.1%	2,136	10.1%	2,528	12.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



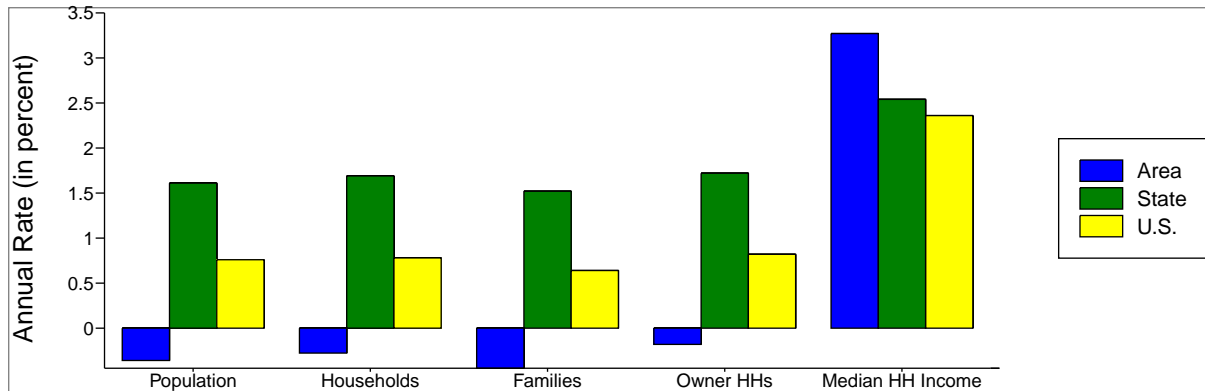
# Demographic and Income Profile

Prepared by Bruce Lynch

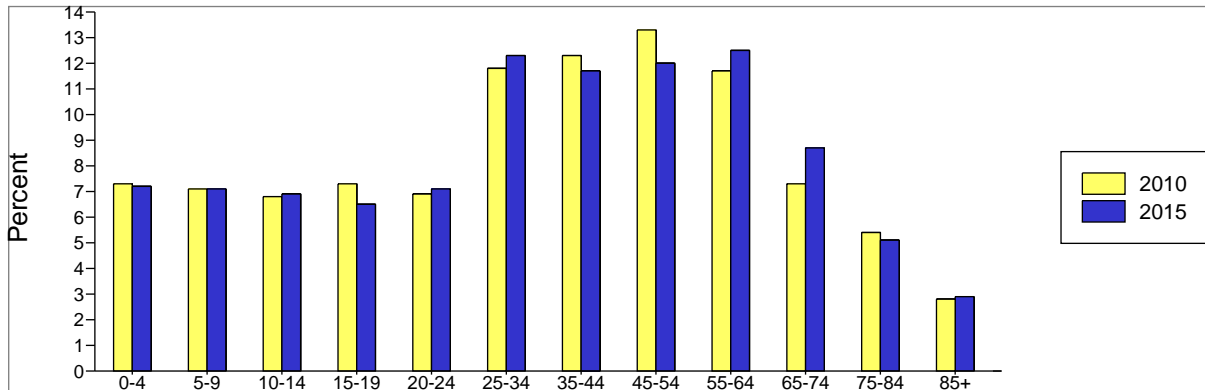
389 Raleigh Road, Henderson, NC 27536-5362  
 389 Raleigh Rd, Henderson, NC 27536-5362  
 Ring: 3 Miles radius

