

New Market Crossing  
715 W Independence Blvd, Mt Airy, North Carolina, 27030  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 36.50049  
Longitude: -80.61930

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>Population Summary</b>			
2000 Total Population	4,103	18,111	28,570
2010 Total Population	3,945	17,445	28,171
2019 Total Population	3,829	17,345	27,831
2019 Group Quarters	76	316	327
2024 Total Population	3,775	17,228	27,594
2019-2024 Annual Rate	-0.28%	-0.14%	-0.17%
2019 Total Daytime Population	7,101	23,808	32,291
Workers	4,985	13,620	16,210
Residents	2,116	10,188	16,081
<b>Household Summary</b>			
2000 Households	1,850	7,621	11,706
2000 Average Household Size	2.13	2.30	2.39
2010 Households	1,870	7,639	11,945
2010 Average Household Size	2.07	2.24	2.33
2019 Households	1,809	7,568	11,764
2019 Average Household Size	2.08	2.25	2.34
2024 Households	1,781	7,502	11,645
2024 Average Household Size	2.08	2.25	2.34
2019-2024 Annual Rate	-0.31%	-0.18%	-0.20%
2010 Families	1,028	4,713	7,802
2010 Average Family Size	2.79	2.88	2.91
2019 Families	975	4,602	7,579
2019 Average Family Size	2.84	2.92	2.94
2024 Families	954	4,542	7,468
2024 Average Family Size	2.85	2.93	2.95
2019-2024 Annual Rate	-0.43%	-0.26%	-0.29%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,100	8,375	12,783
Owner Occupied Housing Units	49.3%	62.3%	66.8%
Renter Occupied Housing Units	38.8%	28.7%	24.8%
Vacant Housing Units	12.0%	9.0%	8.4%
2010 Housing Units	2,149	8,549	13,282
Owner Occupied Housing Units	41.1%	56.8%	61.7%
Renter Occupied Housing Units	45.9%	32.5%	28.2%
Vacant Housing Units	13.0%	10.6%	10.1%
2019 Housing Units	2,088	8,524	13,175
Owner Occupied Housing Units	42.8%	58.2%	62.9%
Renter Occupied Housing Units	43.8%	30.5%	26.4%
Vacant Housing Units	13.4%	11.2%	10.7%
2024 Housing Units	2,106	8,614	13,306
Owner Occupied Housing Units	42.8%	57.8%	62.1%
Renter Occupied Housing Units	41.7%	29.3%	25.4%
Vacant Housing Units	15.4%	12.9%	12.5%
<b>Median Household Income</b>			
2019	\$34,590	\$38,743	\$40,971
2024	\$39,431	\$42,783	\$44,930
<b>Median Home Value</b>			
2019	\$110,882	\$133,613	\$132,920
2024	\$123,414	\$147,646	\$148,149
<b>Per Capita Income</b>			
2019	\$21,500	\$24,108	\$24,246
2024	\$25,108	\$27,242	\$27,244
<b>Median Age</b>			
2010	43.4	44.0	42.7
2019	45.4	46.0	44.8
2024	46.2	46.7	45.7

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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

