Community Profile

Fayetteville Pavilion
2061 Skibo Rd, Fayetteville, North Carolina, 28314
Rings: 1, 3, 5 mile radii

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Population Summary	1 mile	3 miles	5 miles
2010 Total Population	8,633	75,231	153,850
2020 Total Population	8,087	72,987	152,267
2020 Group Quarters	22	332	3,933
2026 Total Population	8,181	73,313	153,811
2026 Group Quarters	24	353	4,239
2031 Total Population	8,197	73,165	154,320
2026-2031 Annual Rate	0.04%	-0.04%	0.07%
2026 Total Daytime Population	10,673	88,573	166,715
Workers	6,668	49,916	85,271
Residents	4,005	38,657	81,444

Household Summary			
2010 Total Households	3,933	31,701	62,665
2010 Average Household Size	2.19	2.36	2.41
2020 Total Households	3,800	31,564	62,945
2020 Average Household Size	2.12	2.30	2.36
2026 Total Households	3,929	32,514	65,409
2026 Average Household Size	2.08	2.24	2.29
2031 Total Households	3,989	32,974	66,689
2031 Average Household Size	2.05	2.21	2.25
2026-2031 Annual Rate	0.30%	0.28%	0.39%
2026 Families	2,046	18,935	39,238
2026 Average Family Size	2.87	2.98	2.99
2031 Families	2,058	19,037	39,687
2031 Average Family Size	2.84	2.94	2.96
2026-2031 Growth Rate	0.12%	0.11%	0.23%

Median Household Income			
2026	$52,507	$59,474	$60,275
2031	$56,279	$66,919	$68,324

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$30,358	$35,451	$34,806
2031	$33,849	$40,877	$40,220

2026 Households by Income			
Household Income Base	3,929	32,515	65,409
<$10,000	3.9%	5.6%	6.4%
$10,000-14,999	5.4%	3.3%	3.8%
$15,000-19,999	3.2%	2.6%	2.7%
$20,000-24,999	4.1%	3.4%	3.2%
$25,000-29,999	5.2%	5.4%	5.3%
$30,000-34,999	5.0%	4.3%	4.4%
$35,000-39,999	4.0%	4.3%	4.0%
$40,000-44,999	7.9%	6.0%	5.8%
$45,000-49,999	7.3%	5.8%	5.3%
$50,000-59,999	13.3%	9.8%	8.9%
$60,000-74,999	13.2%	10.7%	10.2%
$75000-99999	9.8%	14.1%	13.8%
$100,000-124,999	8.5%	8.1%	8.1%
$125,000-149,999	4.0%	5.5%	5.9%
$150000-199999	3.3%	6.5%	6.7%
$200,000-249,999	0.9%	2.2%	2.7%
$250,000-299,999	0.5%	1.0%	1.2%
$300,000-399,999	0.1%	0.5%	0.6%
$400,000-499,999	0.1%	0.2%	0.2%
$500,000+	0.2%	0.9%	0.9%
Average Household Income	$64,085	$79,718	$81,113

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	107	104	105
Percent of Income for Mortgage	20.5%	21.0%	20.9%
Wealth Index	37	53	56

Median Home Value			
2026	$182,770	$212,531	$214,281
2031	$258,750	$300,460	$299,682

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,493	14,950	32,457
<$50,000	3.3%	3.1%	4.0%
$50,000 - $99,999	11.9%	10.0%	8.7%
$100,000 - $149,999	22.0%	16.8%	15.3%
$150,000 - $199,999	17.9%	15.3%	16.8%
$200,000 - $249,999	17.5%	19.1%	17.8%
$250,000 - $299,999	7.2%	10.0%	11.3%
$300,000 - $399,999	6.8%	14.3%	14.3%
$400,000 - $499,999	7.4%	5.4%	5.2%
$500,000 - $749,999	5.5%	4.7%	4.8%
$750,000 - $999,999	0.4%	0.8%	1.1%
$1,000,000 - $1,499,999	0.0%	0.1%	0.2%
$1,500,000 - $1,999,999	0.0%	0.3%	0.1%
$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	$224,551	$247,858	$250,689

