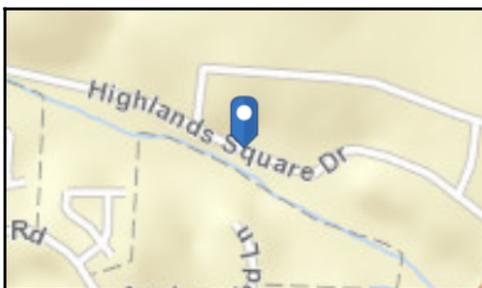
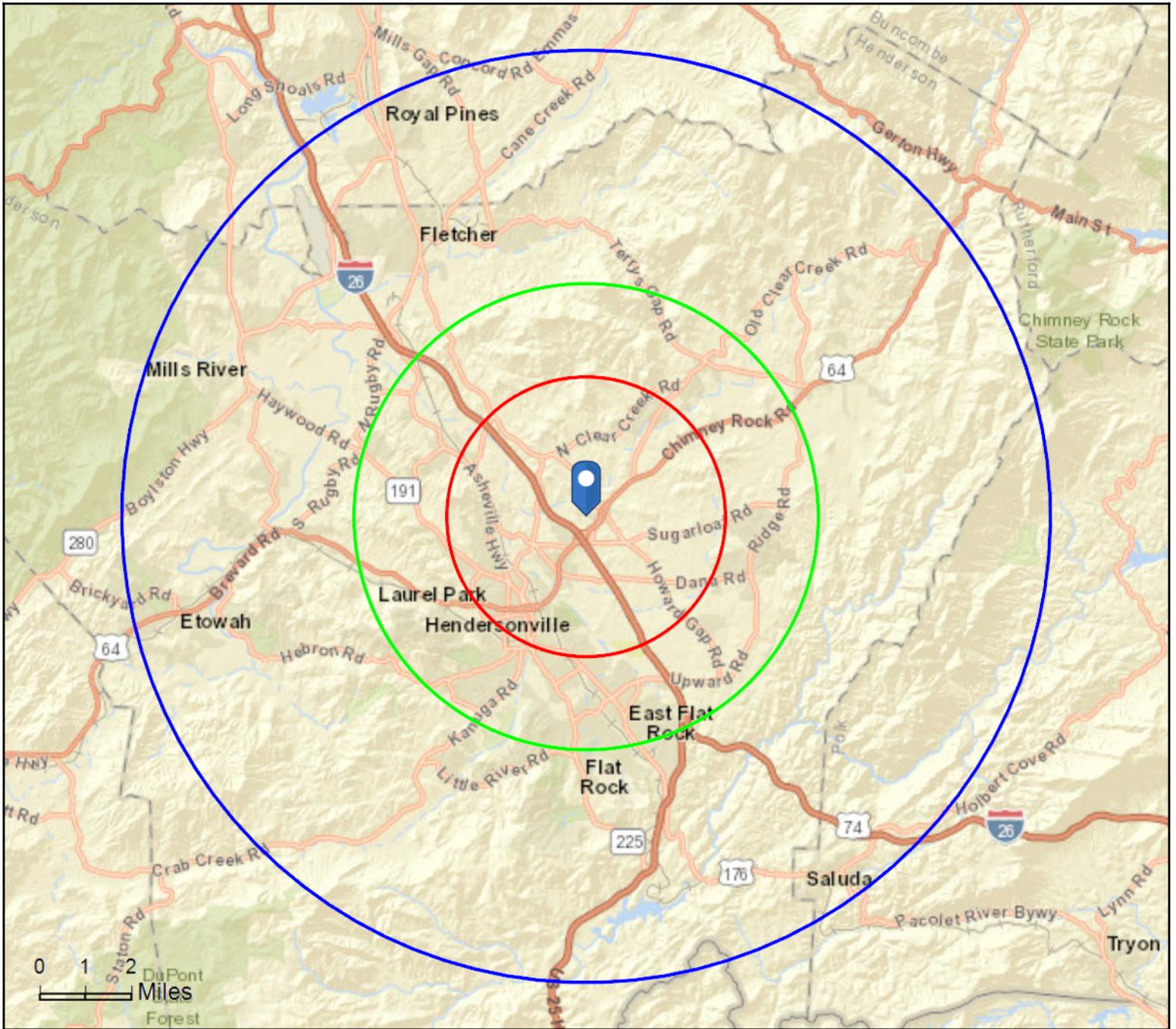


Highlands Square
250 Highlands Square Dr, Hendersonville, North Carolina, 28792
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.34776
Longitude: -82.43820





