



Community Profile

Rings: 1, 3, 5 mile radii

1120 E Dixie Dr, Asheboro, NC 27203, USA

Latitude: 35.6930

Longitude: -79.79347

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,591	21,109	36,208
2010 Total Population	3,602	21,836	39,154
2018 Total Population	3,613	22,463	40,254
2018 Group Quarters	56	802	899
2023 Total Population	3,648	22,846	41,053
2018-2023 Annual Rate	0.19%	0.34%	0.39%
2018 Total Daytime Population	5,690	34,348	48,732
Workers	3,524	21,205	25,402
Residents	2,166	13,143	23,330
Household Summary			
2000 Households	1,499	8,657	14,287
2000 Average Household Size	2.35	2.35	2.47
2010 Households	1,478	8,871	15,369
2010 Average Household Size	2.40	2.37	2.49
2018 Households	1,471	9,020	15,643
2018 Average Household Size	2.42	2.40	2.52
2023 Households	1,482	9,150	15,908
2023 Average Household Size	2.42	2.41	2.52
2018-2023 Annual Rate	0.15%	0.29%	0.34%
2010 Families	972	5,555	10,188
2010 Average Family Size	2.96	3.01	3.07
2018 Families	952	5,560	10,234
2018 Average Family Size	3.02	3.09	3.14
2023 Families	953	5,602	10,354
2023 Average Family Size	3.05	3.12	3.16
2018-2023 Annual Rate	0.02%	0.15%	0.23%
Housing Unit Summary			
2000 Housing Units	1,561	9,328	15,397
Owner Occupied Housing Units	66.1%	55.9%	61.1%
Renter Occupied Housing Units	29.9%	36.9%	31.7%
Vacant Housing Units	4.0%	7.2%	7.2%
2010 Housing Units	1,635	9,983	17,123
Owner Occupied Housing Units	59.4%	49.8%	54.6%
Renter Occupied Housing Units	31.0%	39.1%	35.1%
Vacant Housing Units	9.6%	11.1%	10.2%
2018 Housing Units	1,667	10,311	17,662
Owner Occupied Housing Units	56.7%	47.7%	52.5%
Renter Occupied Housing Units	31.5%	39.7%	36.1%
Vacant Housing Units	11.8%	12.5%	11.4%
2023 Housing Units	1,692	10,514	18,040
Owner Occupied Housing Units	57.7%	48.7%	53.6%
Renter Occupied Housing Units	29.9%	38.3%	34.6%
Vacant Housing Units	12.4%	13.0%	11.8%
Median Household Income			
2018	\$42,771	\$38,070	\$40,222
2023	\$50,615	\$44,270	\$47,493
Median Home Value			
2018	\$135,523	\$129,241	\$131,613
2023	\$145,955	\$142,859	\$149,747
Per Capita Income			
2018	\$22,060	\$22,360	\$22,586
2023	\$24,945	\$25,824	\$26,090
Median Age			
2010	40.4	38.0	37.5
2018	42.4	39.3	39.0
2023	43.2	40.2	40.0

