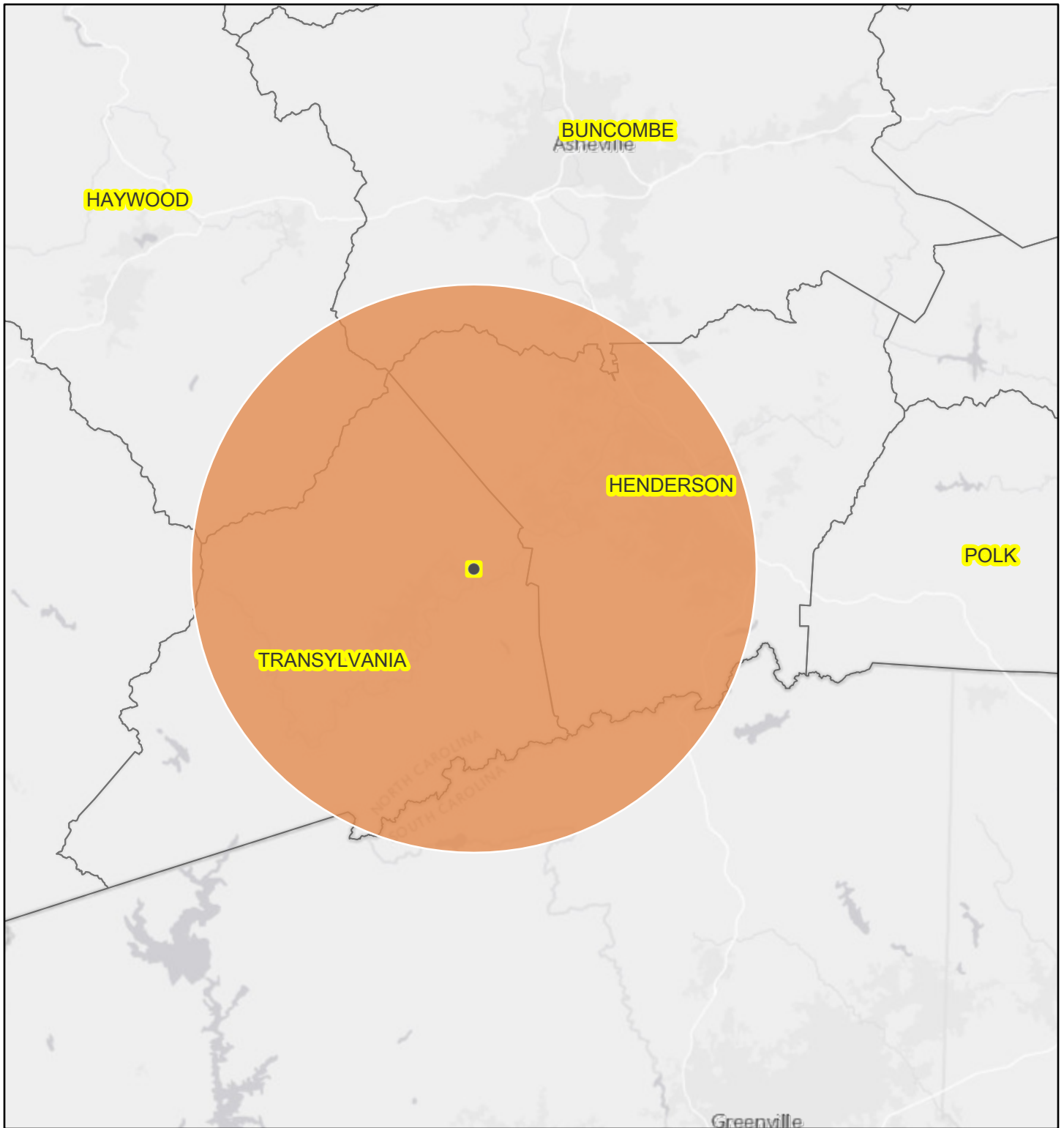
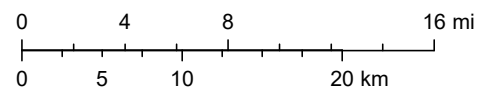