Community Profile

Highlands Square
 250 Highlands Square Dr, Hendersonville, North Carolina, 28792
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	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	19,748	49,133	95,688
2010 Total Population	22,142	55,902	114,718
2019 Total Population	24,934	63,129	131,149
2019 Group Quarters	546	1,059	1,618
2024 Total Population	26,414	67,287	140,257
2019-2024 Annual Rate	1.16%	1.28%	1.35%
2019 Total Daytime Population	33,442	67,227	127,574
Workers	19,301	32,384	57,359
Residents	14,141	34,843	70,215
Household Summary			
2000 Households	8,255	20,798	39,946
2000 Average Household Size	2.25	2.28	2.35
2010 Households	9,831	24,190	48,474
2010 Average Household Size	2.20	2.27	2.33
2019 Households	10,996	27,105	55,067
2019 Average Household Size	2.22	2.29	2.35
2024 Households	11,629	28,820	58,771
2024 Average Household Size	2.22	2.30	2.36
2019-2024 Annual Rate	1.13%	1.23%	1.31%
2010 Families	5,794	15,137	32,187
2010 Average Family Size	2.84	2.84	2.84
2019 Families	6,377	16,716	36,089
2019 Average Family Size	2.89	2.89	2.89
2024 Families	6,711	17,693	38,351
2024 Average Family Size	2.91	2.91	2.90
2019-2024 Annual Rate	1.03%	1.14%	1.22%
Housing Unit Summary			
2000 Housing Units	9,296	23,682	45,538
Owner Occupied Housing Units	62.2%	65.3%	68.7%
Renter Occupied Housing Units	26.6%	22.5%	19.1%
Vacant Housing Units	11.2%	12.2%	12.3%
2010 Housing Units	11,550	28,733	57,592
Owner Occupied Housing Units	53.2%	57.7%	62.6%
Renter Occupied Housing Units	31.9%	26.5%	21.6%
Vacant Housing Units	14.9%	15.8%	15.8%
2019 Housing Units	12,656	31,642	64,507
Owner Occupied Housing Units	50.2%	55.7%	60.7%
Renter Occupied Housing Units	36.7%	30.0%	24.6%
Vacant Housing Units	13.1%	14.3%	14.6%
2024 Housing Units	13,322	33,503	68,592
Owner Occupied Housing Units	51.0%	56.5%	61.5%
Renter Occupied Housing Units	36.3%	29.5%	24.2%
Vacant Housing Units	12.7%	14.0%	14.3%
Median Household Income			
2019	\$44,645	\$48,905	\$54,133
2024	\$51,532	\$54,408	\$60,457
Median Home Value			
2019	\$172,659	\$200,091	\$224,933
2024	\$187,710	\$225,615	\$249,086
Per Capita Income			
2019	\$25,086	\$27,784	\$30,492
2024	\$28,683	\$31,500	\$34,673
Median Age			
2010	44.5	45.3	44.7
2019	46.9	47.6	47.2
2024	48.1	48.9	48.3