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	1,471	9,020	15,643
<\$15,000	14.5%	17.1%	16.1%
\$15,000 - \$24,999	15.6%	16.4%	15.1%
\$25,000 - \$34,999	12.8%	12.7%	12.7%
\$35,000 - \$49,999	12.0%	14.2%	14.2%
\$50,000 - \$74,999	21.5%	17.6%	18.9%
\$75,000 - \$99,999	12.6%	9.7%	10.4%
\$100,000 - \$149,999	8.6%	7.5%	7.5%
\$150,000 - \$199,999	1.7%	2.6%	2.6%
\$200,000+	0.7%	2.1%	2.5%
Average Household Income	\$53,780	\$54,282	\$56,676
2023 Households by Income			
Household Income Base	1,482	9,150	15,908
<\$15,000	12.6%	14.7%	13.6%
\$15,000 - \$24,999	13.3%	14.1%	12.9%
\$25,000 - \$34,999	11.5%	11.5%	11.4%
\$35,000 - \$49,999	11.7%	14.1%	13.9%
\$50,000 - \$74,999	22.9%	19.0%	20.4%
\$75,000 - \$99,999	14.4%	11.3%	12.1%
\$100,000 - \$149,999	10.5%	9.3%	9.3%
\$150,000 - \$199,999	2.0%	3.0%	3.0%
\$200,000+	1.1%	2.9%	3.3%
Average Household Income	\$61,097	\$63,262	\$65,928
2018 Owner Occupied Housing Units by Value			
Total	946	4,922	9,269
<\$50,000	5.1%	5.2%	7.6%
\$50,000 - \$99,999	14.2%	24.1%	23.4%
\$100,000 - \$149,999	43.4%	35.5%	30.1%
\$150,000 - \$199,999	20.9%	16.9%	15.6%
\$200,000 - \$249,999	6.6%	4.6%	5.9%
\$250,000 - \$299,999	4.2%	3.7%	5.1%
\$300,000 - \$399,999	3.7%	4.4%	5.7%
\$400,000 - \$499,999	1.2%	2.3%	2.5%
\$500,000 - \$749,999	0.6%	2.2%	2.7%
\$750,000 - \$999,999	0.3%	0.8%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$153,797	\$168,855	\$177,632
2023 Owner Occupied Housing Units by Value			
Total	976	5,121	9,668
<\$50,000	3.3%	3.5%	5.3%
\$50,000 - \$99,999	11.2%	19.2%	18.3%
\$100,000 - \$149,999	38.6%	31.8%	26.5%
\$150,000 - \$199,999	22.0%	17.7%	15.9%
\$200,000 - \$249,999	8.5%	5.8%	7.1%
\$250,000 - \$299,999	6.2%	4.7%	6.6%
\$300,000 - \$399,999	6.4%	7.2%	9.5%
\$400,000 - \$499,999	1.9%	4.0%	4.0%
\$500,000 - \$749,999	1.2%	3.9%	4.6%
\$750,000 - \$999,999	0.5%	1.5%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.5%	0.3%
Average Home Value	\$175,692	\$205,900	\$217,012

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	3,603	21,836	39,153
0 - 4	6.4%	7.3%	7.4%
5 - 9	7.2%	7.3%	7.4%
10 - 14	6.9%	6.5%	6.7%
15 - 24	11.9%	12.4%	12.6%
25 - 34	10.9%	12.6%	12.6%
35 - 44	13.3%	13.3%	13.8%
45 - 54	13.4%	12.7%	13.1%
55 - 64	10.9%	10.8%	11.0%
65 - 74	10.0%	8.2%	7.8%
75 - 84	5.9%	5.9%	5.2%
85 +	3.2%	2.9%	2.4%
18 +	75.5%	75.1%	74.6%
2018 Population by Age			
Total	3,614	22,463	40,255
0 - 4	5.9%	6.7%	6.7%
5 - 9	6.1%	6.7%	6.9%
10 - 14	6.1%	6.5%	6.7%
15 - 24	11.5%	11.7%	11.6%
25 - 34	11.9%	12.9%	13.0%
35 - 44	11.6%	12.5%	12.8%
45 - 54	12.7%	12.3%	12.8%
55 - 64	12.9%	11.7%	12.0%
65 - 74	10.6%	9.7%	9.5%
75 - 84	7.1%	6.0%	5.4%
85 +	3.5%	3.2%	2.6%
18 +	78.1%	76.5%	76.1%
2023 Population by Age			
Total	3,648	22,848	41,054
0 - 4	5.7%	6.5%	6.5%
5 - 9	6.1%	6.6%	6.7%
10 - 14	6.2%	6.5%	6.8%
15 - 24	10.9%	11.8%	11.8%
25 - 34	11.7%	12.1%	11.8%
35 - 44	11.5%	12.6%	12.9%
45 - 54	12.1%	11.9%	12.4%
55 - 64	13.0%	11.8%	12.2%
65 - 74	11.1%	10.3%	10.2%
75 - 84	8.3%	6.8%	6.2%
85 +	3.4%	3.0%	2.5%
18 +	78.3%	76.6%	76.1%
2010 Population by Sex			
Males	1,702	10,450	18,971
Females	1,900	11,386	20,183
2018 Population by Sex			
Males	1,711	10,809	19,586
Females	1,902	11,654	20,668
2023 Population by Sex			
Males	1,732	11,060	20,094
Females	1,916	11,785	20,959

