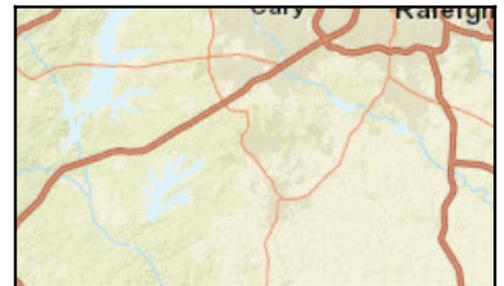
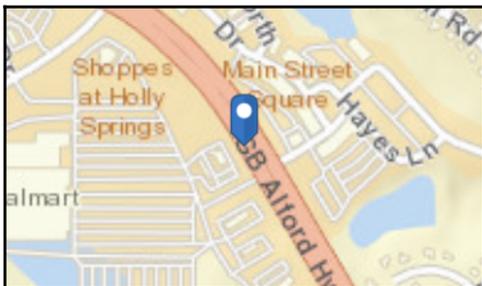
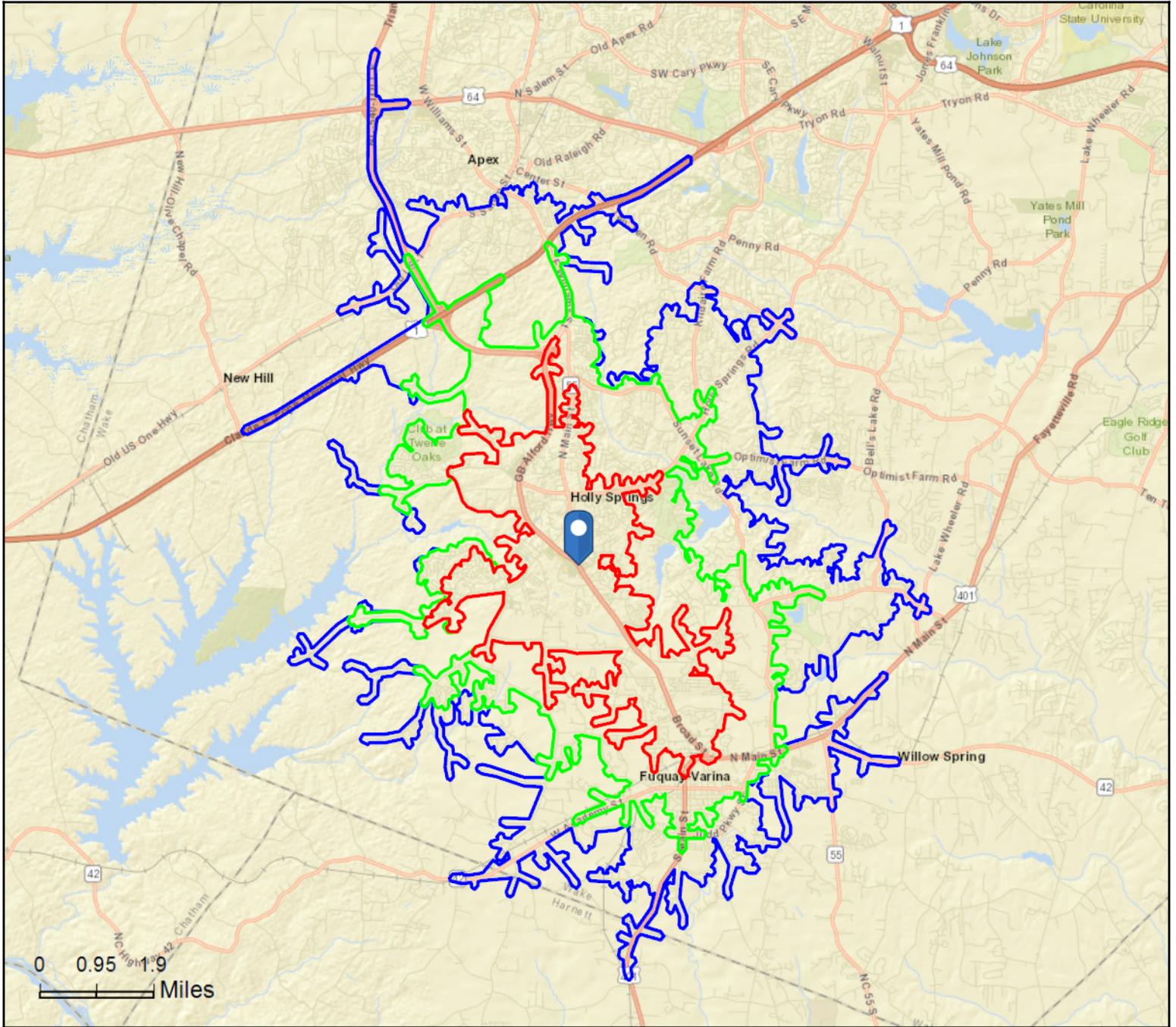


