



Market Profile

Dunn Greater Market Area
 120 E Broad St, Dunn, North Carolina, 28334,
 Rings: 5, 15, 30 mile radii

Prepared by Nick Dula
 Latitude: 35.307896217
 Longitude: -78.60974530

	5 miles	15 miles	30 miles
Population Summary			
2000 Total Population	21,407	86,731	625,161
2010 Total Population	21,640	98,199	770,607
2013 Total Population	21,930	101,317	807,098
2013 Group Quarters	344	3,648	17,215
2018 Total Population	23,413	108,759	873,249
2013-2018 Annual Rate	1.32%	1.43%	1.59%
Household Summary			
2000 Households	8,614	32,807	229,607
2000 Average Household Size	2.43	2.55	2.61
2010 Households	8,853	36,846	287,872
2010 Average Household Size	2.41	2.57	2.62
2013 Households	8,985	38,046	301,342
2013 Average Household Size	2.40	2.57	2.62
2018 Households	9,618	40,957	326,162
2018 Average Household Size	2.40	2.57	2.62
2013-2018 Annual Rate	1.37%	1.49%	1.60%
2010 Families	5,738	25,452	203,720
2010 Average Family Size	3.00	3.08	3.11
2013 Families	5,767	26,043	211,879
2013 Average Family Size	3.00	3.09	3.12
2018 Families	6,110	27,728	227,814
2018 Average Family Size	3.01	3.10	3.14
2013-2018 Annual Rate	1.16%	1.26%	1.46%
Housing Unit Summary			
2000 Housing Units	9,431	36,149	252,955
Owner Occupied Housing Units	60.1%	64.8%	61.0%
Renter Occupied Housing Units	31.3%	26.0%	29.7%
Vacant Housing Units	8.7%	9.2%	9.2%
2010 Housing Units	9,899	41,363	317,115
Owner Occupied Housing Units	54.5%	60.3%	59.9%
Renter Occupied Housing Units	35.0%	28.8%	30.9%
Vacant Housing Units	10.6%	10.9%	9.2%
2013 Housing Units	10,366	42,989	331,172
Owner Occupied Housing Units	51.7%	58.5%	58.6%
Renter Occupied Housing Units	35.0%	30.0%	32.4%
Vacant Housing Units	13.3%	11.5%	9.0%
2018 Housing Units	11,433	46,469	356,680
Owner Occupied Housing Units	50.9%	58.8%	59.6%
Renter Occupied Housing Units	33.2%	29.4%	31.8%
Vacant Housing Units	15.9%	11.9%	8.6%
Median Household Income			
2013	\$33,466	\$38,802	\$47,031
2018	\$38,900	\$46,359	\$54,924
Median Home Value			
2013	\$145,099	\$147,344	\$171,300
2018	\$163,496	\$179,349	\$200,937
Per Capita Income			
2013	\$19,162	\$20,058	\$23,524
2018	\$22,008	\$22,530	\$26,701
Median Age			
2010	40.5	37.0	34.2
2013	41.1	37.6	34.6
2018	41.7	38.3	35.2

