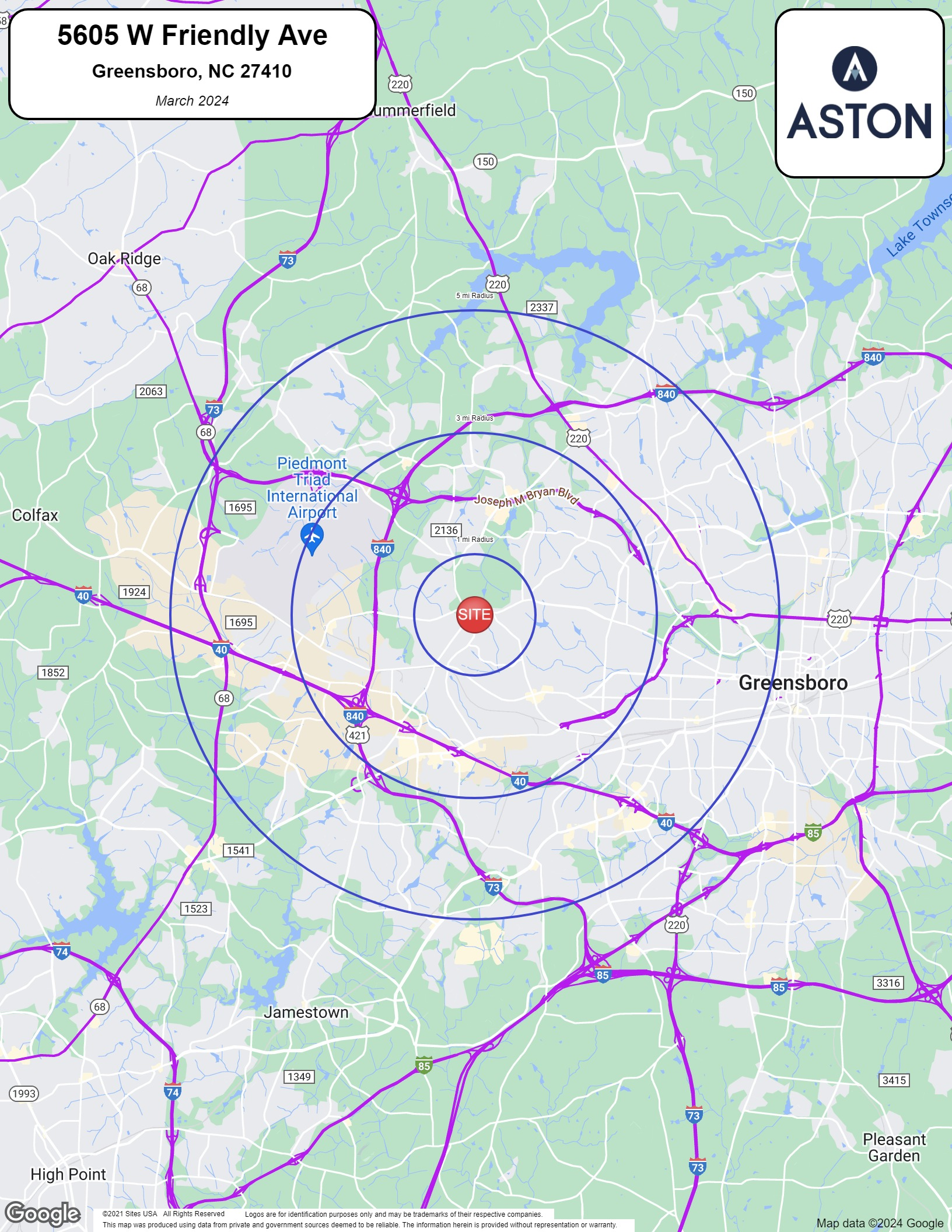


# 5605 W Friendly Ave

Greensboro, NC 27410

March 2024





## Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.0885/-79.8854

5605 W Friendly Ave Greensboro, NC 27410	1 mi radius	3 mi radius	5 mi radius
<b>Population</b>			
Estimated Population (2023)	9,558	60,285	168,472
Projected Population (2028)	10,153	60,521	167,940
Census Population (2020)	9,747	60,912	169,548
Census Population (2010)	9,668	57,042	155,391
Projected Annual Growth (2023 to 2028)	595 1.2%	236 -	-532 -
Historical Annual Growth (2020 to 2023)	-189 -0.6%	-627 -0.3%	-1,076 -0.2%
Historical Annual Growth (2010 to 2020)	79 0.3%	3,870 2.3%	14,157 3.0%
Estimated Population Density (2023)	3,044 psm	2,133 psm	2,146 psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi
<b>Households</b>			
Estimated Households (2023)	4,451	28,153	72,314
Projected Households (2028)	4,759	28,331	72,276
Census Households (2020)	4,515	28,277	72,549
Census Households (2010)	4,260	26,164	67,880
Estimated Households with Children (2023)	1,059 23.8%	6,728 23.9%	18,055 25.0%
Estimated Average Household Size (2023)	1.99	2.09	2.18
