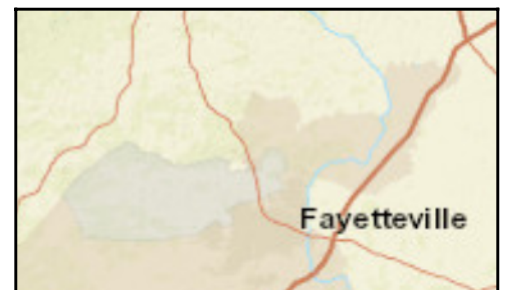
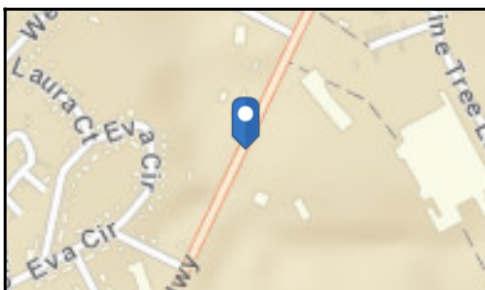
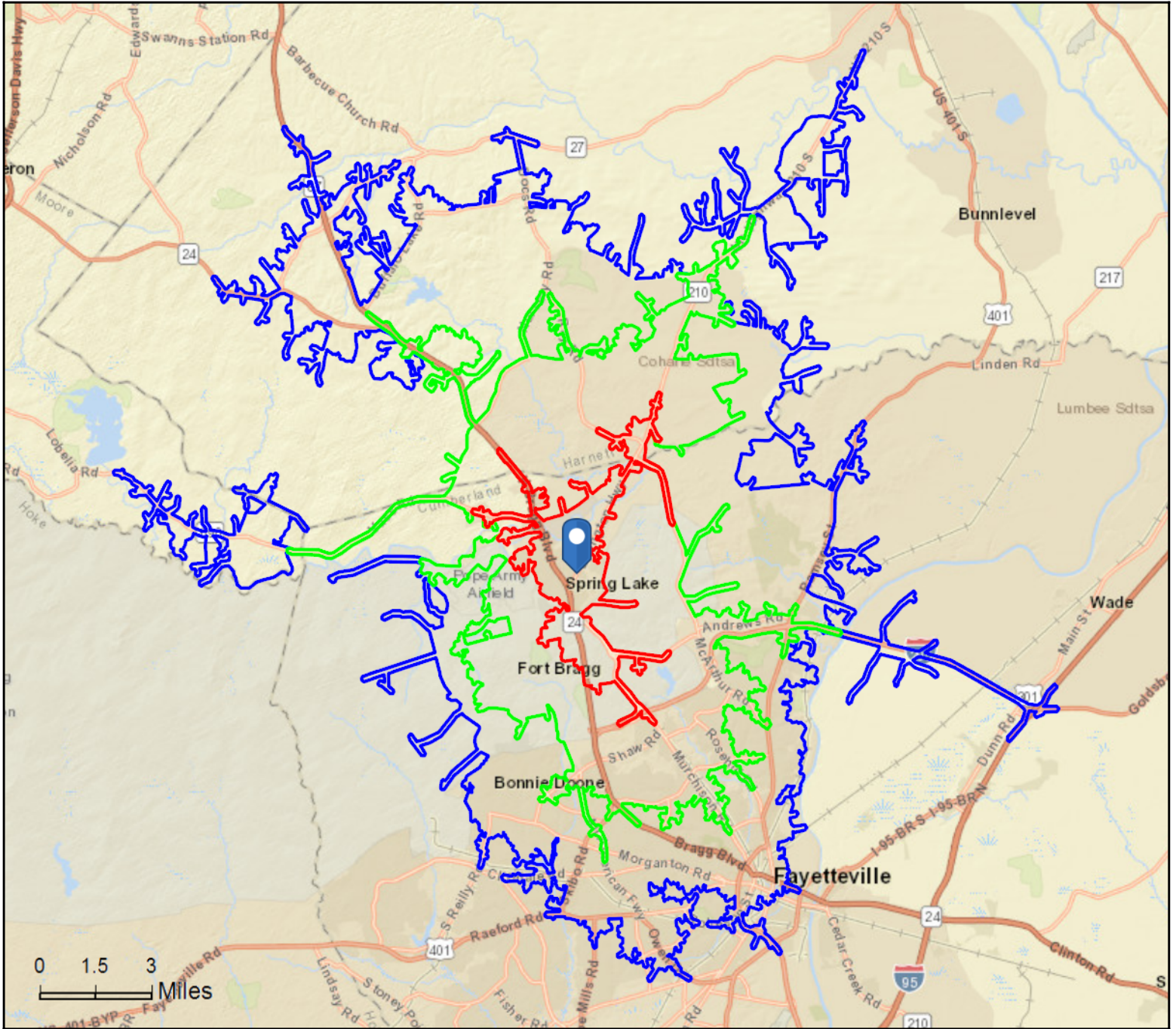


