



Community Profile

Rings: 1, 3, 5 mile radii

244 Sparta Rd, North Wilkesboro, NC

Latitude: 36.1982

Longitude: -81.15247

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	1,894	11,596	26,256
2010 Total Population	1,922	11,717	27,068
2018 Total Population	1,923	11,609	27,451
2018 Group Quarters	23	256	842
2023 Total Population	1,933	11,600	27,700
2018-2023 Annual Rate	0.10%	-0.02%	0.18%
2018 Total Daytime Population	1,699	15,372	36,202
Workers	579	8,321	20,133
Residents	1,120	7,051	16,069
Household Summary			
2000 Households	820	4,727	10,782
2000 Average Household Size	2.30	2.42	2.37
2010 Households	798	4,759	11,079
2010 Average Household Size	2.38	2.41	2.37
2018 Households	787	4,659	11,138
2018 Average Household Size	2.42	2.44	2.39
2023 Households	789	4,642	11,218
2023 Average Household Size	2.42	2.44	2.39
2018-2023 Annual Rate	0.05%	-0.07%	0.14%
2010 Families	503	3,064	7,339
2010 Average Family Size	3.00	3.01	2.91
2018 Families	489	2,961	7,291
2018 Average Family Size	3.08	3.07	2.96
2023 Families	488	2,939	7,312
2023 Average Family Size	3.10	3.09	2.98
2018-2023 Annual Rate	-0.04%	-0.15%	0.06%
Housing Unit Summary			
2000 Housing Units	905	5,169	11,601
Owner Occupied Housing Units	62.4%	62.9%	66.8%
Renter Occupied Housing Units	28.2%	28.6%	26.1%
Vacant Housing Units	9.4%	8.6%	7.1%
2010 Housing Units	932	5,459	12,511
Owner Occupied Housing Units	56.5%	56.9%	60.6%
Renter Occupied Housing Units	29.1%	30.3%	28.0%
Vacant Housing Units	14.4%	12.8%	11.4%
2018 Housing Units	943	5,519	12,806
Owner Occupied Housing Units	57.2%	57.3%	61.8%
Renter Occupied Housing Units	26.4%	27.1%	25.2%
Vacant Housing Units	16.5%	15.6%	13.0%
2023 Housing Units	956	5,596	13,078
Owner Occupied Housing Units	57.2%	57.6%	62.1%
Renter Occupied Housing Units	25.3%	25.3%	23.6%
Vacant Housing Units	17.5%	17.0%	14.2%
Median Household Income			
2018	\$27,537	\$34,881	\$36,512
2023	\$29,353	\$37,416	\$38,935
Median Home Value			
2018	\$109,946	\$128,834	\$131,804
2023	\$119,634	\$143,305	\$146,858
Per Capita Income			
2018	\$17,045	\$20,521	\$21,561
2023	\$18,845	\$22,451	\$23,471
Median Age			
2010	39.5	41.5	41.4
2018	41.3	43.4	43.2
2023	42.4	44.7	44.5

