



Community Profile

Rings: 1, 3, 5 mile radii

382 Asheville Hwy, Brevard, NC 28712, USA

Latitude: 35.2473
Longitude: -82.72195

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	2,515	12,096	15,687
2010 Total Population	2,896	13,542	17,565
2019 Total Population	3,129	14,367	18,787
2019 Group Quarters	380	1,082	1,091
2024 Total Population	3,235	14,788	19,399
2019-2024 Annual Rate	0.67%	0.58%	0.64%
2019 Total Daytime Population	4,277	17,105	20,491
Workers	2,442	8,585	9,425
Residents	1,835	8,520	11,066
Household Summary			
2000 Households	981	5,061	6,546
2000 Average Household Size	2.14	2.19	2.24
2010 Households	1,274	5,886	7,631
2010 Average Household Size	1.98	2.12	2.16
2019 Households	1,391	6,237	8,145
2019 Average Household Size	1.98	2.13	2.17
2024 Households	1,449	6,425	8,412
2024 Average Household Size	1.97	2.13	2.18
2019-2024 Annual Rate	0.82%	0.60%	0.65%
2010 Families	665	3,529	4,772
2010 Average Family Size	2.69	2.69	2.70
2019 Families	708	3,675	5,019
2019 Average Family Size	2.72	2.73	2.73
2024 Families	731	3,765	5,158
2024 Average Family Size	2.72	2.74	2.74
2019-2024 Annual Rate	0.64%	0.49%	0.55%
Housing Unit Summary			
2000 Housing Units	1,125	5,548	7,183
Owner Occupied Housing Units	61.9%	66.7%	69.0%
Renter Occupied Housing Units	25.3%	24.5%	22.2%
Vacant Housing Units	12.8%	8.8%	8.9%
2010 Housing Units	1,517	6,831	8,837
Owner Occupied Housing Units	48.7%	57.4%	60.4%
Renter Occupied Housing Units	35.3%	28.8%	26.0%
Vacant Housing Units	16.0%	13.8%	13.6%
2019 Housing Units	1,632	7,170	9,341
Owner Occupied Housing Units	47.7%	56.8%	60.0%
Renter Occupied Housing Units	37.6%	30.2%	27.2%
Vacant Housing Units	14.8%	13.0%	12.8%
2024 Housing Units	1,692	7,369	9,620
Owner Occupied Housing Units	48.2%	57.5%	60.8%
Renter Occupied Housing Units	37.4%	29.7%	26.7%
Vacant Housing Units	14.4%	12.8%	12.6%
Median Household Income			
2019	\$39,386	\$44,233	\$46,437
2024	\$39,554	\$46,285	\$49,316
Median Home Value			
2019	\$203,686	\$223,237	\$225,366
2024	\$217,730	\$233,883	\$237,167
Per Capita Income			
2019	\$25,254	\$25,738	\$26,549
2024	\$26,516	\$27,829	\$29,012
Median Age			
2010	46.7	47.8	48.2
2019	50.6	51.0	51.2
2024	52.2	52.2	52.3

