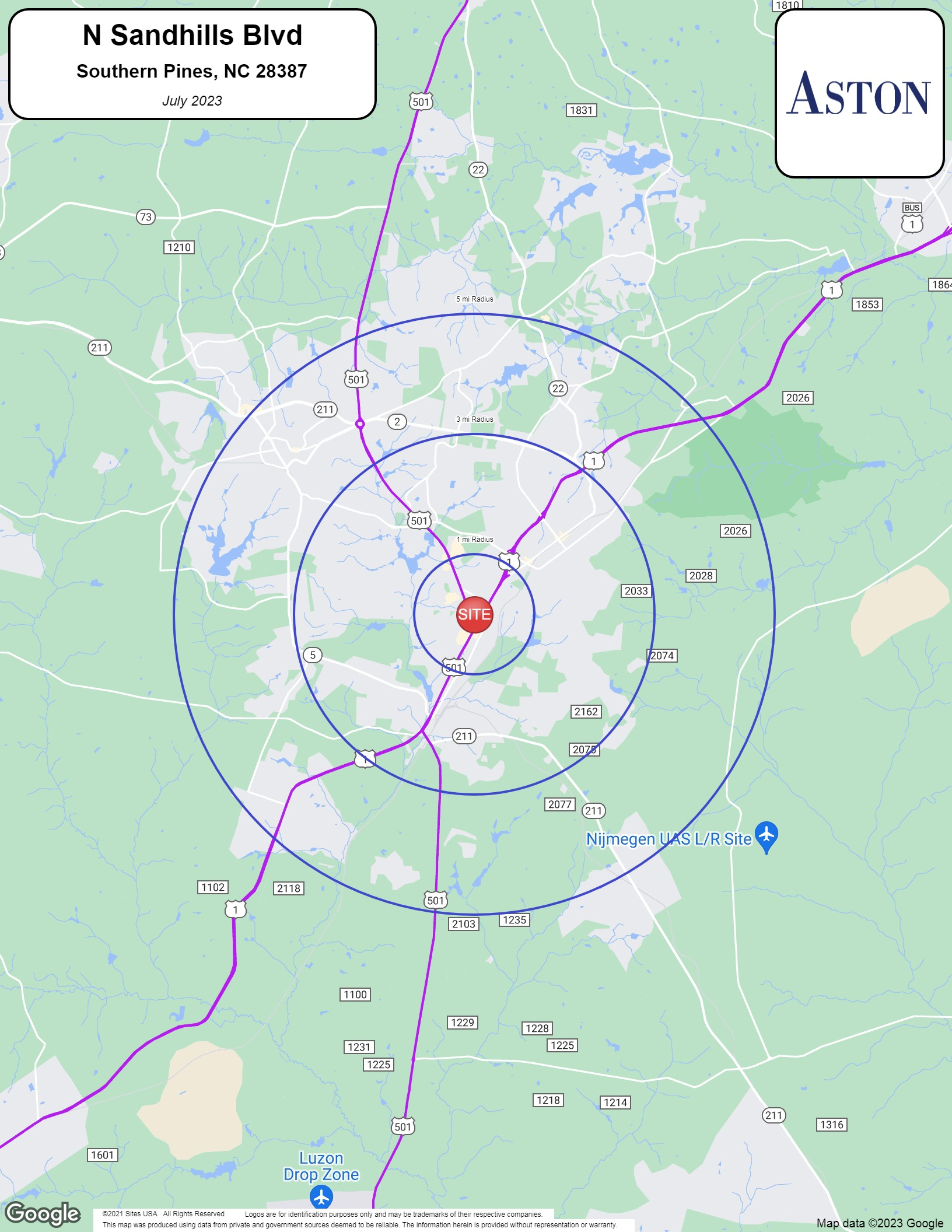


N Sandhills Blvd

Southern Pines, NC 28387

July 2023

ASTON



Expanded Profile

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



Lat/Lon: 35.1557/-79.4165

N Sandhills Blvd Southern Pines, NC 28387		1 mi radius		3 mi radius		5 mi radius	
Population							
Estimated Population (2023)		4,837		24,368		45,799	
Projected Population (2028)		4,941		25,516		48,527	
Census Population (2020)		4,770		23,340		44,028	
Census Population (2010)		4,272		19,625		36,997	
Projected Annual Growth (2023 to 2028)		104	0.4%	1,148	0.9%	2,728	1.2%
Historical Annual Growth (2020 to 2023)		67	0.5%	1,028	1.5%	1,771	1.3%
Historical Annual Growth (2010 to 2020)		498	3.9%	3,715	6.3%	7,031	6.3%
Estimated Population Density (2023)		1,540 psm		862 psm		583 psm	
Trade Area Size		3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households							
Estimated Households (2023)		2,183		11,149		20,686	
Projected Households (2028)		2,150		11,298		21,212	
Census Households (2020)		2,132		10,562		19,662	
Census Households (2010)		2,034		9,040		16,738	
Estimated Households with Children (2023)		602	27.6%	2,712	24.3%	4,933	23.8%
Estimated Average Household Size (2023)		2.14		2.15		2.18	
Average Household Income							
Estimated Average Household Income (2023)		\$62,472		\$114,901		\$118,441	
Projected Average Household Income (2028)		\$68,063		\$120,961		\$123,309	
Estimated Average Family Income (2023)		\$77,244		\$134,778		\$137,589	
Median Household Income							
Estimated Median Household Income (2023)		\$53,708		\$87,588		\$90,179	
Projected Median Household Income (2028)		\$53,094		\$88,424		\$91,516	
Estimated Median Family Income (2023)		\$59,344		\$108,255		\$112,979	
Per Capita Income							
Estimated Per Capita Income (2023)		\$28,424		\$52,690		\$53,608	
Projected Per Capita Income (2028)		\$29,834		\$53,672		\$54,005	
Estimated Per Capita Income 5 Year Growth		\$1,410	5.0%	\$982	1.9%	\$397	0.7%
Estimated Average Household Net Worth (2023)		\$299,325		\$655,221		\$664,780	
Daytime Demos (2023)							
Total Businesses		514		1,831		2,586	
Total Employees		3,899		15,117		27,264	
Company Headquarter Businesses		14	2.7%	50	2.7%	80	3.1%
Company Headquarter Employees		261	6.7%	1,856	12.3%	2,579	9.5%
Employee Population per Business		7.6		8.3		10.5	
Residential Population per Business		9.4		13.3		17.7	

Expanded Profile

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 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 35.1557/-79.4165

N Sandhills Blvd		1 mi radius		3 mi radius		5 mi radius	
Southern Pines, NC 28387							