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Households by Income			
Household Income Base	8,985	38,046	301,342
<\$15,000	26.2%	19.7%	14.6%
\$15,000 - \$24,999	14.1%	12.1%	11.2%
\$25,000 - \$34,999	11.1%	13.1%	11.7%
\$35,000 - \$49,999	15.3%	15.5%	14.7%
\$50,000 - \$74,999	17.0%	18.6%	20.3%
\$75,000 - \$99,999	7.4%	9.9%	11.9%
\$100,000 - \$149,999	6.6%	7.9%	10.2%
\$150,000 - \$199,999	1.1%	1.8%	3.3%
\$200,000+	1.3%	1.3%	2.0%
Average Household Income	\$46,621	\$52,680	\$62,474
2018 Households by Income			
Household Income Base	9,618	40,957	326,162
<\$15,000	24.3%	18.4%	13.5%
\$15,000 - \$24,999	11.7%	9.5%	8.1%
\$25,000 - \$34,999	9.3%	11.0%	9.1%
\$35,000 - \$49,999	14.2%	13.8%	13.0%
\$50,000 - \$74,999	20.2%	21.2%	22.8%
\$75,000 - \$99,999	9.7%	12.9%	15.1%
\$100,000 - \$149,999	7.3%	9.5%	11.9%
\$150,000 - \$199,999	1.5%	2.4%	4.2%
\$200,000+	1.7%	1.4%	2.4%
Average Household Income	\$53,460	\$59,135	\$70,984
2013 Owner Occupied Housing Units by Value			
Total	5,356	25,136	193,891
<\$50,000	2.8%	5.0%	2.9%
\$50,000 - \$99,999	20.9%	19.4%	13.4%
\$100,000 - \$149,999	29.1%	27.0%	24.3%
\$150,000 - \$199,999	19.7%	18.7%	22.1%
\$200,000 - \$249,999	11.1%	11.6%	13.7%
\$250,000 - \$299,999	6.4%	7.0%	8.1%
\$300,000 - \$399,999	5.5%	6.5%	8.4%
\$400,000 - \$499,999	2.0%	2.5%	3.8%
\$500,000 - \$749,999	1.8%	1.8%	2.6%
\$750,000 - \$999,999	0.5%	0.3%	0.5%
\$1,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$175,709	\$178,027	\$203,074
2018 Owner Occupied Housing Units by Value			
Total	5,823	27,302	212,711
<\$50,000	1.7%	2.9%	1.7%
\$50,000 - \$99,999	14.6%	12.5%	8.4%
\$100,000 - \$149,999	27.0%	21.1%	15.2%
\$150,000 - \$199,999	24.8%	22.9%	24.4%
\$200,000 - \$249,999	14.1%	16.5%	19.4%
\$250,000 - \$299,999	7.6%	10.1%	11.8%
\$300,000 - \$399,999	5.7%	8.0%	10.0%
\$400,000 - \$499,999	1.6%	2.7%	4.2%
\$500,000 - \$749,999	2.1%	2.7%	3.9%
\$750,000 - \$999,999	0.5%	0.5%	0.8%
\$1,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$188,507	\$204,506	\$233,303

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	21,640	98,199	770,606
0 - 4	6.6%	6.8%	8.0%
5 - 9	6.5%	6.8%	7.7%
10 - 14	6.5%	6.8%	7.3%
15 - 24	12.2%	14.6%	14.0%
25 - 34	11.3%	12.2%	14.2%
35 - 44	12.7%	13.9%	14.5%
45 - 54	13.6%	14.1%	13.8%
55 - 64	13.5%	12.0%	10.4%
65 - 74	9.1%	7.3%	6.1%
75 - 84	5.8%	4.0%	3.1%
85 +	2.2%	1.4%	1.0%
18 +	76.3%	75.4%	72.9%
2013 Population by Age			
Total	21,928	101,318	807,096
0 - 4	6.4%	6.6%	7.7%
5 - 9	6.5%	6.7%	7.6%
10 - 14	6.3%	6.6%	7.3%
15 - 24	11.9%	14.4%	13.9%
25 - 34	11.9%	12.5%	14.1%
35 - 44	11.9%	13.2%	13.9%
45 - 54	13.4%	14.0%	13.6%
55 - 64	13.7%	12.6%	11.0%
65 - 74	9.8%	8.0%	6.7%
75 - 84	5.9%	4.0%	3.2%
85 +	2.4%	1.4%	1.1%
18 +	77.1%	76.3%	73.5%
2018 Population by Age			
Total	23,413	108,759	873,249
0 - 4	6.4%	6.6%	7.7%
5 - 9	6.3%	6.5%	7.4%
10 - 14	6.3%	6.6%	7.3%
15 - 24	11.0%	13.5%	13.2%
25 - 34	12.3%	12.6%	14.1%
35 - 44	11.3%	12.4%	13.5%
45 - 54	12.9%	13.4%	12.9%
55 - 64	13.3%	12.8%	11.4%
65 - 74	11.5%	9.7%	7.9%
75 - 84	6.2%	4.3%	3.6%
85 +	2.6%	1.5%	1.2%
18 +	77.5%	76.7%	73.7%
2010 Population by Sex			
Males	10,190	48,248	376,489
Females	11,450	49,951	394,118
2013 Population by Sex			
Males	10,364	49,903	394,784
Females	11,566	51,413	412,314
2018 Population by Sex			
Males	11,131	53,730	428,112
Females	12,282	55,029	445,137