<b>Average Household Income</b>			
Estimated Average Household Income (2023)	\$77,708	\$101,822	\$107,024
Projected Average Household Income (2028)	\$77,530	\$109,253	\$115,526
Estimated Average Family Income (2023)	\$85,067	\$134,214	\$138,145
<b>Median Household Income</b>			
Estimated Median Household Income (2023)	\$63,455	\$74,974	\$75,285
Projected Median Household Income (2028)	\$61,931	\$74,405	\$74,898
Estimated Median Family Income (2023)	\$83,677	\$98,531	\$102,860
<b>Per Capita Income</b>			
Estimated Per Capita Income (2023)	\$36,645	\$47,715	\$46,294
Projected Per Capita Income (2028)	\$36,771	\$51,308	\$50,076
Estimated Per Capita Income 5 Year Growth	\$126 0.3%	\$3,593 7.5%	\$3,782 8.2%
Estimated Average Household Net Worth (2023)	\$290,606	\$427,446	\$460,597
<b>Daytime Demos (2023)</b>			
Total Businesses	482	4,109	10,461
Total Employees	3,194	41,106	105,970
Company Headquarter Businesses	16 3.3%	147 3.6%	359 3.4%
Company Headquarter Employees	498 15.6%	6,687 16.3%	20,156 19.0%
Employee Population per Business	6.6	10.0	10.1
Residential Population per Business	19.8	14.7	16.1

