

Eastgate
1800 E Franklin St, Chapel Hill, North Carolina, 27514
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.93657
Longitude: -79.02660

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,323	50,931	101,060
2010 Total Population	7,983	57,092	116,430
2018 Total Population	8,752	61,229	127,006
2018 Group Quarters	252	8,440	8,614
2023 Total Population	9,200	64,765	134,207
2017-2022 Annual Rate	1.00%	1.13%	1.11%
2018 Total Daytime Population	10,487	102,118	154,040
Workers	6,355	70,264	93,775
Residents	4,132	31,854	60,265
Household Summary			
2000 Households	3,207	18,877	40,865
2000 Average Household Size	2.21	2.21	2.24
2010 Households	3,463	21,126	47,127
2010 Average Household Size	2.23	2.28	2.28
2018 Households	3,801	22,977	51,318
2018 Average Household Size	2.24	2.30	2.31
2023 Households	4,009	24,340	54,088
2023 Average Household Size	2.23	2.31	2.32
2017-2022 Annual Rate	1.07%	1.16%	1.06%
2010 Families	2,002	10,626	24,409
2010 Average Family Size	2.85	2.92	2.95
2018 Families	2,131	11,232	26,267
2018 Average Family Size	2.92	3.00	3.04
2023 Families	2,202	11,806	27,639
2023 Average Family Size	2.95	3.04	3.07
2017-2022 Annual Rate	0.66%	1.00%	1.02%
Housing Unit Summary			
2000 Housing Units	3,541	20,127	43,912
Owner Occupied Housing Units	46.7%	43.7%	43.4%
Renter Occupied Housing Units	43.8%	50.0%	49.7%
Vacant Housing Units	9.4%	6.2%	6.9%
2010 Housing Units	3,871	22,854	51,297
Owner Occupied Housing Units	47.4%	44.3%	44.4%
Renter Occupied Housing Units	42.1%	48.2%	47.5%
Vacant Housing Units	10.5%	7.6%	8.1%
2018 Housing Units	4,131	24,669	55,323
Owner Occupied Housing Units	52.2%	47.5%	47.1%
Renter Occupied Housing Units	39.8%	45.7%	45.6%
Vacant Housing Units	8.0%	6.9%	7.2%
2023 Housing Units	4,298	25,930	58,010
Owner Occupied Housing Units	52.6%	48.0%	48.3%
Renter Occupied Housing Units	40.7%	45.8%	44.9%
Vacant Housing Units	6.7%	6.1%	6.8%
Median Household Income			
2018	\$66,710	\$59,632	\$63,638
2023	\$71,273	\$66,326	\$71,684
Median Home Value			
2018	\$337,885	\$386,398	\$361,323
2023	\$368,157	\$411,419	\$384,188
Per Capita Income			
2018	\$48,113	\$39,382	\$42,019
2023	\$51,692	\$42,929	\$46,048
Median Age			
2010	36.9	26.6	29.8
2018	37.4	28.3	31.9
2023	37.4	29.5	32.9