Site Map

Spring Lake Town Center
630 Lillington Hwy, Spring Lake, North Carolina, 28390
Drive Time: 7, 13, 19 minute radii

Prepared by Esri
Latitude: 35.17446
Longitude: -78.96924





Community Profile

Spring Lake Town Center
 630 Lillington Hwy, Spring Lake, North Carolina, 28390
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
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	7 minutes	13 minutes	19 minutes
Population Summary			
2000 Total Population	11,168	66,883	163,718
2010 Total Population	10,070	62,611	161,612
2019 Total Population	10,613	70,810	175,579
2019 Group Quarters	31	10,250	14,634
2024 Total Population	10,882	72,800	180,981
2019-2024 Annual Rate	0.50%	0.56%	0.61%
2019 Total Daytime Population	10,084	69,766	226,105
Workers	4,716	35,211	135,808
Residents	5,368	34,555	90,297
Household Summary			
2000 Households	4,142	21,807	56,929
2000 Average Household Size	2.67	2.78	2.58
2010 Households	4,252	22,044	62,242
2010 Average Household Size	2.37	2.62	2.46
2019 Households	4,484	23,277	65,495
2019 Average Household Size	2.36	2.60	2.46
2024 Households	4,609	24,117	67,658
2024 Average Household Size	2.35	2.59	2.46
2019-2024 Annual Rate	0.55%	0.71%	0.65%
2010 Families	2,655	15,228	40,730
2010 Average Family Size	2.96	3.15	3.04
2019 Families	2,729	15,743	42,309
2019 Average Family Size	2.99	3.17	3.06
2024 Families	2,781	16,201	43,575
2024 Average Family Size	3.00	3.17	3.06
2019-2024 Annual Rate	0.38%	0.58%	0.59%
Housing Unit Summary			
2000 Housing Units	4,890	25,849	64,291
Owner Occupied Housing Units	25.9%	33.6%	44.7%
Renter Occupied Housing Units	58.8%	50.8%	43.9%
Vacant Housing Units	15.3%	15.6%	11.5%
2010 Housing Units	5,128	25,536	70,428
Owner Occupied Housing Units	21.6%	33.3%	42.0%
Renter Occupied Housing Units	61.3%	53.0%	46.4%
Vacant Housing Units	17.1%	13.7%	11.6%
2019 Housing Units	5,530	27,787	76,408
Owner Occupied Housing Units	16.6%	29.1%	36.5%
Renter Occupied Housing Units	64.5%	54.7%	49.2%
Vacant Housing Units	18.9%	16.2%	14.3%
2024 Housing Units	5,763	29,148	79,890
Owner Occupied Housing Units	16.4%	29.5%	36.8%
Renter Occupied Housing Units	63.6%	53.3%	47.9%
Vacant Housing Units	20.0%	17.3%	15.3%
Median Household Income			
2019	\$36,897	\$39,406	\$44,262
2024	\$40,791	\$43,792	\$50,393
Median Home Value			
2019	\$89,128	\$134,391	\$158,649
2024	\$91,749	\$146,469	\$172,409
Per Capita Income			
2019	\$20,784	\$20,248	\$24,181
2024	\$24,317	\$23,016	\$27,403
Median Age			
2010	26.9	26.3	29.2
2019	29.1	26.7	30.2
2024	29.1	26.9	30.6

