



Executive Summary

Prepared by JJ Joubran

826 W. Lee Site Type: Radius	826 W Lee St Greensboro, NC 27403 Radius: 1.0 mile	826 W Lee St Greensboro, NC 27403 Radius: 3.0 mile	826 W Lee St Greensboro, NC 27403 Radius: 5.0 mile
---------------------------------	--	--	--

2008 Population

Total Population	16,021	82,446	182,973
Male Population	43.8%	46.5%	47.2%
Female Population	56.2%	53.5%	52.8%
Median Age	23.8	32.8	35.0

2008 Income

Median HH Income	\$29,564	\$42,125	\$49,408
Per Capita Income	\$17,771	\$25,751	\$28,907
Average HH Income	\$41,201	\$61,311	\$69,120

2008 Households

Total Households	5,529	32,603	74,478
Average Household Size	2.12	2.24	2.31
1990-2000 Annual Rate	0.26%	0.34%	0.82%

2008 Housing

Owner Occupied Housing Units	24.5%	43.7%	48.6%
Renter Occupied Housing Units	64.1%	45.6%	42.2%
Vacant Housing Units	11.5%	10.7%	9.2%

Population

1990 Population	15,541	78,931	163,713
2000 Population	15,846	81,274	176,461
2008 Population	16,021	82,446	182,973
2013 Population	16,295	84,788	190,921
1990-2000 Annual Rate	0.19%	0.29%	0.75%
2000-2008 Annual Rate	0.13%	0.17%	0.44%
2008-2013 Annual Rate	0.34%	0.56%	0.85%

In the identified market area, the current year population is 182,973. In 2000, the Census count in the market area was 176,461. The rate of change since 2000 was 0.44 percent annually. The five-year projection for the population in the market area is 190,921, representing a change of 0.85 percent annually from 2008 to 2013. Currently, the population is 47.2 percent male and 52.8 percent female.

Households

1990 Households	5,281	30,835	65,523
2000 Households	5,418	31,889	71,067
2008 Households	5,529	32,603	74,478
2013 Households	5,705	33,745	78,124
1990-2000 Annual Rate	0.26%	0.34%	0.82%
2000-2008 Annual Rate	0.25%	0.27%	0.57%
2008-2013 Annual Rate	0.63%	0.69%	0.96%

The household count in this market area has changed from 71,067 in 2000 to 74,478 in the current year, a change of 0.57 percent annually. The five-year projection of households is 78,124, 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 42,589 in the market area.

Housing

Currently, 48.6 percent of the 81,991 housing units in the market area are owner occupied; 42.2 percent, renter occupied; and 9.2 percent are vacant. In 2000, there were 76,298 housing units— 50.7 percent owner occupied, 42.5 percent renter occupied and 6.9 percent vacant. The rate of change in housing units since 2000 is 0.88 percent. Median home value in the market area is \$126,957, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 1.71 percent annually to \$138,202. From 2000 to the current year, median home value changed by 3.18 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.



826 W. Lee Site Type: Radius	826 W Lee St Greensboro, NC 27403 Radius: 1.0 mile	826 W Lee St Greensboro, NC 27403 Radius: 3.0 mile	826 W Lee St Greensboro, NC 27403 Radius: 5.0 mile
Median Household Income			
1990 Median HH Income	\$16,700	\$24,125	\$28,344
2000 Median HH Income	\$24,027	\$32,570	\$37,288
2008 Median HH Income	\$29,564	\$42,125	\$49,408
2013 Median HH Income	\$34,133	\$50,111	\$58,020
1990-2000 Annual Rate	3.7%	3.05%	2.78%
2000-2008 Annual Rate	2.55%	3.17%	3.47%
2008-2013 Annual Rate	2.92%	3.53%	3.27%
Per Capita Income			
1990 Per Capita Income	\$8,563	\$13,454	\$15,321
2000 Per Capita Income	\$11,999	\$19,263	\$21,824
2008 Per Capita Income	\$17,771	\$25,751	\$28,907
2013 Per Capita Income	\$19,790	\$29,789	\$33,115
1990-2000 Annual Rate	3.43%	3.65%	3.6%
2000-2008 Annual Rate	4.87%	3.58%	3.47%
2008-2013 Annual Rate	2.18%	2.96%	2.76%
Average Household Income			
1990 Average Household Income	\$23,230	\$33,581	\$37,811
2000 Average Household Income	\$33,189	\$47,320	\$53,037
2008 Average HH Income	\$41,201	\$61,311	\$69,120
2013 Average HH Income	\$45,201	\$70,675	\$78,902
1990-2000 Annual Rate	3.63%	3.49%	3.44%
2000-2008 Annual Rate	2.66%	3.19%	3.26%
2008-2013 Annual Rate	1.87%	2.88%	2.68%

Households by Income

Current median household income is \$49,408 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$58,020 in five years. In 2000, median household income was \$37,288, compared to \$28,344 in 1990.

Current average household income is \$69,120 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$78,902 in five years. In 2000, average household income was \$53,037, compared to \$37,811 in 1990.

Current per capita income is \$28,907 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$33,115 in five years. In 2000, the per capita income was \$21,824, compared to \$15,321 in 1990.

Population by Employment

Total Businesses	1,513	8,440	13,739
Total Employees	11,944	86,757	196,456

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:

- 61.6 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)
- 21.2 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.)
- 25.0 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.)
- 21.7 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.)