

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

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	4,103	18,111	28,570
2010 Total Population	3,945	17,445	28,171
2021 Total Population	3,916	17,510	28,073
2021 Group Quarters	75	311	322
2026 Total Population	3,925	17,455	27,912
2021-2026 Annual Rate	0.05%	-0.06%	-0.11%
2021 Total Daytime Population	6,413	21,760	30,493
Workers	4,292	11,635	14,526
Residents	2,121	10,125	15,967
<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
2021 Households	1,867	7,703	11,955
2021 Average Household Size	2.06	2.23	2.32
2026 Households	1,873	7,683	11,894
2026 Average Household Size	2.06	2.23	2.32
2021-2026 Annual Rate	0.06%	-0.05%	-0.10%
2010 Families	1,028	4,713	7,802
2010 Average Family Size	2.79	2.88	2.91
2021 Families	1,002	4,664	7,670
2021 Average Family Size	2.81	2.89	2.92
2026 Families	998	4,627	7,591
2026 Average Family Size	2.82	2.90	2.93
2021-2026 Annual Rate	-0.08%	-0.16%	-0.21%
<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%
2021 Housing Units	2,211	8,782	13,566
Owner Occupied Housing Units	43.0%	58.6%	63.0%
Renter Occupied Housing Units	41.5%	29.2%	25.1%
Vacant Housing Units	15.6%	12.3%	11.9%
2026 Housing Units	2,268	8,940	13,784
Owner Occupied Housing Units	42.5%	57.9%	62.1%
Renter Occupied Housing Units	40.1%	28.0%	24.1%
Vacant Housing Units	17.4%	14.1%	13.7%
<b>Median Household Income</b>			
2021	\$34,590	\$39,125	\$41,892
2026	\$37,428	\$42,239	\$46,003
<b>Median Home Value</b>			
2021	\$127,567	\$145,919	\$143,180
2026	\$142,327	\$174,450	\$167,379
<b>Per Capita Income</b>			
2021	\$22,497	\$24,533	\$24,402
2026	\$24,676	\$26,784	\$26,793
<b>Median Age</b>			
2010	43.4	44.0	42.7
2021	45.7	46.2	44.8
2026	46.4	46.6	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2021 Households by Income</b>			
Household Income Base	1,867	7,703	11,955
<\$15,000	24.2%	18.5%	17.2%
\$15,000 - \$24,999	17.8%	17.8%	16.8%
\$25,000 - \$34,999	8.2%	9.6%	9.5%
\$35,000 - \$49,999	10.5%	12.0%	12.1%
\$50,000 - \$74,999	18.5%	15.4%	16.1%
\$75,000 - \$99,999	10.3%	12.0%	13.1%
\$100,000 - \$149,999	8.8%	11.3%	11.9%
\$150,000 - \$199,999	0.6%	1.2%	1.2%
\$200,000+	1.1%	2.1%	2.0%
Average Household Income	\$48,171	\$55,693	\$57,288
<b>2026 Households by Income</b>			
Household Income Base	1,873	7,683	11,894
<\$15,000	21.7%	17.0%	15.7%
\$15,000 - \$24,999	17.2%	17.4%	16.2%
\$25,000 - \$34,999	8.8%	9.0%	8.9%
\$35,000 - \$49,999	11.1%	11.8%	11.8%
\$50,000 - \$74,999	17.7%	15.0%	15.7%
\$75,000 - \$99,999	11.6%	13.3%	14.3%
\$100,000 - \$149,999	10.0%	12.9%	13.7%
\$150,000 - \$199,999	0.7%	1.4%	1.5%
\$200,000+	1.2%	2.2%	2.2%
Average Household Income	\$52,804	\$60,775	\$62,867
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	950	5,143	8,549
<\$50,000	7.4%	6.5%	7.7%
\$50,000 - \$99,999	29.7%	25.2%	25.3%
\$100,000 - \$149,999	23.6%	19.9%	19.8%
\$150,000 - \$199,999	15.1%	16.0%	15.3%
\$200,000 - \$249,999	10.5%	12.2%	11.8%
\$250,000 - \$299,999	8.6%	9.3%	7.8%
\$300,000 - \$399,999	4.0%	7.7%	7.1%
\$400,000 - \$499,999	0.2%	2.1%	2.3%
\$500,000 - \$749,999	0.0%	0.4%	1.2%
\$750,000 - \$999,999	0.0%	0.2%	0.6%
\$1,000,000 - \$1,499,999	0.8%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.2%	0.6%
Average Home Value	\$157,387	\$175,807	\$188,502
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	963	5,177	8,566
<\$50,000	7.0%	6.1%	7.2%
\$50,000 - \$99,999	25.3%	20.1%	20.8%
\$100,000 - \$149,999	21.0%	16.0%	16.7%
\$150,000 - \$199,999	14.7%	15.8%	15.4%
\$200,000 - \$249,999	12.3%	14.3%	13.7%
\$250,000 - \$299,999	10.2%	11.6%	9.8%
\$300,000 - \$399,999	5.9%	11.7%	10.5%
\$400,000 - \$499,999	0.4%	2.5%	2.8%
\$500,000 - \$749,999	0.9%	0.5%	1.1%
\$750,000 - \$999,999	0.6%	0.4%	0.6%
\$1,000,000 - \$1,499,999	1.3%	0.6%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.4%	0.3%	0.7%
Average Home Value	\$188,226	\$202,346	\$208,894