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<b>2019 Households by Income</b>			
Household Income Base	1,809	7,568	11,764
<\$15,000	28.1%	21.8%	19.5%
\$15,000 - \$24,999	12.7%	12.8%	11.8%
\$25,000 - \$34,999	9.5%	10.3%	10.5%
\$35,000 - \$49,999	15.9%	15.8%	16.8%
\$50,000 - \$74,999	15.9%	15.7%	16.1%
\$75,000 - \$99,999	9.5%	10.5%	11.0%
\$100,000 - \$149,999	6.1%	8.2%	9.1%
\$150,000 - \$199,999	0.7%	2.7%	3.1%
\$200,000+	1.5%	2.1%	2.0%
Average Household Income	\$46,538	\$55,173	\$57,344
<b>2024 Households by Income</b>			
Household Income Base	1,781	7,502	11,645
<\$15,000	23.3%	18.6%	16.8%
\$15,000 - \$24,999	11.8%	12.5%	11.5%
\$25,000 - \$34,999	8.7%	9.6%	9.7%
\$35,000 - \$49,999	16.4%	15.5%	16.4%
\$50,000 - \$74,999	17.4%	16.3%	16.5%
\$75,000 - \$99,999	11.2%	11.2%	11.7%
\$100,000 - \$149,999	8.3%	10.3%	11.2%
\$150,000 - \$199,999	1.0%	3.6%	4.0%
\$200,000+	1.9%	2.4%	2.3%
Average Household Income	\$54,462	\$62,477	\$64,543
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	894	4,964	8,283
<\$50,000	13.1%	9.4%	10.5%
\$50,000 - \$99,999	30.8%	24.9%	24.3%
\$100,000 - \$149,999	28.5%	23.4%	23.1%
\$150,000 - \$199,999	14.1%	16.8%	16.2%
\$200,000 - \$249,999	5.4%	9.3%	8.9%
\$250,000 - \$299,999	4.7%	8.0%	7.5%
\$300,000 - \$399,999	3.2%	5.4%	5.0%
\$400,000 - \$499,999	0.3%	2.0%	2.3%
\$500,000 - \$749,999	0.0%	0.5%	1.3%
\$750,000 - \$999,999	0.0%	0.2%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$124,385	\$157,213	\$167,331
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	902	4,981	8,267
<\$50,000	9.1%	6.4%	7.2%
\$50,000 - \$99,999	26.9%	21.2%	20.6%
\$100,000 - \$149,999	29.7%	23.4%	23.0%
\$150,000 - \$199,999	16.6%	18.4%	17.7%
\$200,000 - \$249,999	7.1%	11.6%	11.0%
\$250,000 - \$299,999	6.1%	9.7%	9.2%
\$300,000 - \$399,999	4.0%	6.0%	5.6%
\$400,000 - \$499,999	0.3%	2.0%	2.5%
\$500,000 - \$749,999	0.0%	0.7%	2.0%
\$750,000 - \$999,999	0.0%	0.3%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$137,070	\$170,879	\$185,270

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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

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<b>2010 Population by Age</b>			
Total	3,948	17,444	28,171
0 - 4	5.8%	5.7%	5.8%
5 - 9	5.1%	5.5%	5.9%
10 - 14	5.8%	6.0%	6.4%
15 - 24	12.3%	11.5%	11.6%
25 - 34	10.9%	10.2%	10.5%
35 - 44	12.2%	12.4%	12.9%
45 - 54	15.9%	15.0%	14.9%
55 - 64	13.5%	13.1%	13.1%
65 - 74	8.6%	9.8%	9.7%
75 - 84	7.0%	7.6%	6.6%
85 +	2.9%	3.3%	2.6%
18 +	79.7%	78.9%	77.9%
<b>2019 Population by Age</b>			
Total	3,830	17,347	27,830
0 - 4	5.1%	5.1%	5.3%
5 - 9	5.2%	5.3%	5.6%
10 - 14	5.2%	5.3%	5.6%
15 - 24	10.0%	10.2%	10.4%
25 - 34	13.0%	11.9%	12.0%
35 - 44	11.0%	10.8%	11.3%
45 - 54	12.7%	13.0%	13.2%
55 - 64	15.6%	14.5%	14.5%
65 - 74	12.2%	12.2%	11.9%
75 - 84	6.5%	7.7%	7.0%
85 +	3.3%	3.8%	3.0%
18 +	82.0%	81.3%	80.4%
<b>2024 Population by Age</b>			
Total	3,774	17,228	27,593
0 - 4	5.1%	5.1%	5.1%
5 - 9	5.1%	5.2%	5.4%
10 - 14	5.3%	5.5%	5.8%
15 - 24	9.8%	9.8%	10.0%
25 - 34	11.7%	11.5%	11.2%
35 - 44	11.7%	11.2%	11.6%
45 - 54	11.7%	11.7%	12.2%
55 - 64	14.6%	14.4%	14.5%
65 - 74	14.1%	13.3%	13.0%
75 - 84	7.9%	8.7%	8.1%
85 +	3.2%	3.8%	3.1%
18 +	81.8%	81.2%	80.4%
<b>2010 Population by Sex</b>			
Males	1,837	8,147	13,404
Females	2,108	9,298	14,767
<b>2019 Population by Sex</b>			
Males	1,803	8,222	13,437
Females	2,026	9,123	14,394
<b>2024 Population by Sex</b>			
Males	1,785	8,226	13,419
Females	1,990	9,002	14,175

