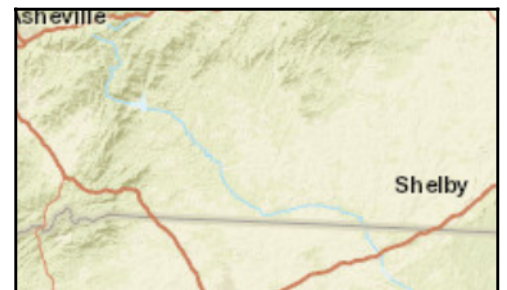
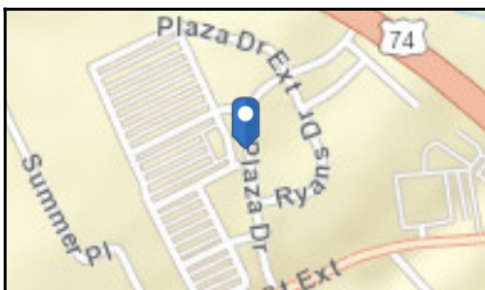
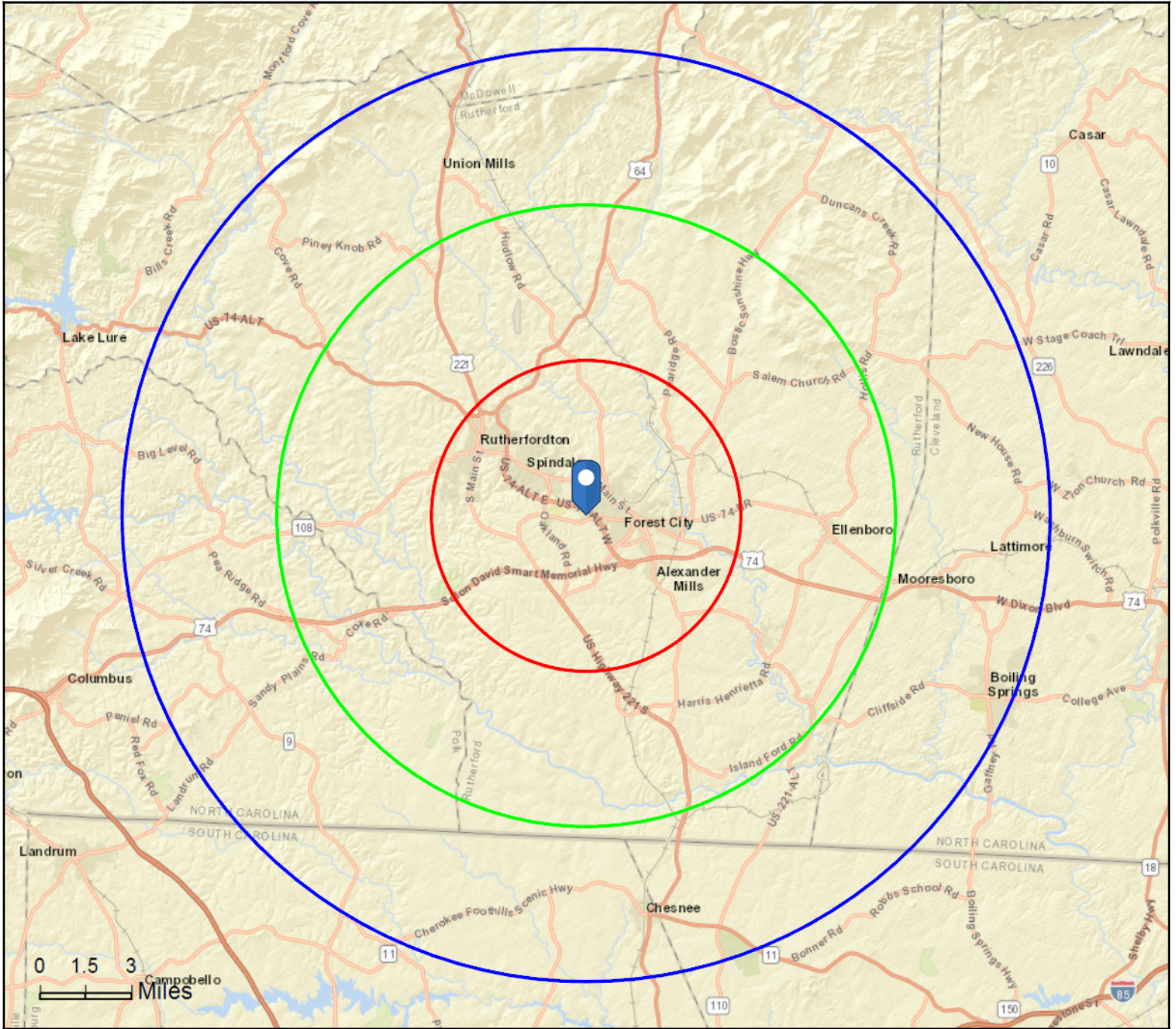


Hillside Plaza
197 Plaza Dr, Forest City, North Carolina, 28043
Rings: 5, 10, 15 mile radii

Prepared by Esri
Latitude: 35.33505
Longitude: -81.89661





Community Profile

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	5 miles	10 miles	15 miles
Population Summary			
2000 Total Population	28,972	54,109	85,918
2010 Total Population	30,113	58,179	94,115
2019 Total Population	30,033	59,252	97,014
2019 Group Quarters	975	1,147	2,446
2024 Total Population	30,151	59,940	98,678
2019-2024 Annual Rate	0.08%	0.23%	0.34%
2019 Total Daytime Population	36,151	56,625	83,792
Workers	17,378	20,563	26,071
Residents	18,773	36,062	57,721
Household Summary			
2000 Households	11,708	21,578	33,732
2000 Average Household Size	2.37	2.44	2.47
2010 Households	12,271	23,330	37,111
2010 Average Household Size	2.37	2.44	2.47
2019 Households	12,141	23,544	37,997
2019 Average Household Size	2.39	2.47	2.49
2024 Households	12,150	23,738	38,564
2024 Average Household Size	2.40	2.48	2.50
2019-2024 Annual Rate	0.01%	0.16%	0.30%
2010 Families	8,002	15,924	25,809
2010 Average Family Size	2.92	2.94	2.95
2019 Families	7,803	15,869	26,104
2019 Average Family Size	2.97	3.00	2.99
2024 Families	7,772	15,935	26,392
2024 Average Family Size	2.99	3.01	3.01
2019-2024 Annual Rate	-0.08%	0.08%	0.22%
Housing Unit Summary			
2000 Housing Units	12,922	23,780	37,232
Owner Occupied Housing Units	60.0%	65.9%	68.5%
Renter Occupied Housing Units	30.6%	24.8%	22.1%
Vacant Housing Units	9.4%	9.3%	9.4%
2010 Housing Units	14,029	26,821	42,749
Owner Occupied Housing Units	55.0%	60.9%	63.3%
Renter Occupied Housing Units	32.5%	26.1%	23.5%
Vacant Housing Units	12.5%	13.0%	13.2%
2019 Housing Units	14,214	27,554	44,277
Owner Occupied Housing Units	51.5%	57.8%	60.8%
Renter Occupied Housing Units	34.0%	27.6%	25.0%
Vacant Housing Units	14.6%	14.6%	14.2%
2024 Housing Units	14,425	28,121	45,333
Owner Occupied Housing Units	51.2%	57.5%	60.7%
Renter Occupied Housing Units	33.1%	26.9%	24.4%
Vacant Housing Units	15.8%	15.6%	14.9%
Median Household Income			
2019	\$39,399	\$40,328	\$41,547
2024	\$42,089	\$42,685	\$44,499
Median Home Value			
2019	\$124,250	\$120,992	\$128,271
2024	\$138,710	\$137,807	\$145,790
Per Capita Income			
2019	\$23,579	\$22,726	\$22,760
2024	\$26,239	\$25,328	\$25,430
Median Age			
2010	41.6	41.7	41.1
2019	43.6	43.9	43.3
2024	44.6	45.2	44.6

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	12,141	23,544	37,997
<\$15,000	16.7%	15.3%	14.6%