Shoppes at Holly Springs
7016 GB Alford Hwy, Holly Springs, North Carolina, 27540
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 35.63728
Longitude: -78.83100





Community Profile

Shoppes at Holly Springs
 7016 GB Alford Hwy, Holly Springs, North Carolina, 27540
 Drive Time: 7, 10, 13 minute radii

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	7 minutes	10 minutes	13 minutes
Population Summary			
2000 Total Population	8,536	18,150	30,823
2010 Total Population	17,732	36,062	59,739
2019 Total Population	24,610	53,632	85,682
2019 Group Quarters	13	24	154
2024 Total Population	29,253	63,538	100,461
2019-2024 Annual Rate	3.52%	3.45%	3.23%
2019 Total Daytime Population	20,034	43,627	69,359
Workers	7,370	16,059	25,471
Residents	12,664	27,568	43,888
Household Summary			
2000 Households	3,210	6,698	11,240
2000 Average Household Size	2.65	2.70	2.73
2010 Households	6,302	12,699	20,975
2010 Average Household Size	2.81	2.84	2.84
2019 Households	8,764	18,516	29,667
2019 Average Household Size	2.81	2.90	2.88
2024 Households	10,388	21,841	34,677
2024 Average Household Size	2.81	2.91	2.89
2019-2024 Annual Rate	3.46%	3.36%	3.17%
2010 Families	4,900	9,880	16,292
2010 Average Family Size	3.23	3.26	3.26
2019 Families	6,780	14,331	22,778
2019 Average Family Size	3.23	3.33	3.33
2024 Families	8,014	16,848	26,506
2024 Average Family Size	3.25	3.35	3.34
2019-2024 Annual Rate	3.40%	3.29%	3.08%
Housing Unit Summary			
2000 Housing Units	3,487	7,297	12,154
Owner Occupied Housing Units	73.1%	72.3%	72.8%
Renter Occupied Housing Units	18.9%	19.5%	19.7%
Vacant Housing Units	7.9%	8.2%	7.5%
2010 Housing Units	6,801	13,603	22,383
Owner Occupied Housing Units	76.0%	75.2%	75.5%
Renter Occupied Housing Units	16.7%	18.2%	18.2%
Vacant Housing Units	7.3%	6.6%	6.3%
2019 Housing Units	9,400	19,713	31,398
Owner Occupied Housing Units	78.4%	78.9%	78.5%
Renter Occupied Housing Units	14.9%	15.1%	16.0%
Vacant Housing Units	6.8%	6.1%	5.5%
2024 Housing Units	11,041	23,096	36,529
Owner Occupied Housing Units	74.9%	76.5%	77.3%
Renter Occupied Housing Units	19.2%	18.1%	17.7%
Vacant Housing Units	5.9%	5.4%	5.1%
Median Household Income			
2019	\$91,302	\$92,359	\$90,403
2024	\$102,598	\$103,324	\$102,178
Median Home Value			
2019	\$253,755	\$272,083	\$277,620
2024	\$275,037	\$293,072	\$299,312
Per Capita Income			
2019	\$36,952	\$38,039	\$38,044
2024	\$42,090	\$43,024	\$43,165
Median Age			
2010	33.3	33.9	34.7
2019	34.9	35.1	35.6
2024	34.3	34.4	34.8

