



Executive Summary

Greensboro-High Point
Greensboro-High Point, NC Metropolitan Statistical Area (...
Geography: CBSA

Prepared by Esri

Greensboro-High ...

Population

2000 Population	643,430
2010 Population	723,801
2015 Population	742,536
2020 Population	766,352
2000-2010 Annual Rate	1.18%
2010-2015 Annual Rate	0.49%
2015-2020 Annual Rate	0.63%
2015 Male Population	48.2%
2015 Female Population	51.8%
2015 Median Age	38.8

In the identified area, the current year population is 742,536. In 2010, the Census count in the area was 723,801. The rate of change since 2010 was 0.49% annually. The five-year projection for the population in the area is 766,352 representing a change of 0.63% annually from 2015 to 2020. Currently, the population is 48.2% male and 51.8% female.

Median Age

The median age in this area is 38.8, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	62.8%
2015 Black Alone	26.5%
2015 American Indian/Alaska Native Alone	0.5%
2015 Asian Alone	3.5%
2015 Pacific Islander Alone	0.1%
2015 Other Race	4.2%
2015 Two or More Races	2.4%
2015 Hispanic Origin (Any Race)	8.3%

Persons of Hispanic origin represent 8.3% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 60.5 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	256,315
2010 Households	290,694
2015 Total Households	299,051
2020 Total Households	309,139
2000-2010 Annual Rate	1.27%
2010-2015 Annual Rate	0.54%
2015-2020 Annual Rate	0.67%
2015 Average Household Size	2.42

The household count in this area has changed from 290,694 in 2010 to 299,051 in the current year, a change of 0.54% annually. The five-year projection of households is 309,139, a change of 0.67% annually from the current year total. Average household size is currently 2.42, compared to 2.43 in the year 2010. The number of families in the current year is 192,315 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 01, 2015



Executive Summary

Greensboro-High Point
Greensboro-High Point, NC Metropolitan Statistical Area (...
Geography: CBSA

Prepared by Esri

Greensboro-High ...

Median Household Income

2015 Median Household Income	\$43,421
2020 Median Household Income	\$50,856
2015-2020 Annual Rate	3.21%

Average Household Income

2015 Average Household Income	\$62,483
2020 Average Household Income	\$70,453
2015-2020 Annual Rate	2.43%

Per Capita Income

2015 Per Capita Income	\$25,312
2020 Per Capita Income	\$28,565
2015-2020 Annual Rate	2.45%

Households by Income

Current median household income is \$43,421 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$50,856 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$62,483 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$70,453 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$25,312 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$28,565 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	275,024
2000 Owner Occupied Housing Units	171,738
2000 Renter Occupied Housing Units	84,577
2000 Vacant Housing Units	18,709
2010 Total Housing Units	322,754
2010 Owner Occupied Housing Units	186,999
2010 Renter Occupied Housing Units	103,695
2010 Vacant Housing Units	32,060
2015 Total Housing Units	334,311
2015 Owner Occupied Housing Units	184,498
2015 Renter Occupied Housing Units	114,553
2015 Vacant Housing Units	35,260
2020 Total Housing Units	345,561
2020 Owner Occupied Housing Units	189,895
2020 Renter Occupied Housing Units	119,244
2020 Vacant Housing Units	36,422

Currently, 55.2% of the 334,311 housing units in the area are owner occupied; 34.3%, renter occupied; and 10.5% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 322,754 housing units in the area - 57.9% owner occupied, 32.1% renter occupied, and 9.9% vacant. The annual rate of change in housing units since 2010 is 1.58%. Median home value in the area is \$169,030, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 3.76% annually to \$203,277.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 01, 2015



Executive Summary

Alamance County, NC
Alamance County, NC (37001)
Geography: County

Prepared by Esri

Alamance County,...

Population

2000 Population	130,800
2010 Population	151,131
2015 Population	156,198
2020 Population	161,229
2000-2010 Annual Rate	1.46%
2010-2015 Annual Rate	0.63%
2015-2020 Annual Rate	0.64%
2015 Male Population	47.8%
2015 Female Population	52.2%
2015 Median Age	39.6

In the identified area, the current year population is 156,198. In 2010, the Census count in the area was 151,131. The rate of change since 2010 was 0.63% annually. The five-year projection for the population in the area is 161,229 representing a change of 0.64% annually from 2015 to 2020. Currently, the population is 47.8% male and 52.2% female.

Median Age

The median age in this area is 39.6, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	69.4%
2015 Black Alone	19.0%
2015 American Indian/Alaska Native Alone	0.7%
2015 Asian Alone	1.6%
2015 Pacific Islander Alone	0.0%
2015 Other Race	7.0%
2015 Two or More Races	2.3%
2015 Hispanic Origin (Any Race)	12.5%

Persons of Hispanic origin represent 12.5% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 59.6 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	51,584
2010 Households	59,960
2015 Total Households	62,159
2020 Total Households	64,258
2000-2010 Annual Rate	1.52%
2010-2015 Annual Rate	0.69%
2015-2020 Annual Rate	0.67%
2015 Average Household Size	2.45

The household count in this area has changed from 59,960 in 2010 to 62,159 in the current year, a change of 0.69% annually. The five-year projection of households is 64,258, a change of 0.67% annually from the current year total. Average household size is currently 2.45, compared to 2.45 in the year 2010. The number of families in the current year is 40,959 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 01, 2015



Executive Summary

Alamance County, NC
Alamance County, NC (37001)
Geography: County

Prepared by Esri

Alamance County,...

Median Household Income

2015 Median Household Income	\$41,170
2020 Median Household Income	\$48,469
2015-2020 Annual Rate	3.32%

Average Household Income

2015 Average Household Income	\$56,930
2020 Average Household Income	\$63,998
2015-2020 Annual Rate	2.37%

Per Capita Income

2015 Per Capita Income	\$22,735
2020 Per Capita Income	\$25,586
2015-2020 Annual Rate	2.39%

Households by Income

Current median household income is \$41,170 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$48,469 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$56,930 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$63,998 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$22,735 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$25,586 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	55,463
2000 Owner Occupied Housing Units	36,180
2000 Renter Occupied Housing Units	15,404
2000 Vacant Housing Units	3,879
2010 Total Housing Units	66,576
2010 Owner Occupied Housing Units	40,104
2010 Renter Occupied Housing Units	19,856
2010 Vacant Housing Units	6,616
2015 Total Housing Units	69,283
2015 Owner Occupied Housing Units	40,132
2015 Renter Occupied Housing Units	22,027
2015 Vacant Housing Units	7,124
2020 Total Housing Units	71,783
2020 Owner Occupied Housing Units	41,354
2020 Renter Occupied Housing Units	22,904
2020 Vacant Housing Units	7,525

Currently, 57.9% of the 69,283 housing units in the area are owner occupied; 31.8%, renter occupied; and 10.3% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 66,576 housing units in the area - 60.2% owner occupied, 29.8% renter occupied, and 9.9% vacant. The annual rate of change in housing units since 2010 is 1.79%. Median home value in the area is \$160,654, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 4.22% annually to \$197,498.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 01, 2015



Executive Summary

Guilford County, NC
Guilford County, NC (37081)
Geography: County

Prepared by Esri

Guilford County,...

Population

2000 Population	421,048
2010 Population	488,406
2015 Population	507,269
2020 Population	531,134
2000-2010 Annual Rate	1.50%
2010-2015 Annual Rate	0.72%
2015-2020 Annual Rate	0.92%
2015 Male Population	47.8%
2015 Female Population	52.2%
2015 Median Age	37.2

In the identified area, the current year population is 507,269. In 2010, the Census count in the area was 488,406. The rate of change since 2010 was 0.72% annually. The five-year projection for the population in the area is 531,134 representing a change of 0.92% annually from 2015 to 2020. Currently, the population is 47.8% male and 52.2% female.

Median Age

The median age in this area is 37.2, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	54.6%
2015 Black Alone	33.6%
2015 American Indian/Alaska Native Alone	0.5%
2015 Asian Alone	4.7%
2015 Pacific Islander Alone	0.0%
2015 Other Race	3.9%
2015 Two or More Races	2.6%
2015 Hispanic Origin (Any Race)	7.8%

Persons of Hispanic origin represent 7.8% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 64.6 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	168,667
2010 Households	196,628
2015 Total Households	204,673
2020 Total Households	214,683
2000-2010 Annual Rate	1.55%
2010-2015 Annual Rate	0.77%
2015-2020 Annual Rate	0.96%
2015 Average Household Size	2.40

The household count in this area has changed from 196,628 in 2010 to 204,673 in the current year, a change of 0.77% annually. The five-year projection of households is 214,683, a change of 0.96% annually from the current year total. Average household size is currently 2.40, compared to 2.41 in the year 2010. The number of families in the current year is 126,989 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 01, 2015



Executive Summary

Guilford County, NC
Guilford County, NC (37081)
Geography: County

Prepared by Esri

Guilford County,...

Median Household Income

2015 Median Household Income	\$45,797
2020 Median Household Income	\$52,596
2015-2020 Annual Rate	2.81%

Average Household Income

2015 Average Household Income	\$67,310
2020 Average Household Income	\$75,539
2015-2020 Annual Rate	2.33%

Per Capita Income

2015 Per Capita Income	\$27,360
2020 Per Capita Income	\$30,729
2015-2020 Annual Rate	2.35%

Households by Income

Current median household income is \$45,797 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$52,596 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$67,310 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$75,539 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$27,360 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$30,729 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	180,391
2000 Owner Occupied Housing Units	105,691
2000 Renter Occupied Housing Units	62,976
2000 Vacant Housing Units	11,724
2010 Total Housing Units	218,017
2010 Owner Occupied Housing Units	119,569
2010 Renter Occupied Housing Units	77,059
2010 Vacant Housing Units	21,389
2015 Total Housing Units	228,331
2015 Owner Occupied Housing Units	118,918
2015 Renter Occupied Housing Units	85,755
2015 Vacant Housing Units	23,658
2020 Total Housing Units	238,749
2020 Owner Occupied Housing Units	124,394
2020 Renter Occupied Housing Units	90,289
2020 Vacant Housing Units	24,066

Currently, 52.1% of the 228,331 housing units in the area are owner occupied; 37.6%, renter occupied; and 10.4% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 218,017 housing units in the area - 54.8% owner occupied, 35.3% renter occupied, and 9.8% vacant. The annual rate of change in housing units since 2010 is 2.08%. Median home value in the area is \$186,946, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 3.26% annually to \$219,462.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 01, 2015



Executive Summary

Gibsonville, NC
Gibsonville town, NC (3725980)
Place

Prepared by Esri

Gibsonville town...

Population

2000 Population	4,804
2010 Population	6,410
2015 Population	6,989
2020 Population	7,522
2000-2010 Annual Rate	2.93%
2010-2015 Annual Rate	1.66%
2015-2020 Annual Rate	1.48%
2015 Male Population	47.4%
2015 Female Population	52.6%
2015 Median Age	39.8

In the identified area, the current year population is 6,989. In 2010, the Census count in the area was 6,410. The rate of change since 2010 was 1.66% annually. The five-year projection for the population in the area is 7,522 representing a change of 1.48% annually from 2015 to 2020. Currently, the population is 47.4% male and 52.6% female.

Median Age

The median age in this area is 39.8, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	76.5%
2015 Black Alone	16.3%
2015 American Indian/Alaska Native Alone	0.3%
2015 Asian Alone	1.1%
2015 Pacific Islander Alone	0.1%
2015 Other Race	3.6%
2015 Two or More Races	2.1%
2015 Hispanic Origin (Any Race)	6.6%

Persons of Hispanic origin represent 6.6% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 46.3 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	1,873
2010 Households	2,584
2015 Total Households	2,834
2020 Total Households	3,069
2000-2010 Annual Rate	3.27%
2010-2015 Annual Rate	1.77%
2015-2020 Annual Rate	1.61%
2015 Average Household Size	2.43

The household count in this area has changed from 2,584 in 2010 to 2,834 in the current year, a change of 1.77% annually. The five-year projection of households is 3,069, a change of 1.61% annually from the current year total. Average household size is currently 2.43, compared to 2.47 in the year 2010. The number of families in the current year is 1,927 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Executive Summary

Gibsonville, NC
Gibsonville town, NC (3725980)
Place

Prepared by Esri

Gibsonville town...

Median Household Income

2015 Median Household Income	\$45,207
2020 Median Household Income	\$51,618
2015-2020 Annual Rate	2.69%

Average Household Income

2015 Average Household Income	\$58,215
2020 Average Household Income	\$64,385
2015-2020 Annual Rate	2.04%

Per Capita Income

2015 Per Capita Income	\$23,712
2020 Per Capita Income	\$26,387
2015-2020 Annual Rate	2.16%

Households by Income

Current median household income is \$45,207 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$51,618 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$58,215 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$64,385 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$23,712 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$26,387 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	1,973
2000 Owner Occupied Housing Units	1,344
2000 Renter Occupied Housing Units	529
2000 Vacant Housing Units	100
2010 Total Housing Units	2,798
2010 Owner Occupied Housing Units	1,978
2010 Renter Occupied Housing Units	606
2010 Vacant Housing Units	214
2015 Total Housing Units	3,074
2015 Owner Occupied Housing Units	2,030
2015 Renter Occupied Housing Units	804
2015 Vacant Housing Units	240
2020 Total Housing Units	3,279
2020 Owner Occupied Housing Units	2,206
2020 Renter Occupied Housing Units	863
2020 Vacant Housing Units	210

Currently, 66.0% of the 3,074 housing units in the area are owner occupied; 26.2%, renter occupied; and 7.8% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 2,798 housing units in the area - 70.7% owner occupied, 21.7% renter occupied, and 7.6% vacant. The annual rate of change in housing units since 2010 is 4.27%. Median home value in the area is \$165,771, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 4.86% annually to \$210,163.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 01, 2015



Demographic and Income Comparison Profile

Alamance County, NC
Alamance County, NC (37001)
Geography: County

Prepared by Esri

	Alamance County,...
Census 2010 Summary	
Population	151,131
Households	59,960
Families	39,848
Average Household Size	2.45
Owner Occupied Housing Units	40,104
Renter Occupied Housing Units	19,856
Median Age	38.5
2015 Summary	
Population	156,198
Households	62,159
Families	40,959
Average Household Size	2.45
Owner Occupied Housing Units	40,132
Renter Occupied Housing Units	22,027
Median Age	39.6
Median Household Income	\$41,170
Average Household Income	\$56,930
2020 Summary	
Population	161,229
Households	64,258
Families	42,154
Average Household Size	2.44
Owner Occupied Housing Units	41,354
Renter Occupied Housing Units	22,904
Median Age	40.0
Median Household Income	\$48,469
Average Household Income	\$63,998
Trends: 2015-2020 Annual Rate	
Population	0.64%
Households	0.67%
Families	0.58%
Owner Households	0.60%
Median Household Income	3.32%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Comparison Profile

Alamance County, NC
Alamance County, NC (37001)
Geography: County

Prepared by Esri

2015 Households by Income	Alamance County,...	
	Number	Percent
<\$15,000	9,436	15.2%
\$15,000 - \$24,999	9,064	14.6%
\$25,000 - \$34,999	7,690	12.4%
\$35,000 - \$49,999	9,875	15.9%
\$50,000 - \$74,999	10,567	17.0%
\$75,000 - \$99,999	7,126	11.5%
\$100,000 - \$149,999	5,609	9.0%
\$150,000 - \$199,999	1,416	2.3%
\$200,000+	1,376	2.2%
Median Household Income	\$41,170	
Average Household Income	\$56,930	
Per Capita Income	\$22,735	

2020 Households by Income	Alamance County,...	
	Number	Percent
<\$15,000	9,241	14.4%
\$15,000 - \$24,999	6,987	10.9%
\$25,000 - \$34,999	6,624	10.3%
\$35,000 - \$49,999	10,046	15.6%
\$50,000 - \$74,999	12,600	19.6%
\$75,000 - \$99,999	9,236	14.4%
\$100,000 - \$149,999	6,171	9.6%
\$150,000 - \$199,999	1,771	2.8%
\$200,000+	1,582	2.5%
Median Household Income	\$48,469	
Average Household Income	\$63,998	
Per Capita Income	\$25,586	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Comparison Profile

Alamance County, NC
Alamance County, NC (37001)
Geography: County

Prepared by Esri

	Alamance County,...	
	Number	Percent
2010 Population by Age		
Age 0 - 4	9,524	6.3%
Age 5 - 9	9,889	6.5%
Age 10 - 14	10,008	6.6%
Age 15 - 19	11,100	7.3%
Age 20 - 24	10,882	7.2%
Age 25 - 34	17,164	11.4%
Age 35 - 44	20,676	13.7%
Age 45 - 54	21,891	14.5%
Age 55 - 64	17,916	11.9%
Age 65 - 74	11,428	7.6%
Age 75 - 84	7,462	4.9%
Age 85+	3,191	2.1%
2015 Population by Age		
Age 0 - 4	9,319	6.0%
Age 5 - 9	9,720	6.2%
Age 10 - 14	9,937	6.4%
Age 15 - 19	10,880	7.0%
Age 20 - 24	10,985	7.0%
Age 25 - 34	18,986	12.2%
Age 35 - 44	19,434	12.4%
Age 45 - 54	21,705	13.9%
Age 55 - 64	20,034	12.8%
Age 65 - 74	14,282	9.1%
Age 75 - 84	7,358	4.7%
Age 85+	3,558	2.3%
2020 Population by Age		
Age 0 - 4	9,316	5.8%
Age 5 - 9	9,655	6.0%
Age 10 - 14	10,296	6.4%
Age 15 - 19	11,266	7.0%
Age 20 - 24	10,555	6.5%
Age 25 - 34	19,861	12.3%
Age 35 - 44	19,155	11.9%
Age 45 - 54	20,864	12.9%
Age 55 - 64	21,398	13.3%
Age 65 - 74	16,605	10.3%
Age 75 - 84	8,586	5.3%
Age 85+	3,672	2.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