\$15,000 - \$24,999	15.4%	15.1%	14.1%
\$25,000 - \$34,999	11.3%	10.8%	11.4%
\$35,000 - \$49,999	17.7%	19.9%	18.8%
\$50,000 - \$74,999	18.7%	18.6%	19.4%
\$75,000 - \$99,999	7.3%	8.3%	8.9%
\$100,000 - \$149,999	7.6%	7.8%	8.3%
\$150,000 - \$199,999	1.7%	1.3%	1.9%
\$200,000+	3.7%	3.0%	2.7%
Average Household Income	\$58,478	\$57,046	\$57,994
2024 Households by Income			
Household Income Base	12,150	23,738	38,564
<\$15,000	14.7%	13.5%	12.9%
\$15,000 - \$24,999	15.0%	14.7%	13.5%
\$25,000 - \$34,999	10.5%	10.0%	10.6%
\$35,000 - \$49,999	17.5%	19.5%	18.3%
\$50,000 - \$74,999	19.1%	18.8%	19.7%
\$75,000 - \$99,999	7.6%	8.6%	9.3%
\$100,000 - \$149,999	9.1%	9.4%	10.1%
\$150,000 - \$199,999	2.3%	1.8%	2.4%
\$200,000+	4.2%	3.6%	3.2%
Average Household Income	\$65,301	\$63,802	\$64,950
2019 Owner Occupied Housing Units by Value			
Total	7,315	15,927	26,923
<\$50,000	14.1%	15.9%	14.7%
\$50,000 - \$99,999	24.1%	24.7%	23.2%
\$100,000 - \$149,999	24.2%	22.4%	21.5%
\$150,000 - \$199,999	15.8%	15.5%	15.8%
\$200,000 - \$249,999	5.6%	5.6%	6.9%
\$250,000 - \$299,999	6.6%	6.5%	6.2%
\$300,000 - \$399,999	4.9%	4.0%	5.1%
\$400,000 - \$499,999	1.8%	1.5%	2.1%
\$500,000 - \$749,999	1.8%	3.0%	3.2%
\$750,000 - \$999,999	0.3%	0.3%	0.6%
\$1,000,000 - \$1,499,999	0.7%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$158,241	\$158,465	\$171,887
2024 Owner Occupied Housing Units by Value			
Total	7,383	16,176	27,498
<\$50,000	10.1%	11.1%	10.4%
\$50,000 - \$99,999	20.9%	21.6%	19.9%
\$100,000 - \$149,999	24.6%	22.9%	21.5%
\$150,000 - \$199,999	17.8%	17.7%	17.3%
\$200,000 - \$249,999	7.1%	7.1%	8.3%
\$250,000 - \$299,999	8.1%	8.0%	7.6%
\$300,000 - \$399,999	5.4%	4.5%	6.0%
\$400,000 - \$499,999	2.1%	1.7%	2.5%
\$500,000 - \$749,999	2.7%	4.3%	4.7%
\$750,000 - \$999,999	0.5%	0.5%	0.9%
\$1,000,000 - \$1,499,999	0.7%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$176,897	\$179,873	\$196,840

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Hillside Plaza
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	5 miles	10 miles	15 miles
2010 Population by Age			
Total	30,110	58,178	94,118
0 - 4	6.1%	5.9%	5.8%
5 - 9	6.2%	6.3%	6.2%
10 - 14	6.3%	6.6%	6.7%
15 - 24	12.2%	11.9%	13.2%
25 - 34	10.8%	10.6%	10.4%
35 - 44	13.0%	13.4%	13.2%
45 - 54	14.5%	14.7%	14.9%
55 - 64	13.2%	13.8%	13.8%
65 - 74	9.2%	9.3%	9.2%
75 - 84	5.7%	5.3%	4.9%
85 +	2.8%	2.2%	1.8%
18 +	77.3%	77.0%	77.2%
2019 Population by Age			
Total	30,033	59,253	97,014
0 - 4	5.6%	5.4%	5.2%
5 - 9	5.7%	5.7%	5.6%
10 - 14	5.7%	5.8%	5.8%
15 - 24	10.8%	10.7%	11.8%
25 - 34	12.2%	12.1%	12.1%