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	787	4,659	11,138
<\$15,000	26.4%	21.4%	20.1%
\$15,000 - \$24,999	19.2%	15.7%	15.5%
\$25,000 - \$34,999	14.0%	13.1%	12.4%
\$35,000 - \$49,999	8.6%	13.7%	14.1%
\$50,000 - \$74,999	17.8%	16.7%	16.8%
\$75,000 - \$99,999	7.4%	9.8%	10.6%
\$100,000 - \$149,999	5.0%	7.0%	6.6%
\$150,000 - \$199,999	1.1%	1.5%	2.2%
\$200,000+	0.6%	1.2%	1.6%
Average Household Income	\$41,487	\$48,971	\$51,580
2023 Households by Income			
Household Income Base	789	4,642	11,218
<\$15,000	25.9%	20.7%	19.3%
\$15,000 - \$24,999	17.5%	14.2%	14.4%
\$25,000 - \$34,999	13.1%	12.3%	11.9%
\$35,000 - \$49,999	8.4%	13.2%	13.7%
\$50,000 - \$74,999	18.4%	17.1%	17.2%
\$75,000 - \$99,999	8.5%	10.9%	11.6%
\$100,000 - \$149,999	6.2%	8.4%	7.7%
\$150,000 - \$199,999	1.4%	1.8%	2.6%
\$200,000+	0.8%	1.4%	1.7%
Average Household Income	\$46,059	\$53,873	\$56,421
2018 Owner Occupied Housing Units by Value			
Total	539	3,165	7,908
<\$50,000	13.2%	10.5%	10.4%
\$50,000 - \$99,999	29.9%	24.9%	24.2%
\$100,000 - \$149,999	34.5%	25.3%	24.1%
\$150,000 - \$199,999	12.2%	19.0%	18.6%
\$200,000 - \$249,999	3.2%	8.4%	8.6%
\$250,000 - \$299,999	1.3%	5.8%	7.3%
\$300,000 - \$399,999	2.2%	2.5%	3.1%
\$400,000 - \$499,999	2.4%	1.0%	1.7%
\$500,000 - \$749,999	0.9%	1.5%	1.2%
\$750,000 - \$999,999	0.0%	0.8%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$125,604	\$153,926	\$156,274
2023 Owner Occupied Housing Units by Value			
Total	547	3,224	8,126
<\$50,000	9.3%	7.1%	7.0%
\$50,000 - \$99,999	26.0%	20.6%	20.2%
\$100,000 - \$149,999	37.5%	25.7%	24.4%
\$150,000 - \$199,999	14.4%	21.0%	20.4%
\$200,000 - \$249,999	4.2%	10.5%	10.5%
\$250,000 - \$299,999	1.6%	7.2%	9.2%
\$300,000 - \$399,999	2.6%	2.8%	3.5%
\$400,000 - \$499,999	2.9%	1.2%	2.0%
\$500,000 - \$749,999	1.5%	2.2%	1.8%
\$750,000 - \$999,999	0.0%	1.3%	0.9%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$139,168	\$173,379	\$174,978

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	1,926	11,716	27,069
0 - 4	6.9%	6.3%	6.1%
5 - 9	7.2%	6.3%	6.4%
10 - 14	6.6%	6.5%	6.5%
15 - 24	12.1%	11.9%	11.5%
25 - 34	11.3%	11.1%	11.5%
35 - 44	13.4%	12.3%	12.7%
45 - 54	14.1%	14.9%	15.1%
55 - 64	11.3%	13.1%	13.1%
65 - 74	9.1%	9.6%	9.3%
75 - 84	5.7%	5.7%	5.6%
85 +	2.1%	2.3%	2.4%
18 +	74.9%	77.1%	77.3%
2018 Population by Age			
Total	1,924	11,608	27,450
0 - 4	6.2%	5.7%	5.5%
5 - 9	6.8%	5.9%	5.8%
10 - 14	6.9%	6.0%	6.1%
15 - 24	11.2%	10.7%	10.6%
25 - 34	11.9%	12.2%	12.2%
35 - 44	11.5%	11.4%	12.1%
45 - 54	13.0%	13.0%	13.2%
55 - 64	12.9%	14.3%	14.2%
65 - 74	11.1%	12.0%	11.6%
75 - 84	6.3%	6.3%	6.1%
85 +	2.2%	2.6%	2.7%
18 +	76.2%	79.0%	79.2%
2023 Population by Age			
Total	1,934	11,601	27,701
0 - 4	5.9%	5.4%	5.3%
5 - 9	6.5%	5.7%	5.6%
10 - 14	6.9%	6.1%	6.1%
15 - 24	11.4%	10.6%	10.7%
25 - 34	11.0%	10.7%	10.8%
35 - 44	11.4%	11.7%	12.3%
45 - 54	12.3%	12.2%	12.6%
55 - 64	12.5%	13.9%	13.9%
65 - 74	12.5%	13.2%	12.7%
75 - 84	7.6%	7.7%	7.3%
85 +	2.1%	2.7%	2.8%
18 +	76.5%	79.1%	79.4%
2010 Population by Sex			
Males	946	5,734	13,325
Females	976	5,983	13,743
2018 Population by Sex			
Males	948	5,716	13,589
Females	975	5,892	13,862
2023 Population by Sex			
Males	957	5,747	13,785
Females	976	5,853	13,915