October 01, 2015



Demographic and Income Comparison Profile

Alamance County, NC
Alamance County, NC (37001)
Geography: County

Prepared by Esri

	Alamance County,...	
	Number	Percent
2010 Race and Ethnicity		
White Alone	107,420	71.1%
Black Alone	28,369	18.8%
American Indian Alone	1,020	0.7%
Asian Alone	1,837	1.2%
Pacific Islander Alone	58	0.0%
Some Other Race Alone	9,291	6.1%
Two or More Races	3,136	2.1%
Hispanic Origin (Any Race)	16,639	11.0%
2015 Race and Ethnicity	Number	Percent
White Alone	108,342	69.4%
Black Alone	29,755	19.0%
American Indian Alone	1,120	0.7%
Asian Alone	2,451	1.6%
Pacific Islander Alone	64	0.0%
Some Other Race Alone	10,859	7.0%
Two or More Races	3,607	2.3%
Hispanic Origin (Any Race)	19,537	12.5%
2020 Race and Ethnicity	Number	Percent
White Alone	108,641	67.4%
Black Alone	30,901	19.2%
American Indian Alone	1,215	0.8%
Asian Alone	3,126	1.9%
Pacific Islander Alone	69	0.0%
Some Other Race Alone	13,026	8.1%
Two or More Races	4,251	2.6%
Hispanic Origin (Any Race)	23,129	14.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



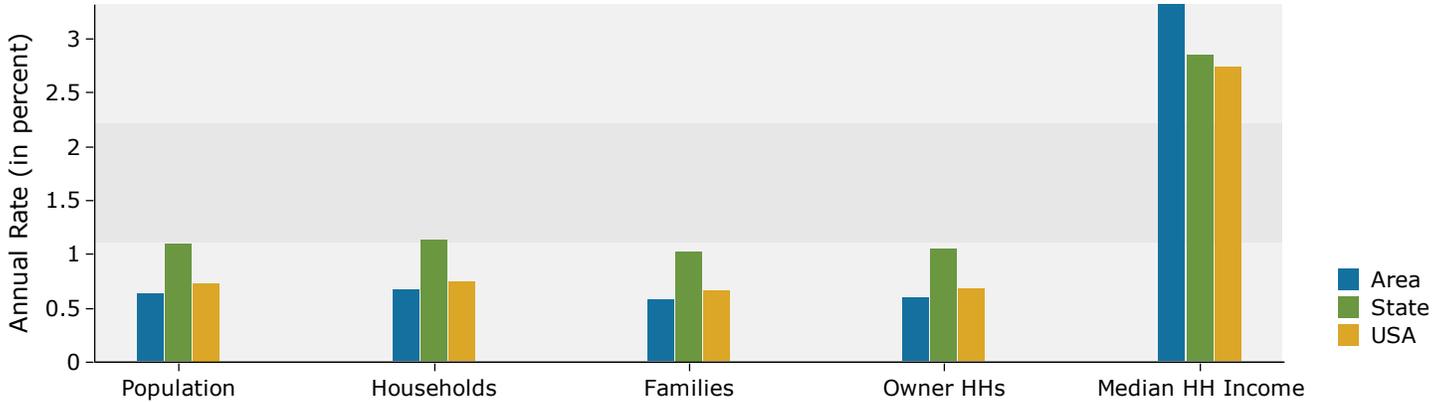
Demographic and Income Comparison Profile

Alamance County, NC
 Alamance County, NC (37001)
 Geography: County

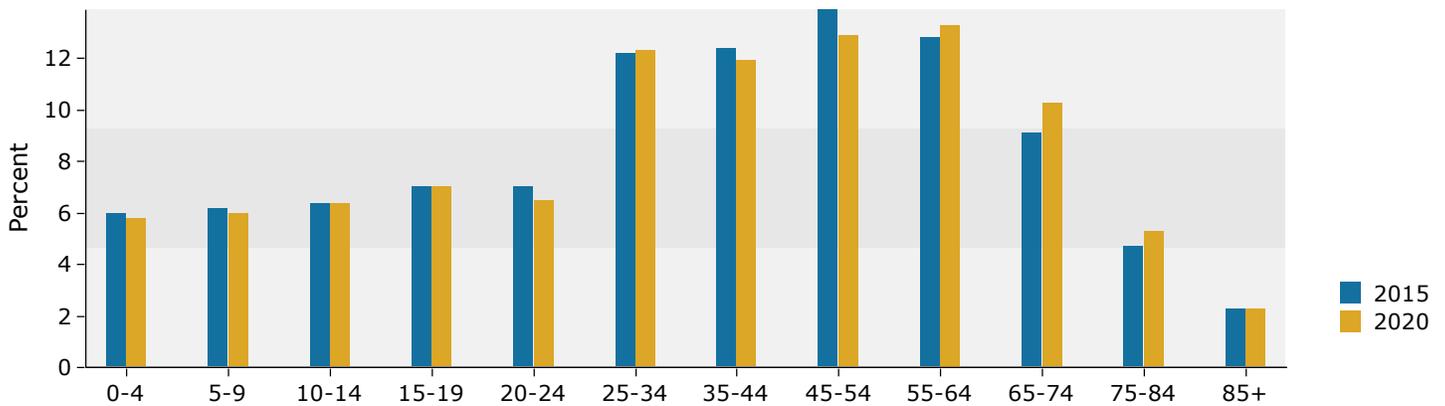
Prepared by Esri

Alamance County,...

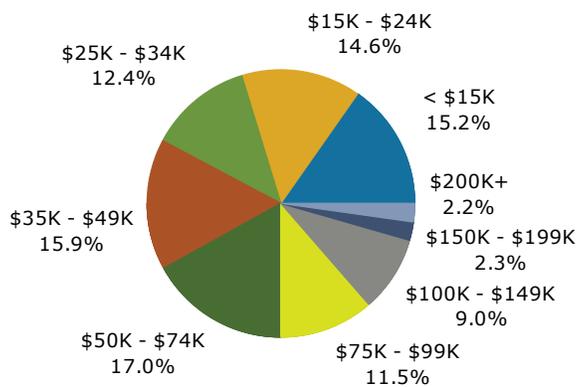
Trends 2015-2020



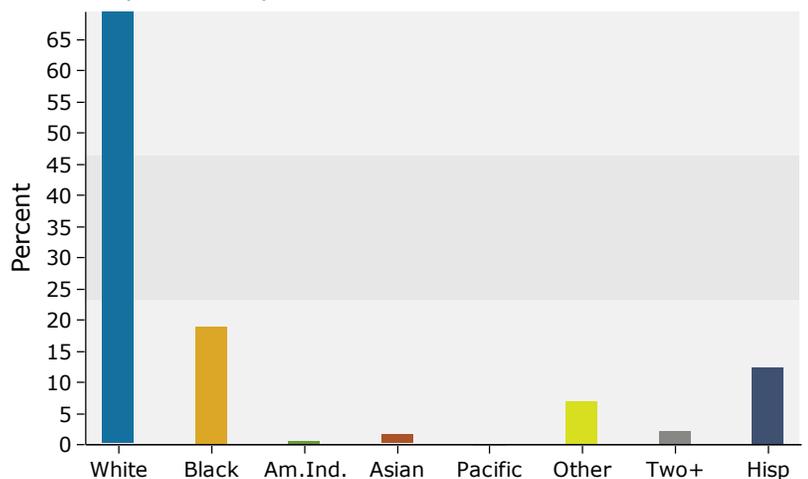
Population by Age



2015 Household Income



2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Comparison Profile

Guilford County, NC
Guilford County, NC (37081)
Geography: County

Prepared by Esri

	Guilford County,...
Census 2010 Summary	
Population	488,406
Households	196,628
Families	123,169
Average Household Size	2.41
Owner Occupied Housing Units	119,569
Renter Occupied Housing Units	77,059
Median Age	36.3
2015 Summary	
Population	507,269
Households	204,673
Families	126,989
Average Household Size	2.40
Owner Occupied Housing Units	118,918
Renter Occupied Housing Units	85,755
Median Age	37.2
Median Household Income	\$45,797
Average Household Income	\$67,310
2020 Summary	
Population	531,134
Households	214,683
Families	132,524
Average Household Size	2.40
Owner Occupied Housing Units	124,394
Renter Occupied Housing Units	90,289
Median Age	38.0
Median Household Income	\$52,596
Average Household Income	\$75,539
Trends: 2015-2020 Annual Rate	
Population	0.92%
Households	0.96%
Families	0.86%
Owner Households	0.90%
Median Household Income	2.81%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

October 01, 2015



Demographic and Income Comparison Profile

Guilford County, NC
Guilford County, NC (37081)
Geography: County

Prepared by Esri

2015 Households by Income	Guilford County,...	
	Number	Percent
<\$15,000	28,882	14.1%
\$15,000 - \$24,999	25,517	12.5%
\$25,000 - \$34,999	23,383	11.4%
\$35,000 - \$49,999	31,495	15.4%
\$50,000 - \$74,999	35,229	17.2%
\$75,000 - \$99,999	21,442	10.5%
\$100,000 - \$149,999	21,678	10.6%
\$150,000 - \$199,999	8,311	4.1%
\$200,000+	8,736	4.3%
Median Household Income	\$45,797	
Average Household Income	\$67,310	
Per Capita Income	\$27,360	

2020 Households by Income	Guilford County,...	
	Number	Percent
<\$15,000	28,579	13.3%
\$15,000 - \$24,999	19,835	9.2%
\$25,000 - \$34,999	20,673	9.6%
\$35,000 - \$49,999	32,031	14.9%
\$50,000 - \$74,999	41,260	19.2%
\$75,000 - \$99,999	25,888	12.1%
\$100,000 - \$149,999	25,502	11.9%
\$150,000 - \$199,999	10,719	5.0%
\$200,000+	10,196	4.7%
Median Household Income	\$52,596	
Average Household Income	\$75,539	
Per Capita Income	\$30,729	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Comparison Profile

Guilford County, NC
Guilford County, NC (37081)
Geography: County

Prepared by Esri

2010 Population by Age	Guilford County,...	
	Number	Percent
Age 0 - 4	30,639	6.3%
Age 5 - 9	31,801	6.5%
Age 10 - 14	32,234	6.6%
Age 15 - 19	37,290	7.6%
Age 20 - 24	39,642	8.1%
Age 25 - 34	64,326	13.2%
Age 35 - 44	67,048	13.7%
Age 45 - 54	69,197	14.2%
Age 55 - 64	56,106	11.5%
Age 65 - 74	32,201	6.6%
Age 75 - 84	19,761	4.0%
Age 85+	8,161	1.7%

2015 Population by Age	Guilford County,...	
	Number	Percent
Age 0 - 4	30,008	5.9%
Age 5 - 9	31,050	6.1%
Age 10 - 14	32,418	6.4%
Age 15 - 19	37,149	7.3%
Age 20 - 24	41,233	8.1%
Age 25 - 34	68,070	13.4%
Age 35 - 44	64,902	12.8%
Age 45 - 54	68,934	13.6%
Age 55 - 64	62,223	12.3%
Age 65 - 74	41,611	8.2%
Age 75 - 84	20,385	4.0%
Age 85+	9,286	1.8%

2020 Population by Age	Guilford County,...	
	Number	Percent
Age 0 - 4	30,878	5.8%
Age 5 - 9	31,126	5.9%
Age 10 - 14	32,878	6.2%
Age 15 - 19	38,174	7.2%
Age 20 - 24	40,486	7.6%
Age 25 - 34	71,513	13.5%
Age 35 - 44	66,735	12.6%
Age 45 - 54	68,077	12.8%
Age 55 - 64	67,010	12.6%
Age 65 - 74	49,775	9.4%
Age 75 - 84	24,457	4.6%
Age 85+	10,025	1.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

October 01, 2015



Demographic and Income Comparison Profile

Guilford County, NC
Guilford County, NC (37081)
Geography: County

Prepared by Esri

			Guilford County,...	
2010 Race and Ethnicity	Number	Percent		
White Alone	278,525	57.0%		
Black Alone	158,899	32.5%		
American Indian Alone	2,594	0.5%		
Asian Alone	19,176	3.9%		
Pacific Islander Alone	235	0.0%		
Some Other Race Alone	17,675	3.6%		
Two or More Races	11,302	2.3%		
Hispanic Origin (Any Race)	34,826	7.1%		
2015 Race and Ethnicity	Number	Percent		
White Alone	276,997	54.6%		
Black Alone	170,388	33.6%		
American Indian Alone	2,683	0.5%		
Asian Alone	23,660	4.7%		
Pacific Islander Alone	251	0.0%		
Some Other Race Alone	19,960	3.9%		
Two or More Races	13,330	2.6%		
Hispanic Origin (Any Race)	39,514	7.8%		
2020 Race and Ethnicity	Number	Percent		
White Alone	275,836	51.9%		
Black Alone	183,384	34.5%		
American Indian Alone	2,773	0.5%		
Asian Alone	29,273	5.5%		
Pacific Islander Alone	266	0.1%		
Some Other Race Alone	23,672	4.5%		
Two or More Races	15,930	3.0%		
Hispanic Origin (Any Race)	46,617	8.8%		

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



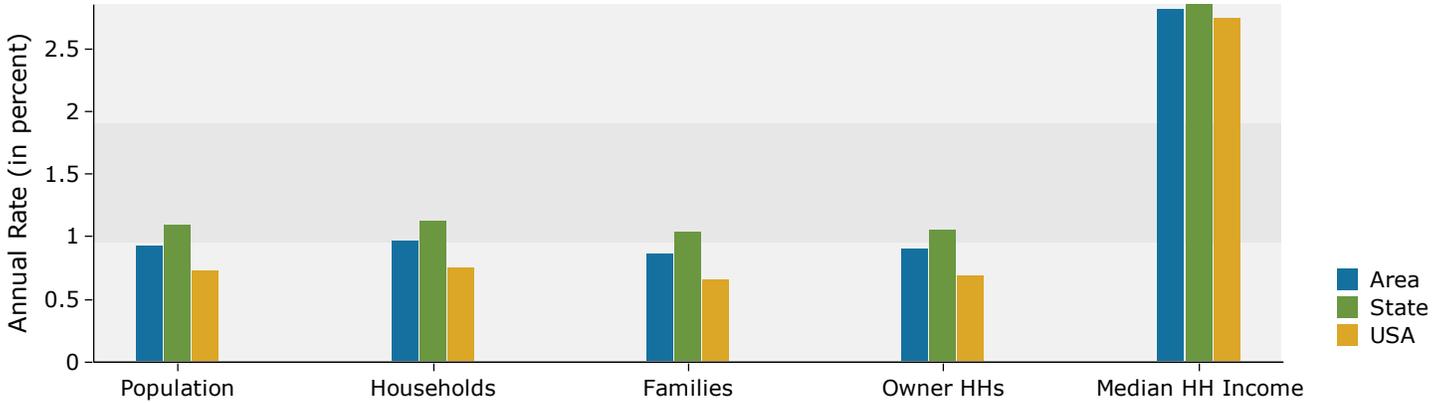
Demographic and Income Comparison Profile

Guilford County, NC
 Guilford County, NC (37081)
 Geography: County

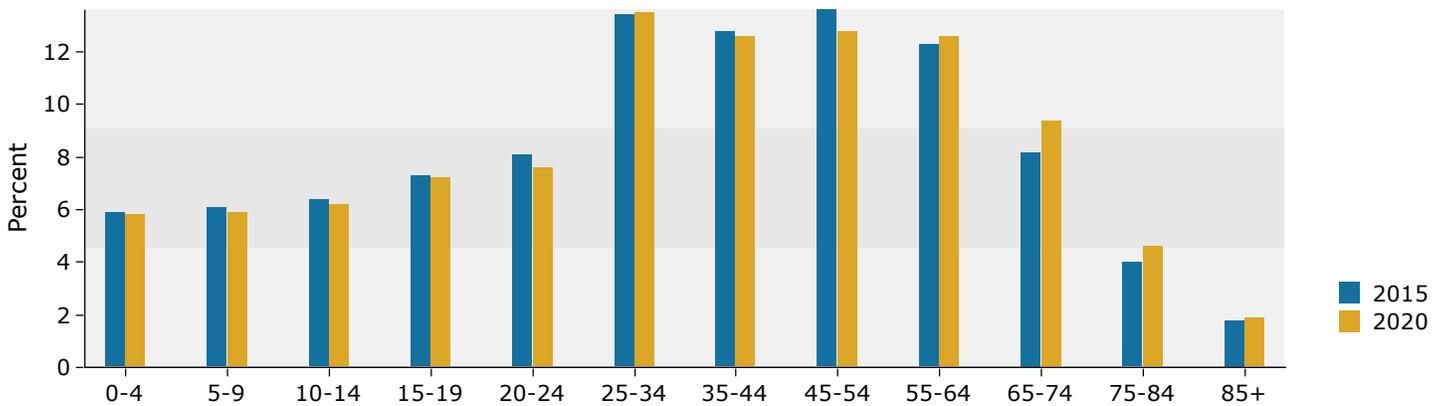
Prepared by Esri

Guilford County,...