Housing Unit Summary			
2010 Total Housing Units	4,428	34,927	69,172
Owner Occupied Housing Units	41.1%	49.0%	52.4%
Renter Occupied Housing Units	58.9%	51.0%	47.6%
Vacant Housing Units	11.2%	9.2%	9.4%
2020 Housing Units	4,252	34,738	69,668
Owner Occupied Housing Units	36.2%	45.0%	48.4%
Renter Occupied Housing Units	63.8%	55.0%	51.6%
Vacant Housing Units	10.1%	9.0%	9.7%
2026 Housing Units	4,391	35,914	72,586
Owner Occupied Housing Units	38.0%	46.0%	49.6%
Renter Occupied Housing Units	62.0%	54.0%	50.4%
Vacant Housing Units	10.5%	9.5%	9.9%
2031 Total Housing Units	4,470	36,371	73,707
Owner Occupied Housing Units	38.8%	46.6%	50.3%
Renter Occupied Housing Units	61.2%	53.4%	49.7%
Vacant Housing Units	10.8%	9.3%	9.5%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	3,866	35,007	74,120
Females	4,315	38,306	79,691

Median Age			
2010	29.4	31.3	31.7
2020	32.5	34.4	34.3
2026	34.0	35.3	35.3
2031	36.1	36.9	36.9

2026 Population by Age			
Total	8,181	73,314	153,810
0 - 4	6.6%	6.5%	6.3%
5 - 9	6.4%	6.4%	6.4%
10 - 14	5.0%	5.5%	5.7%
15 - 24	13.0%	13.0%	14.3%
25 - 34	21.0%	18.3%	16.9%
35 - 44	13.8%	13.3%	13.2%
45 - 54	9.4%	10.5%	10.9%
55 - 64	9.6%	10.5%	10.4%
65 - 74	7.8%	9.3%	9.4%
75 - 84	5.7%	5.3%	5.2%
85 +	1.7%	1.7%	1.6%
18 +	78.5%	78.2%	78.1%

2026 Population 15+ by Marital Status			
Total	6,706	59,865	125,436
Never Married	40.4%	35.5%	36.8%
Married	43.1%	46.6%	45.4%
Widowed	5.8%	5.9%	5.6%
Divorced	10.6%	12.0%	12.1%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	5,642	50,340	103,441
Less than 9th Grade	1.6%	1.6%	1.6%
9th - 12th Grade, No Diploma	3.9%	4.6%	4.5%
High School Graduate	24.4%	22.1%	23.3%
GED/Alternative Credential	2.4%	3.9%	4.2%
Some College, No Degree	29.6%	24.2%	23.3%
Associate Degree	12.6%	13.9%	13.3%
Bachelor's Degree	18.2%	19.7%	19.1%
Graduate/Professional Degree	7.3%	10.1%	10.8%

2020 Population by Race/Ethnicity			
Total	8,087	72,987	152,267
White Alone	32.0%	36.4%	37.0%
Black Alone	47.4%	42.7%	43.0%
American Indian Alone	1.2%	1.4%	1.4%
Asian Alone	3.0%	3.8%	3.3%
Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	6.2%	5.2%	5.0%
Two or More Races	6.2%	5.2%	5.0%
Hispanic Origin	13.7%	12.5%	12.1%
Diversity Index	74.0	74.3	73.6

2026 Population by Race/Ethnicity			
Total	8,181	73,313	153,812
White Alone	29.4%	33.9%	34.6%
Black Alone	48.2%	43.5%	43.7%
American Indian Alone	1.3%	1.4%	1.5%
Asian Alone	3.1%	3.9%	3.4%
Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	7.0%	5.9%	5.5%
Two or More Races	10.5%	11.0%	10.8%
Hispanic Origin	15.3%	13.9%	13.5%
Diversity Index	75.1	75.6	74.9

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	3,811	32,387	66,204
White Collar	53.0%	58.0%	58.5%
Management/Business/Financial	7.1%	10.9%	12.2%
Professional	17.6%	23.3%	23.9%
Sales	12.3%	10.1%	9.7%
Administrative Support	15.9%	13.7%	12.7%
Services	22.1%	20.7%	21.0%

