

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
Population Summary			
2010 Total Population	4,034	17,373	28,247
2020 Total Population	4,041	17,227	27,495
2020 Group Quarters	50	411	420
2022 Total Population	4,121	17,083	27,151
2022 Group Quarters	50	411	420
2027 Total Population	4,160	16,890	26,764
2022-2027 Annual Rate	0.19%	-0.23%	-0.29%
2022 Total Daytime Population	7,208	22,226	30,132
Workers	4,965	12,273	14,568
Residents	2,243	9,953	15,564
Household Summary			
2010 Households	1,873	7,563	12,001
2010 Average Household Size	2.12	2.25	2.33
2020 Total Households	1,893	7,588	11,903
2020 Average Household Size	2.11	2.22	2.27
2022 Total Households	1,920	7,525	11,774
2022 Average Household Size	2.12	2.22	2.27
2027 Total Households	1,947	7,471	11,659
2027 Average Household Size	2.11	2.21	2.26
2022-2027 Annual Rate	0.28%	-0.14%	-0.20%
2010 Families	1,041	4,659	7,841
2010 Average Family Size	2.85	2.90	2.90
2022 Total Families	1,021	4,458	7,420
2022 Average Family Size	2.94	2.93	2.90
2027 Total Families	1,029	4,403	7,314
2027 Average Family Size	2.94	2.92	2.90
2022-2027 Annual Rate	0.16%	-0.25%	-0.29%
Housing Unit Summary			
2000 Housing Units	2,084	8,311	12,831
Owner Occupied Housing Units	49.1%	62.1%	66.9%
Renter Occupied Housing Units	39.5%	28.7%	24.8%
Vacant Housing Units	11.4%	9.2%	8.3%
2010 Housing Units	2,140	8,481	13,333
Owner Occupied Housing Units	41.7%	56.5%	61.8%
Renter Occupied Housing Units	45.7%	32.6%	28.2%
Vacant Housing Units	12.5%	10.8%	10.0%
2020 Housing Units	2,133	8,481	13,240
Vacant Housing Units	11.3%	10.5%	10.1%
2022 Housing Units	2,158	8,437	13,148
Owner Occupied Housing Units	42.1%	57.2%	62.6%
Renter Occupied Housing Units	46.9%	32.0%	27.0%
Vacant Housing Units	11.0%	10.8%	10.5%
2027 Housing Units	2,151	8,378	13,072
Owner Occupied Housing Units	43.2%	57.4%	62.6%
Renter Occupied Housing Units	47.3%	31.8%	26.6%
Vacant Housing Units	9.5%	10.8%	10.8%
Median Household Income			
2022	\$41,547	\$46,904	\$50,469
2027	\$51,019	\$53,813	\$57,147
Median Home Value			
2022	\$142,808	\$161,094	\$159,068
2027	\$157,910	\$188,108	\$189,532
Per Capita Income			
2022	\$26,083	\$28,891	\$28,947
2027	\$30,420	\$32,879	\$33,187
Median Age			
2010	43.1	44.1	42.7
2022	45.5	46.4	45.0
2027	46.2	47.0	46.0