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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	7 minutes	10 minutes	13 minutes
2019 Households by Income			
Household Income Base	8,764	18,516	29,667
<\$15,000	4.1%	3.9%	4.1%
\$15,000 - \$24,999	3.8%	3.8%	3.6%
\$25,000 - \$34,999	4.8%	4.6%	5.2%
\$35,000 - \$49,999	8.6%	8.8%	8.6%
\$50,000 - \$74,999	16.1%	16.2%	17.5%
\$75,000 - \$99,999	17.6%	16.7%	16.1%
\$100,000 - \$149,999	26.8%	26.0%	25.5%
\$150,000 - \$199,999	9.4%	10.3%	9.9%
\$200,000+	8.8%	9.5%	9.6%
Average Household Income	\$108,055	\$110,531	\$109,518
2024 Households by Income			
Household Income Base	10,388	21,841	34,677
<\$15,000	3.1%	3.0%	3.1%
\$15,000 - \$24,999	2.9%	3.0%	2.9%
\$25,000 - \$34,999	3.6%	3.5%	4.1%
\$35,000 - \$49,999	6.9%	7.0%	7.0%
\$50,000 - \$74,999	13.8%	13.9%	15.2%
\$75,000 - \$99,999	17.0%	16.3%	15.6%
\$100,000 - \$149,999	29.6%	28.7%	27.8%
\$150,000 - \$199,999	12.5%	13.3%	12.9%
\$200,000+	10.6%	11.2%	11.4%
Average Household Income	\$123,537	\$125,604	\$124,680
2019 Owner Occupied Housing Units by Value			
Total	7,368	15,547	24,643
<\$50,000	1.1%	1.2%	1.3%
\$50,000 - \$99,999	1.0%	1.0%	0.9%
\$100,000 - \$149,999	6.0%	4.8%	4.8%
\$150,000 - \$199,999	15.1%	14.0%	15.0%
\$200,000 - \$249,999	25.5%	21.7%	19.5%
\$250,000 - \$299,999	16.4%	16.6%	15.3%
\$300,000 - \$399,999	17.3%	19.0%	19.9%
\$400,000 - \$499,999	9.5%	12.3%	13.1%
\$500,000 - \$749,999	5.8%	7.2%	7.9%
\$750,000 - \$999,999	1.4%	1.4%	1.3%
\$1,000,000 - \$1,499,999	0.5%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.1%
\$2,000,000 +	0.1%	0.1%	0.3%
Average Home Value	\$301,381	\$317,713	\$323,280
2024 Owner Occupied Housing Units by Value			
Total	8,270	17,665	28,220
<\$50,000	0.8%	0.8%	1.0%
\$50,000 - \$99,999	0.8%	0.7%	0.7%
\$100,000 - \$149,999	4.6%	3.7%	3.7%
\$150,000 - \$199,999	12.3%	11.2%	12.2%
\$200,000 - \$249,999	23.2%	19.3%	17.5%
\$250,000 - \$299,999	16.5%	16.6%	15.2%
\$300,000 - \$399,999	19.9%	21.4%	22.4%
\$400,000 - \$499,999	11.8%	15.0%	15.6%
\$500,000 - \$749,999	7.2%	8.4%	9.1%
\$750,000 - \$999,999	1.9%	1.7%	1.6%
\$1,000,000 - \$1,499,999	0.7%	0.7%	0.6%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.1%	0.1%	0.3%
Average Home Value	\$324,087	\$340,111	\$345,268

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

Shoppes at Holly Springs
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 Drive Time: 7, 10, 13 minute radii

Prepared by Esri
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	7 minutes	10 minutes	13 minutes
2010 Population by Age			
Total	17,730	36,063	59,740
0 - 4	9.8%	9.3%	8.9%
5 - 9	10.0%	9.9%	9.7%
10 - 14	8.7%	8.7%	8.5%
15 - 24	9.4%	9.7%	9.9%
25 - 34	15.2%	14.2%	13.6%
35 - 44	19.9%	19.2%	18.6%
45 - 54	12.4%	13.3%	14.1%
55 - 64	7.7%	8.4%	8.9%
65 - 74	4.2%	4.5%	4.8%
75 - 84	1.9%	2.0%	2.1%
85 +	0.8%	0.9%	0.9%
18 +	67.2%	67.7%	68.5%
2019 Population by Age			
Total	24,610	53,633	85,682
0 - 4	8.5%	8.2%	7.9%
5 - 9	9.1%	8.9%	8.5%
10 - 14	8.7%	8.7%	8.6%
15 - 24	11.1%	11.5%	11.7%
25 - 34	12.7%	12.5%	12.3%
35 - 44	17.2%	16.4%	15.9%
45 - 54	14.0%	14.3%	14.4%
55 - 64	9.3%	9.7%	10.4%
65 - 74	5.9%	6.1%	6.5%
75 - 84	2.5%	2.6%	2.8%
85 +	0.9%	1.0%	1.0%
18 +	69.3%	69.7%	70.5%
2024 Population by Age			
Total	29,253	63,537	100,461
0 - 4	8.5%	8.2%	8.0%
5 - 9	8.8%	8.6%	8.3%
10 - 14	8.5%	8.5%	8.3%
15 - 24	11.1%	11.4%	11.5%
25 - 34	14.4%	14.3%	14.1%
35 - 44	15.7%	15.2%	15.1%
45 - 54	13.2%	13.2%	13.1%
55 - 64	9.4%	9.8%	10.2%
65 - 74	6.3%	6.3%	6.7%
75 - 84	3.1%	3.3%	3.5%
85 +	1.0%	1.1%	1.1%
18 +	69.7%	70.1%	70.8%
2010 Population by Sex			
Males	8,562	17,450	28,962
Females	9,170	18,612	30,777
2019 Population by Sex			
Males	11,908	26,003	41,565
Females	12,702	27,629	44,118
2024 Population by Sex			
Males	14,174	30,840	48,770
Females	15,078	32,697	51,691

