



Community Profile

Rings: 1, 3, 5 mile radii

115 River Hills Rd, Asheville, NC 28805,

Latitude: 35.5737

Longitude: -82.52226

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	4,613	34,876	72,552
2010 Total Population	5,030	38,030	80,405
2021 Total Population	6,765	44,152	92,408
2021 Group Quarters	96	2,266	4,319
2026 Total Population	7,465	47,076	98,009
2021-2026 Annual Rate	1.99%	1.29%	1.18%
2021 Total Daytime Population	11,165	69,855	119,249
Workers	7,385	47,837	72,463
Residents	3,780	22,018	46,786
Household Summary			
2000 Households	2,263	15,715	32,177
2000 Average Household Size	2.03	2.11	2.15
2010 Households	2,455	17,372	36,028
2010 Average Household Size	2.01	2.06	2.12
2021 Households	3,285	20,322	41,605
2021 Average Household Size	2.03	2.06	2.12
2026 Households	3,620	21,762	44,274
2026 Average Household Size	2.04	2.06	2.12
2021-2026 Annual Rate	1.96%	1.38%	1.25%
2010 Families	1,196	8,306	18,268
2010 Average Family Size	2.74	2.81	2.78
2021 Families	1,575	9,445	20,548
2021 Average Family Size	2.78	2.83	2.81
2026 Families	1,729	10,043	21,712
2026 Average Family Size	2.79	2.83	2.82
2021-2026 Annual Rate	1.88%	1.24%	1.11%
Housing Unit Summary			
2000 Housing Units	2,467	17,200	35,110
Owner Occupied Housing Units	51.2%	48.5%	54.3%
Renter Occupied Housing Units	40.5%	42.9%	37.3%
Vacant Housing Units	8.3%	8.6%	8.4%
2010 Housing Units	2,678	19,587	40,277
Owner Occupied Housing Units	46.9%	44.8%	48.8%
Renter Occupied Housing Units	44.8%	43.9%	40.6%
Vacant Housing Units	8.3%	11.3%	10.5%
2021 Housing Units	3,736	23,174	47,006
Owner Occupied Housing Units	35.7%	41.8%	46.2%
Renter Occupied Housing Units	52.2%	45.8%	42.3%
Vacant Housing Units	12.1%	12.3%	11.5%
2026 Housing Units	4,119	24,804	49,982
Owner Occupied Housing Units	37.0%	42.6%	46.5%
Renter Occupied Housing Units	50.9%	45.1%	42.1%
Vacant Housing Units	12.1%	12.3%	11.4%
Median Household Income			
2021	\$49,015	\$46,133	\$52,612
2026	\$52,675	\$51,352	\$57,270
Median Home Value			
2021	\$240,520	\$291,154	\$310,146
2026	\$269,585	\$323,425	\$342,333
Per Capita Income			
2021	\$28,509	\$32,580	\$35,028
2026	\$32,496	\$36,438	\$39,126
Median Age			
2010	38.5	40.1	39.3
2021	40.1	42.4	41.6
2026	41.1	43.4	42.5