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: 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	1,391	6,237	8,145
<\$15,000	10.8%	11.9%	10.9%
\$15,000 - \$24,999	13.9%	12.1%	11.6%
\$25,000 - \$34,999	18.7%	14.4%	13.6%
\$35,000 - \$49,999	17.5%	16.9%	16.9%
\$50,000 - \$74,999	13.7%	19.7%	21.0%
\$75,000 - \$99,999	15.3%	10.9%	10.7%
\$100,000 - \$149,999	6.6%	10.4%	10.7%
\$150,000 - \$199,999	1.9%	2.2%	2.6%
\$200,000+	1.4%	1.7%	1.9%
Average Household Income	\$55,317	\$59,107	\$61,125
2024 Households by Income			
Household Income Base	1,449	6,425	8,412
<\$15,000	10.2%	10.7%	9.8%
\$15,000 - \$24,999	14.8%	12.3%	11.6%
\$25,000 - \$34,999	18.2%	13.5%	12.7%
\$35,000 - \$49,999	17.4%	16.6%	16.5%
\$50,000 - \$74,999	13.7%	19.7%	21.0%
\$75,000 - \$99,999	15.0%	10.9%	10.8%
\$100,000 - \$149,999	7.0%	11.7%	12.2%
\$150,000 - \$199,999	2.2%	2.6%	3.3%
\$200,000+	1.4%	1.9%	2.1%
Average Household Income	\$57,930	\$63,905	\$66,833
2019 Owner Occupied Housing Units by Value			
Total	779	4,070	5,606
<\$50,000	10.0%	4.2%	4.0%
\$50,000 - \$99,999	2.4%	6.5%	7.2%
\$100,000 - \$149,999	14.5%	9.0%	9.6%
\$150,000 - \$199,999	21.6%	22.3%	21.2%
\$200,000 - \$249,999	20.0%	17.1%	15.9%
\$250,000 - \$299,999	9.5%	12.2%	11.5%
\$300,000 - \$399,999	11.3%	14.1%	14.1%
\$400,000 - \$499,999	2.2%	6.4%	7.5%
\$500,000 - \$749,999	6.3%	4.8%	4.8%
\$750,000 - \$999,999	2.1%	2.0%	2.2%
\$1,000,000 - \$1,499,999	0.1%	0.6%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.4%
\$2,000,000 +	0.0%	0.2%	0.8%
Average Home Value	\$239,634	\$275,712	\$290,476
2024 Owner Occupied Housing Units by Value			
Total	816	4,235	5,849
<\$50,000	5.8%	2.5%	2.3%
\$50,000 - \$99,999	1.7%	4.7%	5.2%
\$100,000 - \$149,999	13.1%	8.0%	8.4%
\$150,000 - \$199,999	21.0%	21.7%	20.8%
\$200,000 - \$249,999	24.0%	19.3%	18.0%
\$250,000 - \$299,999	9.9%	13.3%	12.7%
\$300,000 - \$399,999	11.4%	14.0%	14.1%
\$400,000 - \$499,999	2.1%	6.2%	7.3%
\$500,000 - \$749,999	8.5%	6.5%	6.6%
\$750,000 - \$999,999	2.6%	2.6%	2.8%
\$1,000,000 - \$1,499,999	0.1%	0.6%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.4%
\$2,000,000 +	0.0%	0.2%	0.7%
Average Home Value	\$262,974	\$292,401	\$308,264

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.



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2010 Population by Age			
Total	2,896	13,542	17,565
0 - 4	4.4%	4.6%	4.7%
5 - 9	3.9%	4.5%	4.5%
10 - 14	4.0%	4.9%	5.0%
15 - 24	20.0%	14.3%	13.2%
25 - 34	8.4%	8.9%	8.9%
35 - 44	7.8%	9.5%	9.7%
45 - 54	9.4%	12.1%	12.8%
55 - 64	10.2%	13.7%	14.4%
65 - 74	11.9%	12.8%	13.2%
75 - 84	11.3%	9.9%	9.4%
85 +	8.9%	4.8%	4.2%
18 +	84.9%	82.7%	82.5%
2019 Population by Age			
Total	3,129	14,367	18,789
0 - 4	4.0%	4.1%	4.1%
5 - 9	3.8%	4.3%	4.4%
10 - 14	3.5%	4.4%	4.6%
15 - 24	18.1%	13.0%	11.8%
25 - 34	9.0%	9.5%	9.5%
35 - 44	7.5%	8.9%	9.2%
45 - 54	7.6%	10.0%	10.4%
55 - 64	11.2%	13.9%	14.6%
65 - 74	14.7%	16.1%	16.2%
75 - 84	11.1%	10.2%	10.0%
85 +	9.5%	5.7%	5.0%
18 +	85.9%	84.2%	84.0%
2024 Population by Age			
Total	3,233	14,789	19,399
0 - 4	3.8%	4.0%	4.0%
5 - 9	3.8%	4.2%	4.3%
10 - 14	3.6%	4.4%	4.6%
15 - 24	18.0%	12.8%	11.6%
25 - 34	8.1%	8.7%	8.7%
35 - 44	7.4%	9.1%	9.5%
45 - 54	7.4%	9.6%	10.0%
55 - 64	10.2%	12.8%	13.5%
65 - 74	15.4%	16.4%	16.6%
75 - 84	12.8%	12.1%	11.8%
85 +	9.6%	6.0%	5.4%
18 +	86.1%	84.3%	84.0%
2010 Population by Sex			
Males	1,325	6,358	8,313
Females	1,571	7,184	9,252
2019 Population by Sex			
Males	1,437	6,753	8,901
Females	1,692	7,613	9,886
2024 Population by Sex			
Males	1,481	6,948	9,193
Females	1,754	7,840	10,206

