



# Executive Summary

Olde Town 5.26sqmiles  
Area: 5.26 square miles

Prepared by Esri

## Population

2000 Population	5,597
2010 Population	8,156
2020 Population	9,671
2025 Population	10,448
2000-2010 Annual Rate	3.84%
2010-2020 Annual Rate	1.68%
2020-2025 Annual Rate	1.56%
2020 Male Population	48.5%
2020 Female Population	51.5%
2020 Median Age	32.5

In the identified area, the current year population is 9,671. In 2010, the Census count in the area was 8,156. The rate of change since 2010 was 1.68% annually. The five-year projection for the population in the area is 10,448 representing a change of 1.56% annually from 2020 to 2025. Currently, the population is 48.5% male and 51.5% female.

## Median Age

The median age in this area is 32.5, compared to U.S. median age of 38.5.

## Race and Ethnicity

2020 White Alone	73.2%
2020 Black Alone	8.4%
2020 American Indian/Alaska Native Alone	1.9%
2020 Asian Alone	2.0%
2020 Pacific Islander Alone	0.6%
2020 Other Race	6.0%
2020 Two or More Races	7.9%
2020 Hispanic Origin (Any Race)	21.2%

Persons of Hispanic origin represent 21.2% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 63.7 in the identified area, compared to 65.1 for the U.S. as a whole.

## Households

2020 Wealth Index	66
2000 Households	1,885
2010 Households	2,846
2020 Total Households	3,415
2025 Total Households	3,693
2000-2010 Annual Rate	4.21%
2010-2020 Annual Rate	1.79%
2020-2025 Annual Rate	1.58%
2020 Average Household Size	2.83

The household count in this area has changed from 2,846 in 2010 to 3,415 in the current year, a change of 1.79% annually. The five-year projection of households is 3,693, a change of 1.58% annually from the current year total. Average household size is currently 2.83, compared to 2.87 in the year 2010. The number of families in the current year is 2,597 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



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### Mortgage Income

2020 Percent of Income for Mortgage 18.0%

### Median Household Income

2020 Median Household Income \$62,494

2025 Median Household Income \$69,962

2020-2025 Annual Rate 2.28%

### Average Household Income

2020 Average Household Income \$75,558

2025 Average Household Income \$84,309

2020-2025 Annual Rate 2.22%

### Per Capita Income

2020 Per Capita Income \$26,589

2025 Per Capita Income \$29,677

2020-2025 Annual Rate 2.22%

### Households by Income

Current median household income is \$62,494 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$69,962 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$75,558 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$84,309 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$26,589 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$29,677 in five years, compared to \$37,691 for all U.S. households

### Housing

2020 Housing Affordability Index 142

2000 Total Housing Units 1,934

2000 Owner Occupied Housing Units 1,432

2000 Renter Occupied Housing Units 453

2000 Vacant Housing Units 49

2010 Total Housing Units 3,069

2010 Owner Occupied Housing Units 2,097

2010 Renter Occupied Housing Units 749

2010 Vacant Housing Units 223

2020 Total Housing Units 3,484

2020 Owner Occupied Housing Units 2,623

2020 Renter Occupied Housing Units 791

2020 Vacant Housing Units 69

2025 Total Housing Units 3,758

2025 Owner Occupied Housing Units 2,834

2025 Renter Occupied Housing Units 860

2025 Vacant Housing Units 65

Currently, 75.3% of the 3,484 housing units in the area are owner occupied; 22.7%, renter occupied; and 2.0% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 3,069 housing units in the area - 68.3% owner occupied, 24.4% renter occupied, and 7.3% vacant. The annual rate of change in housing units since 2010 is 5.80%. Median home value in the area is \$269,303, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 6.71% annually to \$372,645.