**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 2021 and 2026 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>2021 Population by Age</b>			
Total	3,914	17,508	28,071
0 - 4	5.0%	5.1%	5.2%
5 - 9	5.1%	5.3%	5.6%
10 - 14	5.3%	5.4%	5.7%
15 - 24	9.5%	9.8%	10.0%
25 - 34	13.2%	12.2%	12.3%
35 - 44	11.1%	10.8%	11.4%
45 - 54	12.1%	12.3%	12.6%
55 - 64	15.6%	14.7%	14.6%
65 - 74	13.0%	12.7%	12.3%
75 - 84	6.7%	7.7%	7.1%
85 +	3.4%	4.0%	3.2%
18 +	82.2%	81.4%	80.5%
<b>2026 Population by Age</b>			
Total	3,924	17,455	27,913
0 - 4	5.0%	5.0%	5.1%
5 - 9	5.0%	5.3%	5.4%
10 - 14	5.3%	5.6%	5.9%
15 - 24	9.7%	9.6%	9.9%
25 - 34	11.4%	11.2%	11.0%
35 - 44	11.9%	11.5%	11.9%
45 - 54	11.4%	11.3%	11.9%
55 - 64	14.0%	14.2%	14.3%
65 - 74	14.5%	13.5%	13.0%
75 - 84	8.4%	8.8%	8.3%
85 +	3.3%	4.0%	3.3%
18 +	81.9%	81.0%	80.2%
<b>2010 Population by Sex</b>			
Males	1,837	8,147	13,404
Females	2,108	9,298	14,767
<b>2021 Population by Sex</b>			
Males	1,841	8,298	13,553
Females	2,075	9,212	14,520
<b>2026 Population by Sex</b>			
Males	1,850	8,337	13,582
Females	2,075	9,119	14,330