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	1,920	7,525	11,774
<\$15,000	21.5%	16.7%	15.3%
\$15,000 - \$24,999	16.1%	16.5%	15.5%
\$25,000 - \$34,999	7.0%	7.6%	7.7%
\$35,000 - \$49,999	10.6%	11.0%	11.0%
\$50,000 - \$74,999	18.7%	16.1%	16.5%
\$75,000 - \$99,999	11.5%	13.3%	14.5%
\$100,000 - \$149,999	12.8%	14.9%	15.5%
\$150,000 - \$199,999	0.5%	1.3%	1.4%
\$200,000+	1.3%	2.6%	2.6%
Average Household Income	\$56,419	\$64,866	\$66,856
2027 Households by Income			
Household Income Base	1,947	7,471	11,659
<\$15,000	16.8%	14.2%	12.8%
\$15,000 - \$24,999	12.4%	14.7%	13.6%
\$25,000 - \$34,999	7.0%	6.6%	6.8%
\$35,000 - \$49,999	12.6%	11.3%	11.2%
\$50,000 - \$74,999	19.8%	15.0%	15.5%
\$75,000 - \$99,999	14.4%	15.3%	16.0%
\$100,000 - \$149,999	14.7%	18.3%	19.3%
\$150,000 - \$199,999	0.7%	1.7%	1.9%
\$200,000+	1.5%	2.8%	2.9%
Average Household Income	\$65,513	\$73,549	\$76,307
2022 Owner Occupied Housing Units by Value			
Total	908	4,824	8,226
<\$50,000	10.0%	8.7%	10.3%
\$50,000 - \$99,999	26.2%	21.6%	20.8%
\$100,000 - \$149,999	16.1%	15.3%	15.5%
\$150,000 - \$199,999	20.7%	19.7%	18.5%
\$200,000 - \$249,999	11.6%	12.5%	11.8%
\$250,000 - \$299,999	9.0%	9.9%	8.5%
\$300,000 - \$399,999	4.8%	8.5%	7.8%
\$400,000 - \$499,999	0.6%	2.3%	2.6%
\$500,000 - \$749,999	0.0%	0.5%	1.6%
\$750,000 - \$999,999	0.0%	0.3%	1.0%
\$1,000,000 - \$1,499,999	0.7%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.0%
\$2,000,000 +	0.2%	0.4%	1.2%
Average Home Value	\$163,932	\$186,712	\$210,016
2027 Owner Occupied Housing Units by Value			
Total	929	4,810	8,188
<\$50,000	9.5%	7.7%	8.8%
\$50,000 - \$99,999	22.8%	16.6%	15.6%
\$100,000 - \$149,999	14.7%	12.3%	13.0%
\$150,000 - \$199,999	19.1%	17.5%	15.9%
\$200,000 - \$249,999	11.8%	12.5%	11.6%
\$250,000 - \$299,999	10.0%	12.2%	10.5%
\$300,000 - \$399,999	9.0%	14.4%	12.6%
\$400,000 - \$499,999	1.0%	3.8%	4.7%
\$500,000 - \$749,999	0.0%	0.9%	2.6%
\$750,000 - \$999,999	0.0%	0.6%	1.8%
\$1,000,000 - \$1,499,999	1.3%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.4%	0.1%	0.1%
\$2,000,000 +	0.4%	0.7%	2.1%
Average Home Value	\$194,597	\$225,931	\$267,813

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.

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2010 Population by Age			
Total	4,036	17,374	28,249
0 - 4	5.8%	5.7%	5.8%
5 - 9	5.2%	5.5%	5.9%
10 - 14	5.9%	6.0%	6.4%
15 - 24	12.3%	11.5%	11.6%
25 - 34	11.1%	10.2%	10.5%
35 - 44	12.3%	12.4%	12.9%
45 - 54	15.9%	15.0%	14.9%
55 - 64	13.6%	13.1%	13.1%
65 - 74	8.5%	9.8%	9.7%
75 - 84	6.8%	7.6%	6.6%
85 +	2.7%	3.3%	2.6%
18 +	79.5%	78.9%	77.9%
2022 Population by Age			
Total	4,123	17,083	27,152
0 - 4	5.0%	5.0%	5.1%
5 - 9	5.2%	5.2%	5.6%
10 - 14	5.2%	5.3%	5.6%
15 - 24	9.8%	10.0%	10.1%
25 - 34	13.2%	12.1%	12.2%
35 - 44	11.1%	10.8%	11.3%
45 - 54	12.0%	12.4%	12.7%
55 - 64	15.4%	14.4%	14.4%
65 - 74	13.0%	12.7%	12.4%
75 - 84	6.7%	8.2%	7.5%
85 +	3.4%	3.9%	3.1%
18 +	82.1%	81.6%	80.7%
2027 Population by Age			
Total	4,158	16,890	26,761
0 - 4	5.1%	5.0%	5.0%
5 - 9	5.1%	5.1%	5.4%
10 - 14	5.3%	5.4%	5.8%
15 - 24	9.8%	9.6%	9.9%
25 - 34	11.5%	11.2%	11.0%
35 - 44	11.8%	11.4%	11.8%
45 - 54	11.4%	11.4%	12.0%
55 - 64	13.8%	13.9%	14.1%
65 - 74	14.5%	13.6%	13.1%
75 - 84	8.4%	9.4%	8.7%
85 +	3.3%	4.0%	3.3%
18 +	81.7%	81.5%	80.5%
2010 Population by Sex			
Males	1,883	8,110	13,443
Females	2,151	9,264	14,805
2022 Population by Sex			
Males	1,949	8,136	13,151
Females	2,173	8,947	13,999
2027 Population by Sex			
Males	1,972	8,094	13,053
Females	2,188	8,796	13,710