Race & Ethnicity							
White (2023)		3,124	64.6%	17,852	73.3%	35,045	76.5%
Black or African American (2023)		1,177	24.3%	4,201	17.2%	6,362	13.9%
American Indian or Alaska Native (2023)		29	0.6%	140	0.6%	287	0.6%
Asian (2023)		143	3.0%	543	2.2%	1,041	2.3%
Hawaiian or Pacific Islander (2023)		-	-	10	-	23	-
Other Race (2023)		103	2.1%	351	1.4%	720	1.6%
Two or More Races (2023)		262	5.4%	1,272	5.2%	2,321	5.1%
Not Hispanic or Latino Population (2023)		4,522	93.5%	22,881	93.9%	43,038	94.0%
Hispanic or Latino Population (2023)		315	6.5%	1,487	6.1%	2,761	6.0%
Not Hispanic or Latino Population (2028)		4,619	93.5%	23,965	93.9%	45,595	94.0%
Hispanic or Latino Population (2028)		323	6.5%	1,551	6.1%	2,932	6.0%
Not Hispanic or Latino Population (2020)		4,454	93.4%	21,954	94.1%	41,469	94.2%
Hispanic or Latino Population (2020)		316	6.6%	1,386	5.9%	2,559	5.8%
Not Hispanic or Latino Population (2010)		4,044	94.6%	18,787	95.7%	35,517	96.0%
Hispanic or Latino Population (2010)		229	5.4%	838	4.3%	1,480	4.0%
Projected Hispanic Annual Growth (2023 to 2028)		7	0.5%	64	0.9%	170	1.2%
Historic Hispanic Annual Growth (2010 to 2023)		86	2.9%	649	6.0%	1,281	6.7%
Age Distribution (2023)							
Age Under 5		382	7.9%	1,525	6.3%	2,663	5.8%
Age 5 to 9 Years		342	7.1%	1,460	6.0%	2,690	5.9%
Age 10 to 14 Years		299	6.2%	1,388	5.7%	2,512	5.5%
Age 15 to 19 Years		235	4.9%	1,175	4.8%	2,178	4.8%
Age 20 to 24 Years		325	6.7%	1,266	5.2%	1,983	4.3%
Age 25 to 29 Years		449	9.3%	1,595	6.5%	2,540	5.5%
Age 30 to 34 Years		406	8.4%	1,710	7.0%	2,977	6.5%
Age 35 to 39 Years		326	6.7%	1,490	6.1%	2,836	6.2%
Age 40 to 44 Years		262	5.4%	1,310	5.4%	2,444	5.3%
Age 45 to 49 Years		192	4.0%	1,162	4.8%	2,194	4.8%
Age 50 to 54 Years		216	4.5%	1,221	5.0%	2,307	5.0%
Age 55 to 59 Years		241	5.0%	1,516	6.2%	2,821	6.2%
Age 60 to 64 Years		230	4.8%	1,610	6.6%	3,194	7.0%
Age 65 to 74 Years		441	9.1%	2,969	12.2%	6,383	13.9%
Age 75 to 84 Years		290	6.0%	1,954	8.0%	4,105	9.0%
Age 85 Years or Over		201	4.2%	1,017	4.2%	1,971	4.3%
Median Age		34.1		41.8		45.1	
Gender Age Distribution (2023)							
Female Population		2,623	54.2%	12,756	52.3%	23,786	51.9%
Age 0 to 19 Years		645	24.6%	2,681	21.0%	4,870	20.5%
Age 20 to 64 Years		1,396	53.2%	6,644	52.1%	11,984	50.4%
Age 65 Years or Over		582	22.2%	3,432	26.9%	6,933	29.1%
Female Median Age		35.8		43.8		46.8	
Male Population		2,214	45.8%	11,612	47.7%	22,013	48.1%
Age 0 to 19 Years		613	27.7%	2,867	24.7%	5,173	23.5%
Age 20 to 64 Years		1,251	56.5%	6,236	53.7%	11,313	51.4%
Age 65 Years or Over		350	15.8%	2,509	21.6%	5,526	25.1%
Male Median Age		32.3		39.7		43.3	