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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2018 Households by Income			
Household Income Base	3,801	22,975	51,316
<\$15,000	10.4%	15.9%	12.0%
\$15,000 - \$24,999	7.3%	8.8%	8.0%
\$25,000 - \$34,999	8.2%	8.2%	8.6%
\$35,000 - \$49,999	13.3%	11.1%	12.0%
\$50,000 - \$74,999	14.6%	12.8%	14.9%
\$75,000 - \$99,999	10.4%	9.9%	10.6%
\$100,000 - \$149,999	12.7%	12.9%	13.8%
\$150,000 - \$199,999	7.7%	7.2%	7.5%
\$200,000+	15.3%	13.2%	12.6%
Average Household Income	\$112,466	\$101,993	\$102,560
2023 Households by Income			
Household Income Base	4,009	24,338	54,086
<\$15,000	8.5%	13.4%	9.8%
\$15,000 - \$24,999	6.1%	7.7%	6.7%
\$25,000 - \$34,999	7.7%	7.9%	7.7%
\$35,000 - \$49,999	13.8%	11.3%	11.7%
\$50,000 - \$74,999	15.5%	13.4%	15.6%
\$75,000 - \$99,999	10.9%	10.6%	11.6%
\$100,000 - \$149,999	13.9%	14.4%	15.6%
\$150,000 - \$199,999	7.7%	7.3%	7.6%
\$200,000+	15.8%	14.1%	13.6%
Average Household Income	\$120,515	\$111,404	\$112,954
2018 Owner Occupied Housing Units by Value			
Total	2,155	11,709	26,063
<\$50,000	0.9%	0.6%	0.9%
\$50,000 - \$99,999	0.5%	0.7%	1.1%
\$100,000 - \$149,999	3.7%	3.9%	3.8%
\$150,000 - \$199,999	10.8%	7.7%	8.5%
\$200,000 - \$249,999	13.4%	7.8%	9.8%
\$250,000 - \$299,999	12.8%	9.6%	11.5%
\$300,000 - \$399,999	21.1%	22.7%	23.4%
\$400,000 - \$499,999	11.8%	16.5%	14.2%
\$500,000 - \$749,999	14.8%	16.6%	15.5%
\$750,000 - \$999,999	7.6%	8.4%	7.4%
\$1,000,000 +	1.9%	3.8%	2.7%
Average Home Value	\$416,091	\$473,143	\$439,400
2023 Owner Occupied Housing Units by Value			
Total	2,261	12,449	28,023
<\$50,000	0.3%	0.2%	0.4%
\$50,000 - \$99,999	0.2%	0.3%	0.5%
\$100,000 - \$149,999	2.2%	2.2%	2.2%
\$150,000 - \$199,999	6.9%	4.9%	5.7%
\$200,000 - \$249,999	11.2%	6.0%	7.8%
\$250,000 - \$299,999	12.8%	9.0%	11.3%
\$300,000 - \$399,999	24.2%	25.3%	26.2%
\$400,000 - \$499,999	13.3%	18.6%	16.1%
\$500,000 - \$749,999	17.3%	19.1%	17.8%
\$750,000 - \$999,999	9.3%	9.9%	8.7%
\$1,000,000 +	1.7%	3.2%	2.3%
Average Home Value	\$444,195	\$494,207	\$462,045

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.

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2010 Population by Age			
Total	7,982	57,089	116,433
0 - 4	5.0%	4.2%	5.3%
5 - 9	6.7%	4.7%	5.3%
10 - 14	6.4%	4.6%	5.2%
15 - 24	14.0%	33.9%	24.7%
25 - 34	15.5%	13.7%	17.0%
35 - 44	12.9%	10.2%	11.9%
45 - 54	13.8%	10.4%	11.8%
55 - 64	11.5%	8.7%	9.6%
65 - 74	7.3%	4.8%	4.9%
75 - 84	4.8%	3.2%	2.8%
85 +	2.1%	1.7%	1.4%
18 +	77.9%	83.6%	80.9%
2018 Population by Age			
Total	8,751	61,230	127,007
0 - 4	4.8%	4.0%	4.8%
5 - 9	5.4%	4.1%	4.9%
10 - 14	5.7%	4.2%	5.0%
15 - 24	13.6%	32.0%	23.1%
25 - 34	17.0%	15.2%	16.9%
35 - 44	13.0%	9.8%	11.8%
45 - 54	12.0%	9.3%	10.8%
55 - 64	11.9%	9.5%	10.5%
65 - 74	9.1%	6.9%	7.2%
75 - 84	5.1%	3.2%	3.2%
85 +	2.3%	1.8%	1.6%
18 +	80.3%	85.0%	82.1%
2023 Population by Age			
Total	9,198	64,765	134,207
0 - 4	5.1%	4.1%	4.9%
5 - 9	5.3%	4.1%	4.7%
10 - 14	4.9%	4.0%	4.8%
15 - 24	12.3%	30.1%	22.0%
25 - 34	18.9%	16.0%	17.0%
35 - 44	14.3%	10.8%	12.4%
45 - 54	11.0%	8.6%	10.2%
55 - 64	10.7%	8.9%	10.0%
65 - 74	9.5%	7.8%	8.3%
75 - 84	5.7%	4.0%	4.1%
85 +	2.4%	1.8%	1.6%
18 +	81.7%	85.4%	82.6%
2010 Population by Sex			
Males	3,740	26,431	54,796
Females	4,243	30,661	61,634
2018 Population by Sex			
Males	4,126	28,497	60,222
Females	4,626	32,732	66,784
2023 Population by Sex			
Males	4,358	30,271	63,761
Females	4,842	34,494	70,446