# 15 Mi Radius 2260 Hendersonville Hwy, Pisgah Forest



1:577,791



Esri, HERE, NPS, Esri, HERE, Garmin, USGS, EPA, NPS

**15 mile**

<b>Population Summary</b>	
2010 Total Population	122,826
2020 Total Population	132,455
2020 Group Quarters	2,195
2023 Total Population	135,196
2023 Group Quarters	2,196
2028 Total Population	136,691
2023-2028 Annual Rate	0.22%
2023 Total Daytime Population	135,776
Workers	60,792
Residents	74,984
<b>Household Summary</b>	
2010 Households	53,256
2010 Average Household Size	2.26
2020 Total Households	57,058
2020 Average Household Size	2.28
2023 Households	58,550
2023 Average Household Size	2.27
2028 Households	59,694
2028 Average Household Size	2.25
2023-2028 Annual Rate	0.39%
2010 Families	35,265
2010 Average Family Size	2.76
2023 Families	37,368
2023 Average Family Size	2.84
2028 Families	37,950
2028 Average Family Size	2.83
2023-2028 Annual Rate	0.31%
<b>Housing Unit Summary</b>	
2000 Housing Units	51,741
Owner Occupied Housing Units	68.4%
Renter Occupied Housing Units	18.6%
Vacant Housing Units	13.0%
2010 Housing Units	64,319
Owner Occupied Housing Units	62.3%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	17.2%
2020 Housing Units	66,277
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	22.4%
Vacant Housing Units	13.8%
2023 Housing Units	67,996
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	22.6%
Vacant Housing Units	13.9%
2028 Housing Units	69,108
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	21.8%
Vacant Housing Units	13.6%

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

**15 mile**

**2023 Households by Income**

Household Income Base	58,550
<\$15,000	8.4%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	12.3%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	6.2%
\$200,000+	6.9%
Average Household Income	\$92,257

**2028 Households by Income**

Household Income Base	59,694
<\$15,000	7.2%
\$15,000 - \$24,999	6.3%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	8.2%
\$200,000+	8.4%
Average Household Income	\$106,759

**2023 Owner Occupied Housing Units by Value**

Total	43,216
<\$50,000	2.6%
\$50,000 - \$99,999	3.7%
\$100,000 - \$149,999	4.5%
\$150,000 - \$199,999	7.8%
\$200,000 - \$249,999	9.8%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	25.4%
\$400,000 - \$499,999	13.5%
\$500,000 - \$749,999	13.4%
\$750,000 - \$999,999	4.3%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	0.5%
Average Home Value	\$391,824

**2028 Owner Occupied Housing Units by Value**

Total	44,655
<\$50,000	1.4%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	2.0%
\$150,000 - \$199,999	4.7%
\$200,000 - \$249,999	8.2%
\$250,000 - \$299,999	12.6%
\$300,000 - \$399,999	29.2%
\$400,000 - \$499,999	16.3%
\$500,000 - \$749,999	16.9%
\$750,000 - \$999,999	4.7%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.5%
Average Home Value	\$425,003

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2260 Hendersonville Highway, Pisgah Forest, North Carolina,  
Ring: 15 mile radius

Produced by NC Commerce, LEAD

Latitude: 35.2722

Longitude: -82.6652

**15 mile**

<b>Median Household Income</b>	
2023	\$62,210
2028	\$71,990
<b>Median Home Value</b>	
2023	\$336,560
2028	\$366,663
<b>Per Capita Income</b>	
2023	\$39,836
2028	\$46,471
<b>Median Age</b>	
2010	47.0
2020	48.8
2023	50.4
2028	51.2
<b>2020 Population by Age</b>	
Total	132,455
0 - 4	4.3%
5 - 9	5.1%
10 - 14	5.5%
15 - 24	9.7%
25 - 34	10.1%
35 - 44	11.1%
45 - 54	11.8%
55 - 64	14.5%
65 - 74	15.6%
75 - 84	9.0%
85 +	3.4%
18 +	81.9%
<b>2023 Population by Age</b>	
Total	135,197
0 - 4	4.4%
5 - 9	4.9%
10 - 14	5.3%
15 - 24	8.9%
25 - 34	9.7%
35 - 44	11.1%
45 - 54	11.4%
55 - 64	14.8%
65 - 74	16.2%
75 - 84	9.8%
85 +	3.7%
18 +	82.6%
<b>2028 Population by Age</b>	
Total	136,692
0 - 4	4.3%
5 - 9	4.7%
10 - 14	5.2%
15 - 24	8.8%
25 - 34	8.7%
35 - 44	11.1%
45 - 54	11.3%
55 - 64	13.7%
65 - 74	16.3%
75 - 84	11.6%
85 +	4.3%
18 +	82.7%
<b>2020 Population by Sex</b>	