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# Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Up and Coming Families (7A)	59.3%	Population	9,671	10,448
Front Porches (8E)	25.1%	Households	3,415	3,693
Southern Satellites (10A)	8.6%	Families	2,597	2,801
Comfortable Empty Nesters (5A)	7.0%	Median Age	32.5	32.3
	0.0%	Median Household Income	\$62,494	\$69,962
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		87	\$1,859.26	\$6,349,372
Men's		86	\$360.74	\$1,231,913
Women's		83	\$624.93	\$2,134,142
Children's		98	\$312.40	\$1,066,841
Footwear		88	\$420.29	\$1,435,274
Watches & Jewelry		83	\$96.72	\$330,293
Apparel Products and Services (1)		76	\$44.19	\$150,909
<b>Computer</b>				
Computers and Hardware for Home Use		87	\$142.33	\$486,060
Portable Memory		87	\$3.35	\$11,436
Computer Software		86	\$8.33	\$28,443
Computer Accessories		89	\$15.70	\$53,624
<b>Entertainment &amp; Recreation</b>		84	\$2,724.06	\$9,302,667
Fees and Admissions		86	\$619.67	\$2,116,182
Membership Fees for Clubs (2)		81	\$194.30	\$663,541
Fees for Participant Sports, excl. Trips		93	\$91.20	\$311,462
Tickets to Theatre/Operas/Concerts		78	\$63.23	\$215,925
Tickets to Movies		98	\$56.12	\$191,646
Tickets to Parks or Museums		89	\$29.34	\$100,185
Admission to Sporting Events, excl. Trips		83	\$52.11	\$177,947
Fees for Recreational Lessons		92	\$132.77	\$453,416
Dating Services		74	\$0.60	\$2,059
TV/Video/Audio		84	\$980.84	\$3,349,574
Cable and Satellite Television Services		81	\$653.27	\$2,230,917
Televisions		91	\$98.61	\$336,742
Satellite Dishes		100	\$1.17	\$3,987
VCRs, Video Cameras, and DVD Players		96	\$5.01	\$17,099
Miscellaneous Video Equipment		86	\$21.49	\$73,381
Video Cassettes and DVDs		94	\$9.35	\$31,946
Video Game Hardware/Accessories		94	\$26.74	\$91,321
Video Game Software		96	\$15.88	\$54,234
Rental/Streaming/Downloaded Video		95	\$51.27	\$175,077
Installation of Televisions		86	\$0.93	\$3,179
Audio (3)		90	\$95.39	\$325,762
Rental and Repair of TV/Radio/Sound Equipment		71	\$1.74	\$5,928
Pets		80	\$553.57	\$1,890,437
Toys/Games/Crafts/Hobbies (4)		91	\$110.81	\$378,408
Recreational Vehicles and Fees (5)		69	\$107.14	\$365,876
Sports/Recreation/Exercise Equipment (6)		97	\$197.45	\$674,299
Photo Equipment and Supplies (7)		86	\$43.77	\$149,472
Reading (8)		81	\$87.08	\$297,390
Catered Affairs (9)		79	\$23.73	\$81,030
<b>Food</b>		85	\$7,749.92	\$26,465,989
Food at Home		85	\$4,513.12	\$15,412,318
Bakery and Cereal Products		85	\$588.24	\$2,008,826
Meats, Poultry, Fish, and Eggs		84	\$979.75	\$3,345,840
Dairy Products		83	\$457.79	\$1,563,346
Fruits and Vegetables		85	\$883.84	\$3,018,310
Snacks and Other Food at Home (10)		85	\$1,603.51	\$5,475,996
Food Away from Home		86	\$3,236.80	\$11,053,670
Alcoholic Beverages		82	\$511.07	\$1,745,310

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 21, 2021



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	79	\$19,360.76	\$66,116,995
Value of Retirement Plans	79	\$74,855.86	\$255,632,756
Value of Other Financial Assets	71	\$5,839.30	\$19,941,223
Vehicle Loan Amount excluding Interest	94	\$2,731.70	\$9,328,762
Value of Credit Card Debt	86	\$2,227.60	\$7,607,249
<b>Health</b>			
Nonprescription Drugs	80	\$119.12	\$406,802
Prescription Drugs	82	\$286.80	\$979,424
Eyeglasses and Contact Lenses	79	\$73.79	\$251,979
<b>Home</b>			
Mortgage Payment and Basics (11)	86	\$9,040.00	\$30,871,607
Maintenance and Remodeling Services	82	\$2,117.15	\$7,230,066
Maintenance and Remodeling Materials (12)	79	\$437.83	\$1,495,186
Utilities, Fuel, and Public Services	85	\$4,149.45	\$14,170,359
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	86	\$86.60	\$295,732
Furniture	89	\$567.23	\$1,937,106
Rugs	82	\$28.87	\$98,589
Major Appliances (14)	89	\$320.20	\$1,093,469
Housewares (15)	85	\$82.52	\$281,790
Small Appliances	85	\$42.12	\$143,836
Luggage	88	\$12.97	\$44,295
Telephones and Accessories	78	\$69.17	\$236,226
<b>Household Operations</b>			
Child Care	93	\$480.04	\$1,639,351
Lawn and Garden (16)	80	\$392.34	\$1,339,836
Moving/Storage/Freight Express	86	\$51.85	\$177,075
Housekeeping Supplies (17)	87	\$674.24	\$2,302,518
<b>Insurance</b>			
Owners and Renters Insurance	86	\$516.16	\$1,762,701
Vehicle Insurance	88	\$1,589.76	\$5,429,038
Life/Other Insurance	81	\$438.57	\$1,497,714
Health Insurance	84	\$3,115.22	\$10,638,486
Personal Care Products (18)	87	\$432.31	\$1,476,352
School Books and Supplies (19)	88	\$130.10	\$444,287
Smoking Products	77	\$309.21	\$1,055,964
<b>Transportation</b>			
Payments on Vehicles excluding Leases	91	\$2,357.08	\$8,049,421
Gasoline and Motor Oil	87	\$2,063.34	\$7,046,321
Vehicle Maintenance and Repairs	85	\$981.29	\$3,351,097
<b>Travel</b>			
Airline Fares	82	\$494.44	\$1,688,503
Lodging on Trips	81	\$525.30	\$1,793,913
Auto/Truck Rental on Trips	84	\$24.24	\$82,769
Food and Drink on Trips	84	\$480.56	\$1,641,120

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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