Market Profile

Lumber River Village
2722 W 5th St, Lumberton, NC, 28358
Rings: 3, 5, 7 mile radii

Prepared by WHLR
Latitude: 34.62338
Longitude: -79.04640

	3 miles	5 miles	7 miles
Population Summary			
2010 Total Population	15,378	33,616	45,508
2020 Total Population	12,297	29,084	39,286
2020 Group Quarters	1,197	1,672	1,704
2022 Total Population	11,753	28,027	38,077
2022 Group Quarters	1,197	1,672	1,704
2027 Total Population	11,368	27,228	37,149
2022-2027 Annual Rate	-0.66%	-0.58%	-0.49%
2022 Total Daytime Population	20,029	37,049	44,498
Workers	14,018	22,334	24,230
Residents	6,011	14,715	20,268
Household Summary			
2010 Households	5,673	12,451	16,678
2010 Average Household Size	2.47	2.53	2.60
2020 Total Households	4,631	11,096	14,896
2020 Average Household Size	2.40	2.47	2.52
2022 Households	4,464	10,772	14,538
2022 Average Household Size	2.36	2.45	2.50
2027 Households	4,357	10,569	14,339
2027 Average Household Size	2.33	2.42	2.47
2022-2027 Annual Rate	-0.48%	-0.38%	-0.28%
2010 Families	3,678	8,308	11,436
2010 Average Family Size	3.06	3.08	3.12
2022 Families	2,792	6,941	9,648
2022 Average Family Size	3.00	3.04	3.07
2027 Families	2,711	6,780	9,478
2027 Average Family Size	2.97	3.01	3.03
2022-2027 Annual Rate	-0.59%	-0.47%	-0.35%
Housing Unit Summary			
2000 Housing Units	6,433	13,187	17,203
Owner Occupied Housing Units	54.7%	57.1%	60.3%
Renter Occupied Housing Units	34.3%	32.4%	30.1%
Vacant Housing Units	11.0%	10.5%	9.5%
2010 Housing Units	6,243	13,640	18,171
Owner Occupied Housing Units	48.6%	50.2%	53.6%
Renter Occupied Housing Units	42.2%	41.1%	38.2%
Vacant Housing Units	9.1%	8.7%	8.2%
2020 Housing Units	5,707	12,844	16,953
Vacant Housing Units	18.9%	13.6%	12.1%
2022 Housing Units	5,584	12,639	16,773
Owner Occupied Housing Units	44.5%	46.7%	51.0%
Renter Occupied Housing Units	35.4%	38.5%	35.7%
Vacant Housing Units	20.1%	14.8%	13.3%
2027 Housing Units	5,562	12,603	16,752
Owner Occupied Housing Units	44.8%	46.8%	51.2%
Renter Occupied Housing Units	33.6%	37.0%	34.4%
Vacant Housing Units	21.7%	16.1%	14.4%
Median Household Income			
2022	$38,019	$39,161	$39,502
2027	$41,465	$42,699	$43,270
Median Home Value			
2022	$103,926	$110,662	$103,894
2027	$129,361	$139,426	$133,472
Per Capita Income			
2022	$21,434	$22,636	$22,396
2027	$24,548	$25,865	$25,729
Median Age			
2010	35.7	35.6	35.2
2022	37.8	37.8	37.7
2027	38.4	38.7	38.7