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	<b>15 mile</b>
Males	63,298
Females	69,157
<b>2023 Population by Sex</b>	
Males	65,588
Females	69,608
<b>2028 Population by Sex</b>	
Males	66,309
Females	70,382
<b>2010 Population by Race/Ethnicity</b>	
Total	122,826
White Alone	90.1%
Black Alone	3.6%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.2%
Two or More Races	1.8%
Hispanic Origin	7.0%
Diversity Index	29.2
<b>2020 Population by Race/Ethnicity</b>	
Total	132,455
White Alone	83.0%
Black Alone	3.3%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.4%
Some Other Race Alone	5.3%
Two or More Races	6.4%
Hispanic Origin	9.7%
Diversity Index	42.5
<b>2023 Population by Race/Ethnicity</b>	
Total	135,196
White Alone	82.0%
Black Alone	3.3%
American Indian Alone	0.5%
Asian Alone	1.3%
Pacific Islander Alone	0.4%
Some Other Race Alone	5.7%
Two or More Races	6.8%
Hispanic Origin	10.4%
Diversity Index	44.5
<b>2028 Population by Race/Ethnicity</b>	
Total	136,691
White Alone	80.3%
Black Alone	3.3%
American Indian Alone	0.5%
Asian Alone	1.5%
Pacific Islander Alone	0.5%
Some Other Race Alone	6.4%
Two or More Races	7.5%
Hispanic Origin	11.5%
Diversity Index	47.8

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

**15 mile**

## 2020 Population by Relationship and Household Type

Total	132,455
In Households	98.3%
Householder	42.9%
Opposite-Sex Spouse	21.6%
Same-Sex Spouse	0.3%
Opposite-Sex Unmarried Partner	2.3%
Same-Sex Unmarried Partner	0.2%
Biological Child	21.1%
Adopted Child	0.7%
Stepchild	1.0%
Grandchild	2.0%
Brother or Sister	0.9%
Parent	0.9%
Parent-in-law	0.3%
Son-in-law or Daughter-in-law	0.4%
Other Relatives	1.2%
Foster Child	0.1%
Other Nonrelatives	2.6%
In Group Quarters	1.7%
Institutionalized	0.9%
Noninstitutionalized	0.8%

## 2023 Population 25+ by Educational Attainment

Total	103,556
Less than 9th Grade	1.9%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	19.6%
GED/Alternative Credential	4.3%
Some College, No Degree	19.4%
Associate Degree	11.4%
Bachelor's Degree	24.1%
Graduate/Professional Degree	14.6%

## 2023 Population 15+ by Marital Status

Total	115,569
Never Married	23.5%
Married	58.1%
Widowed	7.9%
Divorced	10.5%

## 2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	63,006
Population 16+ Employed	96.8%
Population 16+ Unemployment rate	3.2%
Population 16-24 Employed	11.5%
Population 16-24 Unemployment rate	6.5%
Population 25-54 Employed	57.3%
Population 25-54 Unemployment rate	2.9%
Population 55-64 Employed	21.0%
Population 55-64 Unemployment rate	2.1%
Population 65+ Employed	10.3%
Population 65+ Unemployment rate	2.9%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 24, 2024

2260 Hendersonville Highway, Pisgah Forest, North Carolina,  
Ring: 15 mile radius

Produced by NC Commerce, LEAD

Latitude: 35.2722  
Longitude: -82.6652

**15 mile**

## 2023 Employed Population 16+ by Industry

Total	60,999
Agriculture/Mining	0.9%
Construction	8.6%
Manufacturing	12.5%
Wholesale Trade	1.5%
Retail Trade	12.9%
Transportation/Utilities	3.9%
Information	1.0%
Finance/Insurance/Real Estate	6.0%
Services	49.8%
Public Administration	2.8%

## 2023 Employed Population 16+ by Occupation

Total	60,997
White Collar	59.9%
Management/Business/Financial	15.8%
Professional	23.4%
Sales	10.0%
Administrative Support	10.8%
Services	18.3%
Blue Collar	21.8%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	2.4%
Production	6.8%
Transportation/Material Moving	6.3%