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 Population by Race/Ethnicity			
Total	17,732	36,063	59,740
White Alone	74.7%	75.7%	76.7%
Black Alone	17.4%	16.2%	14.8%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	2.4%	2.7%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	2.3%	2.8%
Two or More Races	2.7%	2.5%	2.4%
Hispanic Origin	7.5%	7.6%	8.0%
Diversity Index	49.3	48.4	48.0
2019 Population by Race/Ethnicity			
Total	24,610	53,631	85,682
White Alone	72.9%	73.6%	74.1%
Black Alone	17.5%	16.4%	15.3%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	3.5%	3.8%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	2.4%	3.1%
Two or More Races	3.2%	3.1%	3.0%
Hispanic Origin	8.0%	8.1%	8.8%
Diversity Index	52.0	51.4	51.8
2024 Population by Race/Ethnicity			
Total	29,253	63,538	100,460
White Alone	70.8%	71.4%	71.8%
Black Alone	17.9%	16.9%	15.8%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	4.3%	4.7%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	2.7%	3.5%
Two or More Races	3.7%	3.6%	3.4%
Hispanic Origin	9.0%	9.0%	9.8%
Diversity Index	55.2	54.8	55.3
2010 Population by Relationship and Household Type			
Total	17,732	36,062	59,739
In Households	99.9%	99.9%	99.8%
In Family Households	90.7%	90.6%	90.2%
Householder	26.9%	27.2%	27.3%
Spouse	21.9%	22.3%	22.5%
Child	37.7%	37.2%	36.4%
Other relative	2.7%	2.6%	2.7%
Nonrelative	1.4%	1.4%	1.4%
In Nonfamily Households	9.2%	9.3%	9.5%
In Group Quarters	0.1%	0.1%	0.2%
Institutionalized Population	0.0%	0.0%	0.2%
Noninstitutionalized Population	0.1%	0.0%	0.1%

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	15,394	33,619	54,255
Less than 9th Grade	1.7%	1.9%	1.7%
9th - 12th Grade, No Diploma	3.3%	3.0%	3.5%
High School Graduate	15.5%	15.0%	14.9%
GED/Alternative Credential	2.0%	1.8%	1.9%
Some College, No Degree	18.7%	17.3%	16.9%
Associate Degree	9.7%	9.8%	9.8%
Bachelor's Degree	35.3%	35.6%	34.5%
Graduate/Professional Degree	13.8%	15.6%	16.9%
2019 Population 15+ by Marital Status			
Total	18,136	39,806	64,274
Never Married	25.9%	25.7%	24.7%
Married	60.8%	61.5%	62.8%
Widowed	4.3%	3.8%	3.8%
Divorced	9.0%	9.0%	8.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.4%	97.2%	97.0%
Civilian Unemployed (Unemployment Rate)	2.6%	2.8%	3.0%
2019 Employed Population 16+ by Industry			
Total	12,119	26,418	42,385
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	5.7%	5.2%	5.7%
Manufacturing	9.3%	10.6%	10.8%
Wholesale Trade	2.6%	2.8%	2.5%
Retail Trade	9.7%	8.7%	9.7%
Transportation/Utilities	4.1%	4.1%	4.0%
Information	3.5%	3.4%	3.1%
Finance/Insurance/Real Estate	7.1%	7.4%	7.4%
Services	53.8%	53.1%	52.5%
Public Administration	4.1%	4.3%	4.1%
2019 Employed Population 16+ by Occupation			
Total	12,120	26,418	42,385
White Collar	72.5%	72.8%	73.5%
Management/Business/Financial	20.6%	21.9%	21.1%
Professional	29.3%	28.5%	28.9%
Sales	11.2%	11.1%	11.7%
Administrative Support	11.5%	11.5%	11.7%
Services	13.0%	13.4%	13.2%
Blue Collar	14.4%	13.7%	13.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.3%	3.0%	3.3%
Installation/Maintenance/Repair	2.1%	2.2%	2.2%
Production	3.8%	3.9%	3.7%
Transportation/Material Moving	5.2%	4.7%	4.1%
2010 Population By Urban/ Rural Status			
Total Population	17,732	36,062	59,739
Population Inside Urbanized Area	97.9%	98.1%	96.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.1%	1.9%	3.5%

