



# Executive Summary

Prepared by JJ Joubran

802 W. Lee Site Type: Radius	802 W Lee St Greensboro, NC 27403 Radius: 1.0 mile	802 W Lee St Greensboro, NC 27403 Radius: 3.0 mile	802 W Lee St Greensboro, NC 27403 Radius: 5.0 mile
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## 2008 Population

Total Population	15,713	81,412	182,733
Male Population	43.6%	46.5%	47.3%
Female Population	56.4%	53.5%	52.7%
Median Age	23.7	32.7	34.9

## 2008 Income

Median HH Income	\$29,397	\$41,939	\$49,317
Per Capita Income	\$17,659	\$25,633	\$28,880
Average HH Income	\$40,925	\$61,034	\$69,061

## 2008 Households

Total Households	5,404	32,189	74,363
Average Household Size	2.11	2.24	2.31
1990-2000 Annual Rate	0.25%	0.33%	0.81%

## 2008 Housing

Owner Occupied Housing Units	24.2%	43.5%	48.6%
Renter Occupied Housing Units	64.2%	45.7%	42.2%
Vacant Housing Units	11.5%	10.8%	9.2%

## Population

1990 Population	15,261	77,974	163,614
2000 Population	15,543	80,261	176,350
2008 Population	15,713	81,412	182,733
2013 Population	15,976	83,708	190,653
1990-2000 Annual Rate	0.18%	0.29%	0.75%
2000-2008 Annual Rate	0.13%	0.17%	0.43%
2008-2013 Annual Rate	0.33%	0.56%	0.85%

In the identified market area, the current year population is 182,733. In 2000, the Census count in the market area was 176,350. The rate of change since 2000 was 0.43 percent annually. The five-year projection for the population in the market area is 190,653, representing a change of 0.85 percent annually from 2008 to 2013. Currently, the population is 47.3 percent male and 52.7 percent female.

## Households

1990 Households	5,165	30,460	65,487
2000 Households	5,293	31,488	71,021
2008 Households	5,404	32,189	74,363
2013 Households	5,577	33,311	77,992
1990-2000 Annual Rate	0.25%	0.33%	0.81%
2000-2008 Annual Rate	0.25%	0.27%	0.56%
2008-2013 Annual Rate	0.63%	0.69%	0.96%

The household count in this market area has changed from 71,021 in 2000 to 74,363 in the current year, a change of 0.56 percent annually. The five-year projection of households is 77,992, a change of 0.96 percent annually from the current year total. Average household size is currently 2.31, compared to 2.34 in the year 2000. The number of families in the current year is 42,526 in the market area.

## Housing

Currently, 48.6 percent of the 81,871 housing units in the market area are owner occupied; 42.2 percent, renter occupied; and 9.2 percent are vacant. In 2000, there were 76,257 housing units— 50.6 percent owner occupied, 42.5 percent renter occupied and 6.9 percent vacant. The rate of change in housing units since 2000 is 0.86 percent. Median home value in the market area is \$126,803, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 1.72 percent annually to \$138,070. From 2000 to the current year, median home value changed by 3.17 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



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<b>Median Household Income</b>			
1990 Median HH Income	\$16,546	\$23,994	\$28,306
2000 Median HH Income	\$23,889	\$32,433	\$37,250
2008 Median HH Income	\$29,397	\$41,939	\$49,317
2013 Median HH Income	\$33,909	\$49,867	\$57,926
1990-2000 Annual Rate	3.74%	3.06%	2.78%
2000-2008 Annual Rate	2.55%	3.16%	3.46%
2008-2013 Annual Rate	2.9%	3.52%	3.27%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$8,467	\$13,370	\$15,312
2000 Per Capita Income	\$11,858	\$19,188	\$21,810
2008 Per Capita Income	\$17,659	\$25,633	\$28,880
2013 Per Capita Income	\$19,669	\$29,643	\$33,084
1990-2000 Annual Rate	3.43%	3.68%	3.6%
2000-2008 Annual Rate	4.95%	3.57%	3.46%
2008-2013 Annual Rate	2.18%	2.95%	2.76%
<b>Average Household Income</b>			
1990 Average Household Income	\$23,126	\$33,385	\$37,781
2000 Average Household Income	\$32,998	\$47,162	\$52,996
2008 Average HH Income	\$40,925	\$61,034	\$69,061
2013 Average HH Income	\$44,897	\$70,340	\$78,836
1990-2000 Annual Rate	3.62%	3.51%	3.44%
2000-2008 Annual Rate	2.64%	3.17%	3.26%
2008-2013 Annual Rate	1.87%	2.88%	2.68%

### Households by Income

Current median household income is \$49,317 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$57,926 in five years. In 2000, median household income was \$37,250, compared to \$28,306 in 1990.

Current average household income is \$69,061 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$78,836 in five years. In 2000, average household income was \$52,996, compared to \$37,781 in 1990.

Current per capita income is \$28,880 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$33,084 in five years. In 2000, the per capita income was \$21,810, compared to \$15,312 in 1990.

### Population by Employment

Total Businesses	1,637	8,343	13,698
Total Employees	12,890	86,205	195,806

Currently, 91.4 percent of the civilian labor force in the identified market area is employed and 8.6 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 91.4 percent of the civilian labor force, and unemployment will be 8.6 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 67.1 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

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

- 61.5 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 17.2 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 21.3 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 77.4 percent of the market area population drove alone to work, and 2.7 percent worked at home. The average travel time to work in 2000 was 20.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 15.7 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 25.1 percent were high school graduates only (29.6 percent in the U.S.)
- 6.3 percent had completed an Associate degree (7.2 percent in the U.S.)
- 21.6 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 10.6 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)