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	4,484	23,277	65,495
<\$15,000	17.1%	16.4%	14.8%
\$15,000 - \$24,999	15.4%	14.0%	12.8%
\$25,000 - \$34,999	13.9%	12.7%	11.4%
\$35,000 - \$49,999	19.7%	18.4%	15.8%
\$50,000 - \$74,999	17.6%	17.6%	18.1%
\$75,000 - \$99,999	8.9%	9.8%	11.7%
\$100,000 - \$149,999	4.3%	7.3%	9.5%
\$150,000 - \$199,999	1.6%	2.2%	3.3%
\$200,000+	1.4%	1.6%	2.6%
Average Household Income	\$48,558	\$53,330	\$61,403
2024 Households by Income			
Household Income Base	4,609	24,117	67,658
<\$15,000	14.1%	13.9%	12.5%
\$15,000 - \$24,999	14.1%	12.7%	11.5%
\$25,000 - \$34,999	12.8%	11.4%	10.3%
\$35,000 - \$49,999	19.1%	17.9%	15.2%
\$50,000 - \$74,999	19.4%	18.6%	18.7%
\$75,000 - \$99,999	10.6%	11.1%	12.8%
\$100,000 - \$149,999	5.7%	9.1%	11.3%
\$150,000 - \$199,999	2.5%	3.2%	4.5%
\$200,000+	1.9%	2.1%	3.1%
Average Household Income	\$56,737	\$61,514	\$70,021
2019 Owner Occupied Housing Units by Value			
Total	910	8,069	27,888
<\$50,000	14.9%	8.2%	6.1%
\$50,000 - \$99,999	44.7%	25.7%	18.6%
\$100,000 - \$149,999	20.2%	23.5%	22.1%
\$150,000 - \$199,999	10.2%	17.1%	18.5%
\$200,000 - \$249,999	4.9%	9.7%	11.6%
\$250,000 - \$299,999	1.9%	7.8%	8.2%
\$300,000 - \$399,999	2.1%	4.2%	7.5%
\$400,000 - \$499,999	0.0%	1.1%	3.2%
\$500,000 - \$749,999	0.0%	2.1%	3.1%
\$750,000 - \$999,999	0.9%	0.4%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$111,826	\$162,852	\$196,856
2024 Owner Occupied Housing Units by Value			
Total	939	8,570	29,374
<\$50,000	14.2%	6.8%	4.9%
\$50,000 - \$99,999	42.9%	23.2%	16.6%
\$100,000 - \$149,999	19.7%	21.5%	20.3%
\$150,000 - \$199,999	10.8%	17.3%	18.2%
\$200,000 - \$249,999	5.8%	11.2%	12.5%
\$250,000 - \$299,999	2.4%	9.3%	9.3%
\$300,000 - \$399,999	2.9%	5.4%	8.8%
\$400,000 - \$499,999	0.0%	1.4%	3.8%
\$500,000 - \$749,999	0.0%	3.0%	4.1%
\$750,000 - \$999,999	1.4%	0.6%	0.9%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$121,033	\$179,152	\$215,013

