Market Profile

2061 Mulberry Road, Concord, North Carolina, 28025
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.33344
Longitude: -80.61146

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	973	26,555	64,571
2020 Total Population	1,384	34,305	83,080
2020 Group Quarters	0	114	296
2023 Total Population	1,421	36,335	87,016
2023 Group Quarters	0	115	296
2028 Total Population	1,508	38,032	91,787
2023-2028 Annual Rate	1.20%	0.92%	1.07%
2023 Total Daytime Population	1,273	26,113	69,002
Workers	619	8,127	26,287
Residents	654	17,986	42,715
Household Summary			
2010 Households	333	9,377	23,294
2010 Average Household Size	2.92	2.82	2.77
2020 Total Households	468	11,658	28,970
2020 Average Household Size	2.96	2.93	2.86
2023 Households	485	12,336	30,423
2023 Average Household Size	2.93	2.94	2.85
2028 Households	517	12,960	32,223
2028 Average Household Size	2.92	2.93	2.84
2023-2028 Annual Rate	1.29%	0.99%	1.16%
2010 Families	278	7,264	17,528
2010 Average Family Size	3.19	3.21	3.19
2023 Families	388	9,279	22,274
2023 Average Family Size	3.29	3.41	3.35
2028 Families	413	9,720	23,543
2028 Average Family Size	3.27	3.41	3.34
2023-2028 Annual Rate	1.26%	0.93%	1.11%
Housing Unit Summary			
2000 Housing Units	172	5,734	16,118
Owner Occupied Housing Units	85.5%	83.2%	77.3%
Renter Occupied Housing Units	6.4%	11.7%	16.6%
Vacant Housing Units	8.1%	5.1%	6.1%
2010 Housing Units	355	9,891	25,095
Owner Occupied Housing Units	85.6%	80.6%	73.1%
Renter Occupied Housing Units	8.2%	14.2%	19.7%
Vacant Housing Units	6.2%	5.2%	7.2%
2020 Housing Units	489	12,091	30,388
Owner Occupied Housing Units	82.2%	77.6%	71.1%
Renter Occupied Housing Units	13.5%	18.8%	24.2%
Vacant Housing Units	2.7%	3.6%	4.7%
2023 Housing Units	495	12,671	31,636
Owner Occupied Housing Units	91.3%	82.0%	75.7%
Renter Occupied Housing Units	6.7%	15.4%	20.4%
Vacant Housing Units	2.0%	2.6%	3.8%
2028 Housing Units	524	13,231	33,325
Owner Occupied Housing Units	92.6%	83.1%	76.2%
Renter Occupied Housing Units	6.3%	14.8%	20.5%
Vacant Housing Units	1.3%	2.0%	3.3%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	485	12,336	30,423
<$15,000	2.5%	4.0%	4.9%
$15,000 - $24,999	2.1%	3.8%	4.7%
$25,000 - $34,999	2.5%	4.0%	4.6%
$35,000 - $49,999	6.2%	7.4%	10.1%
$50,000 - $74,999	11.1%	14.7%	15.3%
$75,000 - $99,999	13.2%	16.8%	15.9%
$100,000 - $149,999	38.4%	29.2%	25.5%
$150,000 - $199,999	13.0%	11.3%	10.6%
$200,000+	11.3%	8.8%	8.4%
Average Household Income	$130,746	$116,494	$110,599
2028 Households by Income			
Household Income Base	517	12,960	32,223
<$15,000	1.9%	3.0%	4.0%
$15,000 - $24,999	1.5%	2.8%	3.6%
$25,000 - $34,999	1.9%	2.8%	3.6%
$35,000 - $49,999	4.4%	5.5%	8.3%
$50,000 - $74,999	8.9%	12.8%	13.7%
$75,000 - $99,999	11.6%	16.4%	15.5%
$100,000 - $149,999	40.4%	32.0%	28.1%
$150,000 - $199,999	16.4%	14.5%	13.3%
$200,000+	13.2%	10.3%	10.0%
Average Household Income	$146,609	$132,151	$125,697
2023 Owner Occupied Housing Units by Value			
Total	452	10,384	23,958
<$50,000	0.4%	3.2%	5.8%
$50,000 - $99,999	0.2%	0.8%	1.9%
$100,000 - $149,999	0.7%	3.2%	4.3%
$150,000 - $199,999	6.0%	9.3%	9.7%
$200,000 - $249,999	8.8%	11.7%	13.7%
$250,000 - $299,999	12.8%	17.2%	14.4%
$300,000 - $399,999	49.8%	35.7%	30.0%
$400,000 - $499,999	14.8%	11.5%	11.3%
$500,000 - $749,999	6.2%	6.4%	7.6%
$750,000 - $999,999	0.7%	0.5%	0.7%
$1,000,000 - $1,499,999	0.0%	0.3%	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	$350,661	$322,732	$315,017
2028 Owner Occupied Housing Units by Value			
Total	485	10,998	25,402
<$50,000	0.0%	1.1%	2.6%
$50,000 - $99,999	0.0%	0.2%	0.7%
$100,000 - $149,999	0.0%	0.3%	1.3%
$150,000 - $199,999	1.2%	3.5%	4.4%
$200,000 - $249,999	4.3%	7.6%	10.9%
$250,000 - $299,999	10.3%	16.9%	14.9%
$300,000 - $399,999	54.6%	44.8%	37.6%
$400,000 - $499,999	20.2%	15.7%	15.3%
$500,000 - $749,999	8.5%	9.0%	10.8%
$750,000 - $999,999	0.6%	0.5%	1.0%
$1,000,000 - $1,499,999	0.0%	0.3%	0.4%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	$381,457	$364,047	$361,539