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	4,464	10,772	14,538
<$15,000	24.8%	23.7%	22.8%
$15,000 - $24,999	12.4%	11.1%	11.5%
$25,000 - $34,999	8.4%	9.2%	9.3%
$35,000 - $49,999	16.4%	17.0%	17.0%
$50,000 - $74,999	13.4%	13.4%	14.2%
$75,000 - $99,999	8.5%	9.5%	9.6%
$100,000 - $149,999	10.7%	10.5%	10.4%
$150,000 - $199,999	3.5%	3.5%	3.3%
$200,000+	1.8%	2.1%	1.9%
Average Household Income	$56,941	$58,774	$58,435
2027 Households by Income			
Household Income Base	4,357	10,569	14,339
<$15,000	21.0%	20.4%	19.8%
$15,000 - $24,999	12.0%	10.7%	10.6%
$25,000 - $34,999	7.8%	8.0%	8.3%
$35,000 - $49,999	17.7%	18.1%	17.8%
$50,000 - $74,999	13.4%	13.9%	14.6%
$75,000 - $99,999	9.4%	10.3%	10.4%
$100,000 - $149,999	11.8%	11.4%	11.7%
$150,000 - $199,999	4.9%	4.8%	4.6%
$200,000+	2.1%	2.4%	2.2%
Average Household Income	$64,720	$66,520	$66,374
2022 Owner Occupied Housing Units by Value			
Total	2,486	5,907	8,550
<$50,000	17.4%	21.3%	23.3%
$50,000 - $99,999	31.5%	26.0%	25.8%
$100,000 - $149,999	14.6%	12.8%	11.8%
$150,000 - $199,999	15.0%	14.0%	13.9%
$200,000 - $249,999	10.3%	8.7%	7.9%
$250,000 - $299,999	5.5%	7.8%	7.6%
$300,000 - $399,999	3.0%	4.4%	4.3%
$400,000 - $499,999	0.9%	1.3%	1.6%
$500,000 - $749,999	1.0%	1.7%	1.7%
$750,000 - $999,999	0.3%	0.7%	1.0%
$1,000,000 - $1,499,999	0.1%	0.1%	0.1%
$1,500,000 - $1,999,999	0.0%	0.1%	0.0%
$2,000,000 +	0.4%	1.2%	0.9%
Average Home Value	$145,959	$174,480	$167,893
2027 Owner Occupied Housing Units by Value			
Total	2,489	5,904	8,583
<$50,000	16.0%	19.6%	21.5%
$50,000 - $99,999	26.4%	22.2%	21.9%
$100,000 - $149,999	12.9%	10.3%	9.8%
$150,000 - $199,999	15.7%	13.9%	13.0%
$200,000 - $249,999	11.8%	9.3%	8.4%
$250,000 - $299,999	6.8%	8.9%	9.0%
$300,000 - $399,999	5.1%	6.5%	6.4%
$400,000 - $499,999	1.7%	2.4%	3.2%
$500,000 - $749,999	1.8%	2.8%	2.8%
$750,000 - $999,999	0.7%	1.3%	1.6%
$1,000,000 - $1,499,999	0.2%	0.6%	0.6%
$1,500,000 - $1,999,999	0.1%	0.2%	0.1%
$2,000,000 +	0.8%	2.0%	1.5%
Average Home Value	$177,431	$221,323	$212,695

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 28, 2022

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2010 Population by Age			
Total	15,381	33,615	45,508
0 - 4	7.7%	7.9%	8.0%
5 - 9	7.0%	7.0%	7.2%
10 - 14	6.4%	6.7%	7.0%
15 - 24	13.8%	13.8%	13.9%
25 - 34	14.2%	13.8%	13.7%
35 - 44	13.3%	13.2%	13.2%
45 - 54	14.1%	13.4%	13.5%
55 - 64	11.2%	11.3%	11.5%
65 - 74	6.9%	7.0%	6.8%
75 - 84	4.0%	4.1%	3.8%
85 +	1.5%	1.7%	1.4%
18 +	74.8%	74.2%	73.5%
2022 Population by Age			
Total	11,752	28,026	38,076
0 - 4	6.2%	6.7%	6.8%
5 - 9	6.5%	7.0%	7.1%
10 - 14	6.3%	6.7%	6.7%
15 - 24	12.3%	11.6%	11.7%
25 - 34	15.0%	14.4%	14.3%
35 - 44	12.9%	12.5%	12.6%
45 - 54	12.2%	11.7%	11.8%
55 - 64	12.1%	12.1%	12.2%
65 - 74	9.5%	9.9%	10.0%
75 - 84	5.1%	5.2%	4.9%
85 +	1.9%	2.1%	1.9%
18 +	77.7%	76.4%	76.0%
2027 Population by Age			
Total	11,367	27,228	37,150
0 - 4	6.2%	6.6%	6.7%
5 - 9	6.2%	6.7%	6.8%
10 - 14	6.2%	6.7%	6.9%
15 - 24	12.6%	11.9%	11.8%
25 - 34	14.1%	13.1%	12.9%
35 - 44	13.2%	12.9%	12.9%
45 - 54	12.3%	11.9%	12.0%
55 - 64	11.3%	11.5%	11.6%
65 - 74	10.0%	10.3%	10.4%
75 - 84	5.9%	6.2%	6.1%
85 +	2.1%	2.3%	2.0%
18 +	77.8%	76.3%	75.9%
2010 Population by Sex			
Males	7,799	16,363	22,171
Females	7,578	17,253	23,337
2022 Population by Sex			
Males	6,050	13,704	18,626
Females	5,703	14,322	19,451
2027 Population by Sex			
Males	5,896	13,383	18,260
Females	5,473	13,846	18,889