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	3,602	21,836	39,153
White Alone	77.5%	70.5%	74.7%
Black Alone	10.9%	12.9%	9.5%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	0.9%	1.2%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.4%	12.4%	11.7%
Two or More Races	1.7%	2.3%	2.1%
Hispanic Origin	14.1%	20.5%	20.8%
Diversity Index	53.6	65.4	61.9
2018 Population by Race/Ethnicity			
Total	3,613	22,462	40,254
White Alone	74.8%	67.7%	72.0%
Black Alone	11.7%	13.5%	10.1%
American Indian Alone	0.6%	0.7%	0.7%
Asian Alone	1.2%	1.7%	1.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	9.5%	13.7%	12.9%
Two or More Races	2.1%	2.7%	2.5%
Hispanic Origin	15.8%	22.5%	22.7%
Diversity Index	57.9	69.0	65.6
2023 Population by Race/Ethnicity			
Total	3,647	22,845	41,053
White Alone	72.4%	65.1%	69.6%
Black Alone	12.1%	13.8%	10.4%
American Indian Alone	0.6%	0.7%	0.8%
Asian Alone	1.6%	2.1%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.8%	15.2%	14.3%
Two or More Races	2.5%	3.1%	2.8%
Hispanic Origin	17.6%	24.5%	24.7%
Diversity Index	61.7	72.1	68.8
2010 Population by Relationship and Household Type			
Total	3,602	21,836	39,154
In Households	98.4%	96.3%	97.7%
In Family Households	82.2%	78.9%	82.2%
Householder	26.7%	25.0%	25.9%
Spouse	19.3%	17.1%	18.6%
Child	31.0%	30.8%	31.3%
Other relative	2.9%	3.7%	3.9%
Nonrelative	2.4%	2.4%	2.4%
In Nonfamily Households	16.3%	17.4%	15.5%
In Group Quarters	1.6%	3.7%	2.3%
Institutionalized Population	1.4%	3.3%	2.0%
Noninstitutionalized Population	0.1%	0.4%	0.3%

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	2,543	15,357	27,402
Less than 9th Grade	4.7%	6.2%	7.6%
9th - 12th Grade, No Diploma	7.8%	12.2%	11.9%
High School Graduate	24.1%	23.1%	25.0%
GED/Alternative Credential	5.2%	6.1%	5.9%
Some College, No Degree	22.4%	23.2%	21.7%
Associate Degree	9.5%	8.8%	8.9%
Bachelor's Degree	18.7%	13.8%	13.0%
Graduate/Professional Degree	7.6%	6.6%	5.9%
2018 Population 15+ by Marital Status			
Total	2,958	17,992	32,087
Never Married	23.7%	29.9%	29.0%
Married	55.5%	47.1%	50.8%
Widowed	8.7%	8.9%	7.6%
Divorced	12.1%	14.1%	12.5%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	93.8%	94.0%	94.4%
Civilian Unemployed (Unemployment Rate)	6.2%	6.0%	5.6%
2018 Employed Population 16+ by Industry			
Total	1,471	9,285	17,033
Agriculture/Mining	0.3%	1.1%	0.9%
Construction	2.6%	5.7%	6.2%
Manufacturing	22.8%	24.4%	27.8%
Wholesale Trade	2.4%	1.6%	1.8%
Retail Trade	8.2%	11.3%	11.4%
Transportation/Utilities	5.8%	3.3%	3.2%
Information	1.4%	1.2%	1.0%
Finance/Insurance/Real Estate	7.4%	4.8%	5.1%
Services	43.8%	42.7%	39.1%
Public Administration	5.2%	3.9%	3.5%
2018 Employed Population 16+ by Occupation			
Total	1,470	9,286	17,033
White Collar	50.0%	46.1%	46.1%
Management/Business/Financial	12.8%	9.1%	8.9%
Professional	18.7%	16.1%	16.3%
Sales	6.6%	10.3%	10.5%
Administrative Support	12.0%	10.5%	10.3%
Services	20.9%	20.0%	17.1%
Blue Collar	29.0%	33.9%	36.8%
Farming/Forestry/Fishing	0.3%	0.8%	0.5%
Construction/Extraction	2.6%	4.4%	4.9%
Installation/Maintenance/Repair	2.0%	3.8%	4.7%
Production	15.6%	18.0%	19.8%
Transportation/Material Moving	8.4%	6.9%	6.8%
2010 Population By Urban/ Rural Status			
Total Population	3,602	21,836	39,154
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	92.1%	84.9%	71.4%
Rural Population	7.9%	15.1%	28.6%