35 - 44	11.7%	11.7%	11.6%
45 - 54	12.9%	13.4%	13.4%
55 - 64	14.1%	14.5%	14.5%
65 - 74	12.1%	12.4%	12.3%
75 - 84	6.4%	6.0%	5.7%
85 +	2.9%	2.3%	2.0%
18 +	79.7%	79.8%	80.1%
2024 Population by Age			
Total	30,152	59,942	98,679
0 - 4	5.4%	5.2%	5.0%
5 - 9	5.5%	5.5%	5.4%
10 - 14	5.9%	6.0%	6.0%
15 - 24	10.4%	10.3%	11.3%
25 - 34	11.3%	11.1%	10.9%
35 - 44	12.0%	11.8%	11.8%
45 - 54	12.4%	12.8%	12.7%
55 - 64	13.6%	14.2%	14.3%
65 - 74	12.9%	13.2%	13.1%
75 - 84	7.8%	7.7%	7.4%
85 +	2.9%	2.4%	2.1%
18 +	79.7%	79.8%	80.1%
2010 Population by Sex			
Males	14,189	27,988	45,705
Females	15,924	30,191	48,410
2019 Population by Sex			
Males	14,258	28,746	47,376
Females	15,775	30,505	49,637
2024 Population by Sex			
Males	14,360	29,205	48,326
Females	15,791	30,735	50,352

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	5 miles	10 miles	15 miles
2010 Population by Race/Ethnicity			
Total	30,111	58,178	94,116
White Alone	78.6%	84.6%	86.1%
Black Alone	16.0%	11.0%	9.8%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	0.7%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.7%	1.7%
Two or More Races	2.3%	1.9%	1.7%
Hispanic Origin	4.6%	3.9%	3.7%
Diversity Index	41.3	32.6	30.3
2019 Population by Race/Ethnicity			
Total	30,033	59,252	97,013
White Alone	77.6%	83.7%	85.2%
Black Alone	15.3%	10.5%	9.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.1%	0.7%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	2.2%	2.1%
Two or More Races	3.0%	2.5%	2.2%
Hispanic Origin	6.1%	5.1%	4.8%
Diversity Index	44.6	35.6	33.2
2024 Population by Race/Ethnicity			
Total	30,151	59,939	98,677
White Alone	76.7%	82.9%	84.5%
Black Alone	14.7%	10.1%	9.1%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	1.4%	0.9%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	2.7%	2.5%
Two or More Races	3.6%	3.0%	2.7%
Hispanic Origin	7.2%	6.0%	5.7%
Diversity Index	47.2	38.1	35.5
2010 Population by Relationship and Household Type			
Total	30,113	58,179	94,115
In Households	96.6%	97.9%	97.4%
In Family Households	80.3%	83.1%	83.3%
Householder	26.4%	27.4%	27.4%
Spouse	17.9%	19.7%	20.3%
Child	29.7%	30.0%	29.9%
Other relative	3.6%	3.4%	3.3%
Nonrelative	2.7%	2.6%	2.4%
In Nonfamily Households	16.3%	14.8%	14.1%
In Group Quarters	3.4%	2.1%	2.6%
Institutionalized Population	2.7%	1.7%	1.0%
Noninstitutionalized Population	0.7%	0.4%	1.6%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	21,717	42,947	69,496
Less than 9th Grade	5.1%	5.0%	4.7%
9th - 12th Grade, No Diploma	11.6%	12.6%	11.7%
High School Graduate	25.4%	26.5%	27.2%
GED/Alternative Credential	6.7%	6.2%	5.7%