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2010 Population by Race/Ethnicity			
Total	7,984	57,091	116,430
White Alone	69.2%	72.6%	70.5%
Black Alone	12.0%	10.4%	12.3%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	12.4%	11.2%	9.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.2%	3.0%	4.5%
Two or More Races	2.8%	2.6%	2.8%
Hispanic Origin	7.8%	6.7%	9.3%
Diversity Index	56.4	51.9	56.6
2018 Population by Race/Ethnicity			
Total	8,752	61,230	127,006
White Alone	65.3%	69.7%	68.3%
Black Alone	12.2%	10.3%	12.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	15.5%	13.6%	11.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	3.0%	4.5%
Two or More Races	3.4%	3.1%	3.3%
Hispanic Origin	8.2%	6.9%	9.3%
Diversity Index	60.5	55.1	58.9
2023 Population by Race/Ethnicity			
Total	9,200	64,764	134,206
White Alone	62.6%	67.1%	66.3%
Black Alone	12.0%	10.0%	11.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	17.6%	15.8%	13.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	3.3%	4.7%
Two or More Races	3.8%	3.5%	3.7%
Hispanic Origin	8.8%	7.4%	9.8%
Diversity Index	63.3	58.0	61.3
2010 Population by Relationship and Household Type			
Total	7,983	57,092	116,430
In Households	96.6%	84.2%	92.1%
In Family Households	73.1%	55.4%	63.3%
Householder	24.4%	18.6%	20.9%
Spouse	18.3%	14.7%	16.5%
Child	25.9%	19.0%	22.0%
Other relative	2.9%	2.0%	2.5%
Nonrelative	1.6%	1.1%	1.4%
In Nonfamily Households	23.5%	28.9%	28.8%
In Group Quarters	3.4%	15.8%	7.9%
Institutionalized Population	2.9%	0.5%	0.3%
Noninstitutionalized Population	0.5%	15.3%	7.6%

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.

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2018 Population 25+ by Educational Attainment			
Total	6,173	34,151	78,940
Less than 9th Grade	1.5%	2.0%	3.0%
9th - 12th Grade, No Diploma	1.6%	1.7%	2.1%
High School Graduate	6.8%	5.7%	6.4%
GED/Alternative Credential	0.8%	1.1%	1.2%
Some College, No Degree	8.5%	9.4%	10.1%
Associate Degree	5.8%	5.1%	5.3%
Bachelor's Degree	31.9%	30.3%	30.5%
Graduate/Professional Degree	43.2%	44.7%	41.5%
2018 Population 15+ by Marital Status			
Total	7,362	53,724	108,275
Never Married	36.9%	51.7%	45.5%
Married	49.7%	38.8%	43.7%
Widowed	3.5%	2.6%	2.8%
Divorced	10.0%	6.9%	8.1%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.1%	96.2%	96.7%
Civilian Unemployed (Unemployment Rate)	2.9%	3.8%	3.3%
2018 Employed Population 16+ by Industry			
Total	4,712	30,157	68,170
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	4.9%	2.5%	4.0%
Manufacturing	2.8%	3.7%	4.3%
Wholesale Trade	1.1%	0.8%	1.2%
Retail Trade	11.1%	9.4%	8.3%
Transportation/Utilities	1.2%	1.1%	1.4%
Information	1.1%	2.5%	1.8%
Finance/Insurance/Real Estate	5.4%	5.3%	5.5%
Services	70.0%	72.3%	71.2%
Public Administration	2.4%	2.0%	2.2%
2018 Employed Population 16+ by Occupation			
Total	4,712	30,156	68,169
White Collar	83.5%	80.2%	78.0%
Management/Business/Financial	16.6%	16.3%	16.4%
Professional	50.3%	45.7%	45.0%
Sales	8.0%	7.8%	7.2%
Administrative Support	8.6%	10.2%	9.4%
Services	9.7%	14.2%	14.8%
Blue Collar	6.8%	5.6%	7.2%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	2.6%	1.8%	3.1%
Installation/Maintenance/Repair	0.4%	0.7%	0.9%
Production	1.5%	1.0%	1.1%
Transportation/Material Moving	2.3%	2.0%	2.0%
2010 Population By Urban/ Rural Status			
Total Population	7,983	57,092	116,430
Population Inside Urbanized Area	100.0%	98.8%	96.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.2%	4.0%