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	15,378	33,616	45,508
White Alone	32.6%	34.9%	33.6%
Black Alone	39.0%	31.8%	28.5%
American Indian Alone	20.9%	24.8%	29.1%
Asian Alone	2.1%	1.8%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.0%	3.9%	4.5%
Two or More Races	2.3%	2.7%	2.7%
Hispanic Origin	5.6%	6.8%	7.4%
Diversity Index	72.9	74.9	75.7
2020 Population by Race/Ethnicity			
Total	12,297	29,084	39,286
White Alone	29.8%	30.8%	30.1%
Black Alone	36.3%	30.5%	27.3%
American Indian Alone	21.7%	25.6%	29.9%
Asian Alone	1.2%	1.5%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.3%	6.0%	6.0%
Two or More Races	5.6%	5.4%	5.4%
Hispanic Origin	8.0%	9.3%	9.0%
Diversity Index	76.7	78.3	78.2
2022 Population by Race/Ethnicity			
Total	11,753	28,026	38,077
White Alone	29.3%	30.4%	29.6%
Black Alone	36.5%	30.5%	27.2%
American Indian Alone	21.9%	26.0%	30.4%
Asian Alone	1.2%	1.6%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.4%	6.0%	5.9%
Two or More Races	5.6%	5.5%	5.5%
Hispanic Origin	8.1%	9.1%	8.9%
Diversity Index	76.7	78.3	78.1
2027 Population by Race/Ethnicity			
Total	11,368	27,228	37,149
White Alone	28.4%	29.4%	28.6%
Black Alone	36.3%	30.2%	26.9%
American Indian Alone	22.5%	26.7%	31.3%
Asian Alone	1.3%	1.6%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.6%	6.3%	6.2%
Two or More Races	5.8%	5.7%	5.6%
Hispanic Origin	8.4%	9.5%	9.2%
Diversity Index	77.2	78.8	78.4
2010 Population by Relationship and Household Type			
Total	15,378	33,616	45,508
In Households	91.1%	93.8%	95.4%
In Family Households	75.9%	79.0%	81.4%
Householder	23.5%	24.6%	25.1%
Spouse	12.2%	13.4%	14.1%
Child	32.7%	33.3%	34.4%
Other relative	4.8%	4.8%	4.8%
Nonrelative	2.7%	2.9%	3.0%
In Nonfamily Households	15.2%	14.8%	13.9%
In Group Quarters	8.9%	6.2%	4.6%
Institutionalized Population	8.1%	5.8%	4.3%
Noninstitutionalized Population	0.7%	0.4%	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Population 25+ by Educational Attainment			
Total	8,070	19,059	25,784
Less than 9th Grade	5.5%	6.0%	5.6%
9th - 12th Grade, No Diploma	11.8%	12.4%	12.4%
High School Graduate	30.3%	30.1%	30.3%
GED/Alternative Credential	4.8%	3.8%	3.8%
Some College, No Degree	20.3%	18.3%	19.1%
Associate Degree	8.8%	11.1%	11.3%
Bachelor's Degree	12.1%	11.8%	11.2%
Graduate/Professional Degree	6.5%	6.6%	6.1%
2022 Population 15+ by Marital Status			
Total	9,521	22,324	30,224
Never Married	42.6%	40.5%	39.8%
Married	38.8%	40.6%	41.6%
Widowed	6.0%	7.1%	7.3%
Divorced	12.6%	11.9%	11.2%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,231	13,243	18,047
Population 16+ Employed	94.6%	95.4%	95.2%
Population 16+ Unemployment rate	5.4%	4.6%	4.7%
Population 16-24 Employed	13.1%	13.3%	13.2%
Population 16-24 Unemployment rate	16.3%	12.9%	13.5%
Population 25-54 Employed	61.5%	61.8%	62.4%
Population 25-54 Unemployment rate	4.2%	4.0%	4.0%
Population 55-64 Employed	17.7%	17.1%	17.1%
Population 55-64 Unemployment rate	2.2%	1.6%	1.6%
Population 65+ Employed	7.7%	7.8%	7.3%
Population 65+ Unemployment rate	0.5%	0.4%	0.3%
2022 Employed Population 16+ by Industry			
Total	4,948	12,629	17,189
Agriculture/Mining	1.6%	1.6%	1.7%
Construction	5.5%	7.1%	7.7%
Manufacturing	16.9%	16.8%	16.7%
Wholesale Trade	1.5%	2.0%	2.2%
Retail Trade	11.5%	11.8%	12.3%
Transportation/Utilities	4.5%	4.2%	4.8%
Information	0.6%	0.5%	0.5%
Finance/Insurance/Real Estate	3.5%	4.3%	4.4%
Services	47.9%	44.8%	43.4%
Public Administration	6.5%	6.9%	6.5%
2022 Employed Population 16+ by Occupation			
Total	4,948	12,627	17,188
White Collar	50.4%	50.3%	49.4%
Management/Business/Financial	9.2%	11.0%	10.5%
Professional	20.6%	20.7%	19.6%
Sales	10.2%	9.1%	9.7%
Administrative Support	10.4%	9.6%	9.7%
Services	18.1%	17.3%	17.1%
Blue Collar	31.4%	32.4%	33.5%
Farming/Forestry/Fishing	1.2%	1.2%	1.1%
Construction/Extraction	5.4%	6.2%	7.2%
Installation/Maintenance/Repair	4.1%	4.2%	4.3%
Production	10.1%	10.9%	11.1%
Transportation/Material Moving	10.7%	10.0%	9.8%

