

45 mile

Population Summary

2000 Total Population	1,735,043
2010 Total Population	2,056,839
2017 Total Population	2,242,443
2017 Group Quarters	40,904
2022 Total Population	2,379,568
2017-2022 Annual Rate	1.19%
2017 Total Daytime Population	2,387,025
Workers	1,210,968
Residents	1,176,057

Household Summary

2000 Households	679,132
2000 Average Household Size	2.50
2010 Households	810,576
2010 Average Household Size	2.49
2017 Households	880,007
2017 Average Household Size	2.50
2022 Households	932,367
2022 Average Household Size	2.51
2017-2022 Annual Rate	1.16%
2010 Families	542,764
2010 Average Family Size	3.02
2017 Families	580,079
2017 Average Family Size	3.06
2022 Families	610,093
2022 Average Family Size	3.08
2017-2022 Annual Rate	1.01%

Housing Unit Summary

2000 Housing Units	738,112
Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	27.8%
Vacant Housing Units	8.0%
2010 Housing Units	910,086
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	10.9%
2017 Housing Units	986,850
Owner Occupied Housing Units	57.8%
Renter Occupied Housing Units	31.4%
Vacant Housing Units	10.8%
2022 Housing Units	1,049,125
Owner Occupied Housing Units	57.3%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	11.1%

Median Household Income

2017	\$50,194
2022	\$55,727

Median Home Value

2017	\$159,756
2022	\$181,110

Per Capita Income

2017	\$28,423
2022	\$32,491

Median Age

2010	37.6
2017	38.9
2022	39.5

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

		45 mile
2017 Households by Income		
Household Income Base		879,999
<\$15,000		12.9%
\$15,000 - \$24,999		11.5%
\$25,000 - \$34,999		11.1%
\$35,000 - \$49,999		14.3%
\$50,000 - \$74,999		18.1%
\$75,000 - \$99,999		11.6%
\$100,000 - \$149,999		11.8%
\$150,000 - \$199,999		4.1%
\$200,000+		4.6%
Average Household Income		\$71,516
2022 Households by Income		
Household Income Base		932,359
<\$15,000		12.4%
\$15,000 - \$24,999		10.5%
\$25,000 - \$34,999		9.7%
\$35,000 - \$49,999		12.4%
\$50,000 - \$74,999		16.6%
\$75,000 - \$99,999		13.8%
\$100,000 - \$149,999		14.2%
\$150,000 - \$199,999		5.0%
\$200,000+		5.5%
Average Household Income		\$82,075
2017 Owner Occupied Housing Units by Value		
Total		570,078
<\$50,000		8.1%
\$50,000 - \$99,999		18.4%
\$100,000 - \$149,999		20.4%
\$150,000 - \$199,999		15.6%
\$200,000 - \$249,999		10.2%
\$250,000 - \$299,999		6.8%
\$300,000 - \$399,999		8.1%
\$400,000 - \$499,999		4.3%
\$500,000 - \$749,999		4.4%
\$750,000 - \$999,999		1.7%
\$1,000,000 +		1.9%
Average Home Value		\$224,395
2022 Owner Occupied Housing Units by Value		
Total		601,157
<\$50,000		6.1%
\$50,000 - \$99,999		15.7%
\$100,000 - \$149,999		19.0%
\$150,000 - \$199,999		14.9%
\$200,000 - \$249,999		10.3%
\$250,000 - \$299,999		7.4%
\$300,000 - \$399,999		10.0%
\$400,000 - \$499,999		5.8%
\$500,000 - \$749,999		6.1%
\$750,000 - \$999,999		2.3%
\$1,000,000 +		2.4%
Average Home Value		\$256,397

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Cleveland County, North Carolina
Ring: 45 mile radius

Produced by NC Commerce, LEAD

Latitude: 35.3342
Longitude: -81.5557

		45 mile
2010 Population by Age		
Total		2,056,838
0 - 4		6.6%
5 - 9		6.7%
10 - 14		6.7%
15 - 24		12.9%
25 - 34		13.3%
35 - 44		14.7%
45 - 54		14.6%
55 - 64		11.9%
65 - 74		7.2%
75 - 84		3.9%
85 +		1.5%
18 +		75.9%
2017 Population by Age		
Total		2,242,444
0 - 4		6.1%
5 - 9		6.4%
10 - 14		6.4%
15 - 24		12.4%
25 - 34		13.5%
35 - 44		13.4%
45 - 54		13.9%
55 - 64		12.9%
65 - 74		9.2%
75 - 84		4.2%
85 +		1.6%
18 +		77.6%
2022 Population by Age		
Total		2,379,568
0 - 4		6.0%
5 - 9		6.2%
10 - 14		6.4%
15 - 24		12.0%
25 - 34		13.4%
35 - 44		13.3%
45 - 54		13.0%
55 - 64		12.9%
65 - 74		10.1%
75 - 84		5.1%
85 +		1.7%
18 +		77.7%
2010 Population by Sex		
Males		1,000,779
Females		1,056,060
2017 Population by Sex		
Males		1,094,906
Females		1,147,537
2022 Population by Sex		
Males		1,164,680
Females		1,214,888

