

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	51,076	101,060
2010 Total Population	7,983	57,229	116,430
2019 Total Population	8,998	61,963	127,614
2019 Group Quarters	251	8,409	8,583
2024 Total Population	10,303	66,821	135,871
2017-2022 Annual Rate	2.75%	1.52%	1.26%
2019 Total Daytime Population	12,842	95,506	151,378
Workers	8,505	65,964	93,906
Residents	4,337	29,542	57,472
Household Summary			
2000 Households	3,207	18,941	40,865
2000 Average Household Size	2.21	2.21	2.24
2010 Households	3,463	21,196	47,127
2010 Average Household Size	2.23	2.28	2.28
2019 Households	3,907	23,315	51,577
2019 Average Household Size	2.24	2.30	2.31
2024 Households	4,514	25,295	54,866
2024 Average Household Size	2.23	2.31	2.32
2017-2022 Annual Rate	2.93%	1.64%	1.24%
2010 Families	2,002	10,663	24,409
2010 Average Family Size	2.85	2.92	2.95
2019 Families	2,185	11,402	26,360
2019 Average Family Size	2.91	2.97	3.02
2024 Families	2,459	12,311	28,011
2024 Average Family Size	2.93	3.01	3.04
2017-2022 Annual Rate	2.39%	1.55%	1.22%
Housing Unit Summary			
2000 Housing Units	3,541	20,192	43,912
Owner Occupied Housing Units	46.7%	43.8%	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	22,928	51,297
Owner Occupied Housing Units	47.4%	44.4%	44.4%
Renter Occupied Housing Units	42.1%	48.1%	47.5%
Vacant Housing Units	10.5%	7.6%	8.1%
2019 Housing Units	4,321	25,122	55,597
Owner Occupied Housing Units	48.2%	45.2%	45.5%
Renter Occupied Housing Units	42.3%	47.6%	47.3%
Vacant Housing Units	9.6%	7.2%	7.2%
2024 Housing Units	4,899	27,126	58,995
Owner Occupied Housing Units	44.1%	43.4%	44.9%
Renter Occupied Housing Units	48.0%	49.8%	48.1%
Vacant Housing Units	7.9%	6.7%	7.0%
Median Household Income			
2019	\$77,421	\$73,383	\$74,183
2024	\$84,262	\$82,961	\$84,992
Median Home Value			
2019	\$338,743	\$405,362	\$373,664
2024	\$371,208	\$431,343	\$396,086
Per Capita Income			
2019	\$48,849	\$42,990	\$46,032
2024	\$53,605	\$47,641	\$51,381
Median Age			
2010	36.9	26.7	29.8
2019	37.6	28.7	32.1
2024	37.1	30.1	33.1

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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2019 Households by Income			
Household Income Base	3,907	23,313	51,575
<\$15,000	7.1%	11.2%	8.9%
\$15,000 - \$24,999	6.2%	6.8%	7.0%
\$25,000 - \$34,999	6.5%	7.3%	7.8%
\$35,000 - \$49,999	15.6%	12.6%	12.7%
\$50,000 - \$74,999	12.6%	12.7%	14.0%
\$75,000 - \$99,999	15.4%	10.6%	10.8%
\$100,000 - \$149,999	13.0%	13.9%	14.4%
\$150,000 - \$199,999	9.0%	10.1%	9.7%
\$200,000+	14.6%	14.7%	14.7%
Average Household Income	\$115,461	\$113,361	\$113,441
2024 Households by Income			
Household Income Base	4,514	25,293	54,864
<\$15,000	5.6%	9.0%	7.0%
\$15,000 - \$24,999	5.1%	6.0%	5.8%
\$25,000 - \$34,999	5.3%	6.3%	6.5%
\$35,000 - \$49,999	15.3%	12.0%	11.7%
\$50,000 - \$74,999	11.9%	12.5%	13.8%
\$75,000 - \$99,999	15.4%	10.8%	11.2%
\$100,000 - \$149,999	14.7%	15.2%	15.8%
\$150,000 - \$199,999	11.3%	12.6%	12.2%
\$200,000+	15.4%	15.5%	15.9%
Average Household Income	\$125,172	\$124,987	\$126,859
2019 Owner Occupied Housing Units by Value			
Total	2,081	11,344	25,284
<\$50,000	0.1%	0.6%	0.8%
\$50,000 - \$99,999	1.9%	0.9%	0.9%
\$100,000 - \$149,999	3.8%	4.0%	4.0%
\$150,000 - \$199,999	6.1%	5.4%	6.2%
\$200,000 - \$249,999	20.4%	11.3%	12.0%
\$250,000 - \$299,999	11.3%	9.7%	12.3%
\$300,000 - \$399,999	16.4%	17.4%	18.7%
\$400,000 - \$499,999	8.6%	15.0%	14.5%
\$500,000 - \$749,999	19.8%	23.9%	20.8%
\$750,000 - \$999,999	7.2%	7.6%	6.3%
\$1,000,000 +	2.8%	2.7%	2.1%
Average Home Value	\$446,180	\$478,621	\$448,579
2024 Owner Occupied Housing Units by Value			
Total	2,162	11,778	26,504
<\$50,000	0.1%	0.3%	0.5%
\$50,000 - \$99,999	1.4%	0.6%	0.6%
\$100,000 - \$149,999	2.9%	2.9%	2.9%
\$150,000 - \$199,999	4.5%	4.1%	4.8%
\$200,000 - \$249,999	17.6%	9.3%	10.0%
\$250,000 - \$299,999	10.8%	9.1%	11.8%
\$300,000 - \$399,999	18.0%	18.5%	20.1%
\$400,000 - \$499,999	9.5%	16.5%	16.1%
\$500,000 - \$749,999	22.4%	25.9%	22.5%
\$750,000 - \$999,999	8.1%	8.2%	6.9%
\$1,000,000 +	3.1%	2.9%	2.2%
Average Home Value	\$474,746	\$501,019	\$470,416