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: 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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	3 miles	5 miles	10 miles
2019 Households by Income			
Household Income Base	10,996	27,105	55,067
<\$15,000	16.1%	13.3%	10.5%
\$15,000 - \$24,999	10.0%	10.2%	8.6%
\$25,000 - \$34,999	14.8%	14.0%	12.7%
\$35,000 - \$49,999	12.9%	13.2%	13.9%
\$50,000 - \$74,999	20.2%	18.6%	18.7%
\$75,000 - \$99,999	12.2%	13.3%	14.1%
\$100,000 - \$149,999	10.2%	11.5%	13.5%
\$150,000 - \$199,999	2.1%	3.3%	4.5%
\$200,000+	1.6%	2.6%	3.5%
Average Household Income	\$58,003	\$64,775	\$72,452
2024 Households by Income			
Household Income Base	11,629	28,820	58,771
<\$15,000	13.4%	11.0%	8.7%
\$15,000 - \$24,999	8.9%	9.0%	7.5%
\$25,000 - \$34,999	13.3%	12.5%	11.1%
\$35,000 - \$49,999	12.5%	12.7%	13.0%
\$50,000 - \$74,999	21.1%	19.2%	18.8%
\$75,000 - \$99,999	13.5%	14.4%	14.9%
\$100,000 - \$149,999	12.3%	13.5%	15.7%
\$150,000 - \$199,999	3.1%	4.6%	6.1%
\$200,000+	2.0%	3.0%	4.2%
Average Household Income	\$66,433	\$73,619	\$82,551
2019 Owner Occupied Housing Units by Value			
Total	6,355	17,615	39,168
<\$50,000	8.3%	6.7%	5.7%
\$50,000 - \$99,999	11.6%	9.1%	7.0%
\$100,000 - \$149,999	20.6%	15.6%	13.0%
\$150,000 - \$199,999	21.0%	18.6%	16.8%
\$200,000 - \$249,999	12.8%	14.1%	15.3%
\$250,000 - \$299,999	9.9%	11.6%	13.5%
\$300,000 - \$399,999	9.3%	13.3%	13.0%
\$400,000 - \$499,999	4.5%	6.2%	7.6%
\$500,000 - \$749,999	1.4%	3.5%	5.5%
\$750,000 - \$999,999	0.2%	1.1%	1.9%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$197,137	\$234,310	\$268,424
2024 Owner Occupied Housing Units by Value			
Total	6,788	18,943	42,189
<\$50,000	7.4%	5.6%	4.6%
\$50,000 - \$99,999	9.9%	7.5%	5.5%
\$100,000 - \$149,999	18.2%	13.3%	10.8%
\$150,000 - \$199,999	19.3%	16.5%	14.7%
\$200,000 - \$249,999	12.9%	13.7%	14.7%
\$250,000 - \$299,999	11.3%	12.6%	14.4%
\$300,000 - \$399,999	12.3%	16.4%	15.6%
\$400,000 - \$499,999	6.1%	8.1%	9.6%
\$500,000 - \$749,999	1.9%	4.4%	6.6%
\$750,000 - \$999,999	0.3%	1.4%	2.3%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$216,317	\$257,360	\$294,138

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

Highlands Square
 250 Highlands Square Dr, Hendersonville, North Carolina, 28792
 Rings: 3, 5, 10 mile radii

Prepared by Esri
 Latitude: 35.34776
 Longitude: -82.43820

	3 miles	5 miles	10 miles
2010 Population by Age			
Total	22,142	55,904	114,719
0 - 4	6.0%	5.9%	5.7%
5 - 9	5.8%	5.7%	5.9%
10 - 14	5.6%	5.4%	5.9%
15 - 24	10.4%	10.1%	9.8%
25 - 34	11.3%	10.9%	10.7%
35 - 44	11.4%	11.5%	12.4%
45 - 54	12.9%	13.2%	14.0%
55 - 64	12.5%	13.3%	14.0%
65 - 74	9.9%	11.2%	11.2%
75 - 84	8.6%	8.5%	7.4%
85 +	5.6%	4.1%	3.0%
18 +	79.3%	79.6%	79.0%
2019 Population by Age			
Total	24,934	63,128	131,150
0 - 4	5.3%	5.2%	5.0%
5 - 9	5.4%	5.3%	5.4%
10 - 14	5.5%	5.4%	5.6%
15 - 24	9.7%	9.5%	9.6%
25 - 34	11.0%	10.7%	10.4%
35 - 44	11.0%	10.8%	11.3%
45 - 54	11.2%	11.5%	12.4%
55 - 64	12.8%	13.8%	14.6%
65 - 74	12.6%	13.6%	13.8%
75 - 84	9.2%	9.1%	8.2%
85 +	6.3%	4.8%	3.6%
18 +	80.7%	81.0%	80.7%
2024 Population by Age			
Total	26,414	67,286	140,258
0 - 4	5.2%	5.1%	4.9%
5 - 9	5.2%	5.2%	5.2%
10 - 14	5.5%	5.5%	5.7%
15 - 24	9.7%	9.4%	9.5%
25 - 34	10.1%	9.8%	9.8%
35 - 44	11.1%	11.0%	11.2%
45 - 54	10.7%	11.0%	11.8%
55 - 64	12.2%	13.1%	13.9%
65 - 74	13.2%	14.4%	14.6%
75 - 84	10.8%	10.7%	9.7%
85 +	6.3%	4.9%	3.7%
18 +	81.0%	81.1%	80.9%
2010 Population by Sex			
Males	10,404	26,680	55,325
Females	11,738	29,222	59,393
2019 Population by Sex			
Males	11,832	30,393	63,638
Females	13,102	32,735	67,511
2024 Population by Sex			
Males	12,586	32,502	68,279
Females	13,828	34,785	71,978