## 2020 Households by Type

Total	57,058
Married Couple Households	51.0%
With Own Children <18	13.9%
Without Own Children <18	37.1%
Cohabiting Couple Households	5.7%
With Own Children <18	1.6%
Without Own Children <18	4.1%
Male Householder, No Spouse/Partner	15.8%
Living Alone	11.3%
65 Years and over	4.7%
With Own Children <18	1.3%
Without Own Children <18, With Relatives	2.2%
No Relatives Present	1.1%
Female Householder, No Spouse/Partner	27.5%
Living Alone	18.0%
65 Years and over	11.4%
With Own Children <18	3.5%
Without Own Children <18, With Relatives	5.1%
No Relatives Present	0.9%

## 2020 Households by Size

Total	57,058
1 Person Household	29.3%
2 Person Household	40.7%
3 Person Household	13.1%
4 Person Household	9.9%
5 Person Household	4.3%
6 Person Household	1.8%
7 + Person Household	1.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 24, 2024

2260 Hendersonville Highway, Pisgah Forest, North Carolina,  
Ring: 15 mile radius

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**15 mile**

## 2020 Households by Tenure and Mortgage Status

Total	57,058
Owner Occupied	74.0%
Owned with a Mortgage/Loan	43.5%
Owned Free and Clear	30.5%
Renter Occupied	26.0%

## 2023 Affordability, Mortgage and Wealth

Housing Affordability Index	79
Percent of Income for Mortgage	32.5%
Wealth Index	92

## 2020 Housing Units By Urban/ Rural Status

Total	66,277
Urban Housing Units	62.3%
Rural Housing Units	37.7%

## 2020 Population By Urban/ Rural Status

Total	132,455
Urban Population	63.9%
Rural Population	36.1%

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 24, 2024



2260 Hendersonville Highway, Pisgah Forest, North Carolina,  
Ring: 15 mile radius

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**15 mile**

### Top 3 Tapestry Segments

1.	Silver & Gold (9A)
2.	Midlife Constants (5E)
3.	The Great Outdoors (6C)

### 2023 Consumer Spending

Apparel & Services: Total \$	\$104,716,711
Average Spent	\$1,788.50
Spending Potential Index	81
Education: Total \$	\$79,518,736
Average Spent	\$1,358.13
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$200,020,101
Average Spent	\$3,416.23
Spending Potential Index	90
Food at Home: Total \$	\$351,731,492
Average Spent	\$6,007.37
Spending Potential Index	88
Food Away from Home: Total \$	\$182,977,115
Average Spent	\$3,125.14
Spending Potential Index	84
Health Care: Total \$	\$415,192,612
Average Spent	\$7,091.25
Spending Potential Index	96
HH Furnishings & Equipment: Total \$	\$150,941,861
Average Spent	\$2,578.00
Spending Potential Index	87
Personal Care Products & Services: Total \$	\$47,883,439
Average Spent	\$817.82
Spending Potential Index	86
Shelter: Total \$	\$1,213,249,521
Average Spent	\$20,721.60
Spending Potential Index	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$175,241,298
Average Spent	\$2,993.02
Spending Potential Index	96
Travel: Total \$	\$113,626,281
Average Spent	\$1,940.67
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$69,817,203
Average Spent	\$1,192.44
Spending Potential Index	91