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

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	7 minutes	13 minutes	19 minutes
2010 Population by Age			
Total	10,073	62,611	161,614
0 - 4	11.2%	11.2%	9.2%
5 - 9	7.0%	8.1%	7.3%
10 - 14	5.7%	6.3%	6.4%
15 - 24	21.1%	21.5%	18.8%
25 - 34	21.3%	18.9%	17.3%
35 - 44	10.9%	10.9%	11.8%
45 - 54	9.4%	9.6%	11.2%
55 - 64	6.8%	6.9%	8.7%
65 - 74	3.9%	3.8%	5.3%
75 - 84	2.3%	2.2%	3.2%
85 +	0.4%	0.5%	1.0%
18 +	73.2%	71.1%	73.5%
2019 Population by Age			
Total	10,611	70,812	175,580
0 - 4	10.2%	9.3%	8.1%
5 - 9	7.5%	7.5%	7.2%
10 - 14	6.2%	6.1%	6.4%
15 - 24	15.8%	23.1%	18.2%
25 - 34	24.1%	20.1%	18.0%
35 - 44	12.7%	10.8%	12.0%
45 - 54	7.8%	7.7%	9.4%
55 - 64	7.3%	7.2%	9.2%
65 - 74	5.0%	5.0%	6.7%
75 - 84	2.7%	2.5%	3.5%
85 +	0.8%	0.8%	1.2%
18 +	73.2%	74.2%	75.2%
2024 Population by Age			
Total	10,880	72,800	180,980
0 - 4	10.4%	9.4%	8.1%
5 - 9	7.3%	7.4%	7.1%
10 - 14	6.3%	6.1%	6.5%
15 - 24	16.9%	23.0%	18.3%
25 - 34	20.4%	18.9%	16.7%
35 - 44	14.9%	11.8%	12.8%
45 - 54	8.1%	7.6%	9.3%
55 - 64	6.8%	6.6%	8.6%
65 - 74	5.5%	5.4%	7.2%
75 - 84	2.8%	2.9%	4.1%
85 +	0.9%	0.9%	1.3%
18 +	73.0%	74.0%	74.9%
2010 Population by Sex			
Males	4,977	31,814	79,407
Females	5,093	30,797	82,205
2019 Population by Sex			
Males	5,205	37,953	88,964
Females	5,408	32,857	86,615
2024 Population by Sex			
Males	5,291	38,879	91,615
Females	5,591	33,921	89,366

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	10,070	62,611	161,612
White Alone	43.7%	47.7%	51.3%
Black Alone	39.8%	39.0%	36.4%
American Indian Alone	1.1%	1.1%	1.0%
Asian Alone	3.3%	2.1%	2.6%
Pacific Islander Alone	0.7%	0.4%	0.4%
Some Other Race Alone	4.9%	3.9%	3.4%
Two or More Races	6.6%	5.7%	4.9%
Hispanic Origin	14.2%	12.1%	10.2%
Diversity Index	73.5	70.1	67.6
2019 Population by Race/Ethnicity			
Total	10,612	70,811	175,580
White Alone	38.4%	45.4%	48.1%
Black Alone	42.2%	38.8%	37.1%
American Indian Alone	1.1%	1.1%	1.0%
Asian Alone	4.1%	2.8%	3.4%
Pacific Islander Alone	0.6%	0.4%	0.4%
Some Other Race Alone	5.9%	4.9%	4.2%
Two or More Races	7.6%	6.6%	5.9%
Hispanic Origin	17.2%	15.4%	13.1%
Diversity Index	76.6	73.5	71.4
2024 Population by Race/Ethnicity			
Total	10,881	72,800	180,981
White Alone	36.2%	43.6%	46.3%
Black Alone	42.8%	39.2%	37.4%
American Indian Alone	1.1%	1.1%	1.0%
Asian Alone	4.5%	3.1%	3.8%
Pacific Islander Alone	0.6%	0.4%	0.3%
Some Other Race Alone	6.4%	5.3%	4.6%
Two or More Races	8.3%	7.2%	6.5%
Hispanic Origin	19.2%	17.2%	14.9%
Diversity Index	78.1	75.4	73.4
2010 Population by Relationship and Household Type			
Total	10,070	62,611	161,612
In Households	99.9%	92.1%	94.8%
In Family Households	80.5%	78.8%	78.8%
Householder	26.6%	24.5%	25.1%
Spouse	16.8%	15.6%	16.4%
Child	31.3%	33.5%	31.9%
Other relative	3.3%	3.1%	3.3%
Nonrelative	2.6%	2.1%	2.1%
In Nonfamily Households	19.3%	13.4%	16.1%
In Group Quarters	0.1%	7.9%	5.2%
Institutionalized Population	0.0%	0.3%	0.4%
Noninstitutionalized Population	0.1%	7.6%	4.8%