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

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Prepared by Esri
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	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	22,142	55,902	114,717
White Alone	82.2%	85.9%	88.2%
Black Alone	6.0%	3.9%	3.6%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	1.2%	1.0%	1.0%
Pacific Islander Alone	0.4%	0.3%	0.2%
Some Other Race Alone	7.7%	6.4%	4.6%
Two or More Races	2.2%	2.1%	1.9%
Hispanic Origin	15.0%	13.3%	9.9%
Diversity Index	49.5	43.1	35.9
2019 Population by Race/Ethnicity			
Total	24,935	63,127	131,149
White Alone	80.2%	84.2%	86.7%
Black Alone	6.4%	4.3%	3.9%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.6%	1.3%	1.4%
Pacific Islander Alone	0.5%	0.4%	0.2%
Some Other Race Alone	8.3%	6.9%	5.0%
Two or More Races	2.5%	2.4%	2.3%
Hispanic Origin	16.1%	14.3%	10.8%
Diversity Index	52.7	46.3	39.1
2024 Population by Race/Ethnicity			
Total	26,413	67,287	140,257
White Alone	78.6%	82.8%	85.5%
Black Alone	6.6%	4.5%	4.1%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	1.8%	1.5%	1.7%
Pacific Islander Alone	0.5%	0.4%	0.2%
Some Other Race Alone	9.1%	7.5%	5.4%
Two or More Races	2.8%	2.8%	2.6%
Hispanic Origin	17.5%	15.5%	11.7%
Diversity Index	55.7	49.2	41.8
2010 Population by Relationship and Household Type			
Total	22,142	55,902	114,718
In Households	97.5%	98.1%	98.6%
In Family Households	76.5%	79.0%	81.7%
Householder	25.7%	27.0%	28.1%
Spouse	19.0%	20.8%	22.3%
Child	26.0%	25.6%	26.2%
Other relative	3.5%	3.4%	3.1%
Nonrelative	2.2%	2.2%	2.0%
In Nonfamily Households	21.0%	19.0%	16.9%
In Group Quarters	2.5%	1.9%	1.4%
Institutionalized Population	2.0%	1.5%	1.0%
Noninstitutionalized Population	0.5%	0.4%	0.4%

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.



Community Profile

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	3 miles	5 miles	10 miles
2019 Population 25+ by Educational Attainment			
Total	18,466	47,054	97,475
Less than 9th Grade	3.9%	3.8%	3.1%
9th - 12th Grade, No Diploma	7.2%	7.2%	6.1%
High School Graduate	21.4%	19.4%	19.4%
GED/Alternative Credential	4.9%	4.3%	3.9%
Some College, No Degree	23.8%	24.0%	23.6%
Associate Degree	9.3%	8.6%	9.1%
Bachelor's Degree	20.0%	21.4%	22.4%
Graduate/Professional Degree	9.6%	11.3%	12.3%
2019 Population 15+ by Marital Status			
Total	20,895	53,046	110,070
Never Married	25.0%	24.4%	23.6%
Married	48.4%	53.7%	57.2%
Widowed	11.9%	8.5%	7.3%
Divorced	14.7%	13.4%	12.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.1%	98.2%	98.2%
Civilian Unemployed (Unemployment Rate)	1.9%	1.8%	1.8%
2019 Employed Population 16+ by Industry			
Total	10,915	28,683	61,878
Agriculture/Mining	2.7%	2.7%	1.8%
Construction	7.2%	8.6%	8.1%
Manufacturing	14.6%	13.9%	14.8%
Wholesale Trade	1.7%	1.8%	2.2%
Retail Trade	9.6%	10.9%	11.3%
Transportation/Utilities	4.0%	3.5%	3.6%
Information	0.9%	1.3%	1.4%
Finance/Insurance/Real Estate	4.8%	5.4%	6.3%
Services	51.3%	49.5%	47.9%
Public Administration	3.2%	2.4%	2.6%
2019 Employed Population 16+ by Occupation			
Total	10,913	28,684	61,878
White Collar	48.8%	52.9%	57.0%
Management/Business/Financial	8.6%	12.1%	13.2%
Professional	16.9%	19.0%	20.7%
Sales	9.4%	10.3%	11.4%
Administrative Support	13.9%	11.6%	11.8%
Services	23.7%	20.4%	18.3%
Blue Collar	27.5%	26.7%	24.6%
Farming/Forestry/Fishing	2.5%	2.4%	1.5%
Construction/Extraction	4.8%	6.3%	5.9%
Installation/Maintenance/Repair	4.7%	4.1%	3.7%
Production	8.9%	9.0%	8.4%
Transportation/Material Moving	6.6%	4.8%	5.2%
2010 Population By Urban/ Rural Status			
Total Population	22,142	55,902	114,718
Population Inside Urbanized Area	89.4%	84.3%	72.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	10.6%	15.7%	27.9%