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<b>2010 Population by Race/Ethnicity</b>			
Total	3,945	17,446	28,171
White Alone	82.3%	85.8%	87.1%
Black Alone	8.8%	6.6%	5.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.2%	0.9%	0.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.6%	4.5%	4.6%
Two or More Races	2.6%	1.9%	1.6%
Hispanic Origin	9.2%	7.8%	7.6%
Diversity Index	42.9	36.6	34.4
<b>2019 Population by Race/Ethnicity</b>			
Total	3,829	17,345	27,832
White Alone	80.6%	84.4%	85.8%
Black Alone	9.0%	6.8%	5.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.6%	1.2%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.3%	5.2%	5.3%
Two or More Races	3.1%	2.2%	1.9%
Hispanic Origin	10.3%	8.8%	8.6%
Diversity Index	46.4	39.8	37.7
<b>2024 Population by Race/Ethnicity</b>			
Total	3,775	17,227	27,593
White Alone	79.5%	83.4%	84.8%
Black Alone	9.0%	6.7%	5.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	1.2%	1.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.0%	5.9%	6.0%
Two or More Races	3.4%	2.4%	2.1%
Hispanic Origin	11.3%	9.7%	9.5%
Diversity Index	48.8	42.2	40.2
<b>2010 Population by Relationship and Household Type</b>			
Total	3,945	17,445	28,171
In Households	98.0%	98.1%	98.8%
In Family Households	75.1%	79.5%	82.3%
Householder	25.4%	27.0%	27.7%
Spouse	15.8%	19.1%	20.3%
Child	27.5%	28.4%	29.5%
Other relative	4.2%	3.2%	3.1%
Nonrelative	2.3%	1.8%	1.9%
In Nonfamily Households	22.8%	18.6%	16.4%
In Group Quarters	2.0%	1.9%	1.2%
Institutionalized Population	1.4%	1.6%	1.0%
Noninstitutionalized Population	0.6%	0.3%	0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	2,855	12,832	20,343
Less than 9th Grade	10.3%	7.7%	7.2%
9th - 12th Grade, No Diploma	8.9%	11.7%	12.0%
High School Graduate	19.6%	20.1%	21.8%
GED/Alternative Credential	10.5%	6.5%	7.1%
Some College, No Degree	20.1%	20.9%	20.4%
Associate Degree	9.4%	12.3%	12.5%
Bachelor's Degree	10.3%	13.1%	12.3%
Graduate/Professional Degree	10.8%	7.9%	6.7%
<b>2019 Population 15+ by Marital Status</b>			
Total	3,236	14,612	23,242
Never Married	28.4%	24.9%	24.2%
Married	41.9%	51.0%	54.2%
Widowed	9.7%	10.1%	9.0%
Divorced	19.9%	14.0%	12.6%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	98.0%	97.5%	97.4%
Civilian Unemployed (Unemployment Rate)	1.9%	2.5%	2.6%
<b>2019 Employed Population 16+ by Industry</b>			
Total	1,732	7,256	11,938
Agriculture/Mining	0.9%	0.8%	1.2%
Construction	7.3%	8.8%	8.8%
Manufacturing	11.2%	14.0%	15.3%
Wholesale Trade	0.5%	1.0%	1.4%
Retail Trade	20.6%	19.1%	16.6%
Transportation/Utilities	0.7%	2.7%	3.7%
Information	0.9%	1.1%	0.9%
Finance/Insurance/Real Estate	4.3%	3.5%	3.4%
Services	53.0%	46.4%	45.6%
Public Administration	0.8%	2.6%	3.2%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	1,731	7,256	11,937
White Collar	55.7%	57.8%	53.8%
Management/Business/Financial	11.7%	11.2%	10.1%
Professional	19.9%	21.8%	20.5%
Sales	11.3%	12.4%	11.2%
Administrative Support	12.8%	12.4%	12.0%
Services	19.3%	15.6%	17.1%
Blue Collar	25.0%	26.6%	29.1%
Farming/Forestry/Fishing	1.2%	0.7%	0.9%
Construction/Extraction	7.3%	6.9%	7.0%
Installation/Maintenance/Repair	3.5%	3.9%	4.8%
Production	6.9%	8.8%	9.4%
Transportation/Material Moving	6.2%	6.4%	7.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,945	17,445	28,171
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	100.0%	88.4%	67.5%
Rural Population	0.0%	11.6%	32.5%

