

Market Profile

Lincoln County, NC
Lincoln County, NC (37109)
Geography: County

Lincoln County, NC (37109...)

Population Summary	
2000 Total Population	63,780
2010 Total Population	78,265
2013 Total Population	80,036
2013 Group Quarters	679
2018 Total Population	83,181
2013-2018 Annual Rate	0.77%
Household Summary	
2000 Households	24,041
2000 Average Household Size	2.62
2010 Households	30,343
2010 Average Household Size	2.56
2013 Households	31,102
2013 Average Household Size	2.55
2018 Households	32,455
2018 Average Household Size	2.54
2013-2018 Annual Rate	0.86%
2010 Families	22,221
2010 Average Family Size	2.97
2013 Families	22,641
2013 Average Family Size	2.97
2018 Families	23,460
2018 Average Family Size	2.97
2013-2018 Annual Rate	0.71%
Housing Unit Summary	
2000 Housing Units	25,717
Owner Occupied Housing Units	73.4%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	6.5%
2010 Housing Units	33,641
Owner Occupied Housing Units	68.6%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	9.8%
2013 Housing Units	34,479
Owner Occupied Housing Units	67.2%
Renter Occupied Housing Units	23.0%
Vacant Housing Units	9.8%
2018 Housing Units	36,151
Owner Occupied Housing Units	67.4%
Renter Occupied Housing Units	22.4%
Vacant Housing Units	10.2%
Median Household Income	
2013	\$46,254
2018	\$53,862
Median Home Value	
2013	\$162,943
2018	\$182,245
Per Capita Income	
2013	\$24,281
2018	\$27,299
Median Age	
2010	40.5
2013	41.6
2018	42.9

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2013 Households by Income	
Household Income Base	31,102
<\$15,000	14.7%
\$15,000 - \$24,999	13.8%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	3.4%
\$200,000+	2.3%
Average Household Income	\$62,324
2018 Households by Income	
Household Income Base	32,455
<\$15,000	13.2%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	23.8%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	10.3%
\$150,000 - \$199,999	4.6%
\$200,000+	2.3%
Average Household Income	\$69,813
2013 Owner Occupied Housing Units by Value	
Total	23,184
<\$50,000	4.3%
\$50,000 - \$99,999	15.8%
\$100,000 - \$149,999	25.4%
\$150,000 - \$199,999	17.1%
\$200,000 - \$249,999	11.5%
\$250,000 - \$299,999	7.1%
\$300,000 - \$399,999	7.7%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	1.7%
\$1,000,000 +	1.1%
Average Home Value	\$220,162
2018 Owner Occupied Housing Units by Value	
Total	24,358
<\$50,000	2.4%
\$50,000 - \$99,999	10.6%
\$100,000 - \$149,999	23.1%
\$150,000 - \$199,999	21.5%
\$200,000 - \$249,999	14.6%
\$250,000 - \$299,999	8.7%
\$300,000 - \$399,999	8.2%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	2.0%
\$1,000,000 +	1.1%
Average Home Value	\$234,734

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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2010 Population by Age	
Total	78,265
0 - 4	5.9%
5 - 9	6.6%
10 - 14	6.8%
15 - 24	11.7%
25 - 34	10.8%
35 - 44	15.3%
45 - 54	16.2%
55 - 64	13.4%
65 - 74	8.1%
75 - 84	3.9%
85 +	1.2%
18 +	76.4%
2013 Population by Age	
Total	80,036
0 - 4	5.7%
5 - 9	6.2%
10 - 14	6.7%
15 - 24	11.7%
25 - 34	11.0%
35 - 44	13.9%
45 - 54	16.2%
55 - 64	14.0%
65 - 74	9.2%
75 - 84	4.0%
85 +	1.3%
18 +	77.6%
2018 Population by Age	
Total	83,181
0 - 4	5.6%
5 - 9	5.9%
10 - 14	6.4%
15 - 24	11.1%
25 - 34	11.5%
35 - 44	12.3%
45 - 54	15.6%
55 - 64	14.7%
65 - 74	10.8%
75 - 84	4.7%
85 +	1.4%
18 +	78.4%
2010 Population by Sex	
Males	38,813
Females	39,452
2013 Population by Sex	
Males	39,736
Females	40,300
2018 Population by Sex	
Males	41,401
Females	41,780