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	6,400	38,264	105,600
Less than 9th Grade	3.0%	2.6%	2.5%
9th - 12th Grade, No Diploma	4.8%	5.0%	5.1%
High School Graduate	21.9%	21.0%	19.8%
GED/Alternative Credential	3.5%	3.5%	3.3%
Some College, No Degree	32.2%	32.2%	29.0%
Associate Degree	9.5%	10.3%	10.5%
Bachelor's Degree	19.6%	17.2%	19.2%
Graduate/Professional Degree	5.6%	8.2%	10.7%
2019 Population 15+ by Marital Status			
Total	8,074	54,589	137,606
Never Married	33.2%	40.5%	36.5%
Married	52.0%	46.8%	47.9%
Widowed	3.3%	3.4%	4.5%
Divorced	11.5%	9.3%	11.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	92.0%	92.3%	93.3%
Civilian Unemployed (Unemployment Rate)	8.0%	7.7%	6.7%
2019 Employed Population 16+ by Industry			
Total	3,680	20,251	60,808
Agriculture/Mining	0.6%	0.3%	0.3%
Construction	4.0%	4.6%	4.7%
Manufacturing	7.1%	8.2%	8.2%
Wholesale Trade	1.5%	1.4%	1.5%
Retail Trade	15.4%	13.4%	12.6%
Transportation/Utilities	3.2%	4.3%	3.8%
Information	0.5%	1.5%	1.6%
Finance/Insurance/Real Estate	2.6%	3.0%	3.9%
Services	48.3%	50.8%	52.6%
Public Administration	16.9%	12.6%	10.8%
2019 Employed Population 16+ by Occupation			
Total	3,680	20,249	60,806
White Collar	53.0%	55.1%	58.5%
Management/Business/Financial	7.1%	8.8%	11.0%
Professional	22.0%	20.2%	22.3%
Sales	12.3%	11.8%	11.5%
Administrative Support	11.6%	14.3%	13.7%
Services	25.7%	23.1%	22.6%
Blue Collar	21.3%	21.8%	19.0%
Farming/Forestry/Fishing	0.4%	0.3%	0.2%
Construction/Extraction	2.8%	3.5%	3.7%
Installation/Maintenance/Repair	3.8%	5.2%	4.5%
Production	6.9%	6.3%	5.6%
Transportation/Material Moving	7.4%	6.4%	5.0%
2010 Population By Urban/ Rural Status			
Total Population	10,070	62,611	161,612
Population Inside Urbanized Area	96.6%	92.4%	85.3%
Population Inside Urbanized Cluster	0.0%	2.1%	6.6%
Rural Population	3.4%	5.5%	8.1%