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	6,301	12,699	20,974
Households with 1 Person	18.4%	18.3%	18.4%
Households with 2+ People	81.6%	81.7%	81.6%
Family Households	77.8%	77.8%	77.7%
Husband-wife Families	63.3%	63.6%	63.9%
With Related Children	39.3%	38.3%	37.3%
Other Family (No Spouse Present)	14.5%	14.2%	13.8%
Other Family with Male Householder	3.2%	3.2%	3.2%
With Related Children	2.0%	2.0%	2.1%
Other Family with Female Householder	11.3%	11.0%	10.5%
With Related Children	8.1%	7.9%	7.5%
Nonfamily Households	3.8%	3.9%	4.0%
All Households with Children	49.5%	48.4%	47.1%
Multigenerational Households	3.6%	3.3%	3.2%
Unmarried Partner Households	4.6%	4.5%	4.5%
Male-female	4.0%	3.8%	3.8%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	6,302	12,699	20,975
1 Person Household	18.4%	18.3%	18.4%
2 Person Household	28.0%	29.1%	30.2%
3 Person Household	19.3%	19.0%	18.8%
4 Person Household	21.6%	21.1%	20.3%
5 Person Household	8.4%	8.3%	8.2%
6 Person Household	2.9%	2.8%	2.8%
7 + Person Household	1.3%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	6,302	12,699	20,975
Owner Occupied	82.0%	80.5%	80.6%
Owned with a Mortgage/Loan	73.9%	71.6%	70.8%
Owned Free and Clear	8.1%	8.9%	9.7%
Renter Occupied	18.0%	19.5%	19.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,801	13,603	22,383
Housing Units Inside Urbanized Area	97.4%	97.7%	96.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.6%	2.3%	3.9%

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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Top 3 Tapestry Segments			
1.	Up and Coming Families (7A)		
2.	Middleburg (4C)	Middleburg (4C)	Boomburbs (1C)
3.	Soccer Moms (4A)	Boomburbs (1C)	Middleburg (4C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$23,546,679	\$50,761,828	\$80,534,105
Average Spent	\$2,686.75	\$2,741.51	\$2,714.60
Spending Potential Index	125	128	127
Education: Total \$	\$16,148,953	\$35,394,901	\$56,398,469
Average Spent	\$1,842.65	\$1,911.58	\$1,901.05
Spending Potential Index	116	120	119
Entertainment/Recreation: Total \$	\$35,184,305	\$75,962,052	\$120,498,811
Average Spent	\$4,014.64	\$4,102.51	\$4,061.71
Spending Potential Index	123	125	124
Food at Home: Total \$	\$54,678,139	\$117,642,403	\$186,352,380
Average Spent	\$6,238.95	\$6,353.55	\$6,281.47
Spending Potential Index	121	123	121
Food Away from Home: Total \$	\$40,735,351	\$87,640,997	\$139,013,903
Average Spent	\$4,648.03	\$4,733.26	\$4,685.81
Spending Potential Index	126	129	128
Health Care: Total \$	\$63,167,097	\$135,832,786	\$215,161,801
Average Spent	\$7,207.56	\$7,335.97	\$7,252.56
Spending Potential Index	121	124	122
HH Furnishings & Equipment: Total \$	\$24,153,700	\$52,036,302	\$82,535,731
Average Spent	\$2,756.01	\$2,810.34	\$2,782.07
Spending Potential Index	129	132	130
Personal Care Products & Services: Total \$	\$10,137,019	\$21,797,734	\$34,585,539
Average Spent	\$1,156.67	\$1,177.24	\$1,165.79
Spending Potential Index	130	133	131
Shelter: Total \$	\$193,248,204	\$418,431,689	\$663,931,481
Average Spent	\$22,050.23	\$22,598.38	\$22,379.46
Spending Potential Index	119	122	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$26,915,129	\$58,095,722	\$92,069,201
Average Spent	\$3,071.10	\$3,137.60	\$3,103.42
Spending Potential Index	124	127	125
Travel: Total \$	\$24,809,598	\$53,779,674	\$85,484,378
Average Spent	\$2,830.85	\$2,904.50	\$2,881.46
Spending Potential Index	126	129	128
Vehicle Maintenance & Repairs: Total \$	\$12,274,959	\$26,405,093	\$41,815,939
Average Spent	\$1,400.61	\$1,426.07	\$1,409.51
Spending Potential Index	122	125	123

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.