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity	
Total	78,265
White Alone	89.4%
Black Alone	5.5%
American Indian Alone	0.3%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.7%
Two or More Races	1.6%
Hispanic Origin	6.7%
Diversity Index	29.8
2013 Population by Race/Ethnicity	
Total	80,036
White Alone	88.3%
Black Alone	6.2%
American Indian Alone	0.4%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.7%
Two or More Races	1.7%
Hispanic Origin	6.7%
Diversity Index	31.4
2018 Population by Race/Ethnicity	
Total	83,181
White Alone	86.8%
Black Alone	7.0%
American Indian Alone	0.4%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	2.1%
Hispanic Origin	6.9%
Diversity Index	34.0
2010 Population by Relationship and Household Type	
Total	78,265
In Households	99.1%
In Family Households	86.6%
Householder	28.4%
Spouse	22.2%
Child	30.6%
Other relative	3.2%
Nonrelative	2.2%
In Nonfamily Households	12.6%
In Group Quarters	0.9%
Institutionalized Population	0.7%
Noninstitutionalized Population	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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2013 Population 25+ by Educational Attainment

Total	55,810
Less than 9th Grade	6.1%
9th - 12th Grade, No Diploma	11.5%
High School Graduate	29.9%
Some College, No Degree	23.8%
Associate Degree	8.9%
Bachelor's Degree	14.4%
Graduate/Professional Degree	5.5%

2013 Population 15+ by Marital Status

Total	65,183
Never Married	21.3%
Married	62.1%
Widowed	6.4%
Divorced	10.2%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	88.5%
Civilian Unemployed	11.5%

2013 Employed Population 16+ by Industry

Total	36,719
Agriculture/Mining	1.3%
Construction	6.3%
Manufacturing	19.5%
Wholesale Trade	3.0%
Retail Trade	11.3%
Transportation/Utilities	9.2%
Information	1.7%
Finance/Insurance/Real Estate	6.6%
Services	37.4%
Public Administration	3.8%

2013 Employed Population 16+ by Occupation

Total	36,719
White Collar	55.6%
Management/Business/Financial	12.9%
Professional	17.3%
Sales	11.1%
Administrative Support	14.3%
Services	14.0%
Blue Collar	30.4%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	4.9%
Production	12.5%
Transportation/Material Moving	7.6%

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2010 Households by Type

Total	30,343
Households with 1 Person	22.3%
Households with 2+ People	77.7%
Family Households	73.2%
Husband-wife Families	57.2%
With Related Children	23.9%
Other Family (No Spouse Present)	16.0%
Other Family with Male Householder	5.0%
With Related Children	3.0%
Other Family with Female Householder	11.1%
With Related Children	7.1%
Nonfamily Households	4.5%

All Households with Children 34.5%

Multigenerational Households	4.0%
Unmarried Partner Households	5.9%
Male-female	5.2%
Same-sex	0.7%

2010 Households by Size

Total	30,343
1 Person Household	22.3%
2 Person Household	36.3%
3 Person Household	18.3%
4 Person Household	14.7%
5 Person Household	5.5%
6 Person Household	1.8%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	30,343
Owner Occupied	76.0%
Owned with a Mortgage/Loan	53.2%
Owned Free and Clear	22.9%
Renter Occupied	24.0%

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1.	Midland Crowd
2.	Southern Satellites
3.	Green Acres

2013 Consumer Spending

Apparel & Services: Total \$	\$39,502,641
Average Spent	\$1,270.10
Spending Potential Index	56
Computers & Accessories: Total \$	\$6,471,177
Average Spent	\$208.06
Spending Potential Index	84
Education: Total \$	\$34,773,447
Average Spent	\$1,118.05
Spending Potential Index	77
Entertainment/Recreation: Total \$	\$93,077,922
Average Spent	\$2,992.67
Spending Potential Index	92
Food at Home: Total \$	\$139,808,093
Average Spent	\$4,495.15
Spending Potential Index	89
Food Away from Home: Total \$	\$85,824,811
Average Spent	\$2,759.46
Spending Potential Index	86
Health Care: Total \$	\$131,228,042
Average Spent	\$4,219.28
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$44,094,399
Average Spent	\$1,417.74
Spending Potential Index	79
Investments: Total \$	\$38,544,548
Average Spent	\$1,239.29
Spending Potential Index	60
Retail Goods: Total \$	\$661,387,963
Average Spent	\$21,265.13
Spending Potential Index	88
Shelter: Total \$	\$412,840,860
Average Spent	\$13,273.77
Spending Potential Index	82
TV/Video/Audio: Total \$	\$36,652,857
Average Spent	\$1,178.47
Spending Potential Index	91
Travel: Total \$	\$48,041,288
Average Spent	\$1,544.64
Spending Potential Index	84
Vehicle Maintenance & Repairs: Total \$	\$30,317,434
Average Spent	\$974.77
Spending Potential Index	89

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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