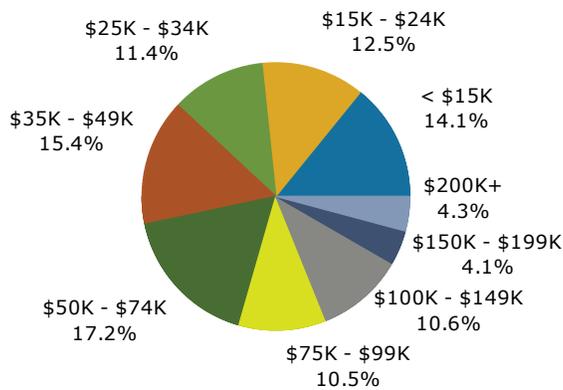
Trends 2015-2020



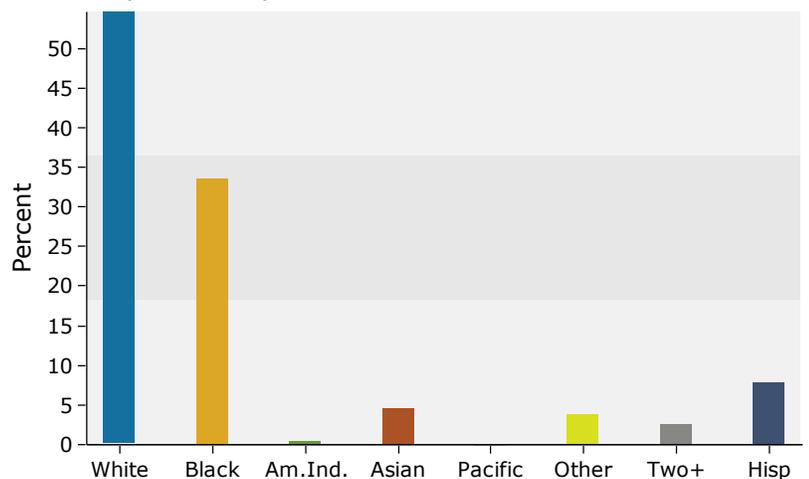
Population by Age



2015 Household Income



2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Comparison Profile

Gibsonville, NC
Gibsonville town, NC (3725980)
Place

Prepared by Esri

	Gibsonville town...
Census 2010 Summary	
Population	6,410
Households	2,584
Families	1,804
Average Household Size	2.47
Owner Occupied Housing Units	1,978
Renter Occupied Housing Units	606
Median Age	38.3
2015 Summary	
Population	6,989
Households	2,834
Families	1,927
Average Household Size	2.43
Owner Occupied Housing Units	2,030
Renter Occupied Housing Units	804
Median Age	39.8
Median Household Income	\$45,207
Average Household Income	\$58,215
2020 Summary	
Population	7,522
Households	3,069
Families	2,069
Average Household Size	2.42
Owner Occupied Housing Units	2,206
Renter Occupied Housing Units	863
Median Age	40.3
Median Household Income	\$51,618
Average Household Income	\$64,385
Trends: 2015-2020 Annual Rate	
Population	1.48%
Households	1.61%
Families	1.43%
Owner Households	1.68%
Median Household Income	2.69%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

October 01, 2015



Demographic and Income Comparison Profile

Gibsonville, NC
Gibsonville town, NC (3725980)
Place

Prepared by Esri

2015 Households by Income	Gibsonville town...	
	Number	Percent
<\$15,000	465	16.4%
\$15,000 - \$24,999	291	10.3%
\$25,000 - \$34,999	304	10.7%
\$35,000 - \$49,999	477	16.8%
\$50,000 - \$74,999	517	18.2%
\$75,000 - \$99,999	312	11.0%
\$100,000 - \$149,999	380	13.4%
\$150,000 - \$199,999	49	1.7%
\$200,000+	39	1.4%
Median Household Income	\$45,207	
Average Household Income	\$58,215	
Per Capita Income	\$23,712	

2020 Households by Income	Gibsonville town...	
	Number	Percent
<\$15,000	469	15.3%
\$15,000 - \$24,999	228	7.4%
\$25,000 - \$34,999	272	8.9%
\$35,000 - \$49,999	498	16.2%
\$50,000 - \$74,999	680	22.1%
\$75,000 - \$99,999	407	13.3%
\$100,000 - \$149,999	410	13.4%
\$150,000 - \$199,999	61	2.0%
\$200,000+	45	1.5%
Median Household Income	\$51,618	
Average Household Income	\$64,385	
Per Capita Income	\$26,387	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Comparison Profile

Gibsonville, NC
Gibsonville town, NC (3725980)
Place

Prepared by Esri

2010 Population by Age	Gibsonville town...	
	Number	Percent
Age 0 - 4	419	6.5%
Age 5 - 9	442	6.9%
Age 10 - 14	459	7.2%
Age 15 - 19	446	7.0%
Age 20 - 24	312	4.9%
Age 25 - 34	784	12.2%
Age 35 - 44	1,006	15.7%
Age 45 - 54	947	14.8%
Age 55 - 64	858	13.4%
Age 65 - 74	448	7.0%
Age 75 - 84	218	3.4%
Age 85+	71	1.1%

2015 Population by Age	Gibsonville town...	
	Number	Percent
Age 0 - 4	389	5.6%
Age 5 - 9	409	5.9%
Age 10 - 14	458	6.6%
Age 15 - 19	416	6.0%
Age 20 - 24	422	6.0%
Age 25 - 34	976	14.0%
Age 35 - 44	991	14.2%
Age 45 - 54	978	14.0%
Age 55 - 64	916	13.1%
Age 65 - 74	661	9.5%
Age 75 - 84	277	4.0%
Age 85+	95	1.4%

2020 Population by Age	Gibsonville town...	
	Number	Percent
Age 0 - 4	408	5.4%
Age 5 - 9	429	5.7%
Age 10 - 14	459	6.1%
Age 15 - 19	465	6.2%
Age 20 - 24	363	4.8%
Age 25 - 34	1,097	14.6%
Age 35 - 44	981	13.0%
Age 45 - 54	1,034	13.7%
Age 55 - 64	996	13.2%
Age 65 - 74	815	10.8%
Age 75 - 84	365	4.9%
Age 85+	113	1.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Comparison Profile

Gibsonville, NC
Gibsonville town, NC (3725980)
Place

Prepared by Esri

	Gibsonville town...	
	Number	Percent
2010 Race and Ethnicity		
White Alone	5,090	79.4%
Black Alone	934	14.6%
American Indian Alone	14	0.2%
Asian Alone	71	1.1%
Pacific Islander Alone	5	0.1%
Some Other Race Alone	197	3.1%
Two or More Races	99	1.5%
Hispanic Origin (Any Race)	378	5.9%
2015 Race and Ethnicity	Number	Percent
White Alone	5,350	76.5%
Black Alone	1,140	16.3%
American Indian Alone	20	0.3%
Asian Alone	75	1.1%
Pacific Islander Alone	5	0.1%
Some Other Race Alone	253	3.6%
Two or More Races	146	2.1%
Hispanic Origin (Any Race)	460	6.6%
2020 Race and Ethnicity	Number	Percent
White Alone	5,532	73.5%
Black Alone	1,344	17.9%
American Indian Alone	23	0.3%
Asian Alone	102	1.4%
Pacific Islander Alone	6	0.1%
Some Other Race Alone	330	4.4%
Two or More Races	186	2.5%
Hispanic Origin (Any Race)	590	7.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

October 01, 2015



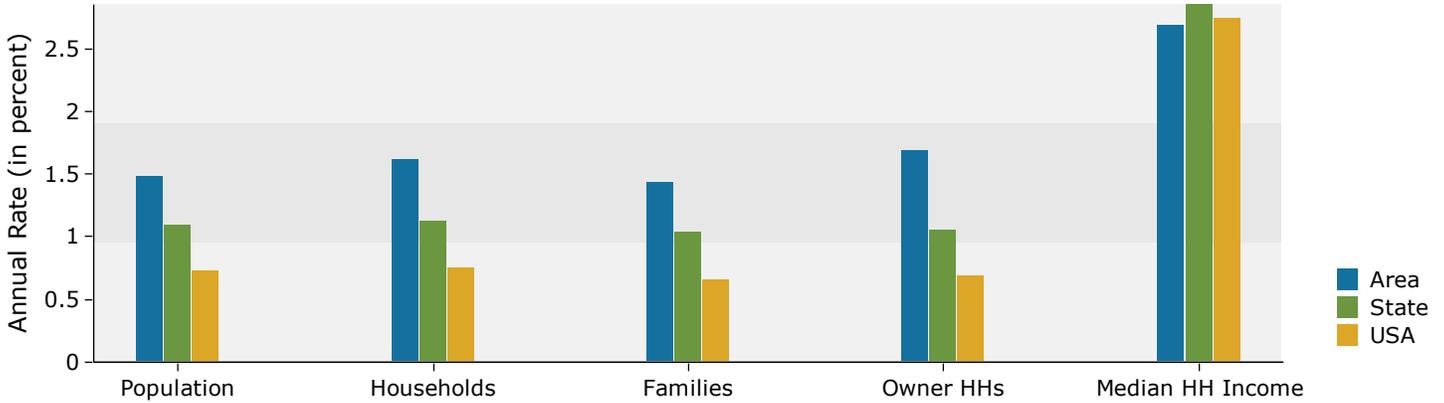
Demographic and Income Comparison Profile

Gibsonville, NC
 Gibsonville town, NC (3725980)
 Place

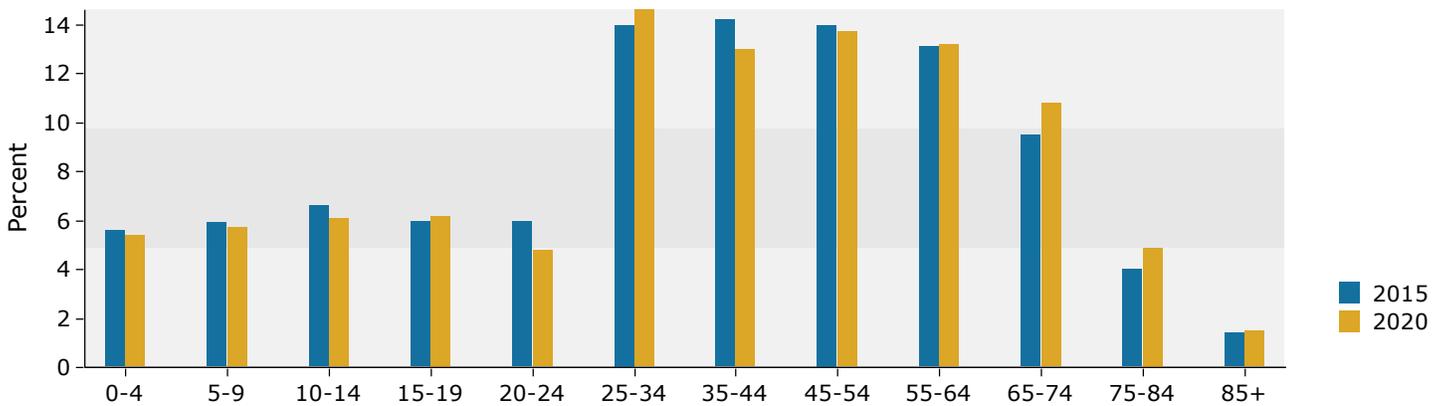
Prepared by Esri

Gibsonville town...

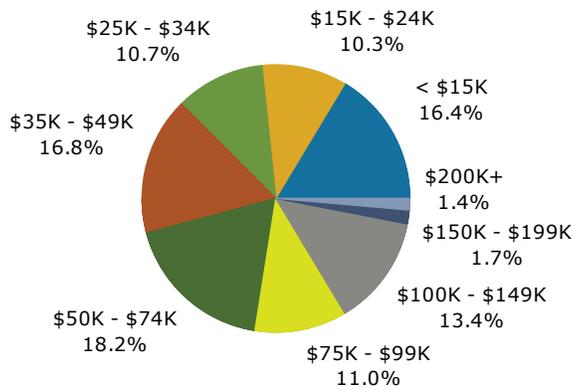
Trends 2015-2020



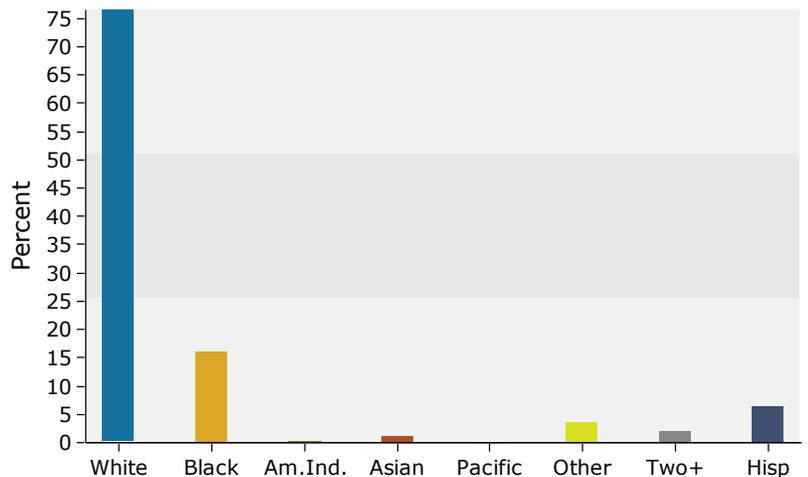
Population by Age



2015 Household Income



2015 Population by Race



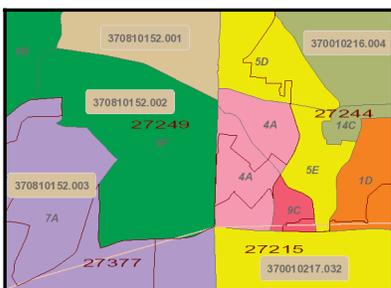
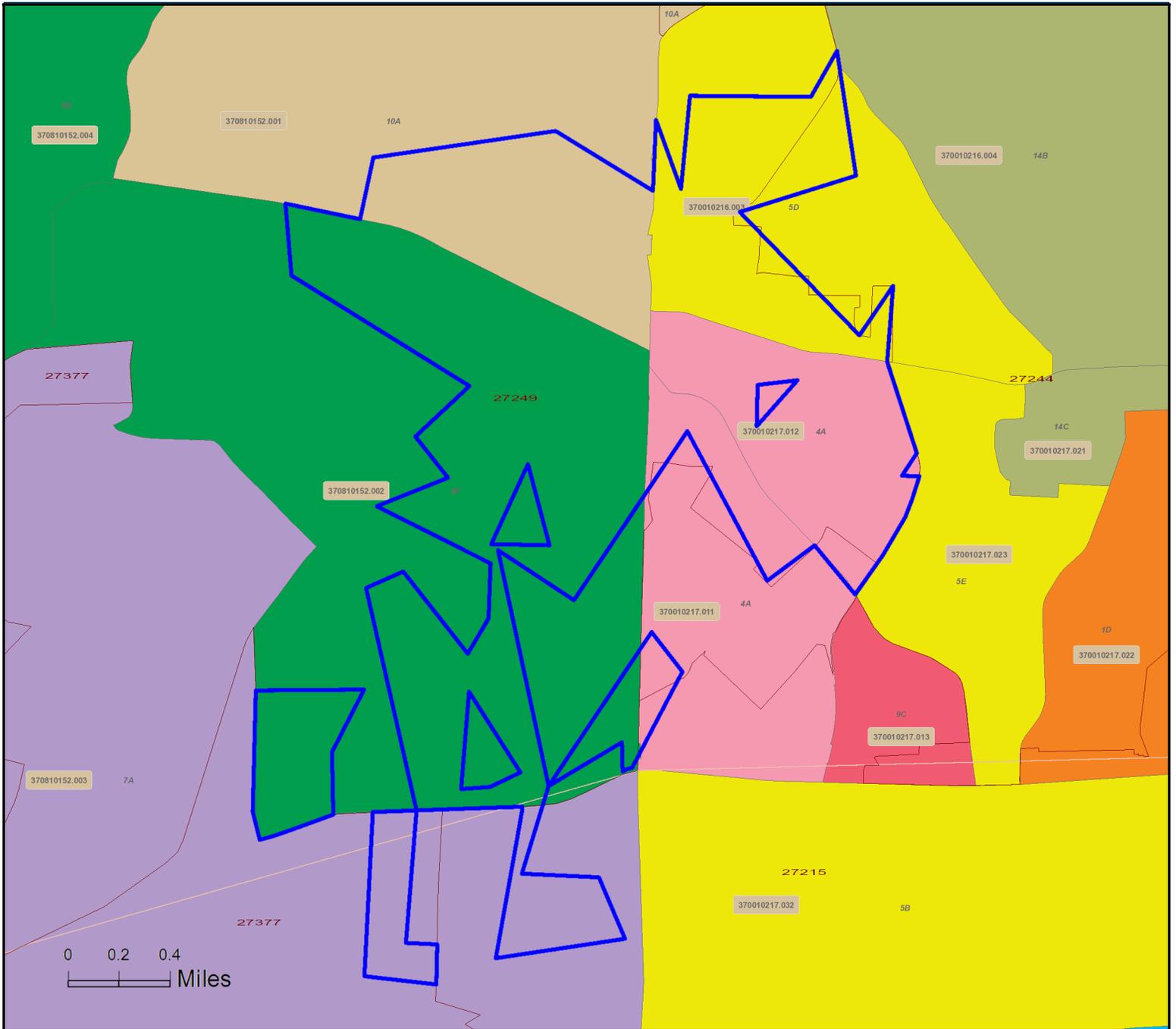
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Dominant Tapestry Map

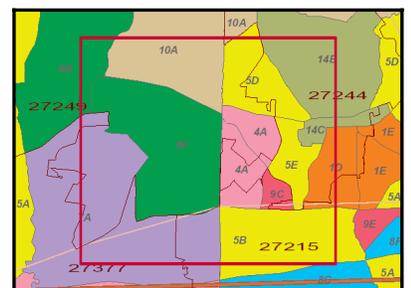
Gibsonville, NC
Gibsonville town, NC (3725980)
Place

Prepared by Esri



Tapestry LifeMode

- L1: Affluent Estates
- L8: Middle Ground
- L2: Upscale Avenues
- L9: Senior Styles
- L3: Uptown Individuals
- L10: Rustic Outposts
- L4: Family Landscapes
- L11: Midtown Singles
- L5: GenXurban
- L12: Hometown
- L6: Cozy Country
- L13: Next Wave
- L7: Ethnic Enclaves
- L14: Scholars and Patriots



Source: Esri

October 01, 2015



Dominant Tapestry Map

Gibsonville, NC
Gibsonville town, NC (3725980)
Place

Prepared by Esri

Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Soccer Moms)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (American Dreamers)
- Segment 7D (Barrios Urbanos)
- Segment 7E (Valley Growers)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hardscrabble Road)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Diners & Miners)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Simplicity)
- Segment 12D (Modest Income Homes)
- Segment 13A (International Marketplace)
- Segment 13B (Las Casas)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)
- Segment 15 (Unclassified)



Tapestry Segmentation Area Profile

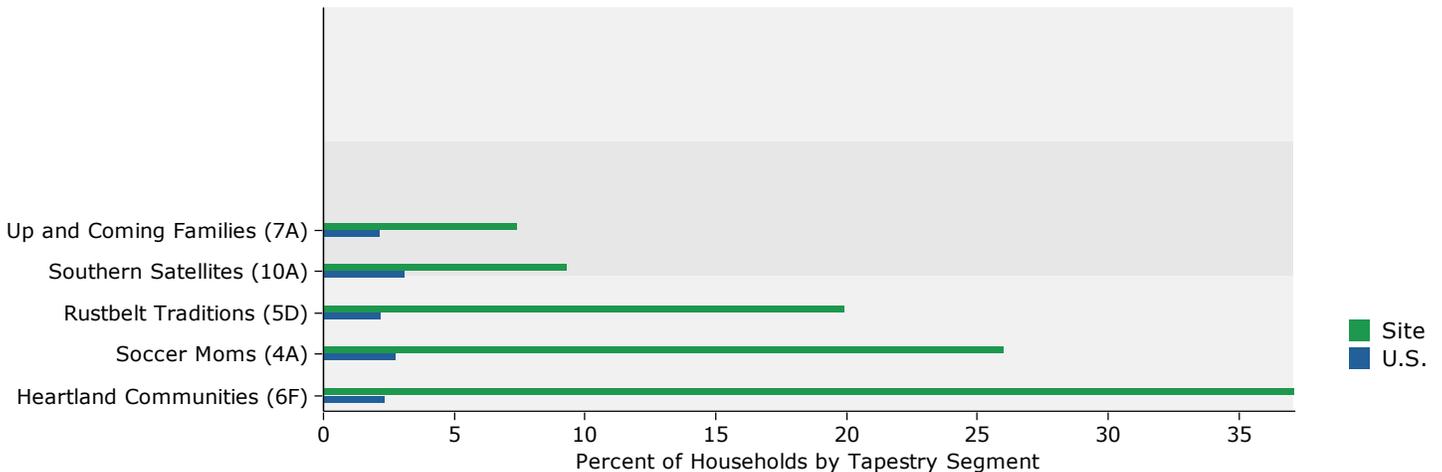
Gibsonville, NC
 Gibsonville town, NC (3725980)
 Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	37.2%	37.2%	2.4%	2.4%	1553
2	Soccer Moms (4A)	26.1%	63.3%	2.8%	5.2%	927
3	Rustbelt Traditions (5D)	20.0%	83.3%	2.2%	7.4%	890
4	Southern Satellites (10A)	9.4%	92.7%	3.2%	10.6%	295
5	Up and Coming Families (7A)	7.4%	100.1%	2.2%	12.8%	338
Subtotal		100.1%		12.8%		
Total		100.0%		12.8%		780