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Lat/Lon: 36.0885/-79.8854

## 5605 W Friendly Ave Greensboro, NC 27410

1 mi radius      3 mi radius      5 mi radius

Race & Ethnicity						
White (2023)	5,249	54.9%	33,795	56.1%	87,243	51.8%
Black or African American (2023)	2,432	25.4%	17,183	28.5%	45,408	27.0%
American Indian or Alaska Native (2023)	36	0.4%	239	0.4%	677	0.4%
Asian (2023)	975	10.2%	3,851	6.4%	20,286	12.0%
Hawaiian or Pacific Islander (2023)	6	-	22	-	73	-
Other Race (2023)	319	3.3%	2,077	3.4%	6,300	3.7%
Two or More Races (2023)	541	5.7%	3,118	5.2%	8,485	5.0%
Not Hispanic or Latino Population (2023)	8,749	91.5%	55,265	91.7%	153,870	91.3%
Hispanic or Latino Population (2023)	809	8.5%	5,020	8.3%	14,602	8.7%
Not Hispanic or Latino Population (2028)	9,281	91.4%	55,486	91.7%	153,523	91.4%
Hispanic or Latino Population (2028)	872	8.6%	5,035	8.3%	14,417	8.6%
Not Hispanic or Latino Population (2020)	8,893	91.2%	55,493	91.1%	152,978	90.2%
Hispanic or Latino Population (2020)	853	8.8%	5,419	8.9%	16,570	9.8%
Not Hispanic or Latino Population (2010)	9,024	93.3%	53,133	93.1%	143,796	92.5%
Hispanic or Latino Population (2010)	645	6.7%	3,909	6.9%	11,595	7.5%
Projected Hispanic Annual Growth (2023 to 2028)	62	1.5%	15	-	-185	-0.3%
Historic Hispanic Annual Growth (2010 to 2023)	164	2.0%	1,111	2.2%	3,006	2.0%
Age Distribution (2023)						
Age Under 5	456	4.8%	3,291	5.5%	8,596	5.1%
Age 5 to 9 Years	441	4.6%	3,072	5.1%	8,596	5.1%
Age 10 to 14 Years	471	4.9%	3,185	5.3%	8,832	5.2%
Age 15 to 19 Years	797	8.3%	3,758	6.2%	14,354	8.5%
Age 20 to 24 Years	1,136	11.9%	5,438	9.0%	18,293	10.9%
Age 25 to 29 Years	733	7.7%	5,029	8.3%	13,661	8.1%
Age 30 to 34 Years	587	6.1%	4,269	7.1%	12,174	7.2%
Age 35 to 39 Years	419	4.4%	3,416	5.7%	9,973	5.9%
Age 40 to 44 Years	429	4.5%	3,139	5.2%	9,474	5.6%
Age 45 to 49 Years	421	4.4%	3,063	5.1%	8,873	5.3%
Age 50 to 54 Years	487	5.1%	3,600	6.0%	10,027	6.0%
Age 55 to 59 Years	522	5.5%	3,677	6.1%	9,796	5.8%
Age 60 to 64 Years	498	5.2%	3,720	6.2%	9,437	5.6%
Age 65 to 74 Years	884	9.2%	6,173	10.2%	14,777	8.8%
Age 75 to 84 Years	789	8.3%	3,807	6.3%	8,340	5.0%
Age 85 Years or Over	488	5.1%	1,646	2.7%	3,269	1.9%
Median Age	37.2		38.4		36.1	
Gender Age Distribution (2023)						
Female Population	5,144	53.8%	31,776	52.7%	89,422	53.1%
Age 0 to 19 Years	1,068	20.8%	6,585	20.7%	20,639	23.1%
Age 20 to 64 Years	2,747	53.4%	18,427	58.0%	53,412	59.7%
Age 65 Years or Over	1,329	25.8%	6,765	21.3%	15,371	17.2%
Female Median Age	39.4		39.6		37.1	
Male Population	4,413	46.2%	28,509	47.3%	79,050	46.9%
Age 0 to 19 Years	1,096	24.8%	6,722	23.6%	19,738	25.0%
Age 20 to 64 Years	2,485	56.3%	16,925	59.4%	48,295	61.1%
Age 65 Years or Over	833	18.9%	4,861	17.1%	11,016	13.9%
Male Median Age	34.8		37.3		35.2	

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# Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.0885/-79.8854