Some College, No Degree	19.6%	20.2%	20.3%
Associate Degree	11.1%	11.9%	11.7%
Bachelor's Degree	13.5%	12.0%	12.1%
Graduate/Professional Degree	7.0%	5.6%	6.7%
2019 Population 15+ by Marital Status			
Total	24,955	49,289	80,902
Never Married	29.2%	26.8%	27.0%
Married	47.7%	50.5%	52.9%
Widowed	10.1%	9.3%	8.3%
Divorced	13.0%	13.3%	11.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	93.9%	94.8%	95.1%
Civilian Unemployed (Unemployment Rate)	6.1%	5.2%	4.9%
2019 Employed Population 16+ by Industry			
Total	11,112	23,204	39,474
Agriculture/Mining	0.6%	0.7%	0.9%
Construction	6.8%	7.4%	7.1%
Manufacturing	22.1%	23.1%	21.2%
Wholesale Trade	1.6%	1.3%	1.6%
Retail Trade	13.6%	13.4%	12.7%
Transportation/Utilities	4.8%	4.9%	5.2%
Information	1.1%	0.9%	1.0%
Finance/Insurance/Real Estate	2.7%	2.8%	3.0%
Services	42.7%	41.8%	43.6%
Public Administration	4.0%	3.7%	3.7%
2019 Employed Population 16+ by Occupation			
Total	11,111	23,205	39,477
White Collar	51.1%	48.0%	49.6%
Management/Business/Financial	11.3%	9.7%	9.3%
Professional	19.3%	18.5%	19.7%
Sales	10.3%	10.0%	9.6%
Administrative Support	10.1%	9.8%	11.0%
Services	16.8%	17.6%	17.6%
Blue Collar	32.1%	34.4%	32.8%
Farming/Forestry/Fishing	0.3%	0.6%	0.5%
Construction/Extraction	5.6%	6.3%	5.9%
Installation/Maintenance/Repair	3.6%	5.1%	5.5%
Production	16.1%	15.9%	14.2%
Transportation/Material Moving	6.6%	6.4%	6.8%
2010 Population By Urban/ Rural Status			
Total Population	30,113	58,179	94,115
Population Inside Urbanized Area	0.0%	0.0%	0.2%
Population Inside Urbanized Cluster	70.8%	45.4%	34.7%
Rural Population	29.2%	54.6%	65.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	12,270	23,329	37,111
Households with 1 Person	30.4%	27.6%	26.2%
Households with 2+ People	69.6%	72.4%	73.8%
Family Households	65.2%	68.3%	69.5%
Husband-wife Families	44.1%	49.0%	51.5%
With Related Children	17.2%	19.1%	20.3%
Other Family (No Spouse Present)	21.1%	19.2%	18.1%
Other Family with Male Householder	4.8%	5.1%	5.1%
With Related Children	2.8%	3.0%	3.0%
Other Family with Female Householder	16.4%	14.2%	13.0%
With Related Children	10.5%	9.1%	8.3%
Nonfamily Households	4.4%	4.1%	4.2%
All Households with Children	31.0%	31.7%	32.1%
Multigenerational Households	4.1%	4.2%	4.2%
Unmarried Partner Households	5.8%	5.7%	5.6%
Male-female	5.2%	5.1%	5.0%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	12,270	23,330	37,111
1 Person Household	30.4%	27.6%	26.2%
2 Person Household	33.7%	35.0%	35.7%
3 Person Household	16.6%	16.8%	16.8%
4 Person Household	11.2%	12.2%	12.7%
5 Person Household	4.8%	5.2%	5.4%
6 Person Household	2.0%	2.0%	2.0%