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	57,230	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%	4.9%	4.9%
75 - 84	4.8%	3.2%	2.8%
85 +	2.1%	1.7%	1.4%
18 +	77.9%	83.6%	80.9%
2019 Population by Age			
Total	9,000	61,965	127,614
0 - 4	4.8%	3.9%	4.8%
5 - 9	5.3%	4.0%	4.8%
10 - 14	5.6%	4.2%	5.0%
15 - 24	13.2%	31.1%	22.8%
25 - 34	17.3%	15.7%	16.9%
35 - 44	13.3%	10.0%	12.0%
45 - 54	11.8%	9.1%	10.7%
55 - 64	11.9%	9.5%	10.5%
65 - 74	9.3%	7.2%	7.5%
75 - 84	5.3%	3.4%	3.4%
85 +	2.4%	1.9%	1.6%
18 +	80.5%	85.1%	82.2%
2024 Population by Age			
Total	10,301	66,821	135,870
0 - 4	5.2%	4.1%	4.9%
5 - 9	5.3%	4.1%	4.7%
10 - 14	4.8%	4.0%	4.7%
15 - 24	12.2%	29.2%	21.9%
25 - 34	19.3%	16.3%	16.9%
35 - 44	14.7%	11.2%	12.5%
45 - 54	11.0%	8.5%	10.1%
55 - 64	10.3%	8.7%	9.9%
65 - 74	9.2%	7.8%	8.3%
75 - 84	5.7%	4.2%	4.4%
85 +	2.3%	1.8%	1.7%
18 +	81.6%	85.4%	82.7%
2010 Population by Sex			
Males	3,740	26,492	54,796
Females	4,243	30,737	61,634
2019 Population by Sex			
Males	4,248	28,894	60,582
Females	4,750	33,070	67,031
2024 Population by Sex			
Males	4,894	31,251	64,446
Females	5,409	35,570	71,425