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

		45 mile
2010 Population by Race/Ethnicity		
Total		2,056,840
White Alone		72.5%
Black Alone		19.3%
American Indian Alone		0.4%
Asian Alone		2.4%
Pacific Islander Alone		0.1%
Some Other Race Alone		3.4%
Two or More Races		1.9%
Hispanic Origin		7.0%
Diversity Index		51.0
2017 Population by Race/Ethnicity		
Total		2,242,444
White Alone		70.2%
Black Alone		20.0%
American Indian Alone		0.4%
Asian Alone		3.1%
Pacific Islander Alone		0.1%
Some Other Race Alone		3.9%
Two or More Races		2.3%
Hispanic Origin		8.0%
Diversity Index		54.5
2022 Population by Race/Ethnicity		
Total		2,379,567
White Alone		68.2%
Black Alone		20.6%
American Indian Alone		0.4%
Asian Alone		3.7%
Pacific Islander Alone		0.1%
Some Other Race Alone		4.3%
Two or More Races		2.7%
Hispanic Origin		8.9%
Diversity Index		57.4
2010 Population by Relationship and Household Type		
Total		2,056,839
In Households		98.0%
In Family Households		82.0%
Householder		26.4%
Spouse		18.9%
Child		30.7%
Other relative		3.8%
Nonrelative		2.3%
In Nonfamily Households		16.0%
In Group Quarters		2.0%
Institutionalized Population		1.1%
Noninstitutionalized Population		0.9%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

		45 mile
2017 Population 25+ by Educational Attainment		
Total		1,541,329
Less than 9th Grade		5.0%
9th - 12th Grade, No Diploma		8.9%
High School Graduate		22.0%
GED/Alternative Credential		4.7%
Some College, No Degree		20.8%
Associate Degree		9.4%
Bachelor's Degree		19.4%
Graduate/Professional Degree		9.9%
2017 Population 15+ by Marital Status		
Total		1,819,778
Never Married		31.8%
Married		50.6%
Widowed		6.1%
Divorced		11.5%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		93.7%
Civilian Unemployed (Unemployment Rate)		6.3%
2017 Employed Population 16+ by Industry		
Total		1,079,472
Agriculture/Mining		0.5%
Construction		6.2%
Manufacturing		15.9%
Wholesale Trade		3.2%
Retail Trade		11.0%
Transportation/Utilities		5.4%
Information		1.6%
Finance/Insurance/Real Estate		7.9%
Services		45.6%
Public Administration		2.7%
2017 Employed Population 16+ by Occupation		
Total		1,079,471
White Collar		59.1%
Management/Business/Financial		14.8%
Professional		20.0%
Sales		11.4%
Administrative Support		12.9%
Services		16.7%
Blue Collar		24.3%
Farming/Forestry/Fishing		0.3%
Construction/Extraction		4.6%
Installation/Maintenance/Repair		3.6%
Production		8.9%
Transportation/Material Moving		6.9%
2010 Population By Urban/ Rural Status		
Total Population		2,056,839
Population Inside Urbanized Area		65.5%
Population Inside Urbanized Cluster		8.0%
Rural Population		26.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

		45 mile
2010 Households by Type		
Total		810,575
Households with 1 Person		27.0%
Households with 2+ People		73.0%
Family Households		67.0%
Husband-wife Families		48.0%
With Related Children		21.0%
Other Family (No Spouse Present)		19.0%
Other Family with Male Householder		4.9%
With Related Children		2.8%
Other Family with Female Householder		14.0%
With Related Children		9.4%
Nonfamily Households		6.0%
All Households with Children		33.7%
Multigenerational Households		4.1%
Unmarried Partner Households		6.4%
Male-female		5.6%
Same-sex		0.7%
2010 Households by Size		
Total		810,575
1 Person Household		27.0%
2 Person Household		33.9%
3 Person Household		16.9%
4 Person Household		13.2%
5 Person Household		5.7%
6 Person Household		2.1%
7 + Person Household		1.2%
2010 Households by Tenure and Mortgage Status		
Total		810,576
Owner Occupied		67.6%
Owned with a Mortgage/Loan		48.1%
Owned Free and Clear		19.5%
Renter Occupied		32.4%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units		910,086
Housing Units Inside Urbanized Area		65.0%
Housing Units Inside Urbanized Cluster		8.2%
Rural Housing Units		26.8%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1.	Southern Satellites (10A)
2.	Middleburg (4C)
3.	Salt of the Earth (6B)

2017 Consumer Spending

Apparel & Services: Total \$	\$1,686,784,754
Average Spent	\$1,916.79
Spending Potential Index	89
Education: Total \$	\$1,040,790,445
Average Spent	\$1,182.71
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$2,480,713,238
Average Spent	\$2,818.97
Spending Potential Index	90
Food at Home: Total \$	\$4,069,533,292
Average Spent	\$4,624.43
Spending Potential Index	92
Food Away from Home: Total \$	\$2,653,576,122
Average Spent	\$3,015.40
Spending Potential Index	90
Health Care: Total \$	\$4,539,207,137
Average Spent	\$5,158.15
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$1,547,735,479
Average Spent	\$1,758.78
Spending Potential Index	90
Personal Care Products & Services: Total \$	\$621,457,711
Average Spent	\$706.20
Spending Potential Index	89
Shelter: Total \$	\$12,352,558,375
Average Spent	\$14,036.89
Spending Potential Index	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,860,014,258
Average Spent	\$2,113.64
Spending Potential Index	90
Travel: Total \$	\$1,549,951,193
Average Spent	\$1,761.29
Spending Potential Index	85
Vehicle Maintenance & Repairs: Total \$	\$864,049,114
Average Spent	\$981.87
Spending Potential Index	92

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.