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Expanded Profile

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



Lat/Lon: 35.1557/-79.4165

N Sandhills Blvd Southern Pines, NC 28387		1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2023)							
HH Income \$200,000 or More	106	4.9%	1,823	16.4%	3,393	16.4%	
HH Income \$150,000 to \$199,999	100	4.6%	869	7.8%	1,876	9.1%	
HH Income \$100,000 to \$149,999	222	10.2%	1,520	13.6%	3,003	14.5%	
HH Income \$75,000 to \$99,999	112	5.1%	1,175	10.5%	2,517	12.2%	
HH Income \$50,000 to \$74,999	601	27.5%	2,304	20.7%	3,846	18.6%	
HH Income \$35,000 to \$49,999	252	11.5%	843	7.6%	1,771	8.6%	
HH Income \$25,000 to \$34,999	217	9.9%	799	7.2%	1,354	6.5%	
HH Income \$15,000 to \$24,999	289	13.2%	809	7.3%	1,262	6.1%	
HH Income Under \$15,000	285	13.1%	1,007	9.0%	1,663	8.0%	
HH Income \$35,000 or More	1,392	63.8%	8,535	76.5%	16,406	79.3%	
HH Income \$75,000 or More	540	24.7%	5,388	48.3%	10,789	52.2%	
Housing (2023)							
Total Housing Units	2,322		12,443		23,858		
Housing Units Occupied	2,183	94.0%	11,149	89.6%	20,686	86.7%	
Housing Units Owner-Occupied	1,711	78.4%	8,818	79.1%	16,484	79.7%	
Housing Units, Renter-Occupied	472	21.6%	2,332	20.9%	4,202	20.3%	
Housing Units, Vacant	139	6.4%	1,294	11.6%	3,172	15.3%	
Marital Status (2023)							
Never Married	1,110	29.1%	5,292	26.5%	8,500	22.4%	
Currently Married	1,953	51.2%	9,646	48.2%	19,833	52.3%	
Separated	95	2.5%	735	3.7%	1,573	4.1%	
Widowed	141	3.7%	1,344	6.7%	3,082	8.1%	
Divorced	515	13.5%	2,978	14.9%	4,946	13.0%	
Household Type (2023)							
Population Family	3,617	74.8%	19,030	78.1%	36,557	79.8%	
Population Non-Family	1,061	21.9%	4,949	20.3%	8,546	18.7%	
Population Group Quarters	159	3.3%	390	1.6%	696	1.5%	
Family Households	1,262	57.8%	6,845	61.4%	13,278	64.2%	
Non-Family Households	921	42.2%	4,304	38.6%	7,409	35.8%	
Married Couple with Children	386	19.7%	1,795	18.6%	3,373	17.0%	
Average Family Household Size	2.9		2.8		2.8		
Household Size (2023)							
1 Person Households	831	38.0%	3,891	34.9%	6,643	32.1%	
2 Person Households	777	35.6%	4,479	40.2%	8,717	42.1%	
3 Person Households	284	13.0%	1,279	11.5%	2,429	11.7%	
4 Person Households	182	8.3%	993	8.9%	1,879	9.1%	
5 Person Households	77	3.5%	354	3.2%	729	3.5%	
6 or More Person Households	33	1.5%	154	1.4%	289	1.4%	
Household Vehicles (2023)							
Households with 0 Vehicles Available	177	8.1%	544	4.9%	865	4.2%	
Households with 1 Vehicles Available	621	28.4%	3,541	31.8%	6,885	33.3%	
Households with 2 or More Vehicles Available	1,385	63.4%	7,064	63.4%	12,937	62.5%	
Total Vehicles Available	4,311		20,709		38,118		
Average Vehicles Per Household	2.0		1.9		1.8		