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

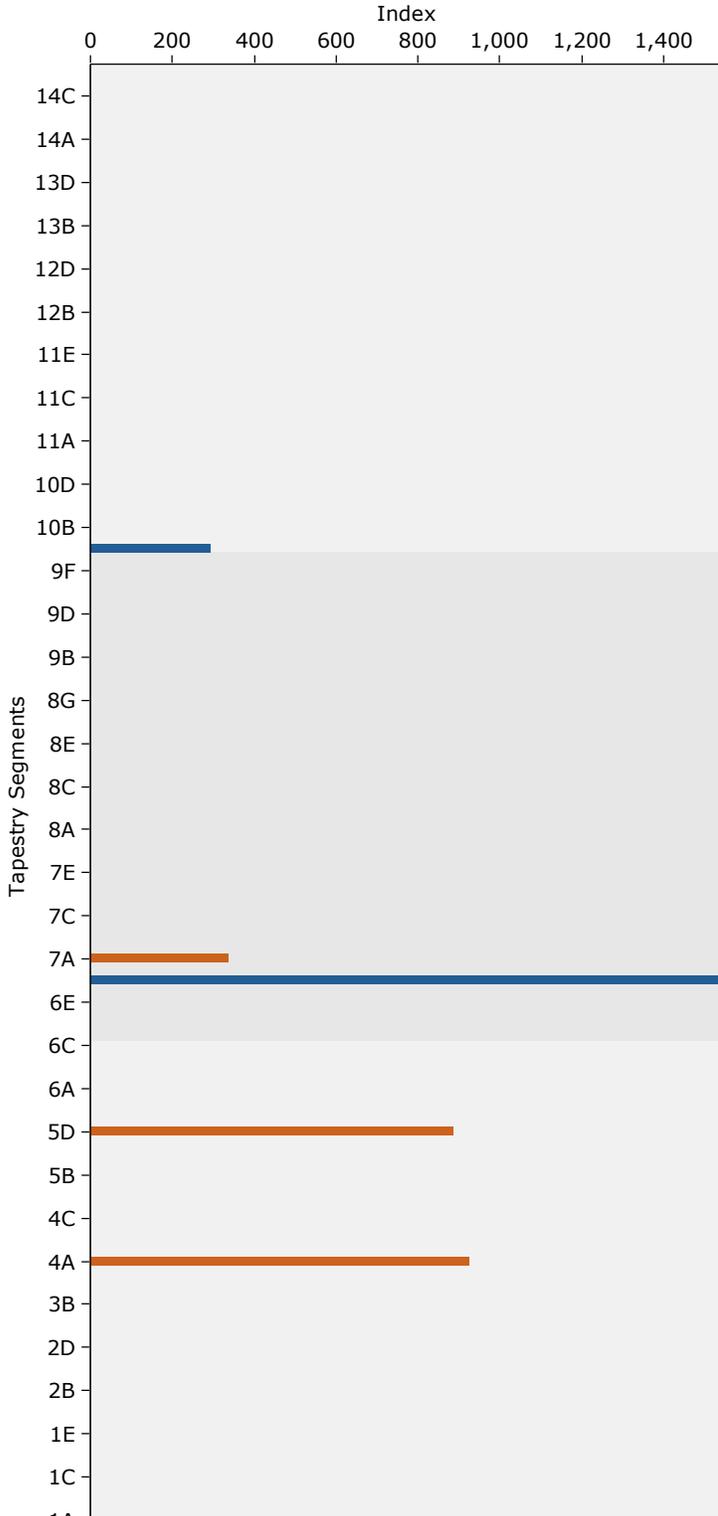


Tapestry Segmentation Area Profile

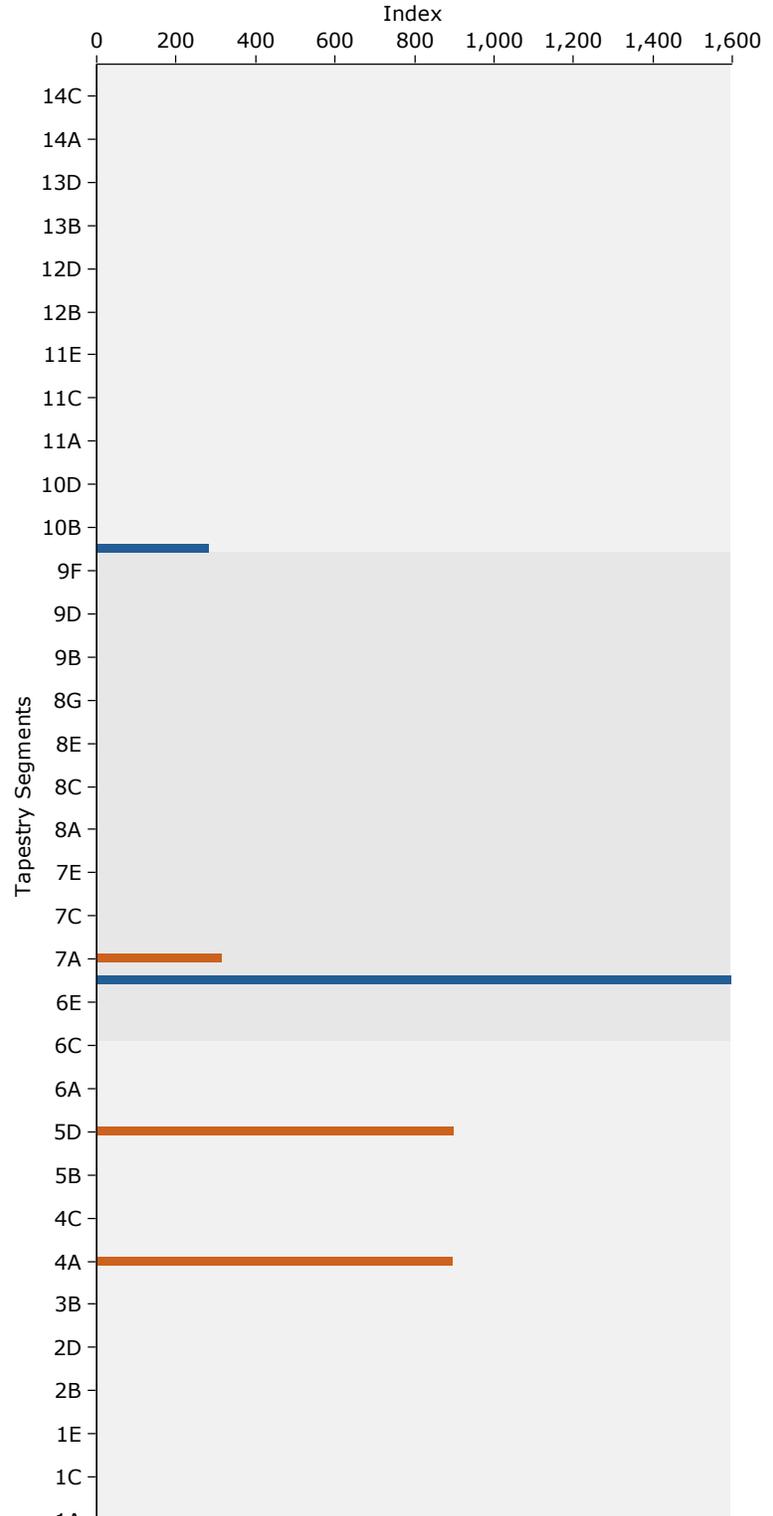
Gibsonville, NC
Gibsonville town, NC (3725980)
Place

Prepared by Esri

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Gibsonville, NC
 Gibsonville town, NC (3725980)
 Place

Prepared by Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,834	100.0%		6,989	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	739	26.1%	356	1,981	28.3%	356
Soccer Moms (4A)	739	26.1%	927	1,981	28.3%	897
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	566	20.0%	173	1,327	19.0%	177
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	566	20.0%	890	1,327	19.0%	902
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	1,053	37.2%	304	2,467	35.3%	300
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,053	37.2%	1,553	2,467	35.3%	1,600
7. Ethnic Enclaves	211	7.4%	108	576	8.2%	94
Up and Coming Families (7A)	211	7.4%	338	576	8.2%	316
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Gibsonville, NC
 Gibsonville town, NC (3725980)
 Place

Prepared by Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,834	100.0%		6,989	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	265	9.4%	111	638	9.1%	108
Southern Satellites (10A)	265	9.4%	295	638	9.1%	284
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



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Gibsonville, NC
 Gibsonville town, NC (3725980)
 Place

Prepared by Esri

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,834	100.0%		6,989	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	566	20.0%	118	1,327	19.0%	102
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	566	20.0%	890	1,327	19.0%	902
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,834	100.0%		6,989	100.0%	
4. Suburban Periphery	950	33.5%	107	2,557	36.6%	113
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	739	26.1%	927	1,981	28.3%	897
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	211	7.4%	338	576	8.2%	316
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,053	37.2%	395	2,467	35.3%	384
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,053	37.2%	1,553	2,467	35.3%	1,600
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	265	9.4%	55	638	9.1%	54
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	265	9.4%	295	638	9.1%	284
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



LifeMode Group: Cozy Country Living

Heartland Communities

6F

Households: 2,864,000

Average Household Size: 2.38

Median Age: 41.5

Median Household Income: \$39,000

WHO ARE WE?

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 95).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



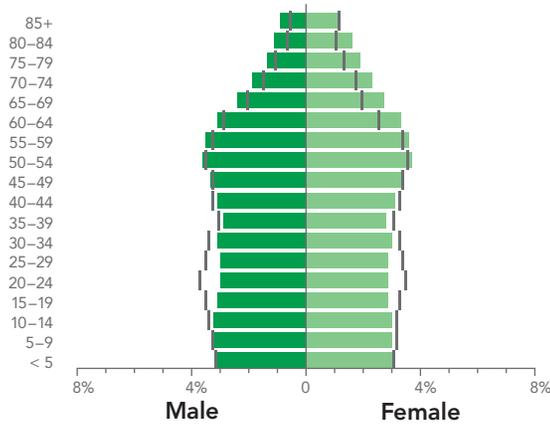
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: 41.5 US: 37.6

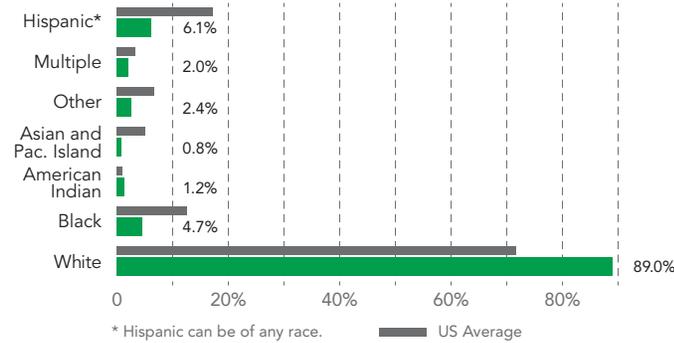
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

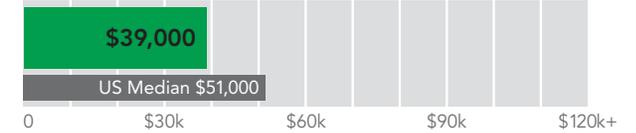
Diversity Index: 29.6 US: 62.1



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

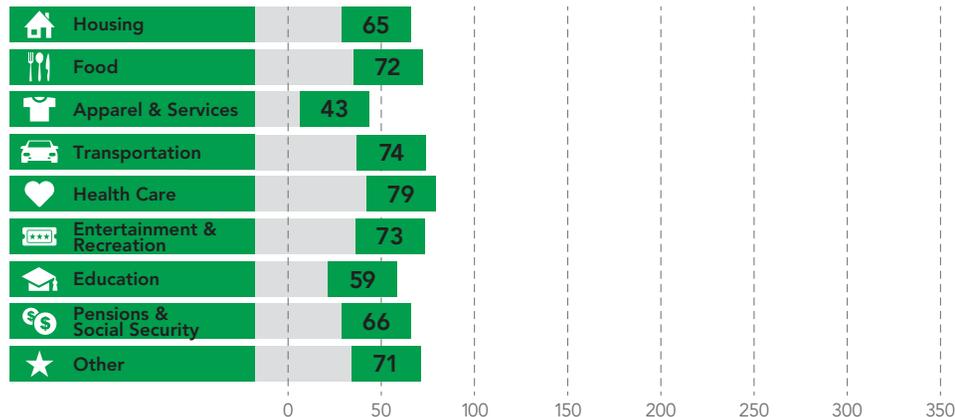


Median Net Worth



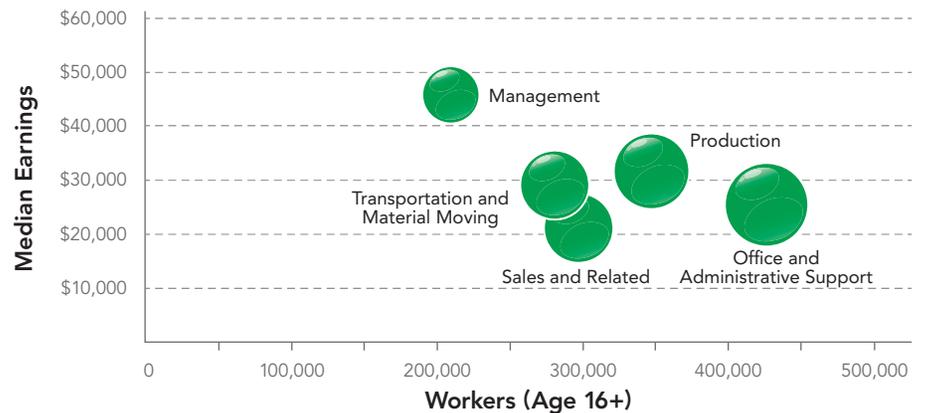
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the US and favor the convenience of packaged deals.

HOUSING

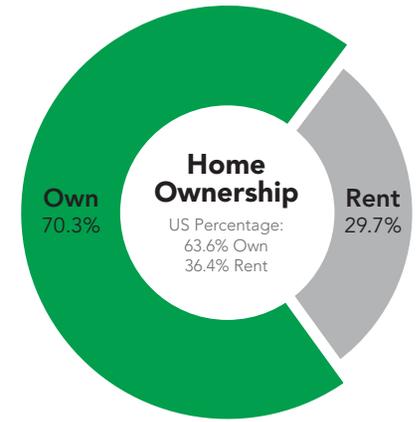
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

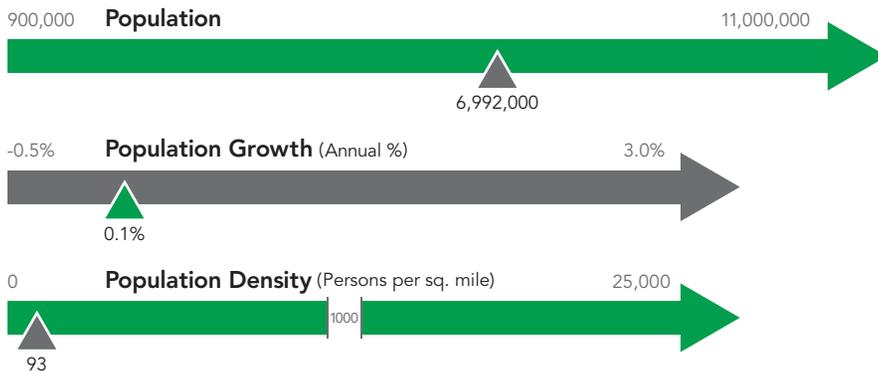
Median Value:
\$89,000

US Median: \$177,000



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Cozy Country Living

Heartland Communities

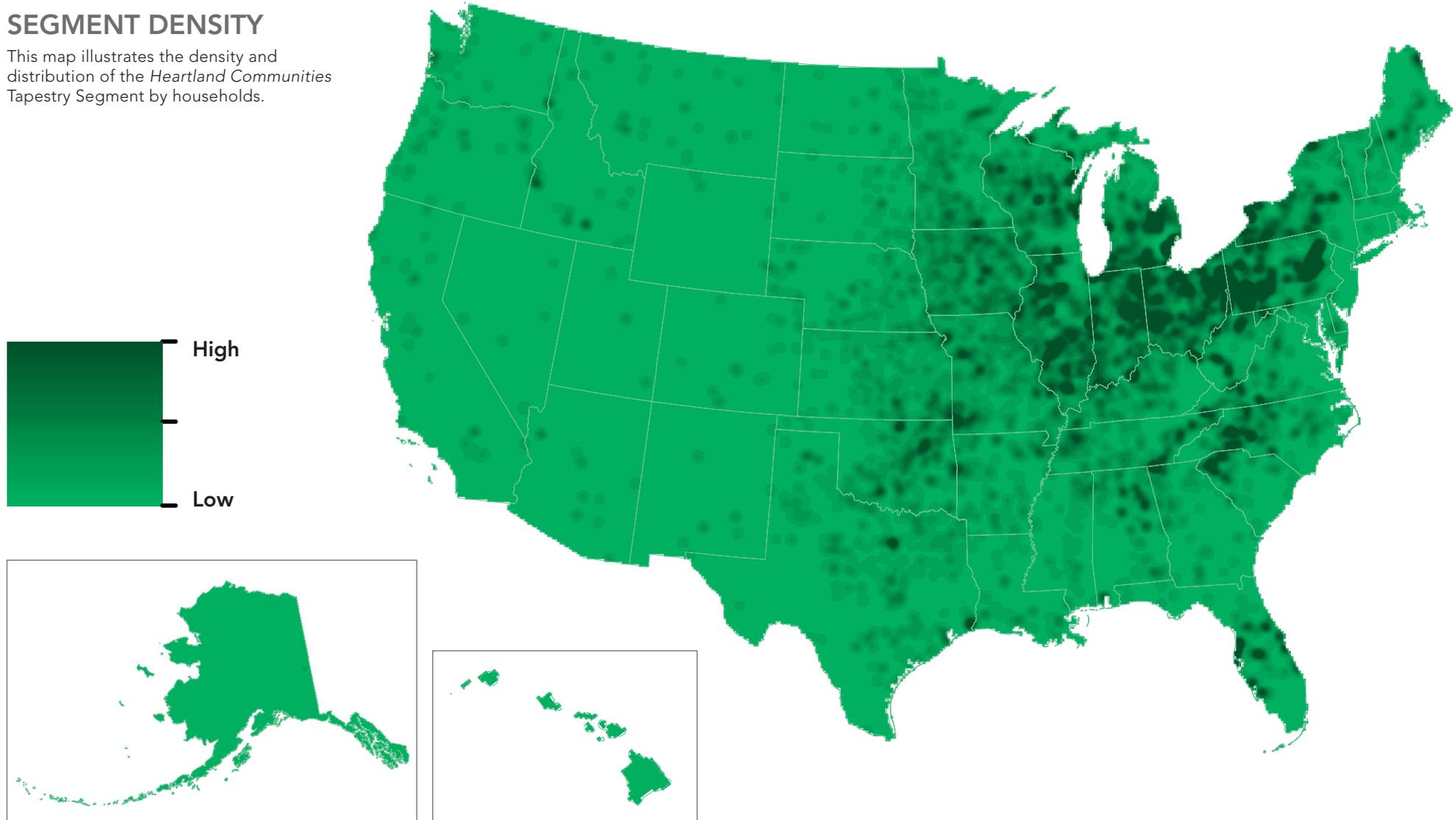


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Heartland Communities* Tapestry Segment by households.