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	4,252	22,044	62,242
Households with 1 Person	30.8%	25.3%	28.7%
Households with 2+ People	69.2%	74.7%	71.3%
Family Households	62.4%	69.1%	65.4%
Husband-wife Families	39.3%	43.8%	42.8%
With Related Children	20.6%	24.7%	20.8%
Other Family (No Spouse Present)	23.1%	25.3%	22.6%
Other Family with Male Householder	5.2%	4.8%	4.5%
With Related Children	3.2%	3.1%	2.7%
Other Family with Female Householder	17.9%	20.4%	18.2%
With Related Children	13.7%	15.8%	13.5%
Nonfamily Households	6.8%	5.6%	5.9%
All Households with Children	38.1%	44.0%	37.5%
Multigenerational Households	3.5%	4.1%	4.0%
Unmarried Partner Households	6.0%	5.5%	5.4%
Male-female	5.1%	4.8%	4.8%
Same-sex	1.0%	0.7%	0.6%
2010 Households by Size			
Total	4,251	22,044	62,242
1 Person Household	30.8%	25.3%	28.7%
2 Person Household	31.2%	29.7%	31.4%
3 Person Household	20.4%	20.3%	18.0%
4 Person Household	11.1%	14.9%	12.7%
5 Person Household	4.2%	6.3%	5.8%
6 Person Household	1.5%	2.3%	2.2%
7 + Person Household	0.8%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	4,252	22,044	62,242
Owner Occupied	26.0%	38.6%	47.5%
Owned with a Mortgage/Loan	17.0%	28.8%	35.7%
Owned Free and Clear	9.1%	9.8%	11.8%
Renter Occupied	74.0%	61.4%	52.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,128	25,536	70,428
Housing Units Inside Urbanized Area	96.5%	93.0%	87.4%
Housing Units Inside Urbanized Cluster	0.0%	1.7%	5.3%
Rural Housing Units	3.5%	5.3%	7.4%

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.	Bright Young Professionals (8C)	Military Proximity (14A)	Bright Young Professionals
2.	Young and Restless (11B)	Up and Coming Families (7A)	Old and Newcomers (8F)
3.	Military Proximity (14A)	Metro Fusion (11C)	Military Proximity (14A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$5,772,942	\$32,209,841	\$102,301,009
Average Spent	\$1,287.45	\$1,383.76	\$1,561.97
Spending Potential Index	60	65	73
Education: Total \$	\$3,823,543	\$21,878,182	\$70,012,621
Average Spent	\$852.71	\$939.91	\$1,068.98
Spending Potential Index	54	59	67
Entertainment/Recreation: Total \$	\$8,085,228	\$46,031,978	\$150,009,567
Average Spent	\$1,803.13	\$1,977.57	\$2,290.40
Spending Potential Index	55	60	70
Food at Home: Total \$	\$13,783,622	\$76,985,952	\$246,218,499
Average Spent	\$3,073.96	\$3,307.38	\$3,759.35
Spending Potential Index	59	64	73
Food Away from Home: Total \$	\$9,928,768	\$55,326,818	\$176,263,420
Average Spent	\$2,214.27	\$2,376.89	\$2,691.25
Spending Potential Index	60	65	73
Health Care: Total \$	\$14,303,310	\$82,459,414	\$272,636,244
Average Spent	\$3,189.86	\$3,542.53	\$4,162.70
Spending Potential Index	54	60	70
HH Furnishings & Equipment: Total \$	\$5,381,111	\$30,605,623	\$99,836,675
Average Spent	\$1,200.07	\$1,314.84	\$1,524.34
Spending Potential Index	56	62	71
Personal Care Products & Services: Total \$	\$2,301,326	\$13,030,873	\$42,314,071
Average Spent	\$513.23	\$559.82	\$646.07
Spending Potential Index	58	63	73
Shelter: Total \$	\$47,981,099	\$270,468,678	\$862,777,728
Average Spent	\$10,700.51	\$11,619.57	\$13,173.18
Spending Potential Index	58	63	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,833,723	\$33,453,600	\$112,742,930
Average Spent	\$1,301.01	\$1,437.20	\$1,721.40
Spending Potential Index	52	58	69
Travel: Total \$	\$5,198,340	\$30,300,370	\$99,792,086
Average Spent	\$1,159.31	\$1,301.73	\$1,523.66
Spending Potential Index	52	58	68
Vehicle Maintenance & Repairs: Total \$	\$3,090,017	\$16,962,204	\$55,413,096
Average Spent	\$689.12	\$728.71	\$846.07
Spending Potential Index	60	64	74

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.