5605 W Friendly Ave Greensboro, NC 27410	1 mi radius		3 mi radius		5 mi radius	
<b>Household Income Distribution (2023)</b>						
HH Income \$200,000 or More	189	4.2%	2,467	8.8%	7,177	9.9%
HH Income \$150,000 to \$199,999	169	3.8%	1,969	7.0%	4,979	6.9%
HH Income \$100,000 to \$149,999	767	17.2%	4,383	15.6%	11,386	15.7%
HH Income \$75,000 to \$99,999	612	13.7%	3,466	12.3%	9,344	12.9%
HH Income \$50,000 to \$74,999	710	16.0%	4,769	16.9%	12,063	16.7%
HH Income \$35,000 to \$49,999	650	14.6%	3,380	12.0%	9,039	12.5%
HH Income \$25,000 to \$34,999	577	13.0%	2,504	8.9%	5,996	8.3%
HH Income \$15,000 to \$24,999	403	9.1%	2,354	8.4%	5,649	7.8%
HH Income Under \$15,000	376	8.4%	2,861	10.2%	6,680	9.2%
HH Income \$35,000 or More	3,096	69.5%	20,433	72.6%	53,988	74.7%
HH Income \$75,000 or More	1,736	39.0%	12,284	43.6%	32,887	45.5%
<b>Housing (2023)</b>						
Total Housing Units	4,817		30,007		77,592	
Housing Units Occupied	4,451	92.4%	28,153	93.8%	72,314	93.2%
Housing Units Owner-Occupied	2,480	55.7%	15,369	54.6%	39,769	55.0%
Housing Units, Renter-Occupied	1,971	44.3%	12,784	45.4%	32,545	45.0%
Housing Units, Vacant	366	8.2%	1,855	6.6%	5,279	7.3%
<b>Marital Status (2023)</b>						
Never Married	3,111	38.0%	17,685	34.9%	56,264	39.5%
Currently Married	2,849	34.8%	21,803	43.0%	55,744	39.1%
Separated	330	4.0%	2,027	4.0%	5,100	3.6%
Widowed	755	9.2%	2,963	5.8%	7,044	4.9%
Divorced	1,146	14.0%	6,259	12.3%	18,295	12.8%
<b>Household Type (2023)</b>						
Population Family	6,475	67.7%	42,324	70.2%	114,792	68.1%
Population Non-Family	2,362	24.7%	16,439	27.3%	42,612	25.3%
Population Group Quarters	721	7.5%	1,522	2.5%	11,068	6.6%
Family Households	2,359	53.0%	14,958	53.1%	38,827	53.7%
Non-Family Households	2,092	47.0%	13,195	46.9%	33,486	46.3%
Married Couple with Children	747	26.2%	4,458	20.4%	11,751	21.1%
Average Family Household Size	2.7		2.8		3.0	
<b>Household Size (2023)</b>						
1 Person Households	1,727	38.8%	10,473	37.2%	26,164	36.2%
2 Person Households	1,673	37.6%	10,214	36.3%	24,590	34.0%
3 Person Households	569	12.8%	3,650	13.0%	10,083	13.9%
4 Person Households	309	6.9%	2,390	8.5%	7,096	9.8%
5 Person Households	112	2.5%	952	3.4%	2,858	4.0%
6 or More Person Households	61	1.4%	472	1.7%	1,523	2.1%
<b>Household Vehicles (2023)</b>						
Households with 0 Vehicles Available	431	9.7%	1,849	6.6%	4,925	6.8%
Households with 1 Vehicles Available	1,984	44.6%	11,530	41.0%	28,384	39.3%
Households with 2 or More Vehicles Available	2,036	45.8%	14,773	52.5%	39,004	53.9%
Total Vehicles Available	6,873		47,068		122,012	
Average Vehicles Per Household	1.5		1.7		1.7	

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## 5605 W Friendly Ave Greensboro, NC 27410