2026 Employed Pop 16+ by Occupation			
Total	3,811	32,387	66,204
Blue Collar	25.0%	21.3%	20.5%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	3.4%	2.9%	2.9%
Installation/Maintenance/Repair	3.4%	2.7%	2.6%
Production	6.2%	5.7%	5.1%
Transportation/Material Moving	11.8%	9.8%	9.6%
White Collar	53.0%	58.0%	58.5%
Management/Business/Financial	7.1%	10.9%	12.2%
Professional	17.6%	23.3%	23.9%
Sales	12.3%	10.1%	9.7%
Administrative Support	15.9%	13.7%	12.7%
Services	22.1%	20.7%	21.0%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,811	32,387	66,204
Population 16+ Employed	94.7%	94.1%	94.0%
Population 16+ Unemployment rate	5.3%	5.9%	6.0%
Population 16-24 Employed	12.2%	13.2%	13.9%
Population 16-24 Unemployment rate	8.8%	10.0%	10.3%
Population 25-54 Employed	64.9%	61.8%	61.0%
Population 25-54 Unemployment rate	4.3%	5.5%	5.6%
Population 55-64 Employed	11%	13%	13%
Population 55-64 Unemployment rate	4.5%	5.0%	5.1%
Population 65+ Employed	7%	6%	6%
Population 65+ Unemployment rate	9.8%	2.3%	1.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	3,609	30,476	62,235
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	5.3%	4.8%	5.0%
Manufacturing	10.2%	9.0%	8.2%
Wholesale Trade	1.2%	1.2%	1.3%
Retail Trade	20.0%	13.8%	12.9%
Transportation/Utilities	5.8%	6.4%	6.7%
Information	1%	1%	1%
Finance/Insurance/Real Estate	2.9%	4.3%	4.5%
Services	49.7%	53.8%	53.8%
Public Administration	3.5%	5.2%	6.1%

2026 Consumer Spending			
Apparel & Services: Total $	$5,637,273	$56,485,722	$114,459,130
Average Spent	$1,434.79	$1,737.27	$1,749.90
Spending Potential Index	56	68	69
Education: Total $	$4,085,479	$42,023,639	$84,440,742
Average Spent	$1,039.83	$1,292.48	$1,290.97
Spending Potential Index	52	64	64
Entertainment/Recreation: Total $	$8,812,536	$91,953,819	$188,880,478
Average Spent	$2,242.95	$2,828.13	$2,887.68
Spending Potential Index	52	66	67
Food at Home: Total $	$17,442,918	$177,081,085	$362,028,100
Average Spent	$4,439.53	$5,446.30	$5,534.84
Spending Potential Index	56	69	70
Food Away from Home: Total $	$9,685,308	$97,366,693	$197,520,472
Average Spent	$2,465.08	$2,994.61	$3,019.78
Spending Potential Index	55	67	68
Health Care: Total $	$16,384,493	$174,520,235	$363,837,855
Average Spent	$4,170.14	$5,367.54	$5,562.50
Spending Potential Index	52	67	69
HH Furnishings & Equipment: Total $	$5,891,047	$60,789,465	$124,924,286
Average Spent	$1,499.38	$1,869.64	$1,909.89
Spending Potential Index	53	66	67
Personal Care Products & Services: Total $	$2,458,295	$24,708,642	$50,165,137
Average Spent	$625.68	$759.94	$766.95
Spending Potential Index	55	67	67

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$59,086,621	$589,324,454	$1,188,997,740
Average Spent	$15,038.59	$18,125.25	$18,177.89
Spending Potential Index	55	66	66
Support Payments/Gifts in Kind: Total $	$5,971,248	$62,829,414	$131,826,539
Average Spent	$1,519.79	$1,932.38	$2,015.42
Spending Potential Index	50	63	66
Travel: Total $	$6,742,995	$71,427,372	$147,448,883
Average Spent	$1,716.21	$2,196.82	$2,254.26
Spending Potential Index	47	60	62
Vehicle Maintenance & Repairs: Total $	$2,715,425	$27,582,056	$56,310,819
Average Spent	$691.12	$848.31	$860.90
Spending Potential Index	56	68	70

Top Tapestry Segment

1 mile	3 miles	5 miles
Metro Fusion (C3):	**Metro Fusion (C3)**:	**Metro Fusion (C3)**:
This segment is characterized by mobile households in densely populated urban areas.	This segment is characterized by mobile households in densely populated urban areas.	This segment is characterized by mobile households in densely populated urban areas.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.