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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	3 miles	5 miles	10 miles
2010 Households by Type			
Total	9,831	24,189	48,474
Households with 1 Person	35.5%	32.2%	28.5%
Households with 2+ People	64.5%	67.8%	71.5%
Family Households	58.9%	62.6%	66.4%
Husband-wife Families	43.6%	48.1%	52.8%
With Related Children	15.2%	16.3%	18.4%
Other Family (No Spouse Present)	15.4%	14.4%	13.6%
Other Family with Male Householder	4.5%	4.5%	4.2%
With Related Children	2.6%	2.6%	2.5%
Other Family with Female Householder	10.9%	10.0%	9.4%
With Related Children	6.9%	6.3%	5.9%
Nonfamily Households	5.5%	5.2%	5.1%
All Households with Children	25.2%	25.7%	27.3%
Multigenerational Households	2.8%	2.7%	2.7%
Unmarried Partner Households	5.5%	5.3%	5.3%
Male-female	4.6%	4.5%	4.4%
Same-sex	0.8%	0.8%	0.9%
2010 Households by Size			
Total	9,833	24,190	48,475
1 Person Household	35.5%	32.2%	28.5%
2 Person Household	35.2%	37.8%	39.5%
3 Person Household	12.8%	13.1%	14.1%
4 Person Household	9.1%	9.7%	10.7%
5 Person Household	4.4%	4.3%	4.5%
6 Person Household	1.7%	1.7%	1.7%
7 + Person Household	1.2%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	9,831	24,190	48,474
Owner Occupied	62.5%	68.6%	74.4%
Owned with a Mortgage/Loan	36.4%	40.1%	45.9%
Owned Free and Clear	26.1%	28.5%	28.4%
Renter Occupied	37.5%	31.4%	25.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,550	28,733	57,592
Housing Units Inside Urbanized Area	90.5%	85.6%	71.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	9.5%	14.4%	29.0%

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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	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Midlife Constants (5E)	Midlife Constants (5E)	Southern Satellites (10A)
2.	Old and Newcomers (8F)	Southern Satellites (10A)	Midlife Constants (5E)
3.	The Elders (9C)	Old and Newcomers (8F)	Silver & Gold (9A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$15,451,787	\$42,429,161	\$95,822,278
Average Spent	\$1,405.22	\$1,565.36	\$1,740.10
Spending Potential Index	66	73	81
Education: Total \$	\$10,405,403	\$28,532,920	\$65,556,288
Average Spent	\$946.29	\$1,052.68	\$1,190.48
Spending Potential Index	59	66	75
Entertainment/Recreation: Total \$	\$24,511,666	\$67,647,438	\$154,045,970
Average Spent	\$2,229.14	\$2,495.75	\$2,797.43
Spending Potential Index	68	76	86
Food at Home: Total \$	\$39,372,540	\$108,086,245	\$243,407,079
Average Spent	\$3,580.62	\$3,987.69	\$4,420.20
Spending Potential Index	69	77	85
Food Away from Home: Total \$	\$26,854,093	\$73,803,661	\$166,973,019
Average Spent	\$2,442.17	\$2,722.88	\$3,032.18
Spending Potential Index	66	74	83
Health Care: Total \$	\$47,632,662	\$130,971,260	\$294,848,459
Average Spent	\$4,331.82	\$4,832.00	\$5,354.36
Spending Potential Index	73	81	90
HH Furnishings & Equipment: Total \$	\$15,757,980	\$43,355,340	\$98,620,557
Average Spent	\$1,433.06	\$1,599.53	\$1,790.92
Spending Potential Index	67	75	84
Personal Care Products & Services: Total \$	\$6,701,395	\$18,351,154	\$41,227,666
Average Spent	\$609.44	\$677.04	\$748.68
Spending Potential Index	69	76	84
Shelter: Total \$	\$133,877,097	\$364,088,558	\$820,004,534
Average Spent	\$12,175.07	\$13,432.52	\$14,891.03
Spending Potential Index	66	73	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,551,535	\$53,884,292	\$120,834,417
Average Spent	\$1,778.06	\$1,987.98	\$2,194.32
Spending Potential Index	72	80	88
Travel: Total \$	\$16,123,929	\$44,530,006	\$102,153,157
Average Spent	\$1,466.34	\$1,642.87	\$1,855.07
Spending Potential Index	65	73	83
Vehicle Maintenance & Repairs: Total \$	\$8,856,628	\$24,214,805	\$54,411,267
Average Spent	\$805.44	\$893.37	\$988.09
Spending Potential Index	70	78	86

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.