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	1,922	11,716	27,068
White Alone	79.0%	84.0%	86.2%
Black Alone	11.9%	7.3%	6.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.4%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.9%	6.3%	5.1%
Two or More Races	2.5%	1.7%	1.7%
Hispanic Origin	10.8%	9.4%	7.8%
Diversity Index	48.5	41.0	36.1
2018 Population by Race/Ethnicity			
Total	1,923	11,608	27,451
White Alone	76.1%	81.7%	84.2%
Black Alone	12.7%	7.8%	6.7%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	0.5%	0.5%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	7.1%	7.5%	6.1%
Two or More Races	3.2%	2.2%	2.1%
Hispanic Origin	13.2%	11.3%	9.4%
Diversity Index	54.0	46.1	40.8
2023 Population by Race/Ethnicity			
Total	1,932	11,600	27,701
White Alone	73.8%	79.8%	82.4%
Black Alone	13.0%	7.9%	6.8%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	0.6%	0.6%	0.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.3%	8.7%	7.1%
Two or More Races	3.8%	2.6%	2.5%
Hispanic Origin	15.2%	12.9%	10.8%
Diversity Index	58.3	50.2	44.8
2010 Population by Relationship and Household Type			
Total	1,922	11,717	27,068
In Households	98.9%	98.0%	97.1%
In Family Households	80.9%	80.9%	81.1%
Householder	25.9%	26.6%	27.0%
Spouse	18.4%	19.4%	20.0%
Child	30.6%	29.3%	28.9%
Other relative	3.5%	3.3%	3.1%
Nonrelative	2.4%	2.3%	2.2%
In Nonfamily Households	18.1%	17.1%	16.0%
In Group Quarters	1.1%	2.0%	2.9%
Institutionalized Population	0.7%	1.8%	2.7%
Noninstitutionalized Population	0.4%	0.2%	0.2%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	1,326	8,331	19,770
Less than 9th Grade	9.4%	8.8%	8.9%
9th - 12th Grade, No Diploma	14.5%	16.1%	15.2%
High School Graduate	23.1%	24.8%	25.0%
GED/Alternative Credential	4.6%	5.0%	4.6%
Some College, No Degree	17.7%	19.8%	20.0%
Associate Degree	11.5%	10.3%	10.4%
Bachelor's Degree	11.0%	10.4%	10.7%
Graduate/Professional Degree	8.2%	4.9%	5.2%
2018 Population 15+ by Marital Status			
Total	1,542	9,568	22,695
Never Married	25.0%	26.9%	27.2%
Married	56.1%	50.8%	50.9%
Widowed	8.7%	9.9%	10.0%
Divorced	10.2%	12.4%	11.9%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	91.0%	90.5%	91.5%
Civilian Unemployed (Unemployment Rate)	9.0%	9.5%	8.5%
2018 Employed Population 16+ by Industry			
Total	817	4,443	11,361
Agriculture/Mining	2.4%	2.1%	2.7%
Construction	6.9%	7.8%	8.0%
Manufacturing	16.0%	12.3%	15.0%
Wholesale Trade	1.8%	2.6%	2.2%
Retail Trade	14.2%	19.6%	18.7%
Transportation/Utilities	2.1%	2.7%	2.9%
Information	0.2%	0.5%	0.6%
Finance/Insurance/Real Estate	2.9%	3.5%	4.1%
Services	52.9%	46.6%	42.5%
Public Administration	0.5%	2.3%	3.3%
2018 Employed Population 16+ by Occupation			
Total	818	4,444	11,361
White Collar	50.1%	54.6%	53.6%
Management/Business/Financial	10.3%	9.4%	9.2%
Professional	21.7%	17.6%	14.8%
Sales	6.0%	9.8%	11.0%
Administrative Support	12.1%	17.8%	18.5%
Services	14.4%	17.6%	17.4%
Blue Collar	35.6%	27.9%	29.1%
Farming/Forestry/Fishing	1.7%	1.6%	2.3%
Construction/Extraction	6.9%	5.8%	5.6%
Installation/Maintenance/Repair	6.5%	4.0%	4.0%
Production	10.3%	8.2%	9.7%
Transportation/Material Moving	10.3%	8.3%	7.4%
2010 Population By Urban/ Rural Status			
Total Population	1,922	11,717	27,068
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	62.2%	57.9%	49.7%
Rural Population	37.8%	42.1%	50.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	797	4,759	11,078
Households with 1 Person	30.6%	31.0%	29.3%
Households with 2+ People	69.4%	69.0%	70.7%
Family Households	63.1%	64.4%	66.2%
Husband-wife Families	44.9%	47.0%	49.1%
With Related Children	17.8%	18.2%	19.4%
Other Family (No Spouse Present)	18.2%	17.3%	17.2%
Other Family with Male Householder	4.9%	5.1%	5.2%
With Related Children	3.4%	3.0%	3.1%
Other Family with Female Householder	13.3%	12.3%	12.0%
With Related Children	8.5%	7.6%	7.5%
Nonfamily Households	6.3%	4.7%	4.4%
All Households with Children	29.9%	29.4%	30.6%
Multigenerational Households	4.0%	3.6%	3.3%
Unmarried Partner Households	8.1%	6.4%	6.1%
Male-female	7.6%	5.8%	5.5%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	797	4,758	11,077
1 Person Household	30.6%	31.0%	29.3%
2 Person Household	33.8%	33.9%	34.7%
3 Person Household	15.9%	16.0%	16.6%
4 Person Household	11.4%	11.1%	11.8%
5 Person Household	4.5%	4.9%	4.9%
6 Person Household	1.9%	1.8%	1.7%
7 + Person Household	1.9%	1.3%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	798	4,759	11,079
Owner Occupied	66.0%	65.3%	68.4%
Owned with a Mortgage/Loan	37.5%	37.0%	38.9%
Owned Free and Clear	28.6%	28.2%	29.5%
Renter Occupied	34.0%	34.7%	31.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	932	5,459	12,511
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	64.3%	59.0%	50.3%
Rural Housing Units	35.7%	41.0%	49.7%