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2010 Households by Type			
Total	5,673	12,451	16,678
Households with 1 Person	30.7%	28.7%	26.9%
Households with 2+ People	69.3%	71.3%	73.1%
Family Households	64.8%	66.7%	68.6%
Husband-wife Families	33.7%	36.3%	38.6%
With Related Children	14.2%	15.6%	17.3%
Other Family (No Spouse Present)	31.1%	30.4%	30.0%
Other Family with Male Householder	6.2%	6.3%	6.6%
With Related Children	3.3%	3.4%	3.7%
Other Family with Female Householder	24.9%	24.2%	23.4%
With Related Children	17.7%	17.4%	16.7%
Nonfamily Households	4.5%	4.6%	4.6%
All Households with Children	35.7%	36.9%	38.1%
Multigenerational Households	5.9%	5.6%	5.8%
Unmarried Partner Households	6.7%	7.2%	7.4%
Male-female	6.0%	6.5%	6.8%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	5,672	12,449	16,679
1 Person Household	30.7%	28.7%	26.9%
2 Person Household	29.1%	29.8%	29.7%
3 Person Household	17.3%	18.2%	18.6%
4 Person Household	12.2%	12.5%	13.3%
5 Person Household	6.3%	6.5%	6.8%
6 Person Household	2.6%	2.5%	2.7%
7 + Person Household	1.8%	1.8%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	5,673	12,450	16,678
Owner Occupied	53.5%	55.0%	58.4%
Owned with a Mortgage/Loan	30.9%	31.1%	32.0%
Owned Free and Clear	22.6%	23.8%	26.3%
Renter Occupied	46.5%	45.0%	41.6%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	161	157	169
Percent of Income for Mortgage	14.4%	14.9%	13.9%
Wealth Index	41	44	44
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,243	13,640	18,171
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	91.0%	81.6%	67.6%
Rural Housing Units	9.0%	18.4%	32.4%
2010 Population By Urban/ Rural Status			
Total Population	15,378	33,616	45,508
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	91.2%	81.2%	66.7%
Rural Population	8.8%	18.8%	33.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments			
1.	Midlife Constants (5E)	Down the Road (10D)	Down the Road (10D)
2.	Down the Road (10D)	Midlife Constants (5E)	Midlife Constants (5E)
3.	City Commons (11E)	City Commons (11E)	Rural Bypasses (10E)
2022 Consumer Spending			
Apparel & Services: Total $	$6,043,157	$15,034,037	$20,032,809
Average Spent	$1,353.75	$1,395.66	$1,377.96
Spending Potential Index	56	58	57
Education: Total $	$4,305,928	$10,566,997	$13,866,592
Average Spent	$964.59	$980.97	$953.82
Spending Potential Index	49	50	49
Entertainment/Recreation: Total $	$9,190,938	$23,007,554	$31,012,287
Average Spent	$2,058.90	$2,135.87	$2,133.19
Spending Potential Index	56	58	58
Food at Home: Total $	$15,921,622	$40,066,624	$54,123,332
Average Spent	$3,566.67	$3,719.52	$3,722.89
Spending Potential Index	58	60	60
Food Away from Home: Total $	$10,692,372	$26,822,576	$36,096,006
Average Spent	$2,395.24	$2,490.03	$2,482.87
Spending Potential Index	56	58	58
Health Care: Total $	$18,646,232	$46,568,037	$63,044,079
Average Spent	$4,177.02	$4,323.06	$4,336.50
Spending Potential Index	59	61	61
HH Furnishings & Equipment: Total $	$6,322,448	$15,811,829	$21,354,183
Average Spent	$1,416.32	$1,467.86	$1,468.85
Spending Potential Index	55	57	57
Personal Care Products & Services: Total $	$2,555,073	$6,335,870	$8,450,254
Average Spent	$572.37	$588.18	$581.25
Spending Potential Index	56	58	57
Shelter: Total $	$54,289,722	$134,445,345	$178,164,071
Average Spent	$12,161.68	$12,481.00	$12,255.06
Spending Potential Index	53	54	54
Support Payments/Cash Contributions/Gifts in Kind: Total $	$6,615,801	$16,691,624	$22,878,111
Average Spent	$1,482.03	$1,549.54	$1,573.68
Spending Potential Index	55	57	58
Travel: Total $	$6,598,639	$16,371,994	$21,918,814
Average Spent	$1,478.19	$1,519.87	$1,507.69
Spending Potential Index	51	53	52
Vehicle Maintenance & Repairs: Total $	$3,304,753	$8,321,699	$11,295,831
Average Spent	$740.31	$772.53	$776.99
Spending Potential Index	59	61	62

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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