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For more information
1-800-447-9778
info@esri.com
esri.com





LifeMode Group: Family Landscapes

Soccer Moms

4A

Households: 3,327,000

Average Household Size: 2.96

Median Age: 36.6

Median Household Income: \$84,000

WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s (Index 253), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74% (Index 163), and low rate vacancy at 5%.
- Median home value is \$226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 133).

SOCIOECONOMIC TRAITS

- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 159) and second mortgages (Index 154) and auto loans (Index 151).



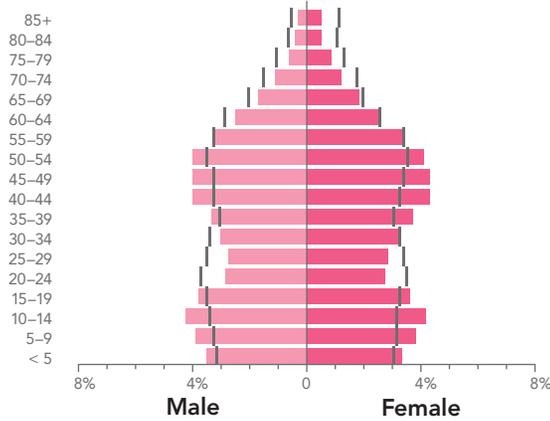
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **36.6** US: 37.6

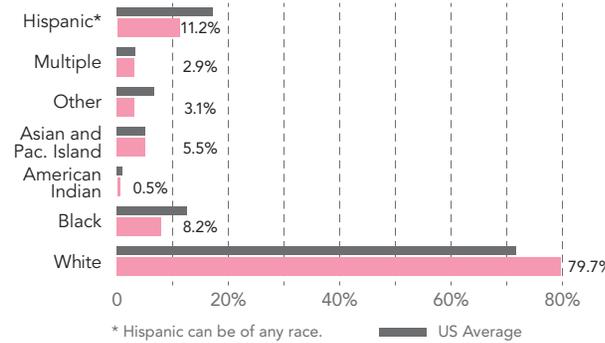
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

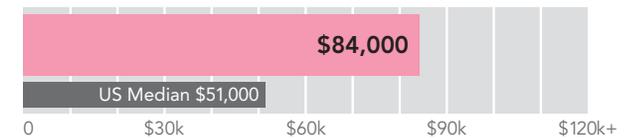
Diversity Index: **48.3** US: 62.1



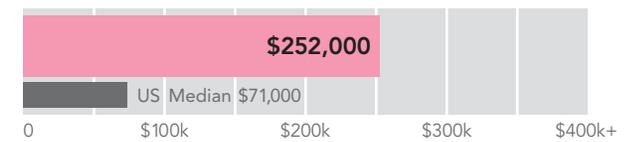
INCOME AND NET WORTH

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Median Household Income

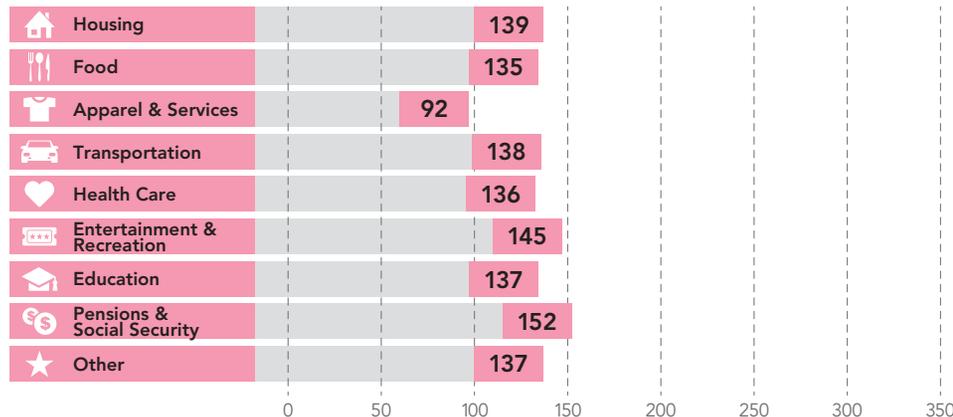


Median Net Worth



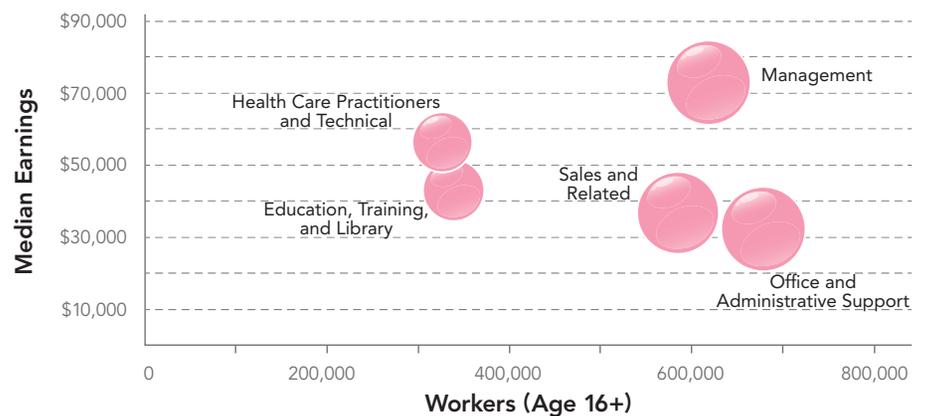
AVERAGE HOUSEHOLD BUDGET INDEX

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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 165), movie purchases or rentals, children’s apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

HOUSING

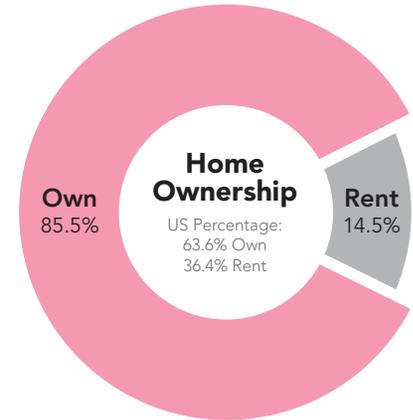
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Typical Housing:
Single Family

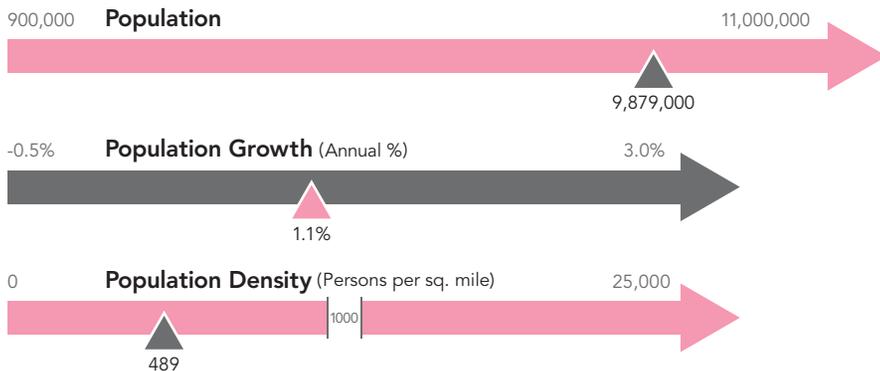
Median Value:
\$226,000

US Median: \$177,000



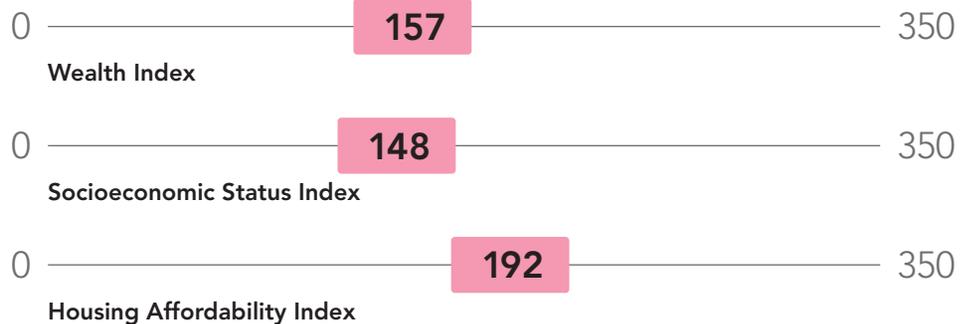
POPULATION CHARACTERISTICS

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ESRI INDEXES

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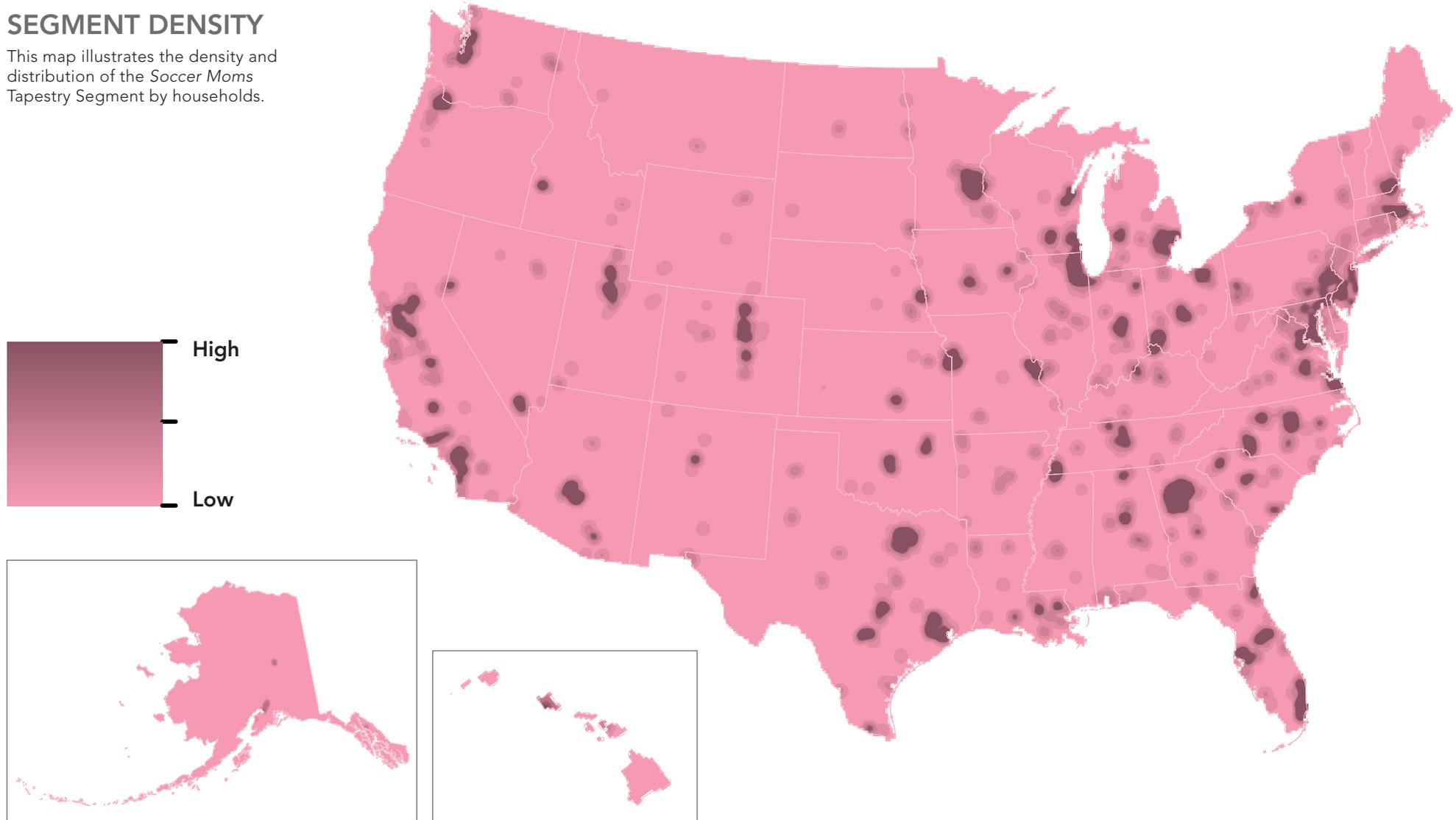


Soccer Moms



SEGMENT DENSITY

This map illustrates the density and distribution of the Soccer Moms Tapestry Segment by households.



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For more information
1-800-447-9778
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LifeMode Group: GenXurban

Rustbelt Traditions



Households: 2,685,000

Average Household Size: 2.46

Median Age: 38.4

Median Household Income: \$49,000

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.46.
- They are movers, slightly more mobile than the US population (Index 109), but almost half of householders (46%) moved into their current homes before 2000.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 218).
- Nearly three quarters own their homes; over half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have two or more vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the US at 8%; labor force participation slightly higher than the US at 67%.
- While most income derived from wages and salaries, nearly 30% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.



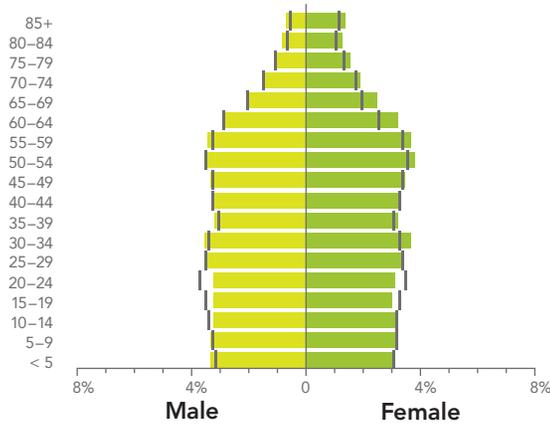
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **38.4** US: 37.6

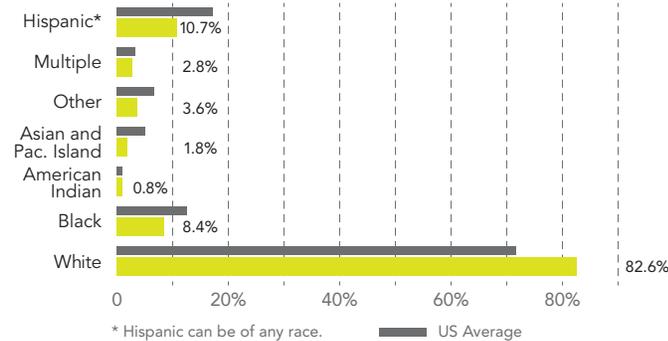
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

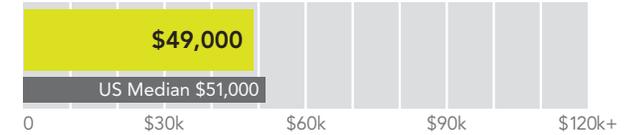
Diversity Index: **44.2** US: 62.1



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

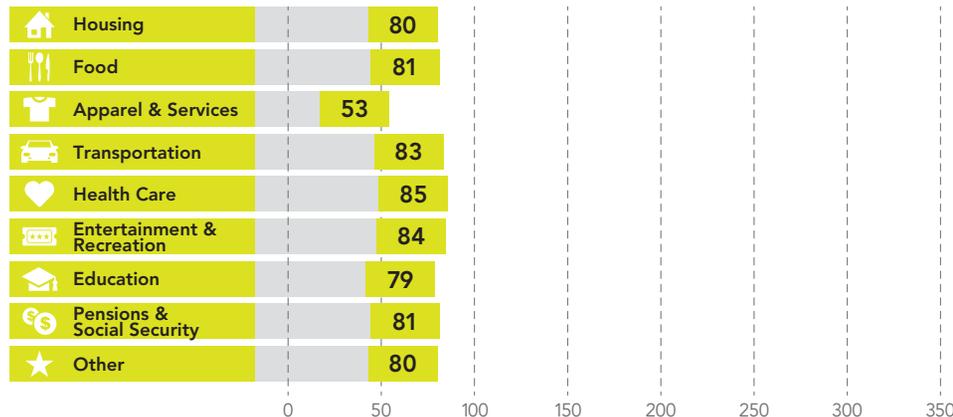


Median Net Worth



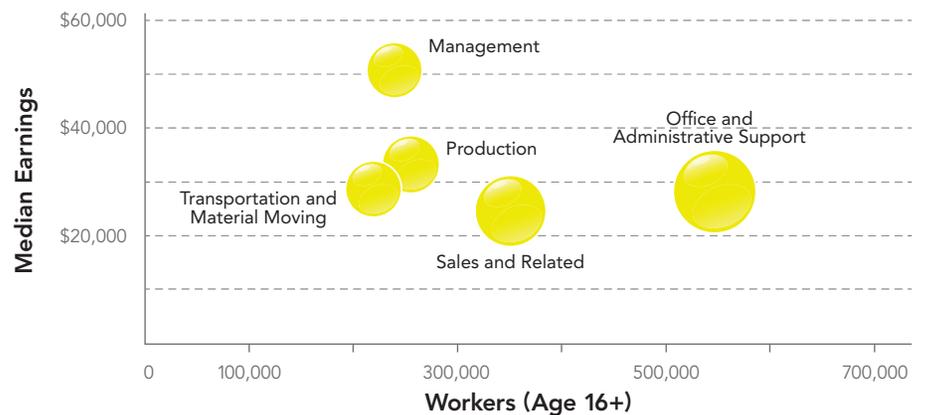
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ESPN, Animal Planet, and AMC to children's shows on Nickelodeon and Cartoon Network.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Outback Steakhouse, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

