



# Market Profile

FV Worker's Distance  
 401 Old Honeycutt Road Fuquay-Varina NC 27526  
 Rings: 15, 20, 20 mile radii

Latitude: 35.5889  
 Longitude: -78.7799

	15 mile	20 mile	20 mile
<b>Population Summary</b>			
2000 Total Population	317,099	527,487	527,487
2010 Total Population	438,798	733,320	733,320
2017 Total Population	513,611	863,374	863,374
2017 Group Quarters	14,640	22,985	22,985
2022 Total Population	572,560	962,829	962,829
2017-2022 Annual Rate	2.20%	2.20%	2.20%
2017 Total Daytime Population	442,894	887,685	887,685
Workers	188,159	462,959	462,959
Residents	254,735	424,726	424,726
<b>Household Summary</b>			
2000 Households	115,973	202,165	202,165
2000 Average Household Size	2.62	2.51	2.51
2010 Households	159,772	278,377	278,377
2010 Average Household Size	2.65	2.55	2.55
2017 Households	185,935	325,770	325,770
2017 Average Household Size	2.68	2.58	2.58
2022 Households	207,032	362,724	362,724
2022 Average Household Size	2.69	2.59	2.59
2017-2022 Annual Rate	2.17%	2.17%	2.17%
2010 Families	109,995	182,472	182,472
2010 Average Family Size	3.16	3.12	3.12
2017 Families	126,585	210,548	210,548
2017 Average Family Size	3.21	3.18	3.18
2022 Families	140,246	233,033	233,033
2022 Average Family Size	3.23	3.20	3.20
2017-2022 Annual Rate	2.07%	2.05%	2.05%
<b>Housing Unit Summary</b>			
2000 Housing Units	123,952	217,037	217,037
Owner Occupied Housing Units	65.0%	61.4%	61.4%
Renter Occupied Housing Units	28.6%	31.7%	31.7%
Vacant Housing Units	6.4%	6.9%	6.9%
2010 Housing Units	171,539	301,136	301,136
Owner Occupied Housing Units	63.9%	60.4%	60.4%
Renter Occupied Housing Units	29.2%	32.0%	32.0%
Vacant Housing Units	6.9%	7.6%	7.6%
2017 Housing Units	198,913	351,505	351,505
Owner Occupied Housing Units	61.4%	57.4%	57.4%
Renter Occupied Housing Units	32.1%	35.3%	35.3%
Vacant Housing Units	6.5%	7.3%	7.3%
2022 Housing Units	221,506	391,570	391,570
Owner Occupied Housing Units	61.2%	57.3%	57.3%
Renter Occupied Housing Units	32.3%	35.4%	35.4%
Vacant Housing Units	6.5%	7.4%	7.4%
<b>Median Household Income</b>			
2017	\$67,308	\$64,994	\$64,994
2022	\$76,972	\$75,833	\$75,833
<b>Median Home Value</b>			
2017	\$232,489	\$232,823	\$232,823
2022	\$250,190	\$253,629	\$253,629
<b>Per Capita Income</b>			
2017	\$32,447	\$33,862	\$33,862
2022	\$36,334	\$38,110	\$38,110
<b>Median Age</b>			
2010	33.8	34.2	34.2
2017	34.8	35.4	35.4
2022	35.1	35.5	35.5