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 03, 2019



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2010 Population by Race/Ethnicity			
Total	2,896	13,541	17,566
White Alone	87.0%	87.4%	89.0%
Black Alone	7.0%	7.9%	6.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.2%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	1.6%	1.5%
Two or More Races	2.0%	2.1%	1.9%
Hispanic Origin	5.8%	3.8%	3.5%
Diversity Index	32.1	28.6	25.8
2019 Population by Race/Ethnicity			
Total	3,130	14,366	18,788
White Alone	85.6%	86.6%	88.2%
Black Alone	6.5%	7.5%	6.3%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.2%	1.2%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	2.0%	1.8%
Two or More Races	2.3%	2.4%	2.3%
Hispanic Origin	7.0%	4.7%	4.3%
Diversity Index	35.9	31.2	28.2
2024 Population by Race/Ethnicity			
Total	3,235	14,788	19,399
White Alone	84.6%	85.9%	87.6%
Black Alone	6.3%	7.2%	6.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	2.8%	1.6%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.2%	2.1%	1.9%
Two or More Races	2.5%	2.7%	2.6%
Hispanic Origin	7.7%	5.2%	4.7%
Diversity Index	38.3	32.9	29.8
2010 Population by Relationship and Household Type			
Total	2,896	13,542	17,565
In Households	87.3%	92.2%	94.0%
In Family Households	63.3%	71.9%	74.9%
Householder	23.3%	26.0%	27.1%
Spouse	17.9%	19.6%	21.0%
Child	18.1%	21.9%	22.4%
Other relative	2.5%	2.8%	2.7%
Nonrelative	1.6%	1.7%	1.7%
In Nonfamily Households	24.0%	20.3%	19.0%
In Group Quarters	12.7%	7.8%	6.0%
Institutionalized Population	0.3%	2.4%	1.9%
Noninstitutionalized Population	12.4%	5.4%	4.2%

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	2,212	10,659	14,103
Less than 9th Grade	5.6%	3.8%	3.7%
9th - 12th Grade, No Diploma	2.8%	7.6%	7.8%
High School Graduate	18.8%	19.7%	20.0%
GED/Alternative Credential	1.6%	2.9%	3.1%
Some College, No Degree	28.7%	23.3%	22.9%
Associate Degree	11.3%	6.7%	7.2%
Bachelor's Degree	18.6%	20.4%	19.9%
Graduate/Professional Degree	12.7%	15.5%	15.3%
2019 Population 15+ by Marital Status			
Total	2,777	12,533	16,328
Never Married	33.4%	28.0%	26.5%
Married	48.6%	51.2%	53.9%
Widowed	10.6%	9.4%	8.7%
Divorced	7.4%	11.3%	10.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.8%	95.9%	96.3%
Civilian Unemployed (Unemployment Rate)	3.2%	4.1%	3.7%
2019 Employed Population 16+ by Industry			
Total	1,316	5,843	7,743
Agriculture/Mining	0.9%	0.9%	0.8%
Construction	7.6%	10.9%	10.7%
Manufacturing	11.0%	9.1%	10.4%
Wholesale Trade	3.3%	1.7%	1.6%
Retail Trade	11.5%	10.0%	10.2%
Transportation/Utilities	2.4%	4.2%	3.9%
Information	0.3%	0.5%	0.6%
Finance/Insurance/Real Estate	5.4%	5.8%	5.6%
Services	54.3%	54.3%	53.9%
Public Administration	3.3%	2.6%	2.4%
2019 Employed Population 16+ by Occupation			
Total	1,318	5,842	7,745
White Collar	56.5%	58.6%	56.9%
Management/Business/Financial	7.2%	10.2%	9.8%
Professional	22.1%	20.6%	20.5%
Sales	6.2%	12.4%	12.2%
Administrative Support	21.0%	15.5%	14.5%
Services	27.7%	21.5%	22.0%
Blue Collar	15.9%	19.9%	21.1%
Farming/Forestry/Fishing	1.1%	0.7%	0.5%
Construction/Extraction	6.8%	7.9%	7.9%
Installation/Maintenance/Repair	0.3%	1.9%	2.4%
Production	4.2%	4.0%	4.1%
Transportation/Material Moving	3.4%	5.4%	6.2%
2010 Population By Urban/ Rural Status			
Total Population	2,896	13,542	17,565
Population Inside Urbanized Area	0.0%	0.0%	0.2%
Population Inside Urbanized Cluster	88.3%	75.7%	64.4%
Rural Population	11.7%	24.3%	35.4%