HOUSING

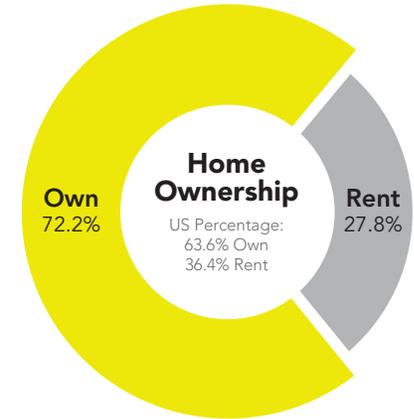
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

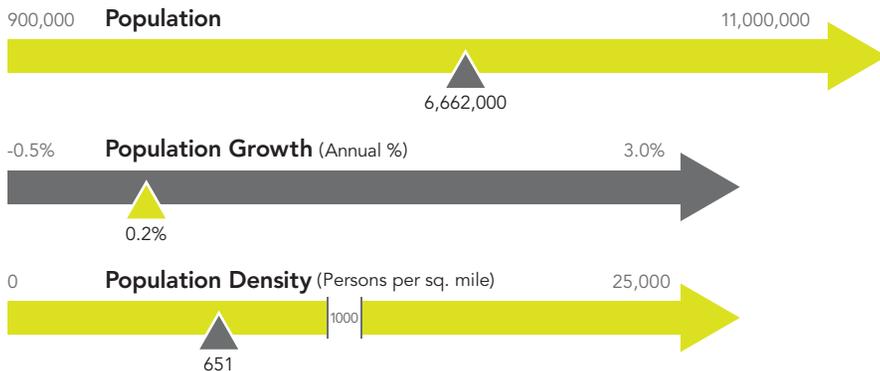
Median Value:
\$118,000

US Median: \$177,000



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: GenXurban

Rustbelt Traditions

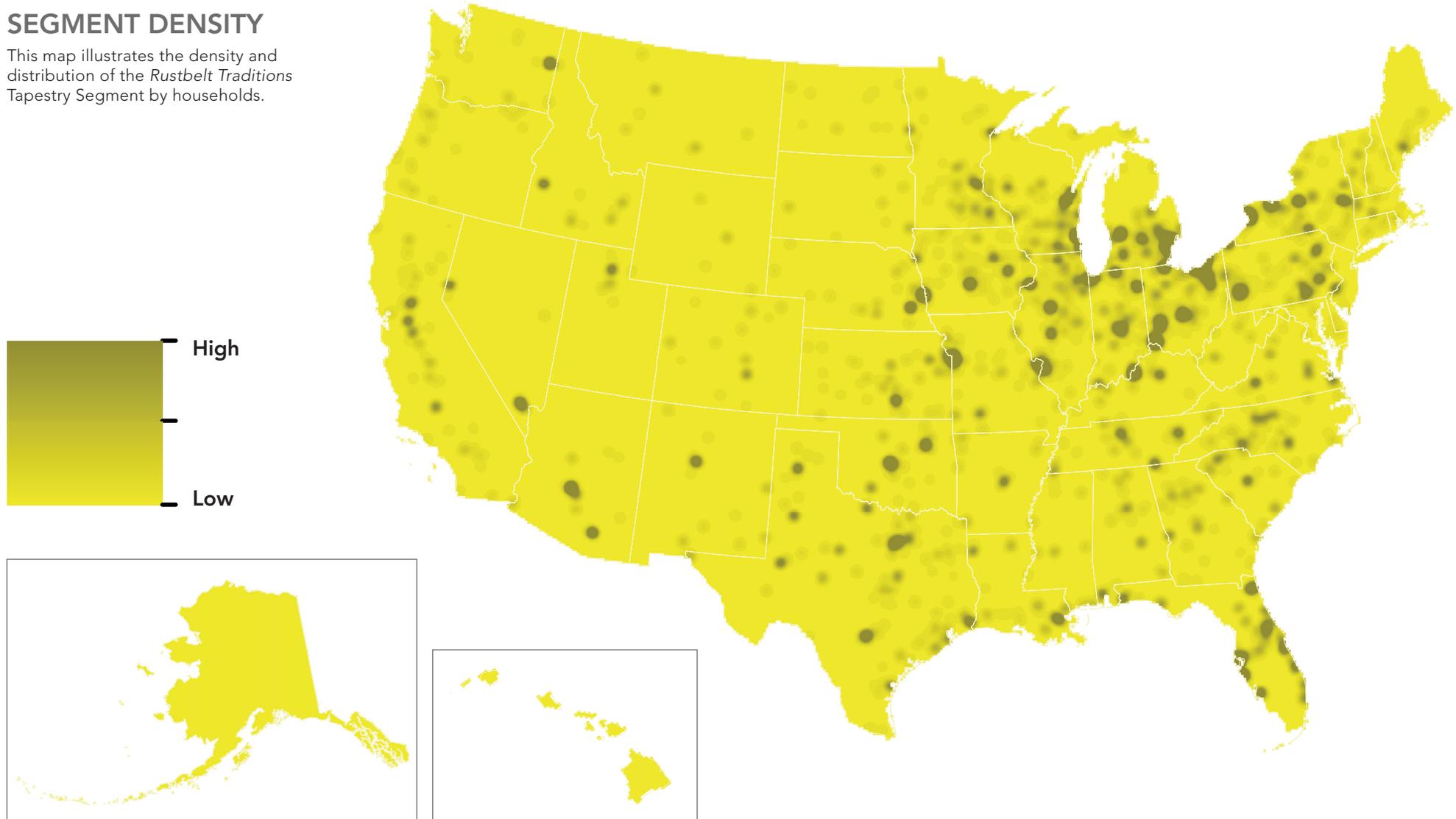


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Rustbelt Traditions* Tapestry Segment by households.



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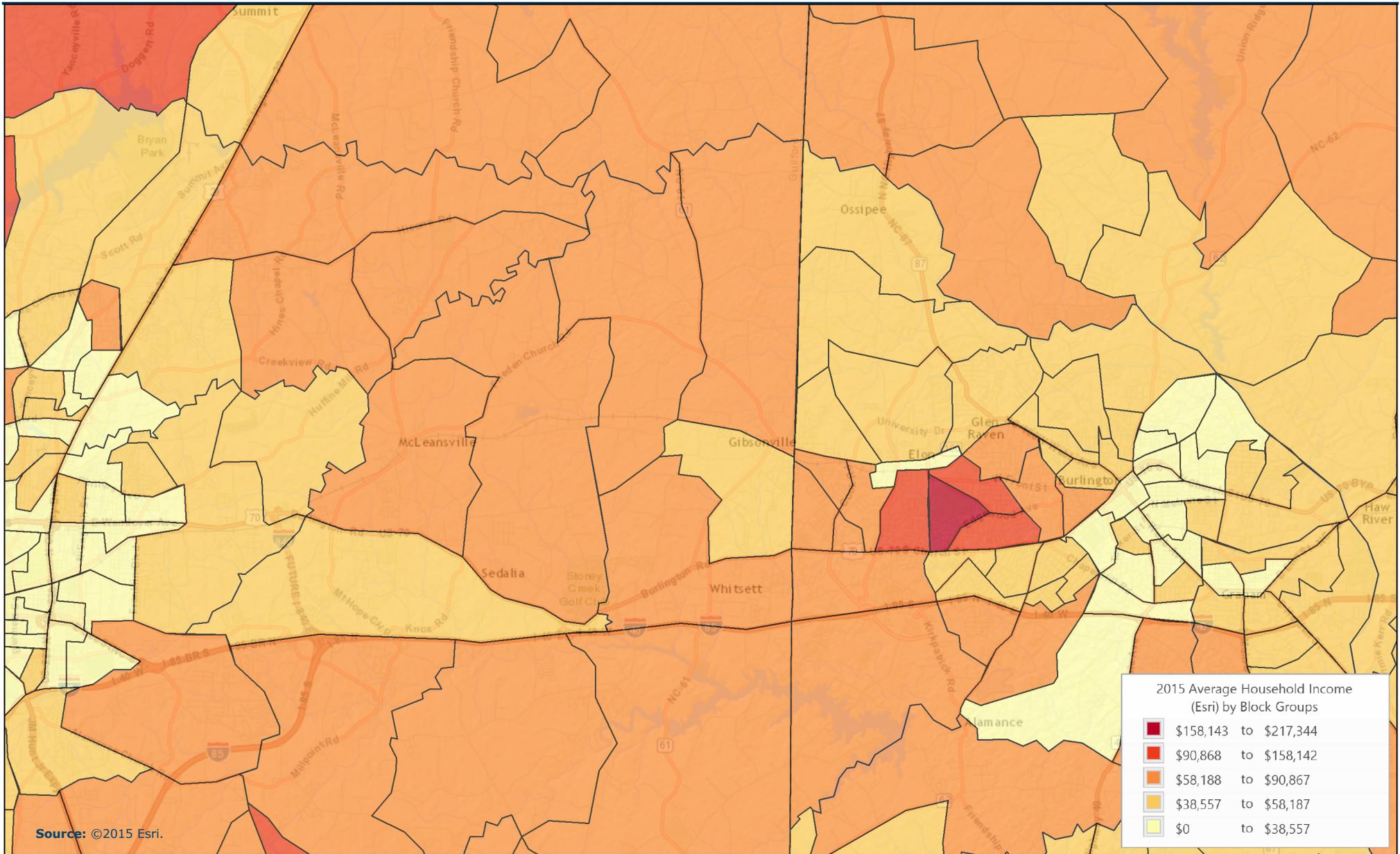
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info@esri.com
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Downtown Gibsonville

2015 Average Household Income (Esri) by Block Groups



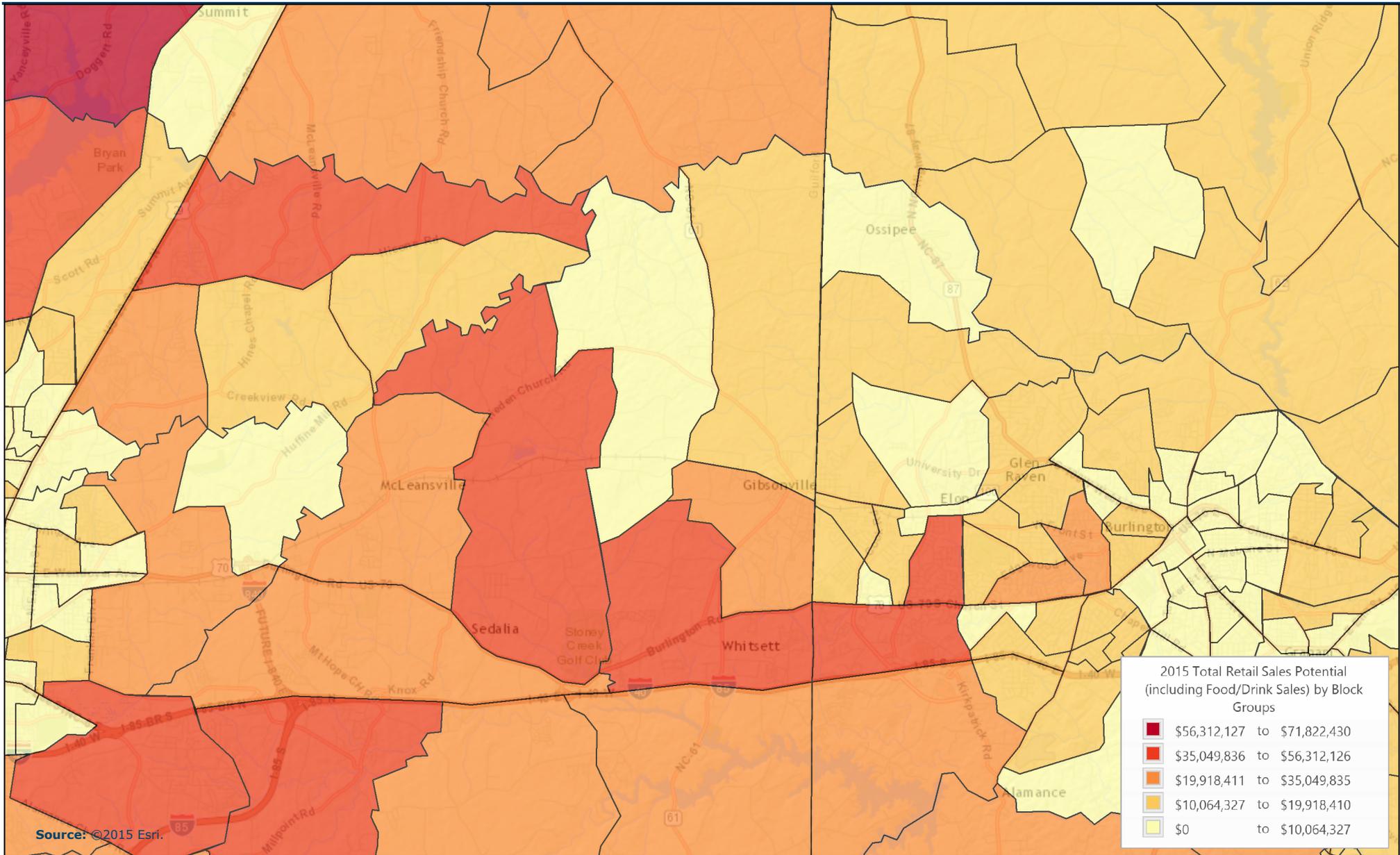
Source: ©2015 Esri.