1 mi radius      3 mi radius      5 mi radius

<b>Labor Force (2023)</b>							
Estimated Labor Population Age 16 Years or Over	8,098		50,059		140,569		
Estimated Civilian Employed	4,699	58.0%	32,526	65.0%	92,362	65.7%	
Estimated Civilian Unemployed	216	2.7%	1,544	3.1%	4,076	2.9%	
Estimated in Armed Forces	8	0.1%	30	-	162	0.1%	
Estimated Not in Labor Force	3,174	39.2%	15,959	31.9%	43,970	31.3%	
Unemployment Rate	2.7%		3.1%		2.9%		
<b>Occupation (2023)</b>							
Occupation: Population Age 16 Years or Over	4,699		32,524		92,360		
Management, Business, Financial Operations	761	16.2%	5,795	17.8%	15,505	16.8%	
Professional, Related Service	1,532	32.6%	9,619	29.6%	25,963	28.1%	
Sales, Office	499	10.6%	3,926	12.1%	12,859	13.9%	
Farming, Fishing, Forestry	1,030	21.9%	7,296	22.4%	21,636	23.4%	
Construct, Extraction, Maintenance	26	0.6%	56	0.2%	126	0.1%	
Production, Transport Material Moving	194	4.1%	1,450	4.5%	4,341	4.7%	
White Collar Workers	655	13.9%	4,382	13.5%	11,929	12.9%	
Blue Collar Workers	3,324	70.7%	22,710	69.8%	63,105	68.3%	
	1,375	29.3%	9,814	30.2%	29,255	31.7%	
<b>Consumer Expenditure (2023)</b>							
Total Household Expenditure	\$261.41 M		\$1.99 B		\$5.31 B		
Total Non-Retail Expenditure	\$138.12 M	52.8%	\$1.06 B	53.0%	\$2.81 B	53.0%	
Total Retail Expenditure	\$123.29 M	47.2%	\$935.38 M	47.0%	\$2.49 B	47.0%	
Apparel	\$9.07 M	3.5%	\$70.29 M	3.5%	\$188.14 M	3.5%	
Contributions	\$8.41 M	3.2%	\$66.47 M	3.3%	\$177.44 M	3.3%	
Education	\$7.34 M	2.8%	\$61.82 M	3.1%	\$166.33 M	3.1%	
Entertainment	\$14.56 M	5.6%	\$112.86 M	5.7%	\$301.4 M	5.7%	
Food and Beverages	\$38.69 M	14.8%	\$291.83 M	14.7%	\$777.89 M	14.7%	
Furnishings and Equipment	\$9.08 M	3.5%	\$70.04 M	3.5%	\$186.94 M	3.5%	
Gifts	\$6.32 M	2.4%	\$50.4 M	2.5%	\$135.22 M	2.5%	
Health Care	\$22.64 M	8.7%	\$167.11 M	8.4%	\$443.06 M	8.3%	
Household Operations	\$10.21 M	3.9%	\$78.65 M	3.9%	\$209.7 M	3.9%	
Miscellaneous Expenses	\$4.97 M	1.9%	\$37.85 M	1.9%	\$100.81 M	1.9%	
Personal Care	\$3.52 M	1.3%	\$26.73 M	1.3%	\$71.23 M	1.3%	
Personal Insurance	\$1.78 M	0.7%	\$14.1 M	0.7%	\$37.7 M	0.7%	
Reading	\$576.58 K	0.2%	\$4.39 M	0.2%	\$11.65 M	0.2%	
Shelter	\$55.33 M	21.2%	\$422.18 M	21.2%	\$1.13 B	21.2%	
Tobacco	\$1.68 M	0.6%	\$11.85 M	0.6%	\$31.31 M	0.6%	
Transportation	\$47.46 M	18.2%	\$359.62 M	18.1%	\$960.03 M	18.1%	
Utilities	\$19.75 M	7.6%	\$145.03 M	7.3%	\$385.15 M	7.3%	
<b>Educational Attainment (2023)</b>							
Adult Population Age 25 Years or Over	6,258		41,540		109,801		
Elementary (Grade Level 0 to 8)	516	8.2%	1,302	3.1%	3,241	3.0%	
Some High School (Grade Level 9 to 11)	129	2.1%	1,127	2.7%	3,805	3.5%	
High School Graduate	808	12.9%	6,339	15.3%	17,887	16.3%	
Some College	1,180	18.9%	7,792	18.8%	20,358	18.5%	
Associate Degree Only	620	9.9%	3,522	8.5%	9,328	8.5%	
Bachelor Degree Only	1,823	29.1%	13,408	32.3%	34,532	31.4%	
Graduate Degree	1,183	18.9%	8,050	19.4%	20,648	18.8%	