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	21,640	98,199	770,607
White Alone	65.2%	70.8%	63.5%
Black Alone	26.3%	18.3%	25.5%
American Indian Alone	1.3%	1.2%	1.1%
Asian Alone	0.6%	0.5%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	4.4%	7.0%	5.2%
Two or More Races	2.2%	2.1%	3.1%
Hispanic Origin	6.8%	11.3%	10.8%
Diversity Index	56.8	57.2	62.3
2013 Population by Race/Ethnicity			
Total	21,929	101,316	807,099
White Alone	64.1%	69.7%	62.9%
Black Alone	26.6%	18.3%	25.3%
American Indian Alone	1.3%	1.2%	1.1%
Asian Alone	0.7%	0.7%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	5.1%	7.9%	5.7%
Two or More Races	2.2%	2.1%	3.1%
Hispanic Origin	7.7%	12.7%	12.1%
Diversity Index	58.7	59.6	63.8
2018 Population by Race/Ethnicity			
Total	23,413	108,760	873,248
White Alone	61.9%	67.4%	61.7%
Black Alone	27.0%	18.5%	24.9%
American Indian Alone	1.3%	1.3%	1.1%
Asian Alone	1.0%	0.9%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.4%	9.5%	6.8%
Two or More Races	2.4%	2.3%	3.4%
Hispanic Origin	9.7%	15.4%	14.5%
Diversity Index	62.4	63.8	66.7
2010 Population by Relationship and Household Type			
Total	21,640	98,199	770,606
In Households	98.4%	96.3%	97.8%
In Family Households	81.8%	82.2%	84.4%
Householder	26.4%	25.9%	26.4%
Spouse	18.0%	18.8%	19.0%
Child	31.0%	31.0%	33.1%
Other relative	4.0%	4.0%	3.6%
Nonrelative	2.4%	2.4%	2.2%
In Nonfamily Households	16.6%	14.1%	13.4%
In Group Quarters	1.6%	3.7%	2.2%
Institutionalized Population	1.3%	1.7%	0.8%
Noninstitutionalized Population	0.3%	2.1%	1.4%

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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2013 Population 25+ by Educational Attainment			
Total	15,112	66,516	513,171
Less than 9th Grade	10.5%	8.7%	5.3%
9th - 12th Grade, No Diploma	11.9%	12.1%	8.3%
High School Graduate	32.0%	32.3%	27.4%
Some College, No Degree	23.5%	22.1%	24.5%
Associate Degree	8.2%	8.2%	10.1%
Bachelor's Degree	9.4%	11.3%	16.9%
Graduate/Professional Degree	4.4%	5.2%	7.4%
2013 Population 15+ by Marital Status			
Total	17,726	81,089	625,170
Never Married	26.8%	28.1%	26.7%
Married	52.1%	54.6%	57.1%
Widowed	10.0%	7.3%	5.7%
Divorced	11.1%	10.1%	10.5%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	88.1%	90.0%	89.5%
Civilian Unemployed	11.9%	10.0%	10.5%
2013 Employed Population 16+ by Industry			
Total	8,845	42,706	332,279
Agriculture/Mining	5.1%	4.1%	1.7%
Construction	7.1%	7.5%	6.9%
Manufacturing	9.2%	12.4%	11.2%
Wholesale Trade	2.7%	3.1%	2.7%
Retail Trade	13.5%	13.4%	11.6%
Transportation/Utilities	4.3%	4.7%	4.5%
Information	1.5%	1.2%	1.9%
Finance/Insurance/Real Estate	5.8%	4.3%	4.9%
Services	44.7%	42.8%	46.8%
Public Administration	6.0%	6.4%	7.8%
2013 Employed Population 16+ by Occupation			
Total	8,847	42,704	332,278
White Collar	51.3%	52.9%	59.7%
Management/Business/Financial	10.8%	12.5%	13.7%
Professional	16.5%	17.6%	22.0%
Sales	10.4%	10.0%	10.5%
Administrative Support	13.5%	12.8%	13.5%
Services	21.8%	19.1%	17.6%
Blue Collar	26.9%	28.0%	22.7%
Farming/Forestry/Fishing	4.5%	2.4%	1.0%
Construction/Extraction	5.5%	5.6%	5.1%
Installation/Maintenance/Repair	5.4%	4.7%	3.8%
Production	5.6%	8.1%	6.7%
Transportation/Material Moving	5.9%	7.2%	6.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	8,852	36,846	287,872
Households with 1 Person	30.7%	25.8%	24.2%
Households with 2+ People	69.3%	74.2%	75.8%
Family Households	64.8%	69.1%	70.8%
Husband-wife Families	44.1%	50.2%	50.9%
With Related Children	17.5%	22.3%	24.8%
Other Family (No Spouse Present)	20.7%	18.9%	19.9%
Other Family with Male Householder	4.6%	5.3%	4.7%
With Related Children	2.6%	3.0%	2.8%
Other Family with Female Householder	16.2%	13.6%	15.2%
With Related Children	11.0%	9.2%	10.8%
Nonfamily Households	4.5%	5.1%	5.1%
All Households with Children	31.5%	35.0%	39.0%
Multigenerational Households	4.5%	4.3%	4.1%
Unmarried Partner Households	5.8%	6.0%	5.7%
Male-female	5.1%	5.4%	5.0%
Same-sex	0.6%	0.5%	0.6%
2010 Households by Size			
Total	8,851	36,846	287,870
1 Person Household	30.7%	25.8%	24.2%
2 Person Household	32.8%	33.0%	32.3%
3 Person Household	15.9%	17.2%	18.2%
4 Person Household	12.0%	13.7%	14.8%
5 Person Household	5.3%	6.2%	6.6%
6 Person Household	1.9%	2.5%	2.5%
7 + Person Household	1.4%	1.6%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	8,853	36,846	287,872
Owner Occupied	60.9%	67.7%	66.0%
Owned with a Mortgage/Loan	37.3%	43.3%	49.7%
Owned Free and Clear	23.6%	24.3%	16.3%
Renter Occupied	39.1%	32.3%	34.0%