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.

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Median Household Income			
2023	$110,071	$98,676	$89,548
2028	$116,968	$106,328	$101,391
Median Home Value			
2023	$342,667	$312,770	$300,926
2028	$362,264	$345,545	$340,616
Per Capita Income			
2023	$42,998	$40,035	$38,403
2028	$48,388	$45,590	$43,828
Median Age			
2010	35.8	35.6	35.1
2020	37.1	37.2	36.5
2023	38.0	38.1	37.2
2028	38.7	38.4	37.7
2020 Population by Age			
Total	1,384	34,305	83,080
0 - 4	6.4%	6.0%	6.3%
5 - 9	7.9%	7.5%	7.3%
10 - 14	8.7%	8.4%	8.4%
15 - 24	12.8%	13.6%	13.7%
25 - 34	11.1%	11.3%	12.1%
35 - 44	15.7%	14.7%	14.5%
45 - 54	15.7%	15.2%	14.3%
55 - 64	11.1%	11.3%	11.2%
65 - 74	7.4%	7.7%	7.6%
75 - 84	2.7%	3.4%	3.5%
85 +	0.8%	0.9%	1.1%
18 +	71.9%	72.7%	72.9%
2023 Population by Age			
Total	1,422	36,336	87,014
0 - 4	6.3%	6.2%	6.4%
5 - 9	7.7%	7.2%	7.2%
10 - 14	8.4%	7.6%	7.5%
15 - 24	11.3%	12.0%	12.1%
25 - 34	11.6%	12.5%	13.5%
35 - 44	16.3%	15.0%	14.8%
45 - 54	14.7%	14.7%	13.8%
55 - 64	11.5%	11.8%	11.5%
65 - 74	8.2%	8.4%	8.3%
75 - 84	3.1%	3.7%	3.8%
85 +	0.9%	0.9%	1.1%
18 +	73.1%	74.7%	74.6%
2028 Population by Age			
Total	1,508	38,032	91,788
0 - 4	6.2%	6.2%	6.5%
5 - 9	7.2%	6.8%	6.9%
10 - 14	8.1%	7.6%	7.4%
15 - 24	10.5%	11.4%	11.5%
25 - 34	11.9%	12.9%	13.6%
35 - 44	16.0%	14.7%	14.7%
45 - 54	14.7%	14.2%	13.3%
55 - 64	11.1%	11.4%	11.1%
65 - 74	9.0%	9.1%	9.0%
75 - 84	4.2%	4.7%	4.7%
85 +	1.1%	1.1%	1.3%
18 +	74.3%	75.1%	75.1%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Males	681	16,623	40,172
Females	703	17,682	42,908
2023 Population by Sex			
Males	705	17,907	42,771
Females	716	18,428	44,245
2028 Population by Sex			
Males	747	18,699	45,035
Females	761	19,333	46,752
2010 Population by Race/Ethnicity			
Total	973	26,555	64,572
White Alone	78.8%	77.7%	72.3%
Black Alone	15.0%	14.8%	17.7%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	1.4%	2.2%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.7%	5.1%
Two or More Races	2.4%	2.3%	2.4%
Hispanic Origin	5.7%	7.2%	10.9%
Diversity Index	42.4	45.7	55.1
2020 Population by Race/Ethnicity			
Total	1,384	34,305	83,080
White Alone	59.6%	60.9%	55.1%
Black Alone	25.2%	20.9%	23.5%
American Indian Alone	0.5%	0.4%	0.5%
Asian Alone	4.2%	5.2%	4.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	4.8%	7.6%
Two or More Races	7.3%	7.7%	8.4%
Hispanic Origin	8.5%	10.2%	14.0%
Diversity Index	63.9	65.2	71.6
2023 Population by Race/Ethnicity			
Total	1,420	36,334	87,016
White Alone	58.8%	60.1%	54.6%
Black Alone	25.5%	21.1%	23.2%
American Indian Alone	0.5%	0.4%	0.6%
Asian Alone	4.0%	4.8%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	5.2%	8.1%
Two or More Races	7.8%	8.2%	8.9%
Hispanic Origin	9.1%	11.0%	14.8%
Diversity Index	65.1	66.4	72.4
2028 Population by Race/Ethnicity			
Total	1,508	38,032	91,785
White Alone	57.5%	58.8%	53.3%
Black Alone	26.0%	21.5%	23.5%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	3.8%	4.6%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.6%	5.7%	8.7%
Two or More Races	8.4%	8.9%	9.5%
Hispanic Origin	9.9%	11.8%	15.8%
Diversity Index	66.5	67.9	73.8