7 + Person Household	1.2%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	12,271	23,330	37,111
Owner Occupied	62.8%	70.0%	72.9%
Owned with a Mortgage/Loan	36.7%	40.2%	42.1%
Owned Free and Clear	26.1%	29.8%	30.8%
Renter Occupied	37.2%	30.0%	27.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	14,029	26,821	42,749
Housing Units Inside Urbanized Area	0.0%	0.0%	0.2%
Housing Units Inside Urbanized Cluster	71.5%	46.0%	34.3%
Rural Housing Units	28.5%	54.0%	65.5%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	5 miles	10 miles	15 miles
Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Rural Bypasses (10E)	Rooted Rural (10B)	Rooted Rural (10B)
3.	Midlife Constants (5E)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$17,499,620	\$32,972,262	\$54,021,258
Average Spent	\$1,441.37	\$1,400.45	\$1,421.72
Spending Potential Index	67	65	66
Education: Total \$	\$11,438,223	\$21,365,142	\$35,125,120
Average Spent	\$942.12	\$907.46	\$924.42
Spending Potential Index	59	57	58
Entertainment/Recreation: Total \$	\$28,666,973	\$54,602,386	\$89,522,294
Average Spent	\$2,361.17	\$2,319.16	\$2,356.04
Spending Potential Index	72	71	72
Food at Home: Total \$	\$46,140,570	\$87,728,062	\$143,661,805
Average Spent	\$3,800.39	\$3,726.13	\$3,780.87
Spending Potential Index	73	72	73
Food Away from Home: Total \$	\$30,069,350	\$57,064,471	\$93,719,657
Average Spent	\$2,476.68	\$2,423.74	\$2,466.50
Spending Potential Index	67	66	67
Health Care: Total \$	\$54,917,723	\$105,245,011	\$172,763,823
Average Spent	\$4,523.33	\$4,470.14	\$4,546.78
Spending Potential Index	76	75	77
HH Furnishings & Equipment: Total \$	\$17,440,848	\$33,020,487	\$54,199,774
Average Spent	\$1,436.52	\$1,402.50	\$1,426.42
Spending Potential Index	67	66	67
Personal Care Products & Services: Total \$	\$7,041,325	\$13,324,576	\$21,923,870
Average Spent	\$579.96	\$565.94	\$576.99
Spending Potential Index	65	64	65
Shelter: Total \$	\$138,582,662	\$255,993,826	\$416,624,183
Average Spent	\$11,414.44	\$10,873.00	\$10,964.66
Spending Potential Index	62	59	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,731,371	\$41,492,717	\$68,318,567
Average Spent	\$1,789.92	\$1,762.35	\$1,798.00
Spending Potential Index	72	71	72
Travel: Total \$	\$16,826,324	\$31,748,455	\$52,193,326
Average Spent	\$1,385.91	\$1,348.47	\$1,373.62
Spending Potential Index	62	60	61
Vehicle Maintenance & Repairs: Total \$	\$10,043,012	\$18,933,335	\$30,933,018
Average Spent	\$827.20	\$804.17	\$814.09
Spending Potential Index	72	70	71

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.