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	185,934	325,758	325,758
<\$15,000	8.6%	8.9%	8.9%
\$15,000 - \$24,999	8.0%	8.4%	8.4%
\$25,000 - \$34,999	8.7%	9.0%	9.0%
\$35,000 - \$49,999	11.8%	12.1%	12.1%
\$50,000 - \$74,999	17.0%	17.0%	17.0%
\$75,000 - \$99,999	13.6%	13.3%	13.3%
\$100,000 - \$149,999	18.7%	17.4%	17.4%
\$150,000 - \$199,999	7.0%	6.9%	6.9%
\$200,000+	6.6%	7.1%	7.1%
Average Household Income	\$88,846	\$88,953	\$88,953
<b>2022 Households by Income</b>			
Household Income Base	207,031	362,712	362,712
<\$15,000	8.4%	8.6%	8.6%
\$15,000 - \$24,999	7.3%	7.6%	7.6%
\$25,000 - \$34,999	7.6%	7.8%	7.8%
\$35,000 - \$49,999	10.2%	10.4%	10.4%
\$50,000 - \$74,999	14.8%	14.8%	14.8%
\$75,000 - \$99,999	15.6%	15.3%	15.3%
\$100,000 - \$149,999	20.7%	19.5%	19.5%
\$150,000 - \$199,999	7.8%	7.7%	7.7%
\$200,000+	7.7%	8.2%	8.2%
Average Household Income	\$99,783	\$100,471	\$100,471
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	122,049	201,707	201,707
<\$50,000	3.3%	3.4%	3.4%
\$50,000 - \$99,999	4.2%	5.1%	5.1%
\$100,000 - \$149,999	14.4%	15.3%	15.3%
\$150,000 - \$199,999	16.7%	16.2%	16.2%
\$200,000 - \$249,999	17.5%	15.2%	15.2%
\$250,000 - \$299,999	13.1%	11.6%	11.6%
\$300,000 - \$399,999	16.8%	15.8%	15.8%
\$400,000 - \$499,999	7.7%	8.0%	8.0%
\$500,000 - \$749,999	4.4%	6.1%	6.1%
\$750,000 - \$999,999	1.0%	1.8%	1.8%
\$1,000,000 +	0.9%	1.4%	1.4%
Average Home Value	\$267,896	\$281,545	\$281,545
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	135,487	224,157	224,157
<\$50,000	2.4%	2.5%	2.5%
\$50,000 - \$99,999	3.5%	4.3%	4.3%
\$100,000 - \$149,999	12.9%	13.6%	13.6%
\$150,000 - \$199,999	14.9%	14.5%	14.5%
\$200,000 - \$249,999	16.3%	14.2%	14.2%
\$250,000 - \$299,999	13.3%	11.7%	11.7%
\$300,000 - \$399,999	18.8%	17.6%	17.6%
\$400,000 - \$499,999	9.5%	9.7%	9.7%
\$500,000 - \$749,999	5.8%	7.6%	7.6%
\$750,000 - \$999,999	1.4%	2.3%	2.3%
\$1,000,000 +	1.4%	2.0%	2.0%
Average Home Value	\$292,148	\$308,036	\$308,036

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	438,797	733,323	733,323
0 - 4	7.1%	7.2%	7.2%
5 - 9	7.6%	7.4%	7.4%
10 - 14	7.3%	7.0%	7.0%
15 - 24	15.9%	14.8%	14.8%
25 - 34	13.7%	14.9%	14.9%
35 - 44	15.9%	15.9%	15.9%
45 - 54	14.7%	14.3%	14.3%
55 - 64	9.6%	9.8%	9.8%
65 - 74	4.9%	5.1%	5.1%
75 - 84	2.4%	2.7%	2.7%
85 +	0.9%	1.1%	1.1%
18 +	73.8%	74.5%	74.5%
<b>2017 Population by Age</b>			
Total	513,611	863,373	863,373
0 - 4	6.5%	6.5%	6.5%
5 - 9	7.0%	6.9%	6.9%
10 - 14	7.2%	7.0%	7.0%
15 - 24	16.1%	14.9%	14.9%
25 - 34	13.4%	14.2%	14.2%
35 - 44	14.1%	14.5%	14.5%
45 - 54	14.0%	13.8%	13.8%
55 - 64	11.2%	11.2%	11.2%
65 - 74	6.7%	6.9%	6.9%
75 - 84	2.7%	3.0%	3.0%
85 +	1.0%	1.2%	1.2%
18 +	75.4%	75.8%	75.8%
<b>2022 Population by Age</b>			
Total	572,560	962,830	962,830
0 - 4	6.4%	6.5%	6.5%
5 - 9	6.6%	6.6%	6.6%
10 - 14	6.9%	6.8%	6.8%
15 - 24	15.7%	14.5%	14.5%
25 - 34	14.3%	14.9%	14.9%
35 - 44	13.7%	14.1%	14.1%
45 - 54	12.7%	12.7%	12.7%
55 - 64	11.4%	11.3%	11.3%
65 - 74	7.7%	7.8%	7.8%
75 - 84	3.5%	3.6%	3.6%
85 +	1.1%	1.2%	1.2%
18 +	76.0%	76.3%	76.3%
<b>2010 Population by Sex</b>			
Males	218,471	359,982	359,982
Females	220,327	373,338	373,338
<b>2017 Population by Sex</b>			
Males	255,685	424,430	424,430
Females	257,926	438,944	438,944
<b>2022 Population by Sex</b>			
Males	284,588	473,232	473,232
Females	287,972	489,597	489,597