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	1,478	8,872	15,369
Households with 1 Person	29.7%	32.6%	29.0%
Households with 2+ People	70.3%	67.4%	71.0%
Family Households	65.8%	62.6%	66.3%
Husband-wife Families	47.7%	43.0%	47.6%
With Related Children	20.2%	18.6%	20.8%
Other Family (No Spouse Present)	18.1%	19.6%	18.7%
Other Family with Male Householder	4.4%	4.6%	5.0%
With Related Children	2.4%	2.8%	3.1%
Other Family with Female Householder	13.7%	15.0%	13.8%
With Related Children	9.3%	10.9%	9.8%
Nonfamily Households	4.5%	4.8%	4.7%
All Households with Children	32.0%	32.6%	34.0%
Multigenerational Households	3.6%	3.8%	3.9%
Unmarried Partner Households	5.0%	6.0%	6.1%
Male-female	4.3%	5.4%	5.5%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	1,478	8,873	15,370
1 Person Household	29.7%	32.5%	29.0%
2 Person Household	33.5%	31.3%	32.7%
3 Person Household	16.5%	14.9%	15.4%
4 Person Household	11.5%	11.5%	12.5%
5 Person Household	5.1%	5.7%	6.0%
6 Person Household	2.4%	2.6%	2.9%
7 + Person Household	1.3%	1.5%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	1,478	8,871	15,369
Owner Occupied	65.7%	56.0%	60.8%
Owned with a Mortgage/Loan	42.4%	35.0%	38.4%
Owned Free and Clear	23.3%	21.0%	22.4%
Renter Occupied	34.3%	44.0%	39.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,635	9,983	17,123
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	92.4%	85.1%	72.1%
Rural Housing Units	7.6%	14.9%	27.9%

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.	Midlife Constants (5E)	Midlife Constants (5E)	Down the Road (10D)
2.	Small Town Simplicity	Small Town Simplicity	Midlife Constants (5E)
3.	Salt of the Earth (6B)	Hardscrabble Road (8G)	Small Town Simplicity
2018 Consumer Spending			
Apparel & Services: Total \$	\$2,000,443	\$12,705,761	\$23,108,654
Average Spent	\$1,359.92	\$1,408.62	\$1,477.25
Spending Potential Index	63	65	68
Education: Total \$	\$1,273,527	\$7,873,720	\$14,003,154
Average Spent	\$865.76	\$872.92	\$895.17
Spending Potential Index	60	60	62
Entertainment/Recreation: Total \$	\$3,158,916	\$19,586,770	\$35,405,615
Average Spent	\$2,147.46	\$2,171.48	\$2,263.35
Spending Potential Index	67	67	70
Food at Home: Total \$	\$4,949,864	\$31,292,558	\$56,429,942
Average Spent	\$3,364.97	\$3,469.24	\$3,607.36
Spending Potential Index	67	69	72
Food Away from Home: Total \$	\$3,270,963	\$20,700,460	\$37,712,158
Average Spent	\$2,223.63	\$2,294.95	\$2,410.80
Spending Potential Index	63	65	69
Health Care: Total \$	\$5,965,783	\$36,382,032	\$65,848,720
Average Spent	\$4,055.60	\$4,033.48	\$4,209.47
Spending Potential Index	71	70	74
HH Furnishings & Equipment: Total \$	\$1,983,620	\$12,381,435	\$22,562,342
Average Spent	\$1,348.48	\$1,372.66	\$1,442.33
Spending Potential Index	65	66	69
Personal Care Products & Services: Total \$	\$775,645	\$4,847,441	\$8,876,354
Average Spent	\$527.29	\$537.41	\$567.43
Spending Potential Index	64	65	69
Shelter: Total \$	\$15,427,902	\$96,745,301	\$173,456,179
Average Spent	\$10,488.04	\$10,725.64	\$11,088.42
Spending Potential Index	62	64	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,434,004	\$14,690,363	\$26,677,896
Average Spent	\$1,654.66	\$1,628.64	\$1,705.42
Spending Potential Index	67	66	69
Travel: Total \$	\$1,934,271	\$11,828,286	\$21,548,998
Average Spent	\$1,314.94	\$1,311.34	\$1,377.55
Spending Potential Index	61	61	64
Vehicle Maintenance & Repairs: Total \$	\$1,057,149	\$6,615,071	\$12,021,054
Average Spent	\$718.66	\$733.38	\$768.46
Spending Potential Index	67	68	71

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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