Latitude: 36.316968  
 Longitude: -78.410684

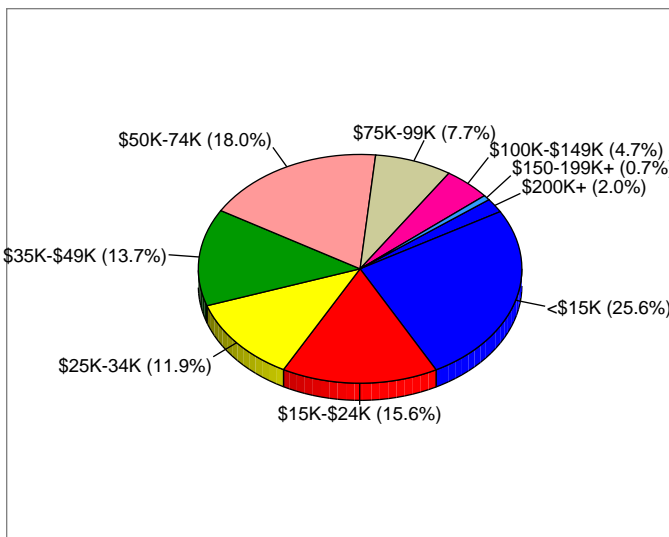
Trends 2010-2015



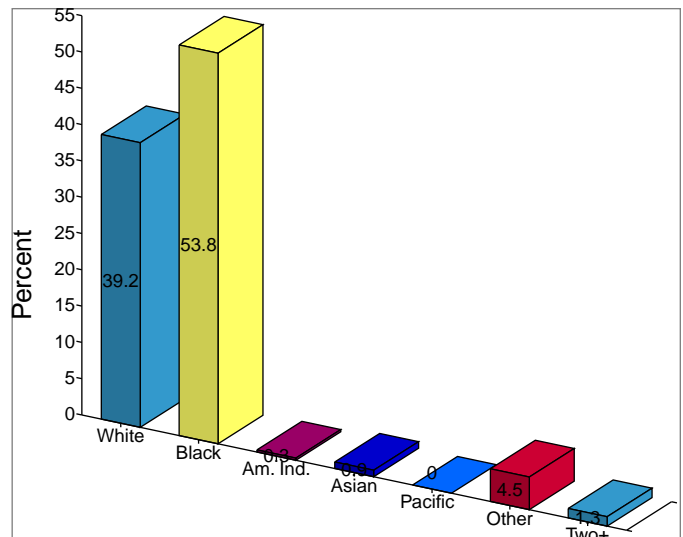
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 10.1%



# Demographic and Income Profile

Prepared by Bruce Lynch

389 Raleigh Road, Henderson,...  
 389 Raleigh Rd, Henderson, NC 27536-5362  
 Ring: 5 Miles radius

Latitude: 36.316968  
 Longitude: -78.410684

Summary	2000	2010	2015
Population	29,519	29,182	28,756
Households	11,306	11,358	11,237
Families	7,858	7,705	7,567
Average Household Size	2.54	2.50	2.49
Owner Occupied HUs	6,738	6,788	6,736
Renter Occupied HUs	4,568	4,571	4,501
Median Age	34.9	37.1	37.6

Trends: 2010-2015 Annual Rate	Area	State	National
Population	-0.29%	1.61%	0.76%
Households	-0.21%	1.69%	0.78%
Families	-0.36%	1.52%	0.64%
Owner HHs	-0.15%	1.72%	0.82%
Median Household Income	3.06%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	3,136	27.8%	2,538	22.3%	2,334	20.8%
\$15,000 - \$24,999	1,960	17.4%	1,629	14.3%	1,400	12.5%
\$25,000 - \$34,999	1,527	13.5%	1,418	12.5%	1,170	10.4%
\$35,000 - \$49,999	1,884	16.7%	1,752	15.4%	1,580	14.1%
\$50,000 - \$74,999	1,559	13.8%	2,206	19.4%	2,578	22.9%
\$75,000 - \$99,999	583	5.2%	939	8.3%	1,024	9.1%
\$100,000 - \$149,999	358	3.2%	593	5.2%	796	7.1%
\$150,000 - \$199,000	114	1.0%	94	0.8%	124	1.1%
\$200,000+	168	1.5%	189	1.7%	229	2.0%
Median Household Income	\$28,504		\$35,699		\$41,503	
Average Household Income	\$40,788		\$47,112		\$52,388	
Per Capita Income	\$15,696		\$18,580		\$20,758	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,138	7.2%	2,070	7.1%	2,009	7.0%
5 - 9	2,405	8.1%	2,039	7.0%	1,995	6.9%
10 - 14	2,270	7.7%	1,972	6.8%	1,968	6.8%
15 - 19	1,990	6.7%	2,212	7.6%	1,919	6.7%
20 - 24	1,904	6.4%	1,992	6.8%	2,046	7.1%
25 - 34	4,081	13.8%	3,535	12.1%	3,589	12.5%
35 - 44	4,238	14.4%	3,751	12.9%	3,486	12.1%
45 - 54	3,833	13.0%	4,024	13.8%	3,630	12.6%
55 - 64	2,578	8.7%	3,469	11.9%	3,667	12.8%
65 - 74	2,184	7.4%	2,066	7.1%	2,453	8.5%
75 - 84	1,413	4.8%	1,395	4.8%	1,310	4.6%
85+	486	1.6%	658	2.3%	681	2.4%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,609	46.1%	12,818	43.9%	12,381	43.1%
Black Alone	14,719	49.9%	14,489	49.7%	14,192	49.3%
American Indian Alone	68	0.2%	87	0.3%	95	0.3%
Asian Alone	145	0.5%	222	0.8%	267	0.9%
Pacific Islander Alone	9	0.0%	10	0.0%	11	0.0%
Some Other Race Alone	707	2.4%	1,163	4.0%	1,351	4.7%
Two or More Races	262	0.9%	393	1.3%	461	1.6%
Hispanic Origin (Any Race)	1,604	5.4%	2,617	9.0%	3,124	10.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.