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<b>Units In Structure (2023)</b>							
1 Detached Unit	2,259	53.0%	14,836	56.7%	40,035	59.0%	
1 Attached Unit	433	10.2%	2,651	10.1%	6,170	9.1%	
2 to 4 Units	285	6.7%	1,983	7.6%	4,453	6.6%	
5 to 9 Units	304	7.1%	2,927	11.2%	6,716	9.9%	
10 to 19 Units	372	8.7%	2,024	7.7%	6,002	8.8%	
20 to 49 Units	289	6.8%	1,833	7.0%	4,735	7.0%	
50 or More Units	474	11.1%	1,555	5.9%	3,265	4.8%	
Mobile Home or Trailer	36	0.8%	344	1.3%	936	1.4%	
Other Structure	-	-	-	-	-	-	
<b>Homes Built By Year (2023)</b>							
Homes Built 2010 or later	351	8.2%	2,712	10.4%	7,500	11.0%	
Homes Built 2000 to 2009	679	15.9%	4,196	16.0%	11,230	16.5%	
Homes Built 1990 to 1999	427	10.0%	4,050	15.5%	11,602	17.1%	
Homes Built 1980 to 1989	948	22.3%	5,940	22.7%	13,348	19.7%	
Homes Built 1970 to 1979	951	22.3%	3,984	15.2%	9,162	13.5%	
Homes Built 1960 to 1969	367	8.6%	2,972	11.4%	6,431	9.5%	
Homes Built 1950 to 1959	522	12.3%	2,423	9.3%	6,697	9.9%	
Homes Built Before 1949	205	4.8%	1,876	7.2%	6,344	9.3%	
<b>Home Values (2023)</b>							
Home Values \$1,000,000 or More	19	0.8%	129	0.8%	320	0.8%	
Home Values \$500,000 to \$999,999	100	4.0%	1,031	6.7%	2,636	6.6%	
Home Values \$400,000 to \$499,999	61	2.5%	1,053	6.9%	2,755	6.9%	
Home Values \$300,000 to \$399,999	463	18.7%	2,528	16.4%	6,120	15.4%	
Home Values \$200,000 to \$299,999	831	33.5%	4,178	27.2%	10,459	26.3%	
Home Values \$150,000 to \$199,999	524	21.1%	2,632	17.1%	8,006	20.1%	
Home Values \$100,000 to \$149,999	310	12.5%	1,989	12.9%	4,942	12.4%	
Home Values \$70,000 to \$99,999	117	4.7%	1,110	7.2%	2,608	6.6%	
Home Values \$50,000 to \$69,999	11	0.4%	174	1.1%	606	1.5%	
Home Values \$25,000 to \$49,999	6	0.2%	129	0.8%	316	0.8%	
Home Values Under \$25,000	38	1.5%	417	2.7%	1,002	2.5%	
Owner-Occupied Median Home Value	\$233,034		\$232,150		\$227,906		
Renter-Occupied Median Rent	\$1,117		\$967		\$920		
<b>Transportation To Work (2023)</b>							
Drive to Work Alone	3,388	72.1%	23,509	72.3%	65,670	71.1%	
Drive to Work in Carpool	228	4.8%	1,290	4.0%	4,226	4.6%	
Travel to Work by Public Transportation	41	0.9%	416	1.3%	1,016	1.1%	
Drive to Work on Motorcycle	1	-	34	0.1%	256	0.3%	
Walk or Bicycle to Work	121	2.6%	390	1.2%	1,509	1.6%	
Other Means	29	0.6%	323	1.0%	1,271	1.4%	
Work at Home	890	18.9%	6,563	20.2%	18,412	19.9%	
<b>Travel Time (2023)</b>							
Travel to Work in 14 Minutes or Less	1,386	29.5%	8,360	25.7%	24,621	26.7%	
Travel to Work in 15 to 29 Minutes	1,880	40.0%	12,990	39.9%	35,112	38.0%	
Travel to Work in 30 to 59 Minutes	491	10.5%	3,795	11.7%	11,379	12.3%	
Travel to Work in 60 Minutes or More	51	1.1%	815	2.5%	2,836	3.1%	
Average Minutes Travel to Work	16.5		16.8		17.2		

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