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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>2021 Population by Race/Ethnicity</b>			
Total	3,916	17,509	28,073
White Alone	79.8%	83.8%	85.2%
Black Alone	9.2%	6.9%	5.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	1.3%	1.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.6%	5.5%	5.6%
Two or More Races	3.2%	2.3%	2.0%
Hispanic Origin	10.8%	9.2%	9.0%
Diversity Index	47.8	41.2	39.1
<b>2026 Population by Race/Ethnicity</b>			
Total	3,924	17,455	27,912
White Alone	78.6%	82.6%	84.0%
Black Alone	9.2%	6.9%	5.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.9%	1.4%	1.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.4%	6.2%	6.4%
Two or More Races	3.5%	2.5%	2.2%
Hispanic Origin	11.9%	10.3%	10.1%
Diversity Index	50.5	43.9	41.9
<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>2021 Population 25+ by Educational Attainment</b>			
Total	2,940	13,024	20,630
Less than 9th Grade	7.8%	7.3%	6.9%
9th - 12th Grade, No Diploma	8.4%	9.1%	10.1%
High School Graduate	20.4%	21.2%	22.5%
GED/Alternative Credential	9.3%	6.4%	7.0%
Some College, No Degree	23.8%	21.6%	21.3%
Associate Degree	11.7%	12.3%	12.4%
Bachelor's Degree	9.7%	13.5%	12.5%
Graduate/Professional Degree	9.0%	8.6%	7.4%
<b>2021 Population 15+ by Marital Status</b>			
Total	3,315	14,740	23,435
Never Married	31.8%	27.2%	25.6%
Married	42.8%	49.5%	53.3%
Widowed	8.9%	10.4%	9.5%
Divorced	16.5%	12.9%	11.6%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,858	7,735	12,707
Population 16+ Employed	97.0%	96.1%	96.1%
Population 16+ Unemployment rate	3.0%	3.9%	3.9%
Population 16-24 Employed	14.2%	12.6%	12.0%
Population 16-24 Unemployment rate	8.6%	12.2%	11.2%
Population 25-54 Employed	57.8%	58.8%	59.9%
Population 25-54 Unemployment rate	2.8%	3.0%	3.2%
Population 55-64 Employed	20.1%	20.6%	20.5%
Population 55-64 Unemployment rate	0.3%	1.9%	2.1%
Population 65+ Employed	7.9%	8.0%	7.6%
Population 65+ Unemployment rate	0.7%	0.7%	2.0%
<b>2021 Employed Population 16+ by Industry</b>			
Total	1,802	7,435	12,206
Agriculture/Mining	0.9%	0.9%	1.3%
Construction	7.5%	9.2%	9.2%
Manufacturing	10.1%	12.7%	14.0%
Wholesale Trade	0.4%	1.1%	1.4%
Retail Trade	21.2%	19.5%	17.0%
Transportation/Utilities	0.8%	3.3%	4.2%
Information	0.9%	1.2%	0.9%
Finance/Insurance/Real Estate	4.9%	3.9%	3.8%
Services	52.3%	45.6%	44.7%
Public Administration	0.8%	2.8%	3.4%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	1,802	7,435	12,207
White Collar	59.2%	60.4%	56.1%
Management/Business/Financial	14.7%	14.2%	12.7%
Professional	22.5%	24.3%	22.9%
Sales	10.7%	11.4%	10.3%
Administrative Support	11.3%	10.5%	10.1%
Services	15.4%	12.6%	14.5%
Blue Collar	25.4%	27.0%	29.5%
Farming/Forestry/Fishing	0.8%	0.5%	0.8%
Construction/Extraction	7.2%	6.9%	7.1%
Installation/Maintenance/Repair	3.2%	3.5%	4.2%
Production	5.8%	7.5%	8.0%
Transportation/Material Moving	8.4%	8.7%	9.4%

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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>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	148	148	163
Percent of Income for Mortgage	15.5%	15.6%	14.3%
Wealth Index	35	52	54
<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%
<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%

**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>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,065,587	\$9,818,037	\$15,604,397
Average Spent	\$1,106.37	\$1,274.57	\$1,305.26
Spending Potential Index	52	60	62
Education: Total \$	\$1,379,759	\$6,799,048	\$10,613,194
Average Spent	\$739.02	\$882.65	\$887.76
Spending Potential Index	43	51	51
Entertainment/Recreation: Total \$	\$3,548,900	\$16,402,010	\$26,188,756
Average Spent	\$1,900.86	\$2,129.30	\$2,190.61
Spending Potential Index	59	66	68
Food at Home: Total \$	\$5,931,289	\$27,312,274	\$43,864,508
Average Spent	\$3,176.91	\$3,545.67	\$3,669.13
Spending Potential Index	58	65	67
Food Away from Home: Total \$	\$3,716,713	\$17,558,732	\$28,244,526
Average Spent	\$1,990.74	\$2,279.47	\$2,362.57
Spending Potential Index	52	60	62
Health Care: Total \$	\$7,176,733	\$33,388,936	\$53,771,342
Average Spent	\$3,843.99	\$4,334.54	\$4,497.81
Spending Potential Index	62	69	72
HH Furnishings & Equipment: Total \$	\$2,223,793	\$10,632,310	\$17,138,185
Average Spent	\$1,191.10	\$1,380.28	\$1,433.56
Spending Potential Index	53	61	64
Personal Care Products & Services: Total \$	\$884,691	\$4,240,149	\$6,695,846
Average Spent	\$473.86	\$550.45	\$560.09
Spending Potential Index	53	61	62
Shelter: Total \$	\$18,492,489	\$88,640,672	\$138,003,377
Average Spent	\$9,904.92	\$11,507.29	\$11,543.57
Spending Potential Index	49	57	57
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,462,401	\$11,587,491	\$18,837,374
Average Spent	\$1,318.91	\$1,504.28	\$1,575.69
Spending Potential Index	55	63	66
Travel: Total \$	\$2,249,310	\$11,079,432	\$17,535,291
Average Spent	\$1,204.77	\$1,438.33	\$1,466.77
Spending Potential Index	48	57	58
Vehicle Maintenance & Repairs: Total \$	\$1,236,439	\$5,677,785	\$9,180,054
Average Spent	\$662.26	\$737.09	\$767.88
Spending Potential Index	60	67	69

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.