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2010 Households by Type			
Total	3,463	21,126	47,127
Households with 1 Person	31.7%	31.9%	32.7%
Households with 2+ People	68.3%	68.1%	67.3%
Family Households	57.8%	50.3%	51.8%
Husband-wife Families	43.3%	39.8%	40.7%
With Related Children	20.1%	18.5%	19.5%
Other Family (No Spouse Present)	14.5%	10.5%	11.1%
Other Family with Male Householder	3.0%	2.4%	2.9%
With Related Children	1.6%	1.2%	1.5%
Other Family with Female Householder	11.5%	8.1%	8.1%
With Related Children	7.6%	5.4%	5.5%
Nonfamily Households	10.5%	17.8%	15.5%
All Households with Children	29.5%	25.3%	26.8%
Multigenerational Households	1.8%	1.4%	1.5%
Unmarried Partner Households	5.5%	5.0%	5.9%
Male-female	4.6%	4.2%	5.0%
Same-sex	0.8%	0.8%	0.9%
2010 Households by Size			
Total	3,464	21,126	47,125
1 Person Household	31.7%	31.9%	32.7%
2 Person Household	35.2%	35.2%	34.3%
3 Person Household	15.0%	14.9%	14.5%
4 Person Household	12.0%	12.2%	12.2%
5 Person Household	4.4%	3.9%	4.2%
6 Person Household	1.2%	1.4%	1.4%
7 + Person Household	0.5%	0.6%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	3,463	21,126	47,127
Owner Occupied	52.9%	47.9%	48.3%
Owned with a Mortgage/Loan	37.5%	34.7%	36.7%
Owned Free and Clear	15.5%	13.2%	11.6%
Renter Occupied	47.1%	52.1%	51.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,871	22,854	51,297
Housing Units Inside Urbanized Area	100.0%	98.5%	96.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.5%	3.9%

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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Top 3 Tapestry Segments			
1.	Urban Chic (2A)	Urban Chic (2A)	Young and Restless (11B)
2.	Young and Restless (11B)	College Towns (14B)	Urban Chic (2A)
3.	Enterprising Professionals	Golden Years (9B)	Metro Renters (3B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$11,401,595	\$62,938,504	\$141,500,354
Average Spent	\$2,999.63	\$2,739.20	\$2,757.32
Spending Potential Index	138	126	127
Education: Total \$	\$7,818,531	\$47,293,698	\$101,478,764
Average Spent	\$2,056.97	\$2,058.31	\$1,977.45
Spending Potential Index	142	142	137
Entertainment/Recreation: Total \$	\$15,990,377	\$88,342,138	\$198,499,124
Average Spent	\$4,206.89	\$3,844.81	\$3,868.02
Spending Potential Index	131	119	120
Food at Home: Total \$	\$24,952,959	\$138,535,926	\$313,160,733
Average Spent	\$6,564.84	\$6,029.33	\$6,102.36
Spending Potential Index	131	120	122
Food Away from Home: Total \$	\$18,377,700	\$102,472,543	\$230,185,805
Average Spent	\$4,834.96	\$4,459.79	\$4,485.48
Spending Potential Index	138	127	128
Health Care: Total \$	\$26,427,697	\$146,227,460	\$330,739,944
Average Spent	\$6,952.83	\$6,364.08	\$6,444.91
Spending Potential Index	121	111	113
HH Furnishings & Equipment: Total \$	\$10,572,114	\$58,181,119	\$130,889,427
Average Spent	\$2,781.40	\$2,532.15	\$2,550.56
Spending Potential Index	133	121	122
Personal Care Products & Services: Total \$	\$4,297,355	\$23,328,527	\$52,779,169
Average Spent	\$1,130.59	\$1,015.30	\$1,028.47
Spending Potential Index	137	123	124
Shelter: Total \$	\$88,651,754	\$493,977,663	\$1,098,460,820
Average Spent	\$23,323.27	\$21,498.79	\$21,404.98
Spending Potential Index	139	128	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,424,960	\$68,026,846	\$151,064,691
Average Spent	\$3,268.87	\$2,960.65	\$2,943.70
Spending Potential Index	132	119	118
Travel: Total \$	\$11,293,023	\$60,327,036	\$134,800,170
Average Spent	\$2,971.07	\$2,625.54	\$2,626.76
Spending Potential Index	138	122	122
Vehicle Maintenance & Repairs: Total \$	\$5,326,872	\$29,587,415	\$66,524,586
Average Spent	\$1,401.44	\$1,287.70	\$1,296.32
Spending Potential Index	130	120	121

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.