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2010 Population by Race/Ethnicity			
Total	4,034	17,374	28,247
White Alone	81.8%	85.8%	87.2%
Black Alone	9.3%	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	4.7%	4.5%	4.6%
Two or More Races	2.7%	1.9%	1.6%
Hispanic Origin	9.3%	7.8%	7.6%
Diversity Index	43.4	36.4	34.2
2020 Population by Race/Ethnicity			
Total	4,041	17,227	27,495
White Alone	75.1%	80.2%	82.2%
Black Alone	8.9%	6.5%	5.3%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.3%	1.1%	0.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.2%	5.5%	5.3%
Two or More Races	7.9%	6.4%	6.0%
Hispanic Origin	16.0%	12.0%	11.4%
Diversity Index	57.4	48.4	45.3
2022 Population by Race/Ethnicity			
Total	4,122	17,083	27,151
White Alone	74.6%	79.8%	81.8%
Black Alone	9.0%	6.5%	5.3%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	1.3%	1.1%	0.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.3%	5.5%	5.3%
Two or More Races	8.2%	6.6%	6.3%
Hispanic Origin	16.0%	12.2%	11.5%
Diversity Index	57.9	49.0	45.9
2027 Population by Race/Ethnicity			
Total	4,159	16,889	26,763
White Alone	73.6%	78.9%	80.9%
Black Alone	8.9%	6.5%	5.3%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	1.4%	1.2%	0.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.4%	5.7%	5.5%
Two or More Races	9.0%	7.3%	6.9%
Hispanic Origin	16.3%	12.4%	11.7%
Diversity Index	59.2	50.3	47.2
2010 Population by Relationship and Household Type			
Total	4,034	17,373	28,247
In Households	98.5%	98.1%	98.8%
In Family Households	75.9%	79.5%	82.3%
Householder	25.6%	27.0%	27.7%
Spouse	15.9%	19.1%	20.3%
Child	27.7%	28.4%	29.5%
Other relative	4.2%	3.2%	3.1%
Nonrelative	2.4%	1.8%	1.9%
In Nonfamily Households	22.6%	18.6%	16.4%
In Group Quarters	1.5%	1.9%	1.2%
Institutionalized Population	0.9%	1.6%	1.0%
Noninstitutionalized Population	0.7%	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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2022 Population 25+ by Educational Attainment			
Total	3,081	12,735	19,985
Less than 9th Grade	6.9%	6.6%	6.3%
9th - 12th Grade, No Diploma	8.0%	8.6%	9.5%
High School Graduate	21.1%	21.8%	23.1%
GED/Alternative Credential	9.5%	6.5%	7.1%
Some College, No Degree	21.4%	20.3%	19.9%
Associate Degree	13.2%	13.5%	13.6%
Bachelor's Degree	9.9%	13.9%	13.0%
Graduate/Professional Degree	9.9%	8.7%	7.6%
2022 Population 15+ by Marital Status			
Total	3,485	14,434	22,722
Never Married	31.4%	26.9%	25.3%
Married	44.0%	50.3%	54.0%
Widowed	8.5%	10.5%	9.7%
Divorced	16.2%	12.3%	11.0%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,935	7,386	12,021
Population 16+ Employed	98.2%	97.7%	97.7%
Population 16+ Unemployment rate	1.8%	2.3%	2.3%
Population 16-24 Employed	15.3%	13.8%	12.9%
Population 16-24 Unemployment rate	5.5%	8.0%	7.7%
Population 25-54 Employed	57.8%	58.9%	60.1%
Population 25-54 Unemployment rate	1.5%	1.6%	1.7%
Population 55-64 Employed	19.8%	19.8%	19.9%
Population 55-64 Unemployment rate	0.0%	0.8%	0.8%
Population 65+ Employed	7.2%	7.5%	7.0%
Population 65+ Unemployment rate	0.7%	0.6%	1.2%
2022 Employed Population 16+ by Industry			
Total	1,900	7,217	11,744
Agriculture/Mining	0.9%	0.9%	1.3%
Construction	8.0%	9.4%	9.4%
Manufacturing	9.6%	12.2%	13.4%
Wholesale Trade	0.5%	1.0%	1.4%
Retail Trade	21.2%	19.6%	17.0%
Transportation/Utilities	0.9%	3.3%	4.3%
Information	0.9%	1.2%	1.0%
Finance/Insurance/Real Estate	4.4%	3.8%	3.6%
Services	52.7%	46.2%	45.4%
Public Administration	0.8%	2.6%	3.2%
2022 Employed Population 16+ by Occupation			
Total	1,905	7,216	11,745
White Collar	56.3%	58.9%	54.8%
Management/Business/Financial	14.4%	14.0%	12.5%
Professional	21.9%	23.3%	22.1%
Sales	9.9%	11.2%	10.1%
Administrative Support	10.1%	10.4%	10.1%
Services	16.3%	13.3%	15.0%
Blue Collar	27.7%	27.8%	30.2%
Farming/Forestry/Fishing	0.9%	0.5%	0.8%
Construction/Extraction	7.8%	7.1%	7.3%
Installation/Maintenance/Repair	3.8%	3.7%	4.4%
Production	6.6%	7.6%	8.2%
Transportation/Material Moving	8.6%	8.9%	9.5%