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 24, 2024

2260 Hendersonville Highway, Pisgah Forest, North Carolina, 28768  
 Ring: 15 mile radius

Produced by NC Commerce, LEAD  
 Latitude: 35.2722  
 Longitude: -82.6652

Data for all businesses in area		15 mile			
Total Businesses:		6,142			
Total Employees:		67,537			
Total Residential Population:		135,196			
Employee/Residential Population Ratio (per 100 Residents)		50			
by SIC Codes	Businesses		Employees		
	Number	Percent	Number	Percent	
Agriculture & Mining	199	3.2%	1,071	1.6%	
Construction	522	8.5%	2,624	3.9%	
Manufacturing	213	3.5%	6,977	10.3%	
Transportation	161	2.6%	1,130	1.7%	
Communication	41	0.7%	440	0.7%	
Utility	21	0.3%	170	0.3%	
Wholesale Trade	149	2.4%	1,751	2.6%	
<b>Retail Trade Summary</b>	<b>1,219</b>	<b>19.8%</b>	<b>19,078</b>	<b>28.2%</b>	
Home Improvement	81	1.3%	1,011	1.5%	
General Merchandise Stores	58	0.9%	1,658	2.5%	
Food Stores	117	1.9%	2,301	3.4%	
Auto Dealers & Gas Stations	151	2.5%	1,740	2.6%	
Apparel & Accessory Stores	43	0.7%	260	0.4%	
Furniture & Home Furnishings	110	1.8%	741	1.1%	
Eating & Drinking Places	338	5.5%	5,033	7.5%	
Miscellaneous Retail	320	5.2%	6,335	9.4%	
<b>Finance, Insurance, Real Estate Summary</b>	<b>514</b>	<b>8.4%</b>	<b>3,031</b>	<b>4.5%</b>	
Banks, Savings & Lending Institutions	88	1.4%	632	0.9%	
Securities Brokers	70	1.1%	214	0.3%	
Insurance Carriers & Agents	71	1.2%	326	0.5%	
Real Estate, Holding, Other Investment Offices	286	4.7%	1,859	2.8%	
<b>Services Summary</b>	<b>2,338</b>	<b>38.1%</b>	<b>27,304</b>	<b>40.4%</b>	
Hotels & Lodging	134	2.2%	3,823	5.7%	
Automotive Services	174	2.8%	971	1.4%	
Movies & Amusements	152	2.5%	850	1.3%	
Health Services	398	6.5%	9,291	13.8%	
Legal Services	93	1.5%	413	0.6%	
Education Institutions & Libraries	108	1.8%	4,077	6.0%	
Other Services	1,279	20.8%	7,878	11.7%	
<b>Government</b>	<b>259</b>	<b>4.2%</b>	<b>3,733</b>	<b>5.5%</b>	
<b>Unclassified Establishments</b>	<b>506</b>	<b>8.2%</b>	<b>228</b>	<b>0.3%</b>	
<b>Totals</b>	<b>6,142</b>	<b>100.0%</b>	<b>67,537</b>	<b>100.0%</b>	

**Source:** Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

2260 Hendersonville Highway, Pisgah Forest, North Carolina, 28768  
 Ring: 15 mile radius

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 Latitude: 35.2722  
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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	46	0.7%	363	0.5%
Mining	11	0.2%	48	0.1%
Utilities	9	0.1%	108	0.2%
Construction	552	9.0%	2,855	4.2%
Manufacturing	241	3.9%	7,272	10.8%
Wholesale Trade	145	2.4%	1,738	2.6%
Retail Trade	836	13.6%	9,376	13.9%
Motor Vehicle & Parts Dealers	113	1.8%	1,535	2.3%
Furniture & Home Furnishings Stores	60	1.0%	282	0.4%
Electronics & Appliance Stores	25	0.4%	175	0.3%
Building Material & Garden Equipment & Supplies Dealers	76	1.2%	981	1.5%
Food & Beverage Stores	103	1.7%	2,118	3.1%
Health & Personal Care Stores	81	1.3%	581	0.9%
Gasoline Stations & Fuel Dealers	40	0.7%	220	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	55	0.9%	297	0.4%
Sporting Goods, Hobby, Book, & Music Stores	194	3.2%	1,397	2.1%
General Merchandise Stores	88	1.4%	1,791	2.7%
Transportation & Warehousing	104	1.7%	970	1.4%
Information	98	1.6%	937	1.4%
Finance & Insurance	232	3.8%	5,369	7.9%
Central Bank/Credit Intermediation & Related Activities	89	1.4%	4,826	7.1%
Securities & Commodity Contracts	72	1.2%	217	0.3%
Funds, Trusts & Other Financial Vehicles	71	1.2%	326	0.5%
Real Estate, Rental & Leasing	339	5.5%	2,154	3.2%
Professional, Scientific & Tech Services	451	7.3%	2,224	3.3%
Legal Services	100	1.6%	434	0.6%
Management of Companies & Enterprises	13	0.2%	38	0.1%
Administrative, Support & Waste Management Services	197	3.2%	800	1.2%
Educational Services	132	2.1%	4,138	6.1%
Health Care & Social Assistance	540	8.8%	11,365	16.8%
Arts, Entertainment & Recreation	144	2.3%	835	1.2%
Accommodation & Food Services	480	7.8%	8,924	13.2%
Accommodation	134	2.2%	3,823	5.7%
Food Services & Drinking Places	347	5.6%	5,100	7.6%
Other Services (except Public Administration)	810	13.2%	4,058	6.0%
Automotive Repair & Maintenance	134	2.2%	695	1.0%
Public Administration	257	4.2%	3,739	5.5%
Unclassified Establishments	506	8.2%	228	0.3%
<b>Total</b>	<b>6,142</b>	<b>100.0%</b>	<b>67,537</b>	<b>100.0%</b>

**Source:** Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.