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	438,797	733,320	733,320
White Alone	71.9%	67.5%	67.5%
Black Alone	15.7%	19.5%	19.5%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	4.7%	5.2%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.6%	4.8%	4.8%
Two or More Races	2.4%	2.4%	2.4%
Hispanic Origin	9.9%	9.9%	9.9%
Diversity Index	55.2	59.2	59.2
<b>2017 Population by Race/Ethnicity</b>			
Total	513,611	863,374	863,374
White Alone	69.7%	65.1%	65.1%
Black Alone	15.9%	19.4%	19.4%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	5.9%	6.9%	6.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.0%	5.1%	5.1%
Two or More Races	2.8%	2.8%	2.8%
Hispanic Origin	10.7%	10.6%	10.6%
Diversity Index	58.4	62.2	62.2
<b>2022 Population by Race/Ethnicity</b>			
Total	572,560	962,829	962,829
White Alone	67.4%	62.8%	62.8%
Black Alone	16.1%	19.5%	19.5%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	7.1%	8.3%	8.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.5%	5.6%	5.6%
Two or More Races	3.2%	3.1%	3.1%
Hispanic Origin	11.8%	11.6%	11.6%
Diversity Index	61.5	65.1	65.1
<b>2010 Population by Relationship and Household Type</b>			
Total	438,798	733,320	733,320
In Households	96.7%	96.9%	96.9%
In Family Households	80.9%	79.5%	79.5%
Householder	25.1%	24.9%	24.9%
Spouse	19.8%	19.1%	19.1%
Child	31.1%	30.3%	30.3%
Other relative	3.2%	3.4%	3.4%
Nonrelative	1.7%	1.8%	1.8%
In Nonfamily Households	15.7%	17.3%	17.3%
In Group Quarters	3.3%	3.1%	3.1%
Institutionalized Population	0.7%	1.0%	1.0%
Noninstitutionalized Population	2.6%	2.2%	2.2%

**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>2017 Population 25+ by Educational Attainment</b>			
Total	324,581	558,974	558,974
Less than 9th Grade	3.0%	3.5%	3.5%
9th - 12th Grade, No Diploma	4.9%	5.1%	5.1%
High School Graduate	16.2%	15.6%	15.6%
GED/Alternative Credential	2.8%	2.9%	2.9%
Some College, No Degree	18.4%	18.0%	18.0%
Associate Degree	9.5%	8.9%	8.9%
Bachelor's Degree	28.2%	28.3%	28.3%
Graduate/Professional Degree	17.0%	17.7%	17.7%
<b>2017 Population 15+ by Marital Status</b>			
Total	407,502	687,400	687,400
Never Married	33.5%	34.2%	34.2%
Married	53.7%	52.1%	52.1%
Widowed	3.9%	4.2%	4.2%
Divorced	8.9%	9.5%	9.5%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.1%	95.1%	95.1%
Civilian Unemployed (Unemployment Rate)	4.9%	4.9%	4.9%
<b>2017 Employed Population 16+ by Industry</b>			
Total	261,737	442,879	442,879
Agriculture/Mining	0.6%	0.5%	0.5%
Construction	6.6%	6.5%	6.5%
Manufacturing	9.2%	9.2%	9.2%
Wholesale Trade	2.4%	2.5%	2.5%
Retail Trade	10.6%	10.0%	10.0%
Transportation/Utilities	3.3%	3.3%	3.3%
Information	2.3%	2.2%	2.2%
Finance/Insurance/Real Estate	6.3%	6.9%	6.9%
Services	53.5%	53.8%	53.8%
Public Administration	5.3%	5.1%	5.1%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	261,737	442,878	442,878
White Collar	69.6%	70.4%	70.4%
Management/Business/Financial	17.6%	18.3%	18.3%
Professional	29.4%	29.3%	29.3%
Sales	10.8%	11.0%	11.0%
Administrative Support	11.9%	11.9%	11.9%
Services	15.9%	15.3%	15.3%
Blue Collar	14.5%	14.2%	14.2%
Farming/Forestry/Fishing	0.3%	0.3%	0.3%
Construction/Extraction	4.1%	4.3%	4.3%
Installation/Maintenance/Repair	2.7%	2.4%	2.4%
Production	3.1%	3.2%	3.2%
Transportation/Material Moving	4.2%	4.0%	4.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	438,798	733,320	733,320
Population Inside Urbanized Area	84.9%	83.4%	83.4%
Population Inside Urbanized Cluster	1.8%	2.7%	2.7%
Rural Population	13.3%	13.9%	13.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	159,773	278,377	278,377
Households with 1 Person	22.7%	26.2%	26.2%
Households with 2+ People	77.3%	73.8%	73.8%
Family Households	68.8%	65.5%	65.5%
Husband-wife Families	54.4%	50.3%	50.3%
With Related Children	28.6%	25.8%	25.8%
Other Family (No Spouse Present)	14.5%	15.3%	15.3%
Other Family with Male Householder	3.9%	3.9%	3.9%
With Related Children	2.3%	2.3%	2.3%
Other Family with Female Householder	10.6%	11.4%	11.4%
With Related Children	7.3%	7.9%	7.9%
Nonfamily Households	8.4%	8.3%	8.3%
All Households with Children	38.5%	36.3%	36.3%
Multigenerational Households	3.1%	3.0%	3.0%
Unmarried Partner Households	5.5%	5.8%	5.8%
Male-female	4.8%	5.1%	5.1%
Same-sex	0.7%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	159,772	278,375	278,375
1 Person Household	22.7%	26.2%	26.2%
2 Person Household	32.3%	32.2%	32.2%
3 Person Household	18.0%	17.0%	17.0%
4 Person Household	16.7%	15.2%	15.2%
5 Person Household	6.5%	6.0%	6.0%
6 Person Household	2.4%	2.2%	2.2%
7 + Person Household	1.3%	1.3%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	159,772	278,377	278,377
Owner Occupied	68.6%	65.4%	65.4%
Owned with a Mortgage/Loan	56.4%	53.0%	53.0%
Owned Free and Clear	12.2%	12.4%	12.4%
Renter Occupied	31.4%	34.6%	34.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	171,539	301,136	301,136
Housing Units Inside Urbanized Area	84.7%	83.5%	83.5%
Housing Units Inside Urbanized Cluster	1.5%	2.6%	2.6%
Rural Housing Units	13.8%	13.9%	13.9%