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2010 Households by Type			
Total	1,874	7,563	12,001
Households with 1 Person	40.7%	34.9%	31.2%
Households with 2+ People	59.3%	65.1%	68.8%
Family Households	55.5%	61.6%	65.3%
Husband-wife Families	34.8%	43.6%	47.9%
With Related Children	12.5%	16.2%	18.4%
Other Family (No Spouse Present)	20.8%	18.0%	17.5%
Other Family with Male Householder	4.3%	4.2%	4.3%
With Related Children	2.6%	2.4%	2.5%
Other Family with Female Householder	16.4%	13.9%	13.2%
With Related Children	9.4%	8.3%	8.0%
Nonfamily Households	3.8%	3.5%	3.5%
All Households with Children	24.9%	27.2%	29.3%
Multigenerational Households	3.4%	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%
2010 Households by Size			
Total	1,873	7,563	12,002
1 Person Household	40.7%	34.9%	31.2%
2 Person Household	31.0%	34.0%	35.0%
3 Person Household	13.4%	14.2%	15.0%
4 Person Household	8.6%	10.4%	11.6%
5 Person Household	3.8%	4.2%	4.7%
6 Person Household	1.5%	1.5%	1.6%
7 + Person Household	1.0%	0.9%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,872	7,562	12,001
Owner Occupied	47.7%	63.4%	68.7%
Owned with a Mortgage/Loan	27.0%	37.2%	40.2%
Owned Free and Clear	20.7%	26.2%	28.4%
Renter Occupied	52.3%	36.6%	31.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	130	133	146
Percent of Income for Mortgage	18.1%	18.1%	16.6%
Wealth Index	35	53	55
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,140	8,481	13,333
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	100.0%	89.2%	68.5%
Rural Housing Units	0.0%	10.8%	31.5%
2010 Population By Urban/ Rural Status			
Total Population	4,034	17,373	28,247
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	100.0%	88.4%	67.3%
Rural Population	0.0%	11.6%	32.7%

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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Top 3 Tapestry Segments			
1.	Small Town Sincerity (12C)	Heartland Communities (6F)	Southern Satellites (10A)
2.	Heartland Communities (6F)	Midlife Constants (5E)	Heartland Communities (6F)
3.	Midlife Constants (5E)	Small Town Sincerity (12C)	Midlife Constants (5E)
2022 Consumer Spending			
Apparel & Services: Total \$	\$2,482,469	\$11,170,064	\$17,936,140
Average Spent	\$1,292.95	\$1,484.39	\$1,523.37
Spending Potential Index	54	62	63
Education: Total \$	\$1,655,998	\$7,726,356	\$12,196,108
Average Spent	\$862.50	\$1,026.76	\$1,035.85
Spending Potential Index	44	52	53
Entertainment/Recreation: Total \$	\$4,276,947	\$18,673,265	\$30,109,454
Average Spent	\$2,227.58	\$2,481.50	\$2,557.28
Spending Potential Index	61	68	70
Food at Home: Total \$	\$7,134,270	\$31,102,585	\$50,443,528
Average Spent	\$3,715.77	\$4,133.23	\$4,284.32
Spending Potential Index	60	67	69
Food Away from Home: Total \$	\$4,465,690	\$19,980,234	\$32,471,753
Average Spent	\$2,325.88	\$2,655.18	\$2,757.92
Spending Potential Index	54	62	64
Health Care: Total \$	\$8,650,402	\$38,007,716	\$61,822,565
Average Spent	\$4,505.42	\$5,050.86	\$5,250.77
Spending Potential Index	64	71	74
HH Furnishings & Equipment: Total \$	\$2,675,475	\$12,092,880	\$19,701,020
Average Spent	\$1,393.48	\$1,607.03	\$1,673.26
Spending Potential Index	54	63	65
Personal Care Products & Services: Total \$	\$1,064,668	\$4,822,859	\$7,694,552
Average Spent	\$554.51	\$640.91	\$653.52
Spending Potential Index	54	63	64
Shelter: Total \$	\$22,222,147	\$100,823,850	\$158,589,757
Average Spent	\$11,574.03	\$13,398.52	\$13,469.49
Spending Potential Index	51	59	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,960,671	\$13,184,557	\$21,663,296
Average Spent	\$1,542.02	\$1,752.10	\$1,839.93
Spending Potential Index	57	65	68
Travel: Total \$	\$2,708,770	\$12,589,768	\$20,147,371
Average Spent	\$1,410.82	\$1,673.06	\$1,711.17
Spending Potential Index	49	58	60
Vehicle Maintenance & Repairs: Total \$	\$1,487,971	\$6,465,757	\$10,557,868
Average Spent	\$774.98	\$859.24	\$896.71
Spending Potential Index	62	68	71

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.