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2010 Population by Race/Ethnicity			
Total	7,984	57,228	116,430
White Alone	69.2%	72.6%	70.5%
Black Alone	12.0%	10.3%	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	51.8	56.6
2019 Population by Race/Ethnicity			
Total	8,998	61,964	127,614
White Alone	65.3%	69.6%	68.3%
Black Alone	11.8%	10.0%	11.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	15.8%	13.9%	11.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	3.1%	4.5%
Two or More Races	3.3%	3.1%	3.3%
Hispanic Origin	8.3%	7.0%	9.5%
Diversity Index	60.6	55.2	59.1
2024 Population by Race/Ethnicity			
Total	10,304	66,820	135,871
White Alone	62.6%	67.4%	66.6%
Black Alone	12.0%	9.7%	11.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	17.7%	15.9%	13.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.7%	3.4%	4.8%
Two or More Races	3.7%	3.4%	3.6%
Hispanic Origin	8.8%	7.5%	10.0%
Diversity Index	63.3	57.9	61.1
2010 Population by Relationship and Household Type			
Total	7,983	57,229	116,430
In Households	96.6%	84.3%	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%	15.7%	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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2019 Population 25+ by Educational Attainment			
Total	6,404	35,146	79,816
Less than 9th Grade	1.2%	1.7%	3.0%
9th - 12th Grade, No Diploma	1.7%	1.8%	2.0%
High School Graduate	8.3%	6.2%	7.0%
GED/Alternative Credential	1.0%	1.0%	1.0%
Some College, No Degree	7.7%	9.6%	10.0%
Associate Degree	5.0%	4.8%	4.9%
Bachelor's Degree	27.9%	30.3%	30.1%
Graduate/Professional Degree	47.1%	44.7%	41.9%
2019 Population 15+ by Marital Status			
Total	7,592	54,439	108,968
Never Married	33.3%	52.2%	45.2%
Married	51.2%	37.8%	43.5%
Widowed	3.5%	2.8%	3.1%
Divorced	12.0%	7.2%	8.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	97.2%	97.4%
Civilian Unemployed (Unemployment Rate)	3.0%	2.8%	2.6%
2019 Employed Population 16+ by Industry			
Total	4,762	33,412	71,736
Agriculture/Mining	0.5%	0.3%	0.5%
Construction	3.9%	2.4%	3.8%
Manufacturing	4.2%	4.2%	5.0%
Wholesale Trade	2.6%	1.3%	1.4%
Retail Trade	11.5%	8.9%	7.5%
Transportation/Utilities	0.8%	0.8%	0.9%
Information	0.9%	1.9%	1.6%
Finance/Insurance/Real Estate	6.7%	6.8%	5.9%
Services	66.2%	70.2%	70.4%
Public Administration	2.7%	3.1%	3.0%
2019 Employed Population 16+ by Occupation			
Total	4,762	33,410	71,735
White Collar	82.9%	76.1%	75.5%
Management/Business/Financial	17.0%	16.4%	16.3%
Professional	47.4%	41.3%	42.7%
Sales	8.1%	8.8%	8.0%
Administrative Support	10.3%	9.6%	8.6%
Services	9.5%	17.1%	16.1%
Blue Collar	7.6%	6.7%	8.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	3.5%	1.7%	3.0%
Installation/Maintenance/Repair	0.4%	1.4%	1.4%
Production	1.6%	1.8%	2.2%
Transportation/Material Moving	2.1%	1.7%	1.4%
2010 Population By Urban/ Rural Status			
Total Population	7,983	57,229	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	21,196	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%	39.9%	40.7%
With Related Children	20.1%	18.5%	19.5%
Other Family (No Spouse Present)	14.5%	10.4%	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%	8.0%	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%	25.2%	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	21,196	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%	1.3%	1.4%
7 + Person Household	0.5%	0.6%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	3,463	21,196	47,127
Owner Occupied	52.9%	48.0%	48.3%
Owned with a Mortgage/Loan	37.5%	34.8%	36.7%
Owned Free and Clear	15.5%	13.2%	11.6%
Renter Occupied	47.1%	52.0%	51.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,871	22,928	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)
2019 Consumer Spending			
Apparel & Services: Total \$	\$11,322,065	\$66,874,663	\$148,410,569
Average Spent	\$2,897.89	\$2,868.31	\$2,877.46
Spending Potential Index	135	134	134
Education: Total \$	\$8,726,023	\$53,935,364	\$114,254,457
Average Spent	\$2,233.43	\$2,313.33	\$2,215.22
Spending Potential Index	140	145	139
Entertainment/Recreation: Total \$	\$16,234,936	\$96,262,745	\$213,327,509
Average Spent	\$4,155.35	\$4,128.79	\$4,136.10
Spending Potential Index	127	126	127
Food at Home: Total \$	\$25,953,016	\$153,635,787	\$342,754,234
Average Spent	\$6,642.70	\$6,589.57	\$6,645.49
Spending Potential Index	128	127	128
Food Away from Home: Total \$	\$19,460,601	\$115,628,857	\$255,934,777
Average Spent	\$4,980.96	\$4,959.42	\$4,962.19
Spending Potential Index	136	135	135
Health Care: Total \$	\$27,391,548	\$165,139,939	\$368,778,888
Average Spent	\$7,010.89	\$7,082.99	\$7,150.06
Spending Potential Index	118	119	120
HH Furnishings & Equipment: Total \$	\$10,788,901	\$63,770,282	\$142,037,099
Average Spent	\$2,761.43	\$2,735.16	\$2,753.88
Spending Potential Index	130	128	129
Personal Care Products & Services: Total \$	\$4,570,490	\$26,971,192	\$60,289,464
Average Spent	\$1,169.82	\$1,156.82	\$1,168.92
Spending Potential Index	132	130	132
Shelter: Total \$	\$99,325,551	\$584,540,959	\$1,280,313,254
Average Spent	\$25,422.46	\$25,071.45	\$24,823.34
Spending Potential Index	137	135	134
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,946,222	\$72,517,666	\$160,565,366
Average Spent	\$3,057.65	\$3,110.34	\$3,113.12
Spending Potential Index	123	125	126
Travel: Total \$	\$11,741,477	\$67,327,643	\$148,173,718
Average Spent	\$3,005.24	\$2,887.74	\$2,872.86
Spending Potential Index	134	129	128
Vehicle Maintenance & Repairs: Total \$	\$5,752,809	\$35,485,721	\$78,769,564
Average Spent	\$1,472.44	\$1,522.01	\$1,527.22
Spending Potential Index	129	133	133

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.