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type			
Total	1,384	34,305	83,080
In Households	100.0%	99.7%	99.6%
Householder	32.7%	34.3%	34.7%
Opposite-Sex Spouse	22.3%	20.7%	19.3%
Same-Sex Spouse	0.1%	0.1%	0.2%
Opposite-Sex Unmarried Partner	1.5%	1.8%	2.0%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	32.7%	32.0%	31.7%
Adopted Child	0.8%	0.7%	0.7%
Stepchild	1.8%	1.4%	1.4%
Grandchild	2.2%	2.2%	2.3%
Brother or Sister	0.8%	1.0%	1.2%
Parent	1.6%	1.4%	1.5%
Parent-in-law	0.6%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	0.9%	1.1%	1.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	1.7%	2.0%	2.4%
In Group Quaters	0.0%	0.3%	0.4%
Institutionalized	0.0%	0.3%	0.3%
Noninstitutionalized	0.0%	0.0%	0.1%
2023 Population 25+ by Educational Attainment			
Total	941	24,346	58,123
Less than 9th Grade	1.3%	2.2%	2.6%
9th - 12th Grade, No Diploma	0.7%	3.5%	4.8%
High School Graduate	21.3%	21.6%	21.1%
GED/Alternative Credential	1.6%	2.8%	3.6%
Some College, No Degree	15.5%	17.3%	18.5%
Associate Degree	13.3%	11.3%	10.1%
Bachelor's Degree	32.3%	27.9%	27.0%
Graduate/Professional Degree	14.0%	13.5%	12.3%
2023 Population 15+ by Marital Status			
Total	1,102	28,720	68,650
Never Married	24.0%	28.4%	31.7%
Married	68.1%	60.3%	55.3%
Widowed	4.2%	3.5%	4.4%
Divorced	3.7%	7.8%	8.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	796	19,189	46,605
Population 16+ Employed	97.7%	97.0%	96.3%
Population 16+ Unemployment rate	2.3%	3.0%	3.7%
Population 16-24 Employed	12.3%	12.2%	12.2%
Population 16-24 Unemployment rate	4.0%	7.2%	7.4%
Population 25-54 Employed	67.2%	69.0%	68.3%
Population 25-54 Unemployment rate	1.3%	1.9%	3.1%
Population 55-64 Employed	15.2%	14.8%	14.7%
Population 55-64 Unemployment rate	5.6%	2.9%	3.2%
Population 65+ Employed	5.3%	4.1%	4.7%
Population 65+ Unemployment rate	0.0%	6.9%	4.5%

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2023 Employed Population 16+ by Industry			
Total	778	18,620	44,879
Agriculture/Mining	0.3%	0.3%	0.4%
Construction	4.2%	5.8%	7.7%
Manufacturing	5.1%	7.1%	7.4%
Wholesale Trade	1.4%	1.7%	2.5%
Retail Trade	10.5%	10.7%	11.0%
Transportation/Utilities	7.7%	5.5%	6.1%
Information	4.8%	2.7%	1.9%
Finance/Insurance/Real Estate	12.7%	11.6%	11.7%
Services	48.7%	50.1%	47.3%
Public Administration	4.6%	4.4%	3.9%
2023 Employed Population 16+ by Occupation			
Total	776	18,620	44,878
White Collar	75.8%	69.4%	65.3%
Management/Business/Financial	26.2%	21.6%	19.5%
Professional	31.2%	30.3%	26.3%
Sales	9.4%	9.5%	9.5%
Administrative Support	9.0%	8.0%	9.9%
Services	7.6%	11.5%	12.8%
Blue Collar	16.3%	19.1%	21.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	3.2%	3.9%	4.9%
Installation/Maintenance/Repair	3.3%	3.5%	3.3%
Production	2.8%	5.4%	5.3%
Transportation/Material Moving	6.9%	6.3%	8.1%
2020 Households by Type			
Total	468	11,658	28,970
Married Couple Households	68.6%	60.5%	56.0%
With Own Children <18	34.4%	29.2%	26.4%
Without Own Children <18	34.0%	31.3%	29.6%
Cohabiting Couple Households	5.1%	5.3%	5.8%
With Own Children <18	2.1%	2.1%	2.3%
Without Own Children <18	3.0%	3.2%	3.5%
Male Householder, No Spouse/Partner	9.4%	12.0%	13.7%
Living Alone	4.7%	6.7%	7.7%
65 Years and over	1.3%	2.0%	2.0%
With Own Children <18	1.9%	2.0%	2.0%
Without Own Children <18, With Relatives	2.4%	2.5%	2.8%
No Relatives Present	0.6%	0.9%	1.1%
Female Householder, No Spouse/Partner	16.9%	22.1%	24.5%
Living Alone	6.6%	10.1%	10.7%
65 Years and over	3.0%	4.7%	4.7%
With Own Children <18	4.9%	5.8%	6.4%
Without Own Children <18, With Relatives	4.7%	5.6%	6.5%
No Relatives Present	0.6%	0.7%	0.9%
2020 Households by Size			
Total	468	11,658	28,970
1 Person Household	11.3%	16.8%	18.4%
2 Person Household	30.8%	31.0%	30.7%
3 Person Household	19.7%	19.7%	19.3%
4 Person Household	22.4%	19.4%	18.3%
5 Person Household	9.6%	8.3%	8.3%
6 Person Household	3.8%	3.2%	3.3%
7 + Person Household	2.1%	1.6%	1.6%