November 03, 2015



Downtown Gibsonville

2015 Total Retail Sales Potential (including Food/Drink S...

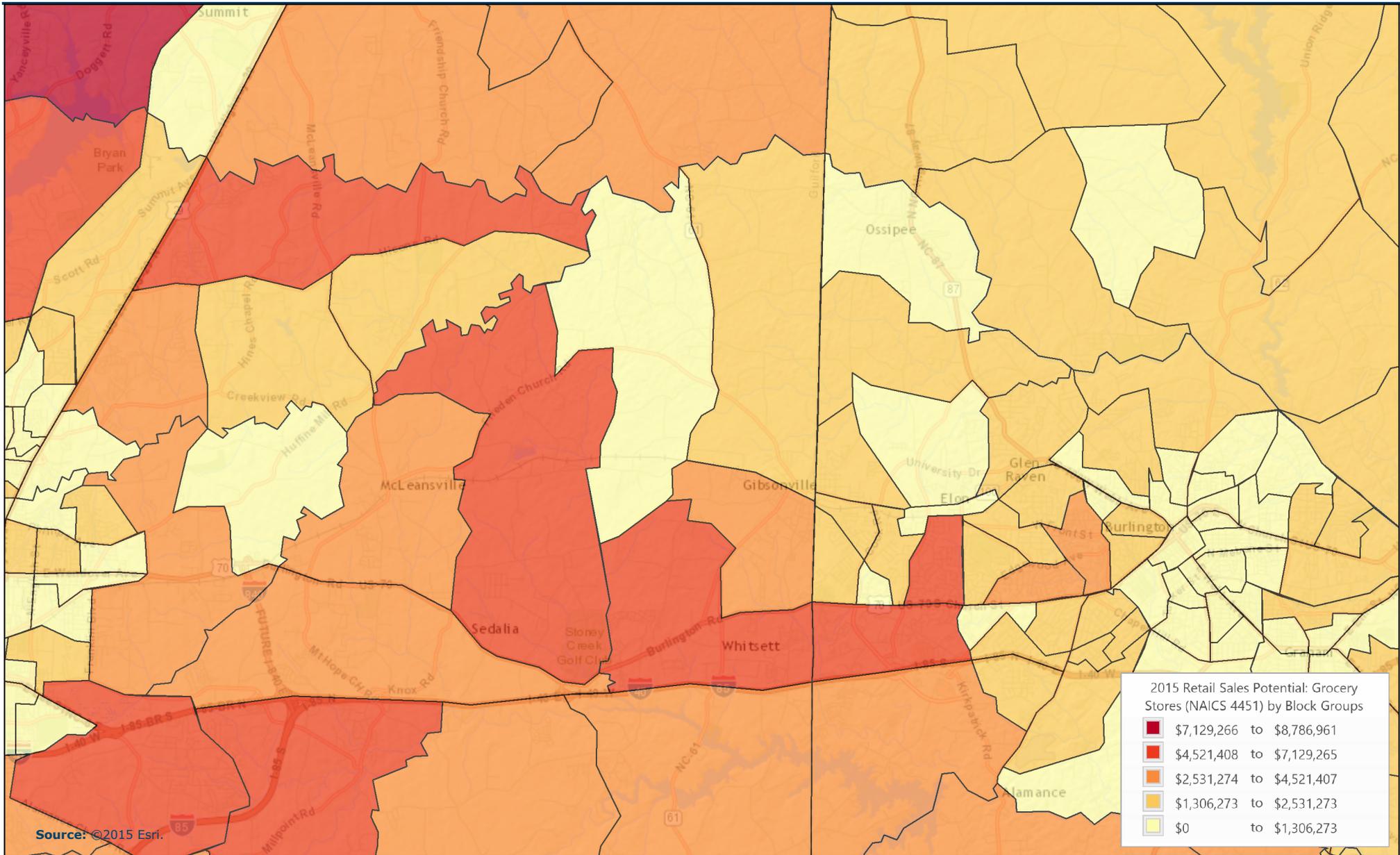


November 03, 2015



Downtown Gibsonville

2015 Retail Sales Potential: Grocery Stores (NAICS 4451) ...



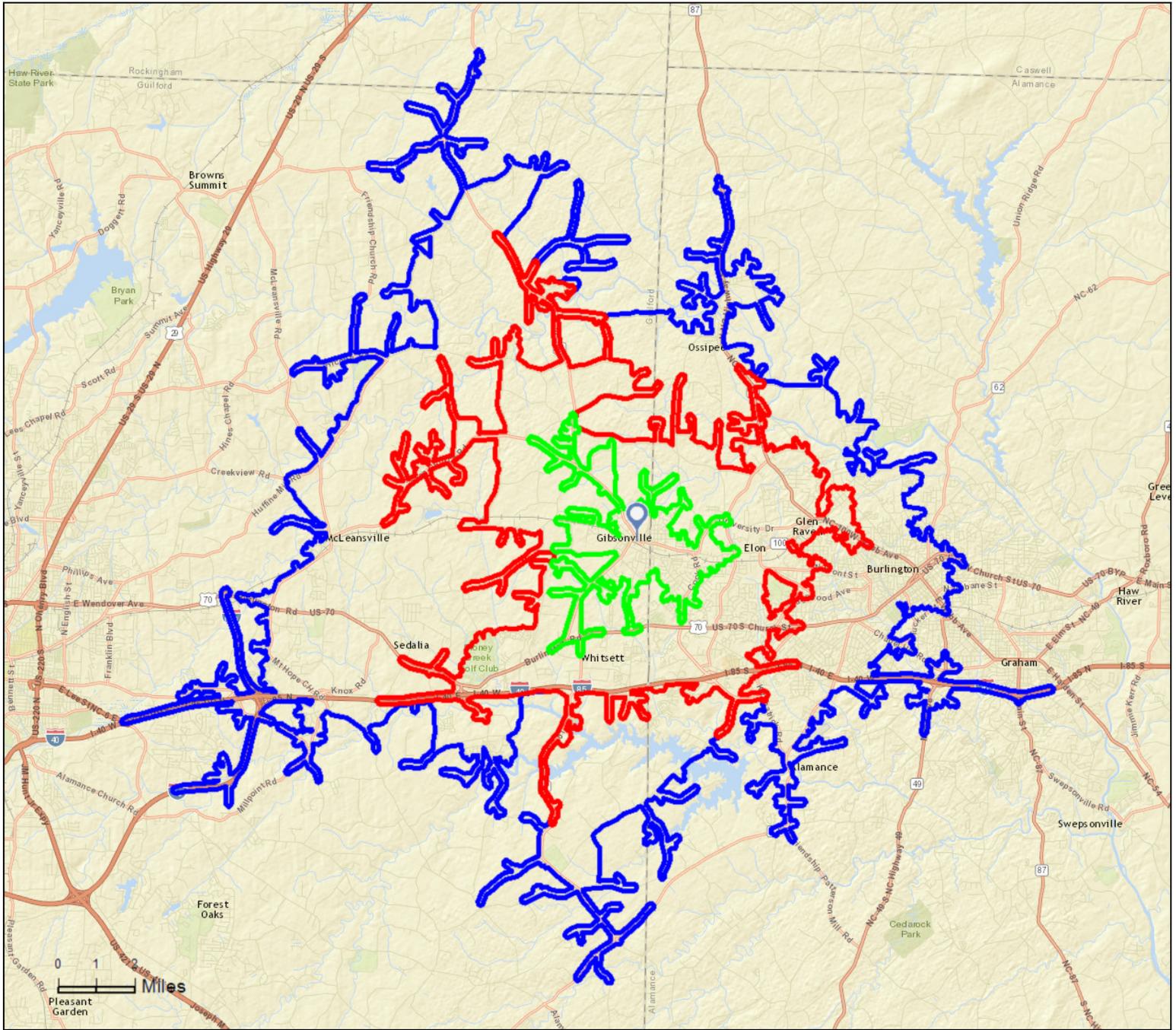
November 03, 2015



Site Details Map

Downtown Gibsonville
Gibsonville, North Carolina
Drive Times: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 36.10627
Longitude: -79.54297



This site is located in:

- City:** ---
- County:** Guilford County
- State:** North Carolina
- ZIP Code:** 27249
- Census Tract:** 37081015200
- Census Block Group:** 370810152002
- CBSA:** Greensboro-High Point, NC Metropolitan Statistical Area



Retail MarketPlace Profile

Downtown Gibsonville
 Gibsonville, North Carolina
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 36.10627
 Longitude: -79.54297

Summary Demographics

2015 Population	6,993
2015 Households	2,846
2015 Median Disposable Income	\$35,279
2015 Per Capita Income	\$23,066

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$70,636,755	\$25,330,614	\$45,306,141	47.2	37
Total Retail Trade	44-45	\$63,287,927	\$21,290,393	\$41,997,534	49.7	30
Total Food & Drink	722	\$7,348,828	\$4,040,221	\$3,308,607	29.1	7

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,680,691	\$773,318	\$12,907,373	89.3	2
Automobile Dealers	4411	\$11,886,607	\$633,174	\$11,253,433	89.9	1
Other Motor Vehicle Dealers	4412	\$801,776	\$0	\$801,776	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$992,308	\$90,998	\$901,310	83.2	1
Furniture & Home Furnishings Stores	442	\$1,487,041	\$401,718	\$1,085,323	57.5	2
Furniture Stores	4421	\$838,056	\$176,959	\$661,097	65.1	1
Home Furnishings Stores	4422	\$648,986	\$224,759	\$424,227	48.6	2
Electronics & Appliance Stores	443	\$1,716,837	\$0	\$1,716,837	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,228,339	\$874,499	\$1,353,840	43.6	2
Bldg Material & Supplies Dealers	4441	\$1,867,435	\$849,622	\$1,017,813	37.5	2
Lawn & Garden Equip & Supply Stores	4442	\$360,903	\$0	\$360,903	100.0	0
Food & Beverage Stores	445	\$9,603,792	\$4,910,874	\$4,692,918	32.3	3
Grocery Stores	4451	\$9,086,888	\$4,509,181	\$4,577,707	33.7	1
Specialty Food Stores	4452	\$168,289	\$55,024	\$113,265	50.7	1
Beer, Wine & Liquor Stores	4453	\$348,616	\$346,669	\$1,947	0.3	1
Health & Personal Care Stores	446,4461	\$5,322,396	\$765,500	\$4,556,896	74.9	1
Gasoline Stations	447,4471	\$6,951,120	\$9,911,598	-\$2,960,478	-17.6	1
Clothing & Clothing Accessories Stores	448	\$3,887,078	\$2,335,539	\$1,551,539	24.9	6
Clothing Stores	4481	\$2,777,193	\$279,956	\$2,497,237	81.7	2
Shoe Stores	4482	\$544,637	\$0	\$544,637	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$565,248	\$2,043,344	-\$1,478,096	-56.7	4
Sporting Goods, Hobby, Book & Music Stores	451	\$1,412,195	\$519,297	\$892,898	46.2	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,046,784	\$186,175	\$860,609	69.8	2
Book, Periodical & Music Stores	4512	\$365,411	\$0	\$365,411	100.0	0
General Merchandise Stores	452	\$11,924,675	\$104,786	\$11,819,889	98.3	1
Department Stores Excluding Leased Depts.	4521	\$3,991,002	\$0	\$3,991,002	100.0	0
Other General Merchandise Stores	4529	\$7,933,673	\$104,786	\$7,828,887	97.4	1
Miscellaneous Store Retailers	453	\$1,621,098	\$531,278	\$1,089,820	50.6	9
Florists	4531	\$65,626	\$174,842	-\$109,216	-45.4	2
Office Supplies, Stationery & Gift Stores	4532	\$442,370	\$44,130	\$398,240	81.9	1
Used Merchandise Stores	4533	\$197,983	\$111,908	\$86,075	27.8	2
Other Miscellaneous Store Retailers	4539	\$915,118	\$200,398	\$714,720	64.1	4
Nonstore Retailers	454	\$3,452,665	\$161,986	\$3,290,679	91.0	1
Electronic Shopping & Mail-Order Houses	4541	\$2,627,580	\$152,282	\$2,475,298	89.0	1
Vending Machine Operators	4542	\$148,554	\$0	\$148,554	100.0	0
Direct Selling Establishments	4543	\$676,531	\$0	\$676,531	100.0	0
Food Services & Drinking Places	722	\$7,348,828	\$4,040,221	\$3,308,607	29.1	7
Full-Service Restaurants	7221	\$2,700,376	\$2,048,349	\$652,027	13.7	3
Limited-Service Eating Places	7222	\$3,920,733	\$1,770,230	\$2,150,503	37.8	3
Special Food Services	7223	\$171,935	\$0	\$171,935	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$555,784	\$221,642	\$334,142	43.0	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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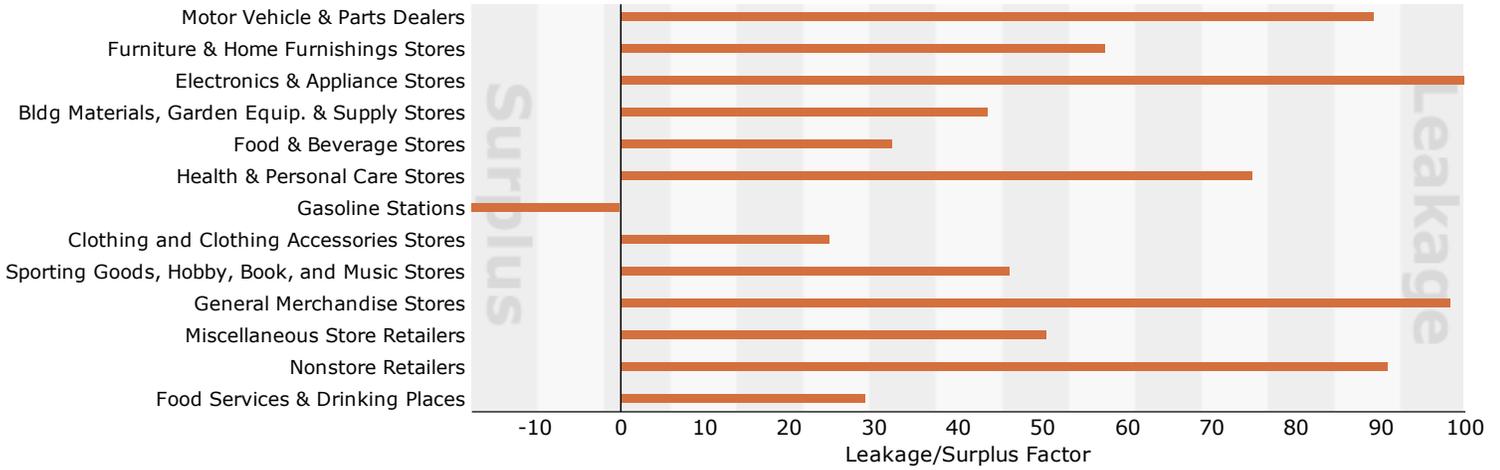


Retail MarketPlace Profile

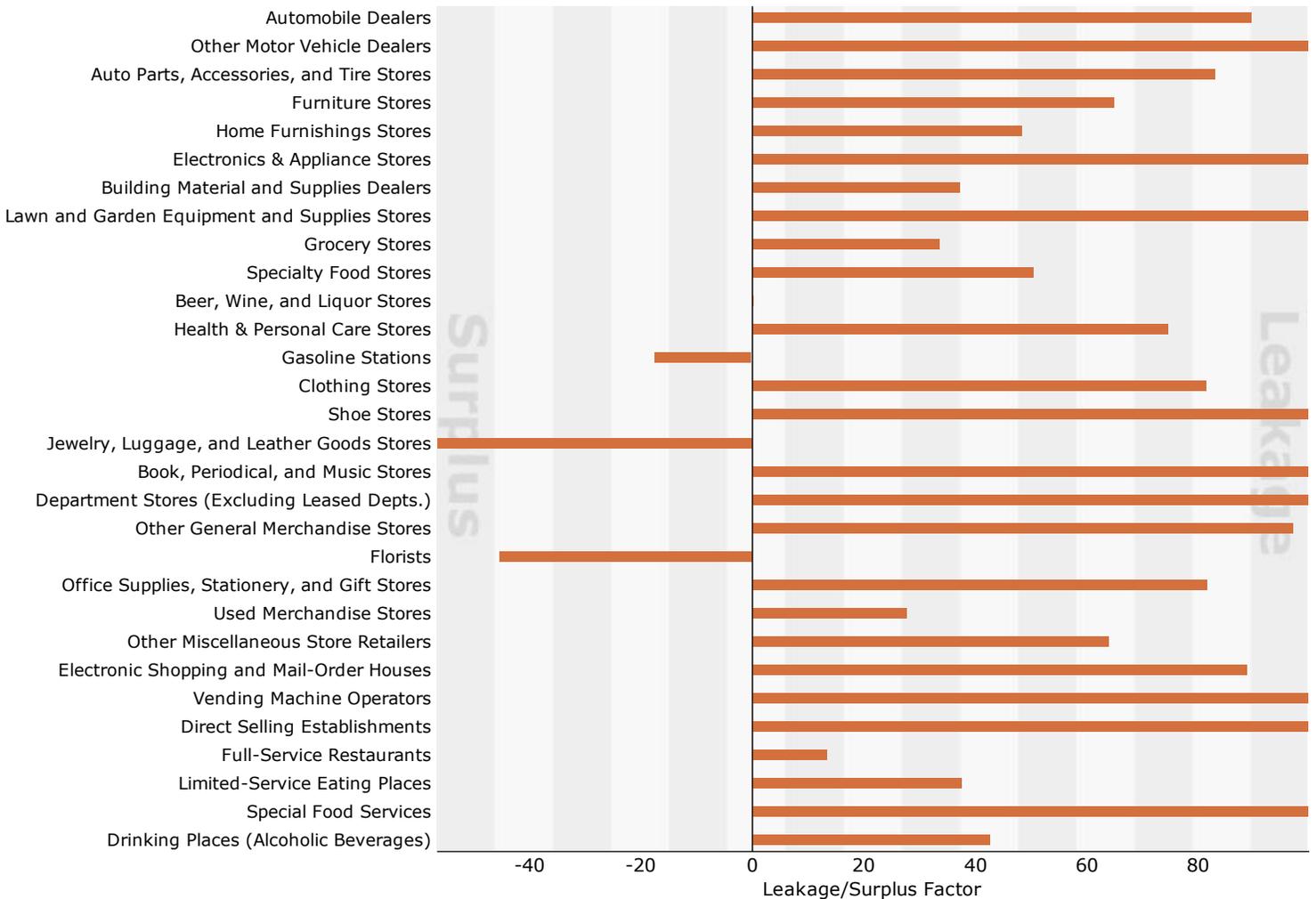
Downtown Gibsonville
 Gibsonville, North Carolina
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 36.10627
 Longitude: -79.54297

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Downtown Gibsonville
 Gibsonville, North Carolina
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 36.10627
 Longitude: -79.54297

Summary Demographics

2015 Population	29,791
2015 Households	11,571
2015 Median Disposable Income	\$38,193
2015 Per Capita Income	\$27,139

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$323,971,666	\$553,018,672	-\$229,047,006	-26.1	272
Total Retail Trade	44-45	\$289,429,070	\$480,886,524	-\$191,457,454	-24.9	214
Total Food & Drink	722	\$34,542,596	\$72,132,148	-\$37,589,552	-35.2	58

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$61,790,462	\$33,187,665	\$28,602,797	30.1	9
Automobile Dealers	4411	\$53,533,514	\$31,512,859	\$22,020,655	25.9	2
Other Motor Vehicle Dealers	4412	\$3,581,579	\$681,648	\$2,899,931	68.0	2
Auto Parts, Accessories & Tire Stores	4413	\$4,675,369	\$993,157	\$3,682,212	65.0	5
Furniture & Home Furnishings Stores	442	\$7,008,238	\$16,248,421	-\$9,240,183	-39.7	18
Furniture Stores	4421	\$3,894,875	\$5,791,622	-\$1,896,747	-19.6	10
Home Furnishings Stores	4422	\$3,113,363	\$10,456,799	-\$7,343,436	-54.1	8
Electronics & Appliance Stores	443	\$8,065,213	\$30,730,640	-\$22,665,427	-58.4	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,560,482	\$4,858,853	\$5,701,629	37.0	9
Bldg Material & Supplies Dealers	4441	\$8,964,050	\$4,458,995	\$4,505,055	33.6	7
Lawn & Garden Equip & Supply Stores	4442	\$1,596,432	\$399,858	\$1,196,574	59.9	2
Food & Beverage Stores	445	\$43,869,997	\$29,452,301	\$14,417,696	19.7	21
Grocery Stores	4451	\$41,427,555	\$28,235,247	\$13,192,308	18.9	13
Specialty Food Stores	4452	\$768,971	\$453,374	\$315,597	25.8	5
Beer, Wine & Liquor Stores	4453	\$1,673,471	\$763,680	\$909,791	37.3	2
Health & Personal Care Stores	446,4461	\$24,272,743	\$81,764,038	-\$57,491,295	-54.2	16
Gasoline Stations	447,4471	\$31,080,653	\$27,339,813	\$3,740,840	6.4	6
Clothing & Clothing Accessories Stores	448	\$18,414,197	\$43,353,234	-\$24,939,037	-40.4	50
Clothing Stores	4481	\$13,134,754	\$36,709,125	-\$23,574,371	-47.3	33
Shoe Stores	4482	\$2,539,059	\$2,635,303	-\$96,244	-1.9	7
Jewelry, Luggage & Leather Goods Stores	4483	\$2,740,384	\$4,008,807	-\$1,268,423	-18.8	9
Sporting Goods, Hobby, Book & Music Stores	451	\$6,504,627	\$25,077,462	-\$18,572,835	-58.8	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,794,309	\$20,710,079	-\$15,915,770	-62.4	16
Book, Periodical & Music Stores	4512	\$1,710,318	\$4,367,383	-\$2,657,065	-43.7	3
General Merchandise Stores	452	\$54,632,193	\$169,904,534	-\$115,272,341	-51.3	11
Department Stores Excluding Leased Depts.	4521	\$18,497,604	\$66,411,722	-\$47,914,118	-56.4	6
Other General Merchandise Stores	4529	\$36,134,590	\$103,492,812	-\$67,358,222	-48.2	5
Miscellaneous Store Retailers	453	\$7,310,183	\$11,091,309	-\$3,781,126	-20.5	43
Florists	4531	\$305,743	\$311,741	-\$5,998	-1.0	4
Office Supplies, Stationery & Gift Stores	4532	\$2,063,511	\$1,624,639	\$438,872	11.9	7
Used Merchandise Stores	4533	\$930,635	\$430,439	\$500,196	36.8	6
Other Miscellaneous Store Retailers	4539	\$4,010,294	\$8,724,490	-\$4,714,196	-37.0	26
Nonstore Retailers	454	\$15,920,083	\$7,878,256	\$8,041,827	33.8	5
Electronic Shopping & Mail-Order Houses	4541	\$12,168,080	\$5,813,416	\$6,354,664	35.3	2
Vending Machine Operators	4542	\$679,649	\$71,150	\$608,499	81.0	1
Direct Selling Establishments	4543	\$3,072,354	\$1,993,691	\$1,078,663	21.3	2
Food Services & Drinking Places	722	\$34,542,596	\$72,132,148	-\$37,589,552	-35.2	58
Full-Service Restaurants	7221	\$12,684,026	\$42,733,392	-\$30,049,366	-54.2	25
Limited-Service Eating Places	7222	\$18,339,997	\$24,510,722	-\$6,170,725	-14.4	25
Special Food Services	7223	\$788,661	\$2,339,230	-\$1,550,569	-49.6	2
Drinking Places - Alcoholic Beverages	7224	\$2,729,911	\$2,548,803	\$181,108	3.4	6