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<b>2010 Households by Type</b>			
Total	1,870	7,639	11,945
Households with 1 Person	41.3%	34.8%	31.2%
Households with 2+ People	58.7%	65.2%	68.8%
Family Households	55.0%	61.7%	65.3%
Husband-wife Families	34.4%	43.7%	47.8%
With Related Children	12.4%	16.2%	18.4%
Other Family (No Spouse Present)	20.5%	18.0%	17.5%
Other Family with Male Householder	4.4%	4.2%	4.3%
With Related Children	2.6%	2.4%	2.6%
Other Family with Female Householder	16.1%	13.8%	13.2%
With Related Children	9.3%	8.3%	8.0%
Nonfamily Households	3.7%	3.5%	3.5%
All Households with Children	24.7%	27.2%	29.3%
Multigenerational Households	3.3%	3.1%	3.3%
Unmarried Partner Households	4.5%	4.5%	4.7%
Male-female	4.1%	4.0%	4.2%
Same-sex	0.4%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	1,870	7,639	11,945
1 Person Household	41.3%	34.8%	31.2%
2 Person Household	30.7%	34.0%	35.0%
3 Person Household	13.3%	14.2%	15.0%
4 Person Household	8.6%	10.5%	11.6%
5 Person Household	3.7%	4.2%	4.7%
6 Person Household	1.4%	1.5%	1.6%
7 + Person Household	1.0%	0.9%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,870	7,639	11,945
Owner Occupied	47.2%	63.6%	68.6%
Owned with a Mortgage/Loan	26.5%	37.3%	40.3%
Owned Free and Clear	20.7%	26.3%	28.4%
Renter Occupied	52.8%	36.4%	31.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,149	8,549	13,282
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	100.0%	89.1%	68.8%
Rural Housing Units	0.0%	10.9%	31.2%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Small Town Simplicity (12C)	Heartland Communities (6F)	Southern Satellites (10A)
2.	Heartland Communities (6F)	Midlife Constants (5E)	Heartland Communities (6F)
3.	Midlife Constants (5E)	Small Town Simplicity (12C)	Midlife Constants (5E)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,054,933	\$10,031,925	\$16,369,693
Average Spent	\$1,135.95	\$1,325.57	\$1,391.51
Spending Potential Index	53	62	65
Education: Total \$	\$1,338,807	\$6,895,714	\$10,984,271
Average Spent	\$740.08	\$911.17	\$933.72
Spending Potential Index	46	57	59
Entertainment/Recreation: Total \$	\$3,420,500	\$16,553,824	\$26,922,854
Average Spent	\$1,890.82	\$2,187.34	\$2,288.58
Spending Potential Index	58	67	70
Food at Home: Total \$	\$5,507,919	\$26,372,928	\$43,034,751
Average Spent	\$3,044.73	\$3,484.79	\$3,658.17
Spending Potential Index	59	67	71
Food Away from Home: Total \$	\$3,548,041	\$17,461,628	\$28,446,136
Average Spent	\$1,961.33	\$2,307.30	\$2,418.07
Spending Potential Index	53	63	66
Health Care: Total \$	\$6,618,402	\$32,138,214	\$52,170,039
Average Spent	\$3,658.60	\$4,246.59	\$4,434.72
Spending Potential Index	62	72	75
HH Furnishings & Equipment: Total \$	\$2,054,816	\$10,192,829	\$16,529,072
Average Spent	\$1,135.89	\$1,346.83	\$1,405.06
Spending Potential Index	53	63	66
Personal Care Products & Services: Total \$	\$824,621	\$4,179,037	\$6,768,753
Average Spent	\$455.84	\$552.20	\$575.38
Spending Potential Index	51	62	65
Shelter: Total \$	\$16,937,310	\$84,539,696	\$132,967,008
Average Spent	\$9,362.80	\$11,170.68	\$11,302.87
Spending Potential Index	51	60	61
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,524,769	\$12,507,987	\$20,477,454
Average Spent	\$1,395.67	\$1,652.75	\$1,740.69
Spending Potential Index	56	67	70
Travel: Total \$	\$1,967,780	\$10,100,333	\$16,184,856
Average Spent	\$1,087.77	\$1,334.61	\$1,375.80
Spending Potential Index	48	59	61
Vehicle Maintenance & Repairs: Total \$	\$1,206,214	\$5,820,737	\$9,398,328
Average Spent	\$666.78	\$769.12	\$798.91
Spending Potential Index	58	67	70

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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