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.	Heartland Communities	Midland Crowd	Up and Coming Families
2.	Southern Satellites	Crossroads	Midland Crowd
3.	Midland Crowd	Southern Satellites	Crossroads
2013 Consumer Spending			
Apparel & Services: Total \$	\$8,423,135	\$40,773,729	\$398,141,408
Average Spent	\$937.47	\$1,071.70	\$1,321.23
Spending Potential Index	41	47	58
Computers & Accessories: Total \$	\$1,375,726	\$6,673,619	\$65,308,015
Average Spent	\$153.11	\$175.41	\$216.72
Spending Potential Index	62	71	87
Education: Total \$	\$7,267,363	\$34,588,379	\$357,985,327
Average Spent	\$808.83	\$909.12	\$1,187.97
Spending Potential Index	55	62	81
Entertainment/Recreation: Total \$	\$20,206,196	\$96,308,355	\$891,489,659
Average Spent	\$2,248.88	\$2,531.37	\$2,958.40
Spending Potential Index	69	78	91
Food at Home: Total \$	\$31,887,709	\$148,246,436	\$1,347,278,831
Average Spent	\$3,548.99	\$3,896.51	\$4,470.93
Spending Potential Index	71	77	89
Food Away from Home: Total \$	\$18,540,020	\$89,702,791	\$855,301,354
Average Spent	\$2,063.44	\$2,357.75	\$2,838.31
Spending Potential Index	65	74	89
Health Care: Total \$	\$29,415,923	\$136,236,367	\$1,188,459,234
Average Spent	\$3,273.89	\$3,580.83	\$3,943.89
Spending Potential Index	73	80	89
HH Furnishings & Equipment: Total \$	\$9,513,517	\$45,793,583	\$428,416,117
Average Spent	\$1,058.82	\$1,203.64	\$1,421.69
Spending Potential Index	59	67	79
Investments: Total \$	\$6,498,303	\$38,644,714	\$461,682,920
Average Spent	\$723.24	\$1,015.74	\$1,532.09
Spending Potential Index	35	49	74
Retail Goods: Total \$	\$147,703,927	\$694,468,885	\$6,256,543,570
Average Spent	\$16,438.95	\$18,253.40	\$20,762.27
Spending Potential Index	68	76	86
Shelter: Total \$	\$86,614,985	\$421,757,475	\$4,204,854,037
Average Spent	\$9,639.95	\$11,085.46	\$13,953.76
Spending Potential Index	59	68	86
TV/Video/Audio: Total \$	\$8,171,401	\$38,653,410	\$350,700,136
Average Spent	\$909.45	\$1,015.97	\$1,163.79
Spending Potential Index	71	79	90
Travel: Total \$	\$9,826,473	\$47,852,877	\$470,677,681
Average Spent	\$1,093.65	\$1,257.76	\$1,561.94
Spending Potential Index	60	69	85
Vehicle Maintenance & Repairs: Total \$	\$6,614,171	\$31,496,314	\$293,354,801
Average Spent	\$736.13	\$827.85	\$973.49
Spending Potential Index	67	76	89

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.