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2020 Households by Tenure and Mortgage Status			
Total	468	11,658	28,970
Owner Occupied	85.9%	80.5%	74.6%
Owned with a Mortgage/Loan	72.9%	65.7%	59.6%
Owned Free and Clear	13.0%	14.8%	15.0%
Renter Occupied	14.1%	19.5%	25.4%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	132	129	121
Percent of Income for Mortgage	18.7%	19.0%	20.2%
Wealth Index	126	102	98
2020 Housing Units By Urban/ Rural Status			
Total	489	12,091	30,388
Urban Housing Units	86.7%	93.8%	92.6%
Rural Housing Units	13.3%	6.2%	7.4%
2020 Population By Urban/ Rural Status			
Total	1,384	34,305	83,080
Urban Population	89.0%	94.1%	92.8%
Rural Population	11.0%	5.9%	7.2%

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.

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Top 3 Tapestry Segments			
1.	Workday Drive (4A)	Middleburg (4C)	Workday Drive (4A)
2.	Up and Coming Families (7A)	Workday Drive (4A)	Up and Coming Families (7A)
3.	Middleburg (4C)	Up and Coming Families (7A)	Middleburg (4C)
2023 Consumer Spending			
Apparel & Services: Total $	$1,266,272	$29,094,459	$68,678,855
Average Spent	$2,610.87	$2,358.50	$2,257.46
Spending Potential Index	119	107	103
Education: Total $	$1,041,326	$22,364,525	$52,931,843
Average Spent	$2,147.06	$1,812.95	$1,739.86
Spending Potential Index	120	101	97
Entertainment/Recreation: Total $	$2,226,196	$50,958,398	$119,491,365
Average Spent	$4,590.09	$4,130.87	$3,927.67
Spending Potential Index	121	109	104
Food at Home: Total $	$3,786,339	$88,249,186	$207,632,520
Average Spent	$7,806.88	$7,153.79	$6,824.85
Spending Potential Index	115	105	100
Food Away from Home: Total $	$2,167,539	$50,272,043	$117,995,074
Average Spent	$4,469.15	$4,075.23	$3,878.48
Spending Potential Index	120	109	104
Health Care: Total $	$4,232,065	$99,451,469	$232,271,329
Average Spent	$8,725.91	$8,061.89	$7,634.73
Spending Potential Index	119	110	104
HH Furnishings & Equipment: Total $	$1,760,427	$40,186,566	$94,070,023
Average Spent	$3,629.75	$3,257.67	$3,092.07
Spending Potential Index	123	110	105
Personal Care Products & Services: Total $	$560,117	$12,764,653	$30,017,098
Average Spent	$1,154.88	$1,034.75	$986.66
Spending Potential Index	121	108	103
Shelter: Total $	$14,204,670	$323,544,658	$760,806,613
Average Spent	$29,287.98	$26,227.68	$25,007.61
Spending Potential Index	118	106	101
Support Payments/Cash Contributions/Gifts in Kind: Total $	$1,918,462	$43,855,273	$102,047,491
Average Spent	$3,955.59	$3,555.06	$3,354.29
Spending Potential Index	126	114	107
Travel: Total $	$1,389,207	$31,084,007	$72,434,351
Average Spent	$2,864.34	$2,519.78	$2,380.91
Spending Potential Index	127	112	106
Vehicle Maintenance & Repairs: Total $	$755,093	$17,779,997	$41,775,289
Average Spent	$1,556.89	$1,441.31	$1,373.15
Spending Potential Index	119	110	105

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 15, 2024