

Executive Summary

3700 South Holden Road, Greensboro, North Carolina, 27406
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 36.00960
 Longitude: -79.83853

	1 mile	3 miles	5 miles
Population			
2010 Population	4,429	45,871	119,151
2020 Population	4,853	49,157	133,795
2024 Population	4,744	49,319	134,377
2029 Population	4,996	50,652	136,201
2010-2020 Annual Rate	0.92%	0.69%	1.17%
2020-2024 Annual Rate	-0.53%	0.08%	0.10%
2024-2029 Annual Rate	1.04%	0.53%	0.27%
2020 Male Population	46.8%	47.1%	46.7%
2020 Female Population	53.2%	52.9%	53.3%
2020 Median Age	36.5	35.9	32.7
2024 Male Population	47.8%	47.8%	47.4%
2024 Female Population	52.2%	52.2%	52.6%
2024 Median Age	36.7	36.7	33.5

In the identified area, the current year population is 134,377. In 2020, the Census count in the area was 133,795. The rate of change since 2020 was 0.10% annually. The five-year projection for the population in the area is 136,201 representing a change of 0.27% annually from 2024 to 2029. Currently, the population is 47.4% male and 52.6% female.

Median Age

The median age in this area is 33.5, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	21.7%	21.9%	34.3%
2024 Black Alone	50.4%	49.5%	43.8%
2024 American Indian/Alaska Native Alone	1.2%	1.1%	0.8%
2024 Asian Alone	8.7%	7.4%	5.4%
2024 Pacific Islander Alone	0.0%	0.1%	0.1%
2024 Other Race	9.6%	12.0%	8.1%
2024 Two or More Races	8.5%	8.0%	7.5%
2024 Hispanic Origin (Any Race)	16.9%	19.2%	14.0%

Persons of Hispanic origin represent 14.0% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 75.3 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	59	50	59
2010 Households	1,783	18,313	47,988
2020 Households	1,934	20,097	52,960
2024 Households	1,937	20,385	53,726
2029 Households	2,055	21,121	54,967
2010-2020 Annual Rate	0.82%	0.93%	0.99%
2020-2024 Annual Rate	0.04%	0.34%	0.34%
2024-2029 Annual Rate	1.19%	0.71%	0.46%
2024 Average Household Size	2.45	2.41	2.30

The household count in this area has changed from 52,960 in 2020 to 53,726 in the current year, a change of 0.34% annually. The five-year projection of households is 54,967, a change of 0.46% annually from the current year total. Average household size is currently 2.30, compared to 2.32 in the year 2020. The number of families in the current year is 29,355 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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Mortgage Income			
2024 Percent of Income for Mortgage	23.5%	21.8%	25.4%
Median Household Income			
2024 Median Household Income	\$56,309	\$52,864	\$55,868
2029 Median Household Income	\$67,396	\$61,984	\$65,320
2024-2029 Annual Rate	3.66%	3.23%	3.18%
Average Household Income			
2024 Average Household Income	\$75,965	\$70,342	\$77,259
2029 Average Household Income	\$93,133	\$85,501	\$91,829
2024-2029 Annual Rate	4.16%	3.98%	3.52%
Per Capita Income			
2024 Per Capita Income	\$30,902	\$29,029	\$31,338
2029 Per Capita Income	\$38,180	\$35,589	\$37,532
2024-2029 Annual Rate	4.32%	4.16%	3.67%
GINI Index			
2024 Gini Index	40.8	41.3	42.5
Households by Income			

Current median household income is \$55,868 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$65,320 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$77,259 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$91,829 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$31,338 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$37,532 in five years, compared to \$51,203 for all U.S. households.

Housing			
2024 Housing Affordability Index	104	112	96
2010 Total Housing Units	1,940	20,643	53,862
2010 Owner Occupied Housing Units	1,137	9,845	24,117
2010 Renter Occupied Housing Units	646	8,468	23,870
2010 Vacant Housing Units	157	2,330	5,874
2020 Total Housing Units	2,029	21,390	57,222
2020 Owner Occupied Housing Units	1,154	9,557	23,701
2020 Renter Occupied Housing Units	780	10,540	29,259
2020 Vacant Housing Units	98	1,292	4,286
2024 Total Housing Units	2,030	21,824	58,230
2024 Owner Occupied Housing Units	1,190	9,958	24,698
2024 Renter Occupied Housing Units	747	10,427	29,028
2024 Vacant Housing Units	93	1,439	4,504
2029 Total Housing Units	2,174	22,747	59,804
2029 Owner Occupied Housing Units	1,342	10,986	26,357
2029 Renter Occupied Housing Units	713	10,135	28,610
2029 Vacant Housing Units	119	1,626	4,837
Socioeconomic Status Index			
2024 Socioeconomic Status Index	46.7	41.2	43.8

Currently, 42.4% of the 58,230 housing units in the area are owner occupied; 49.9%, renter occupied; and 7.7% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 57,222 housing units in the area and 7.5% vacant housing units. The annual rate of change in housing units since 2020 is 0.41%. Median home value in the area is \$226,923, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 7.12% annually to \$320,097.

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January 13, 2025