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.	Heartland Communities	Small Town Simplicity	Southern Satellites (10A)
2.	Small Town Simplicity	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	Top Tier (1A)	Heartland Communities	Small Town Simplicity
2018 Consumer Spending			
Apparel & Services: Total \$	\$836,168	\$5,834,958	\$14,754,135
Average Spent	\$1,062.48	\$1,252.41	\$1,324.67
Spending Potential Index	49	58	61
Education: Total \$	\$475,916	\$3,227,104	\$8,266,196
Average Spent	\$604.72	\$692.66	\$742.16
Spending Potential Index	42	48	51
Entertainment/Recreation: Total \$	\$1,370,280	\$9,589,558	\$23,777,156
Average Spent	\$1,741.14	\$2,058.29	\$2,134.78
Spending Potential Index	54	64	66
Food at Home: Total \$	\$2,192,446	\$15,318,528	\$37,783,027
Average Spent	\$2,785.83	\$3,287.94	\$3,392.26
Spending Potential Index	56	66	68
Food Away from Home: Total \$	\$1,366,597	\$9,583,412	\$24,236,277
Average Spent	\$1,736.46	\$2,056.97	\$2,176.00
Spending Potential Index	49	59	62
Health Care: Total \$	\$2,607,229	\$18,440,812	\$45,554,111
Average Spent	\$3,312.87	\$3,958.11	\$4,089.97
Spending Potential Index	58	69	71
HH Furnishings & Equipment: Total \$	\$828,897	\$5,806,747	\$14,628,770
Average Spent	\$1,053.24	\$1,246.35	\$1,313.41
Spending Potential Index	50	60	63
Personal Care Products & Services: Total \$	\$316,791	\$2,232,922	\$5,680,782
Average Spent	\$402.53	\$479.27	\$510.04
Spending Potential Index	49	58	62
Shelter: Total \$	\$6,219,885	\$42,506,060	\$107,051,349
Average Spent	\$7,903.28	\$9,123.43	\$9,611.36
Spending Potential Index	47	54	57
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$996,172	\$7,071,718	\$17,820,577
Average Spent	\$1,265.78	\$1,517.86	\$1,599.98
Spending Potential Index	51	61	64
Travel: Total \$	\$750,598	\$5,233,867	\$13,397,467
Average Spent	\$953.75	\$1,123.39	\$1,202.86
Spending Potential Index	44	52	56
Vehicle Maintenance & Repairs: Total \$	\$456,480	\$3,211,114	\$8,005,802
Average Spent	\$580.03	\$689.23	\$718.78
Spending Potential Index	54	64	67

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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