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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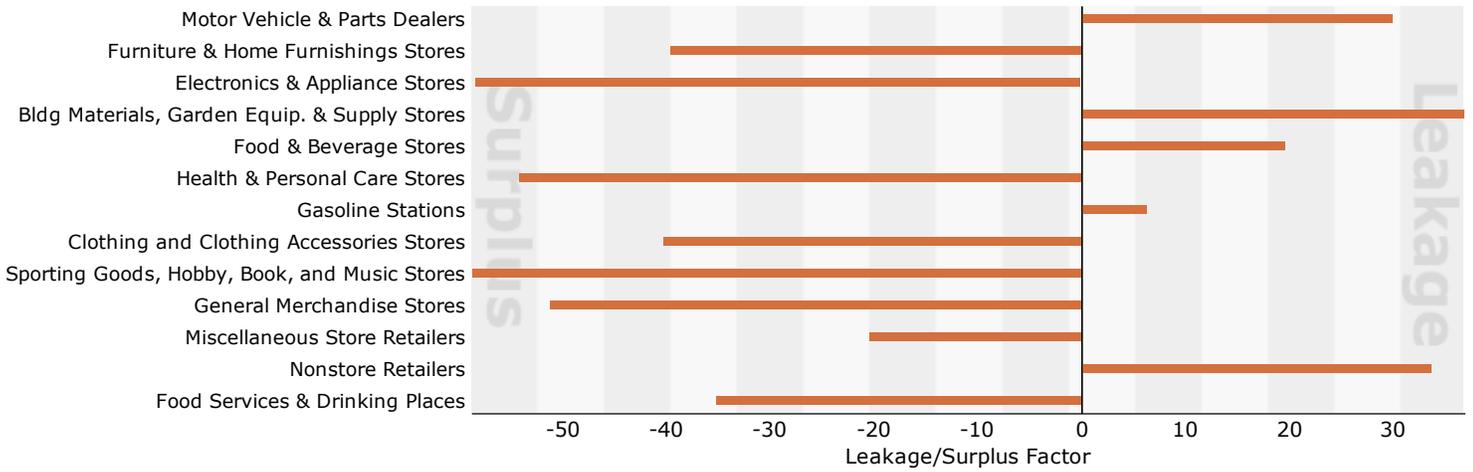


Retail MarketPlace Profile

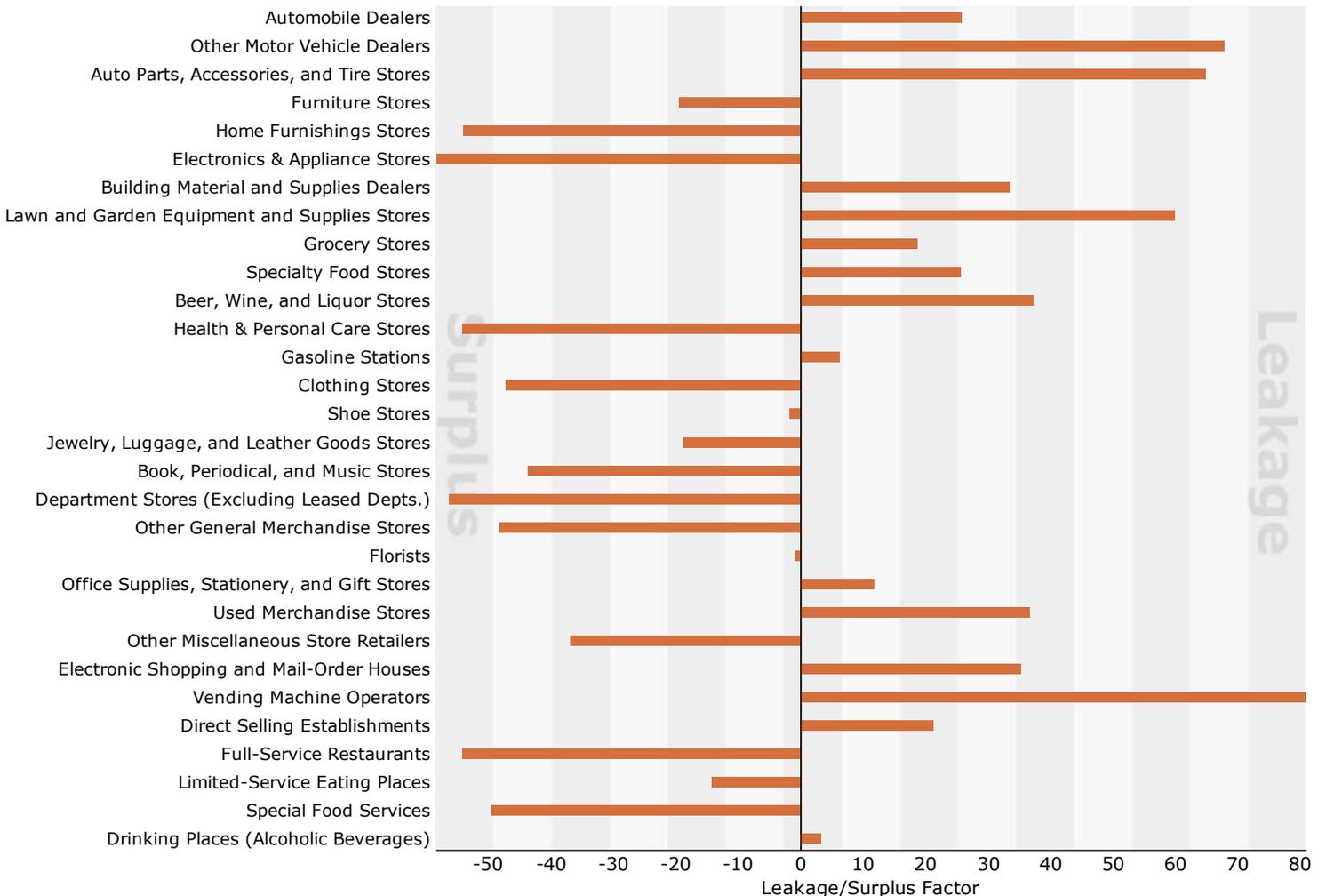
Downtown Gibsonville
 Gibsonville, North Carolina
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 36.10627
 Longitude: -79.54297

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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October 01, 2015

Prepared by Esri



Retail MarketPlace Profile

Downtown Gibsonville
 Gibsonville, North Carolina
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 36.10627
 Longitude: -79.54297

Summary Demographics

2015 Population	71,330
2015 Households	28,861
2015 Median Disposable Income	\$36,432
2015 Per Capita Income	\$26,181

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$745,429,320	\$1,213,898,882	-\$468,469,562	-23.9	669
Total Retail Trade	44-45	\$666,491,702	\$1,067,589,199	-\$401,097,497	-23.1	535
Total Food & Drink	722	\$78,937,618	\$146,309,683	-\$67,372,065	-29.9	134

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$141,982,100	\$188,773,726	-\$46,791,626	-14.1	42
Automobile Dealers	4411	\$123,274,987	\$179,710,692	-\$56,435,705	-18.6	16
Other Motor Vehicle Dealers	4412	\$8,007,671	\$2,125,302	\$5,882,369	58.1	6
Auto Parts, Accessories & Tire Stores	4413	\$10,699,442	\$6,937,732	\$3,761,710	21.3	20
Furniture & Home Furnishings Stores	442	\$15,981,607	\$32,834,799	-\$16,853,192	-34.5	45
Furniture Stores	4421	\$8,943,711	\$18,798,738	-\$9,855,027	-35.5	24
Home Furnishings Stores	4422	\$7,037,896	\$14,036,061	-\$6,998,165	-33.2	21
Electronics & Appliance Stores	443	\$18,411,241	\$35,326,214	-\$16,914,973	-31.5	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$23,687,733	\$31,672,196	-\$7,984,463	-14.4	26
Bldg Material & Supplies Dealers	4441	\$20,051,358	\$30,827,809	-\$10,776,451	-21.2	21
Lawn & Garden Equip & Supply Stores	4442	\$3,636,375	\$844,387	\$2,791,988	62.3	5
Food & Beverage Stores	445	\$101,603,677	\$63,270,598	\$38,333,079	23.2	60
Grocery Stores	4451	\$96,016,596	\$61,681,179	\$34,335,417	21.8	49
Specialty Food Stores	4452	\$1,779,312	\$805,221	\$974,091	37.7	9
Beer, Wine & Liquor Stores	4453	\$3,807,769	\$784,197	\$3,023,572	65.8	2
Health & Personal Care Stores	446,4461	\$56,170,092	\$115,947,202	-\$59,777,110	-34.7	38
Gasoline Stations	447,4471	\$72,385,173	\$95,022,388	-\$22,637,215	-13.5	17
Clothing & Clothing Accessories Stores	448	\$42,097,146	\$55,423,375	-\$13,326,229	-13.7	91
Clothing Stores	4481	\$30,062,345	\$44,717,929	-\$14,655,584	-19.6	64
Shoe Stores	4482	\$5,850,942	\$4,447,946	\$1,402,996	13.6	11
Jewelry, Luggage & Leather Goods Stores	4483	\$6,183,858	\$6,257,500	-\$73,642	-0.6	16
Sporting Goods, Hobby, Book & Music Stores	451	\$14,788,820	\$32,671,110	-\$17,882,290	-37.7	42
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,900,068	\$27,708,956	-\$16,808,888	-43.5	35
Book, Periodical & Music Stores	4512	\$3,888,752	\$4,962,153	-\$1,073,401	-12.1	7
General Merchandise Stores	452	\$126,104,464	\$203,992,925	-\$77,888,461	-23.6	25
Department Stores Excluding Leased Depts.	4521	\$42,491,115	\$89,077,909	-\$46,586,794	-35.4	13
Other General Merchandise Stores	4529	\$83,613,349	\$114,915,016	-\$31,301,667	-15.8	12
Miscellaneous Store Retailers	453	\$16,882,769	\$24,987,510	-\$8,104,741	-19.4	113
Florists	4531	\$694,493	\$1,175,998	-\$481,505	-25.7	12
Office Supplies, Stationery & Gift Stores	4532	\$4,725,434	\$7,942,419	-\$3,216,985	-25.4	19
Used Merchandise Stores	4533	\$2,120,766	\$3,022,728	-\$901,962	-17.5	19
Other Miscellaneous Store Retailers	4539	\$9,342,076	\$12,846,364	-\$3,504,288	-15.8	64
Nonstore Retailers	454	\$36,396,881	\$187,667,155	-\$151,270,274	-67.5	19
Electronic Shopping & Mail-Order Houses	4541	\$27,882,442	\$179,831,616	-\$151,949,174	-73.2	5
Vending Machine Operators	4542	\$1,572,643	\$3,352,648	-\$1,780,005	-36.1	6
Direct Selling Establishments	4543	\$6,941,796	\$4,482,891	\$2,458,905	21.5	8
Food Services & Drinking Places	722	\$78,937,618	\$146,309,683	-\$67,372,065	-29.9	134
Full-Service Restaurants	7221	\$29,003,329	\$85,156,228	-\$56,152,899	-49.2	59
Limited-Service Eating Places	7222	\$42,021,265	\$45,441,790	-\$3,420,525	-3.9	53
Special Food Services	7223	\$1,782,394	\$11,338,820	-\$9,556,426	-72.8	7
Drinking Places - Alcoholic Beverages	7224	\$6,130,629	\$4,372,846	\$1,757,783	16.7	14

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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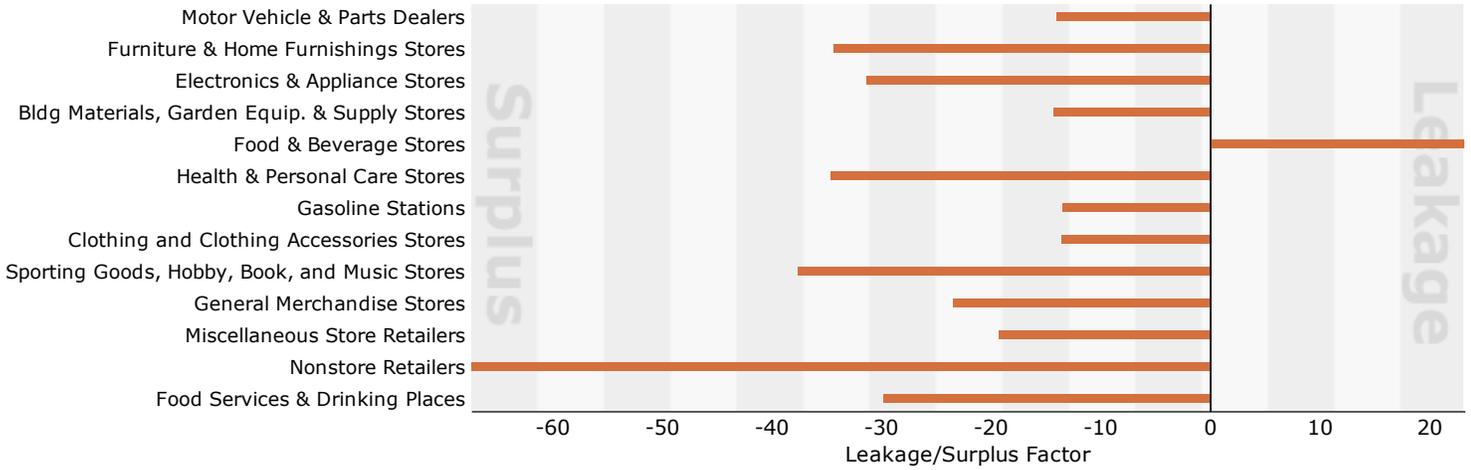


Retail MarketPlace Profile

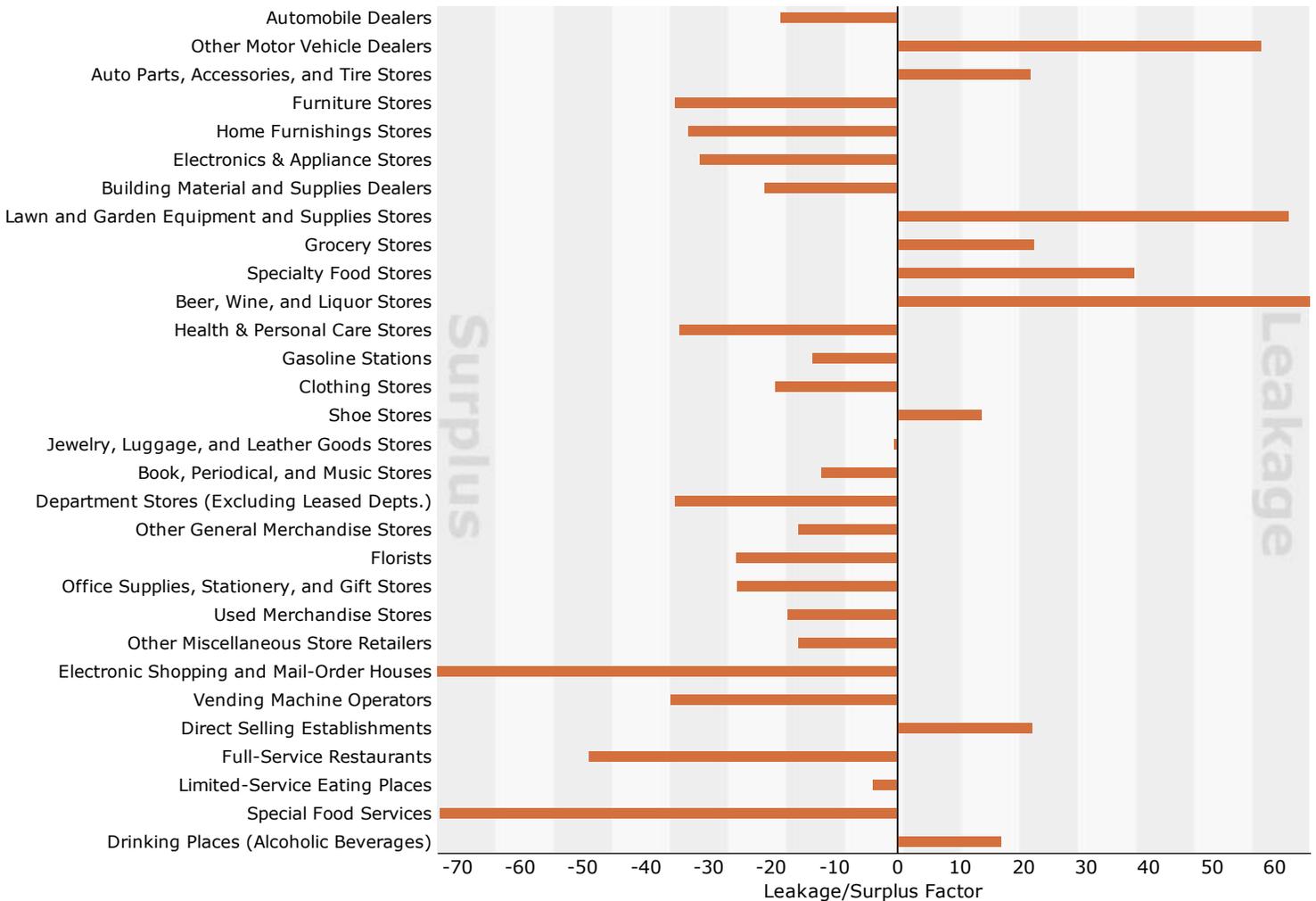
Downtown Gibsonville
 Gibsonville, North Carolina
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 36.10627
 Longitude: -79.54297

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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