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	3,285	20,322	41,605
<\$15,000	12.4%	12.0%	10.5%
\$15,000 - \$24,999	14.8%	16.1%	13.2%
\$25,000 - \$34,999	9.0%	11.4%	10.7%
\$35,000 - \$49,999	14.5%	13.3%	12.9%
\$50,000 - \$74,999	21.9%	16.8%	17.7%
\$75,000 - \$99,999	10.2%	11.0%	11.6%
\$100,000 - \$149,999	12.1%	10.2%	11.9%
\$150,000 - \$199,999	3.0%	4.6%	5.5%
\$200,000+	2.0%	4.7%	6.0%
Average Household Income	\$61,369	\$69,776	\$77,810
2026 Households by Income			
Household Income Base	3,620	21,762	44,274
<\$15,000	11.2%	10.7%	9.1%
\$15,000 - \$24,999	12.9%	14.5%	11.9%
\$25,000 - \$34,999	8.1%	10.8%	10.1%
\$35,000 - \$49,999	13.9%	12.7%	12.2%
\$50,000 - \$74,999	23.6%	17.4%	17.9%
\$75,000 - \$99,999	10.6%	11.7%	12.3%
\$100,000 - \$149,999	12.5%	11.4%	13.3%
\$150,000 - \$199,999	4.2%	5.6%	6.6%
\$200,000+	2.9%	5.3%	6.7%
Average Household Income	\$69,988	\$77,884	\$86,749
2021 Owner Occupied Housing Units by Value			
Total	1,335	9,697	21,704
<\$50,000	1.3%	0.9%	2.0%
\$50,000 - \$99,999	3.6%	2.0%	2.3%
\$100,000 - \$149,999	13.1%	6.9%	5.3%
\$150,000 - \$199,999	15.7%	12.2%	10.1%
\$200,000 - \$249,999	20.1%	14.7%	13.0%
\$250,000 - \$299,999	17.0%	16.1%	15.1%
\$300,000 - \$399,999	11.5%	20.4%	21.7%
\$400,000 - \$499,999	12.4%	11.0%	12.6%
\$500,000 - \$749,999	5.4%	9.7%	11.7%
\$750,000 - \$999,999	0.0%	3.0%	3.2%
\$1,000,000 - \$1,499,999	0.0%	1.7%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.9%	0.6%
\$2,000,000 +	0.0%	0.6%	0.6%
Average Home Value	\$268,263	\$365,243	\$377,180
2026 Owner Occupied Housing Units by Value			
Total	1,524	10,570	23,242
<\$50,000	0.6%	0.4%	0.9%
\$50,000 - \$99,999	1.7%	0.8%	1.0%
\$100,000 - \$149,999	6.7%	3.2%	2.5%
\$150,000 - \$199,999	11.7%	8.2%	6.6%
\$200,000 - \$249,999	20.5%	13.6%	11.8%
\$250,000 - \$299,999	22.1%	18.0%	16.2%
\$300,000 - \$399,999	16.2%	24.8%	25.8%
\$400,000 - \$499,999	14.5%	13.4%	15.3%
\$500,000 - \$749,999	5.8%	11.3%	13.4%
\$750,000 - \$999,999	0.0%	2.9%	3.2%
\$1,000,000 - \$1,499,999	0.0%	1.8%	1.8%
\$1,500,000 - \$1,999,999	0.0%	1.0%	0.7%
\$2,000,000 +	0.0%	0.6%	0.6%
Average Home Value	\$295,828	\$395,603	\$407,466

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	5,030	38,033	80,406
0 - 4	7.6%	5.5%	5.4%
5 - 9	5.5%	4.8%	5.0%
10 - 14	4.7%	4.4%	4.6%
15 - 24	11.4%	11.9%	13.4%
25 - 34	16.3%	16.4%	15.7%
35 - 44	12.3%	13.1%	13.0%
45 - 54	12.8%	13.9%	13.3%
55 - 64	13.5%	13.8%	13.1%
65 - 74	7.4%	8.1%	7.9%
75 - 84	6.1%	5.5%	5.6%
85 +	2.5%	2.5%	2.9%
18 +	79.2%	82.3%	82.0%
2021 Population by Age			
Total	6,767	44,150	92,408
0 - 4	6.4%	4.9%	4.7%
5 - 9	6.1%	4.6%	4.6%
10 - 14	5.8%	4.5%	4.6%
15 - 24	11.2%	10.8%	12.5%
25 - 34	13.8%	15.2%	14.6%
35 - 44	12.8%	13.4%	13.0%
45 - 54	11.3%	12.0%	11.6%
55 - 64	13.1%	13.7%	13.1%
65 - 74	10.5%	11.8%	11.5%
75 - 84	6.3%	6.4%	6.4%
85 +	2.6%	2.9%	3.4%
18 +	78.4%	83.4%	83.3%
2026 Population by Age			
Total	7,465	47,076	98,009
0 - 4	6.3%	4.8%	4.7%
5 - 9	5.8%	4.4%	4.5%
10 - 14	5.7%	4.3%	4.4%
15 - 24	11.9%	11.0%	12.5%
25 - 34	12.9%	14.4%	14.1%
35 - 44	12.3%	13.0%	12.8%
45 - 54	11.8%	12.3%	11.6%
55 - 64	12.0%	12.7%	12.2%
65 - 74	11.0%	12.1%	11.7%
75 - 84	7.6%	7.9%	7.9%
85 +	2.7%	3.0%	3.5%
18 +	78.5%	83.7%	83.6%
2010 Population by Sex			
Males	2,297	18,205	38,147
Females	2,733	19,825	42,258
2021 Population by Sex			
Males	3,118	21,201	44,004
Females	3,646	22,951	48,404
2026 Population by Sex			
Males	3,451	22,619	46,767
Females	4,014	24,457	51,242