**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>			
<b>1.</b>	Soccer Moms (4A)	Middleburg (4C)	Middleburg (4C)
<b>2.</b>	Middleburg (4C)	Boomburbs (1C)	Boomburbs (1C)
<b>3.</b>	Boomburbs (1C)	Soccer Moms (4A)	Soccer Moms (4A)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$454,300,834	\$796,288,192	\$796,288,192
Average Spent	\$2,443.33	\$2,444.33	\$2,444.33
Spending Potential Index	113	113	113
Education: Total \$	\$307,465,835	\$532,182,902	\$532,182,902
Average Spent	\$1,653.62	\$1,633.62	\$1,633.62
Spending Potential Index	114	112	112
Entertainment/Recreation: Total \$	\$634,957,567	\$1,114,412,471	\$1,114,412,471
Average Spent	\$3,414.94	\$3,420.86	\$3,420.86
Spending Potential Index	109	110	110
Food at Home: Total \$	\$1,016,195,717	\$1,793,760,984	\$1,793,760,984
Average Spent	\$5,465.33	\$5,506.22	\$5,506.22
Spending Potential Index	109	109	109
Food Away from Home: Total \$	\$703,172,000	\$1,234,431,375	\$1,234,431,375
Average Spent	\$3,781.82	\$3,789.27	\$3,789.27
Spending Potential Index	113	114	114
Health Care: Total \$	\$1,096,746,304	\$1,928,252,178	\$1,928,252,178
Average Spent	\$5,898.55	\$5,919.06	\$5,919.06
Spending Potential Index	105	106	106
HH Furnishings & Equipment: Total \$	\$403,937,703	\$706,966,420	\$706,966,420
Average Spent	\$2,172.47	\$2,170.14	\$2,170.14
Spending Potential Index	112	112	112
Personal Care Products & Services: Total \$	\$163,913,620	\$287,996,555	\$287,996,555
Average Spent	\$881.56	\$884.05	\$884.05
Spending Potential Index	111	111	111
Shelter: Total \$	\$3,324,180,938	\$5,866,173,981	\$5,866,173,981
Average Spent	\$17,878.19	\$18,007.10	\$18,007.10
Spending Potential Index	110	111	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$472,081,798	\$828,545,533	\$828,545,533
Average Spent	\$2,538.96	\$2,543.35	\$2,543.35
Spending Potential Index	108	109	109
Travel: Total \$	\$423,463,892	\$739,839,382	\$739,839,382
Average Spent	\$2,277.48	\$2,271.05	\$2,271.05
Spending Potential Index	110	110	110
Vehicle Maintenance & Repairs: Total \$	\$216,653,668	\$380,669,097	\$380,669,097
Average Spent	\$1,165.21	\$1,168.52	\$1,168.52
Spending Potential Index	109	109	109

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.