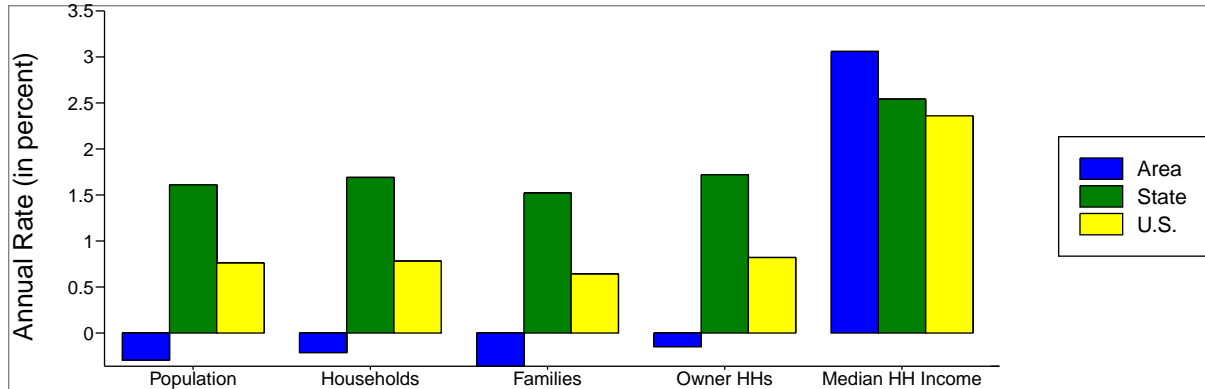
# Demographic and Income Profile

Prepared by Bruce Lynch

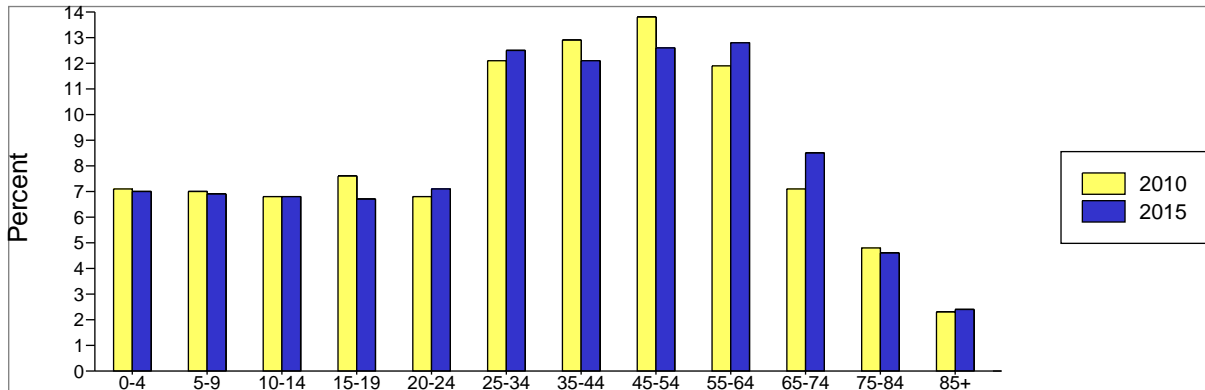
389 Raleigh Road, Henderson, ...  
 389 Raleigh Rd, Henderson, NC 27536-5362  
 Ring: 5 Miles radius

Latitude: 36.316968  
 Longitude: -78.410684

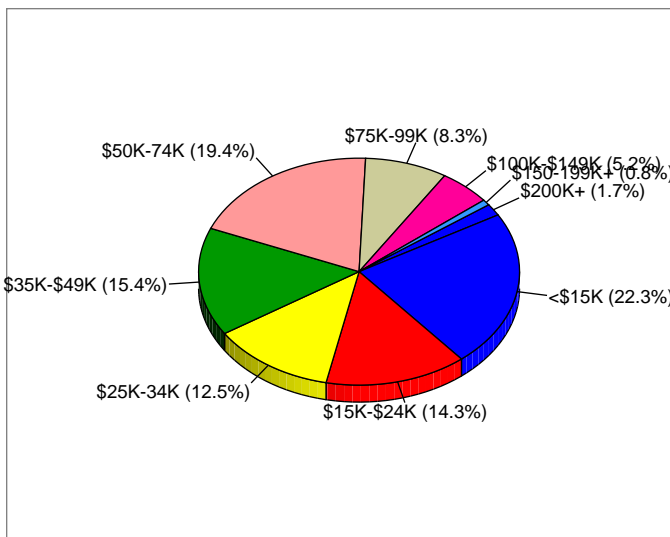
Trends 2010-2015



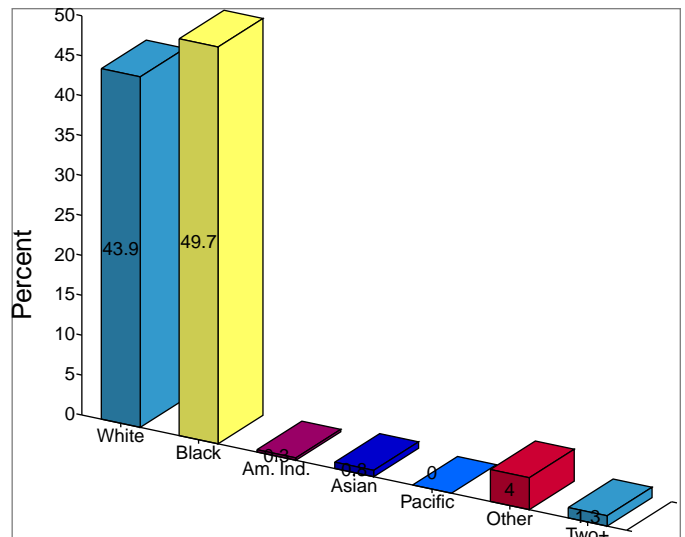
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 9.0%