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	5,030	38,031	80,404
White Alone	79.5%	76.0%	80.5%
Black Alone	13.5%	17.6%	12.8%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.7%	1.1%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.1%	2.2%	2.7%
Two or More Races	2.9%	2.7%	2.5%
Hispanic Origin	5.8%	5.2%	5.9%
Diversity Index	42.1	45.1	40.9
2021 Population by Race/Ethnicity			
Total	6,764	44,153	92,408
White Alone	78.2%	75.1%	79.5%
Black Alone	12.9%	16.8%	12.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.9%	1.6%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.8%	2.6%	3.1%
Two or More Races	3.7%	3.4%	3.1%
Hispanic Origin	7.4%	6.3%	7.0%
Diversity Index	45.7	47.7	43.7
2026 Population by Race/Ethnicity			
Total	7,464	47,076	98,010
White Alone	77.5%	74.5%	78.8%
Black Alone	12.6%	16.4%	11.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.1%	1.9%	2.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.1%	2.8%	3.3%
Two or More Races	4.2%	3.9%	3.6%
Hispanic Origin	8.3%	7.0%	7.8%
Diversity Index	47.7	49.3	45.7
2010 Population by Relationship and Household Type			
Total	5,030	38,030	80,405
In Households	98.2%	94.3%	94.9%
In Family Households	67.4%	63.5%	65.4%
Householder	22.8%	21.8%	22.6%
Spouse	14.1%	14.3%	15.6%
Child	25.3%	22.2%	22.3%
Other relative	3.0%	3.0%	2.8%
Nonrelative	2.2%	2.1%	2.2%
In Nonfamily Households	30.8%	30.8%	29.4%
In Group Quarters	1.8%	5.7%	5.1%
Institutionalized Population	1.6%	4.4%	2.6%
Noninstitutionalized Population	0.2%	1.3%	2.6%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	4,771	33,249	67,918
Less than 9th Grade	5.8%	2.7%	2.5%
9th - 12th Grade, No Diploma	6.4%	5.8%	4.9%
High School Graduate	21.4%	17.1%	15.2%
GED/Alternative Credential	2.5%	2.6%	2.4%
Some College, No Degree	15.3%	17.8%	16.4%
Associate Degree	8.0%	9.3%	8.5%
Bachelor's Degree	23.9%	27.1%	29.4%
Graduate/Professional Degree	16.8%	17.6%	20.7%
2021 Population 15+ by Marital Status			
Total	5,527	38,015	79,492
Never Married	42.4%	41.0%	40.5%
Married	36.4%	39.0%	41.6%
Widowed	5.6%	5.3%	5.2%
Divorced	15.7%	14.7%	12.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,165	23,104	48,139
Population 16+ Employed	95.5%	94.9%	94.8%
Population 16+ Unemployment rate	4.5%	5.1%	5.2%
Population 16-24 Employed	13.8%	13.1%	13.6%
Population 16-24 Unemployment rate	11.8%	6.5%	11.1%
Population 25-54 Employed	64.8%	65.0%	65.2%
Population 25-54 Unemployment rate	2.3%	4.4%	3.8%
Population 55-64 Employed	15.3%	14.4%	14.1%
Population 55-64 Unemployment rate	0.9%	1.3%	2.2%
Population 65+ Employed	6.1%	7.5%	7.1%
Population 65+ Unemployment rate	16.7%	14.2%	11.7%
2021 Employed Population 16+ by Industry			
Total	3,021	21,933	45,618
Agriculture/Mining	0.0%	0.4%	0.4%
Construction	3.4%	4.6%	5.4%
Manufacturing	5.3%	6.9%	7.1%
Wholesale Trade	2.1%	2.3%	1.6%
Retail Trade	11.6%	11.7%	11.1%
Transportation/Utilities	4.0%	2.4%	2.1%
Information	1.8%	1.6%	1.5%
Finance/Insurance/Real Estate	3.9%	4.6%	4.9%
Services	64.8%	62.4%	63.0%
Public Administration	3.2%	3.1%	2.8%
2021 Employed Population 16+ by Occupation			
Total	3,020	21,933	45,618
White Collar	76.8%	71.2%	69.1%
Management/Business/Financial	17.0%	19.7%	18.2%
Professional	36.0%	31.7%	31.9%
Sales	13.2%	10.5%	10.0%
Administrative Support	10.5%	9.3%	9.1%
Services	12.2%	17.1%	17.3%
Blue Collar	11.0%	11.7%	13.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.6%	3.4%	4.1%
Installation/Maintenance/Repair	1.9%	1.5%	1.7%
Production	2.9%	3.4%	3.8%
Transportation/Material Moving	3.6%	3.3%	3.8%