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	1,274	5,885	7,632
Households with 1 Person	43.4%	34.9%	32.5%
Households with 2+ People	56.6%	65.1%	67.5%
Family Households	52.2%	60.0%	62.5%
Husband-wife Families	40.0%	45.3%	48.3%
With Related Children	11.4%	13.1%	13.9%
Other Family (No Spouse Present)	12.3%	14.6%	14.2%
Other Family with Male Householder	2.5%	3.3%	3.4%
With Related Children	1.2%	1.8%	1.9%
Other Family with Female Householder	9.8%	11.4%	10.8%
With Related Children	5.8%	7.1%	6.6%
Nonfamily Households	4.4%	5.2%	5.0%
All Households with Children	18.7%	22.3%	22.7%
Multigenerational Households	1.6%	2.2%	2.3%
Unmarried Partner Households	3.8%	4.7%	4.7%
Male-female	3.1%	3.8%	3.8%
Same-sex	0.8%	0.9%	0.9%
2010 Households by Size			
Total	1,276	5,886	7,630
1 Person Household	43.3%	34.9%	32.5%
2 Person Household	35.6%	39.7%	40.9%
3 Person Household	10.3%	11.7%	12.3%
4 Person Household	6.4%	8.5%	8.8%
5 Person Household	2.4%	3.3%	3.5%
6 Person Household	1.7%	1.5%	1.4%
7 + Person Household	0.3%	0.5%	0.5%
2010 Households by Tenure and Mortgage Status			
Total	1,274	5,886	7,631
Owner Occupied	58.0%	66.6%	69.9%
Owned with a Mortgage/Loan	27.4%	34.7%	36.8%
Owned Free and Clear	30.6%	31.9%	33.1%
Renter Occupied	42.0%	33.4%	30.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,517	6,831	8,837
Housing Units Inside Urbanized Area	0.0%	0.0%	0.1%
Housing Units Inside Urbanized Cluster	89.8%	74.9%	63.6%
Rural Housing Units	10.2%	25.1%	36.2%

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.

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.	Retirement Communities (9E)	Retirement Communities	Retirement Communities
2.	Golden Years (9B)	Midlife Constants (5E)	Midlife Constants (5E)
3.	Small Town Simplicity (12C)	Silver & Gold (9A)	Rooted Rural (10B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,882,327	\$8,864,217	\$11,916,641
Average Spent	\$1,353.22	\$1,421.23	\$1,463.06
Spending Potential Index	63	66	68
Education: Total \$	\$1,293,777	\$6,110,519	\$8,193,069
Average Spent	\$930.11	\$979.72	\$1,005.90
Spending Potential Index	58	61	63
Entertainment/Recreation: Total \$	\$2,867,464	\$14,184,798	\$19,363,209
Average Spent	\$2,061.44	\$2,274.30	\$2,377.31
Spending Potential Index	63	70	73
Food at Home: Total \$	\$4,743,608	\$22,734,461	\$30,852,041
Average Spent	\$3,410.21	\$3,645.10	\$3,787.85
Spending Potential Index	66	70	73
Food Away from Home: Total \$	\$3,247,826	\$15,324,121	\$20,654,315
Average Spent	\$2,334.89	\$2,456.97	\$2,535.83
Spending Potential Index	64	67	69
Health Care: Total \$	\$5,551,053	\$27,411,653	\$37,371,894
Average Spent	\$3,990.69	\$4,395.01	\$4,588.32
Spending Potential Index	67	74	77
HH Furnishings & Equipment: Total \$	\$1,857,396	\$8,942,230	\$12,102,604
Average Spent	\$1,335.30	\$1,433.74	\$1,485.89
Spending Potential Index	63	67	70
Personal Care Products & Services: Total \$	\$810,784	\$3,778,054	\$5,052,735
Average Spent	\$582.88	\$605.75	\$620.35
Spending Potential Index	66	68	70
Shelter: Total \$	\$17,152,224	\$77,375,676	\$103,122,542
Average Spent	\$12,330.86	\$12,405.91	\$12,660.84
Spending Potential Index	67	67	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,403,868	\$11,505,245	\$15,508,728
Average Spent	\$1,728.16	\$1,844.68	\$1,904.08
Spending Potential Index	70	74	77
Travel: Total \$	\$1,926,084	\$9,286,070	\$12,557,218
Average Spent	\$1,384.68	\$1,488.87	\$1,541.71
Spending Potential Index	62	66	69
Vehicle Maintenance & Repairs: Total \$	\$1,167,467	\$5,252,455	\$7,044,660
Average Spent	\$839.30	\$842.14	\$864.91
Spending Potential Index	73	74	76

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.