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2010 Households by Type			
Total	2,454	17,372	36,028
Households with 1 Person	40.3%	40.5%	37.0%
Households with 2+ People	59.7%	59.5%	63.0%
Family Households	48.7%	47.8%	50.7%
Husband-wife Families	30.3%	31.3%	35.0%
With Related Children	11.5%	11.4%	12.7%
Other Family (No Spouse Present)	18.5%	16.5%	15.7%
Other Family with Male Householder	4.5%	4.0%	4.0%
With Related Children	2.5%	2.2%	2.3%
Other Family with Female Householder	14.0%	12.5%	11.7%
With Related Children	10.1%	8.1%	7.8%
Nonfamily Households	11.0%	11.7%	12.3%
All Households with Children	24.5%	22.1%	23.2%
Multigenerational Households	2.1%	2.4%	2.3%
Unmarried Partner Households	8.5%	8.2%	8.4%
Male-female	6.8%	6.7%	6.7%
Same-sex	1.7%	1.5%	1.7%
2010 Households by Size			
Total	2,456	17,373	36,028
1 Person Household	40.2%	40.5%	37.0%
2 Person Household	31.9%	33.1%	35.1%
3 Person Household	13.9%	13.4%	14.2%
4 Person Household	9.1%	8.2%	8.8%
5 Person Household	2.9%	3.0%	3.2%
6 Person Household	1.2%	1.1%	1.2%
7 + Person Household	0.7%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	2,455	17,372	36,028
Owner Occupied	51.2%	50.5%	54.6%
Owned with a Mortgage/Loan	34.5%	34.1%	35.8%
Owned Free and Clear	16.6%	16.4%	18.8%
Renter Occupied	48.8%	49.5%	45.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	115	90	96
Percent of Income for Mortgage	20.6%	26.5%	24.7%
Wealth Index	44	61	75
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,678	19,587	40,277
Housing Units Inside Urbanized Area	99.8%	95.9%	94.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	4.1%	5.9%
2010 Population By Urban/ Rural Status			
Total Population	5,030	38,030	80,405
Population Inside Urbanized Area	99.9%	95.9%	94.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	4.1%	5.8%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Front Porches (8E)	Old and Newcomers (8F)	Emerald City (8B)
2.	Retirement Communities (9E)	Emerald City (8B)	Old and Newcomers (8F)
3.	Emerald City (8B)	Retirement Communities (9E)	Retirement Communities (9E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,707,113	\$33,464,439	\$75,655,558
Average Spent	\$1,432.91	\$1,646.71	\$1,818.42
Spending Potential Index	68	78	86
Education: Total \$	\$3,937,368	\$26,750,118	\$61,096,657
Average Spent	\$1,198.59	\$1,316.31	\$1,468.49
Spending Potential Index	69	76	85
Entertainment/Recreation: Total \$	\$6,990,764	\$49,623,617	\$113,083,378
Average Spent	\$2,128.09	\$2,441.87	\$2,718.02
Spending Potential Index	66	76	84
Food at Home: Total \$	\$12,126,844	\$85,658,134	\$193,349,898
Average Spent	\$3,691.58	\$4,215.04	\$4,647.28
Spending Potential Index	68	77	85
Food Away from Home: Total \$	\$8,420,290	\$59,444,501	\$135,099,443
Average Spent	\$2,563.25	\$2,925.13	\$3,247.19
Spending Potential Index	68	77	86
Health Care: Total \$	\$13,530,800	\$96,654,684	\$219,431,494
Average Spent	\$4,118.96	\$4,756.16	\$5,274.16
Spending Potential Index	66	76	85
HH Furnishings & Equipment: Total \$	\$4,847,442	\$34,482,651	\$78,937,814
Average Spent	\$1,475.63	\$1,696.81	\$1,897.32
Spending Potential Index	65	75	84
Personal Care Products & Services: Total \$	\$2,020,049	\$14,265,621	\$32,278,881
Average Spent	\$614.93	\$701.98	\$775.84
Spending Potential Index	69	78	86
Shelter: Total \$	\$46,099,025	\$319,698,094	\$724,433,331
Average Spent	\$14,033.19	\$15,731.63	\$17,412.17
Spending Potential Index	70	78	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,079,483	\$36,712,183	\$85,461,647
Average Spent	\$1,546.27	\$1,806.52	\$2,054.12
Spending Potential Index	65	76	86
Travel: Total \$	\$5,432,560	\$38,000,320	\$87,931,878
Average Spent	\$1,653.75	\$1,869.91	\$2,113.49
Spending Potential Index	65	74	84
Vehicle Maintenance & Repairs: Total \$	\$2,427,875	\$17,514,774	\$39,831,312
Average Spent	\$739.08	\$861.86	\$957.37
Spending Potential Index	67	78	86

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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