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N Sandhills Blvd Southern Pines, NC 28387		1 mi radius		3 mi radius		5 mi radius	
Labor Force (2023)							
Estimated Labor Population Age 16 Years or Over		3,754		19,736		37,417	
Estimated Civilian Employed		2,257	60.1%	10,754	54.5%	19,334	51.7%
Estimated Civilian Unemployed		23	0.6%	273	1.4%	618	1.7%
Estimated in Armed Forces		213	5.7%	1,499	7.6%	2,333	6.2%
Estimated Not in Labor Force		1,260	33.6%	7,210	36.5%	15,132	40.4%
Unemployment Rate		0.6%		1.4%		1.7%	
Occupation (2023)							
Occupation: Population Age 16 Years or Over		2,257		10,754		19,334	
Management, Business, Financial Operations		478	21.2%	2,015	18.7%	3,527	18.2%
Professional, Related		392	17.4%	2,788	25.9%	5,371	27.8%
Service		519	23.0%	2,460	22.9%	4,149	21.5%
Sales, Office		568	25.2%	2,229	20.7%	4,114	21.3%
Farming, Fishing, Forestry		-	-	4	-	10	-
Construct, Extraction, Maintenance		91	4.0%	472	4.4%	943	4.9%
Production, Transport Material Moving		209	9.3%	787	7.3%	1,219	6.3%
White Collar Workers		1,438	63.7%	7,032	65.4%	13,013	67.3%
Blue Collar Workers		819	36.3%	3,723	34.6%	6,321	32.7%
Consumer Expenditure (2023)							
Total Household Expenditure		\$110.19 M		\$864.83 M		\$1.64 B	
Total Non-Retail Expenditure		\$58.25 M	52.9%	\$459.57 M	53.1%	\$869.46 M	53.1%
Total Retail Expenditure		\$51.93 M	47.1%	\$405.27 M	46.9%	\$767.24 M	46.9%
Apparel		\$3.8 M	3.5%	\$30.57 M	3.5%	\$57.95 M	3.5%
Contributions		\$3.54 M	3.2%	\$30.47 M	3.5%	\$57.87 M	3.5%
Education		\$3.1 M	2.8%	\$28.28 M	3.3%	\$53.76 M	3.3%
Entertainment		\$6.14 M	5.6%	\$49.9 M	5.8%	\$94.68 M	5.8%
Food and Beverages		\$16.27 M	14.8%	\$125.08 M	14.5%	\$236.52 M	14.5%
Furnishings and Equipment		\$3.82 M	3.5%	\$30.86 M	3.6%	\$58.58 M	3.6%
Gifts		\$2.64 M	2.4%	\$23.17 M	2.7%	\$43.86 M	2.7%
Health Care		\$9.58 M	8.7%	\$72.37 M	8.4%	\$136.97 M	8.4%
Household Operations		\$4.32 M	3.9%	\$34.84 M	4.0%	\$66.07 M	4.0%
Miscellaneous Expenses		\$2.08 M	1.9%	\$16.52 M	1.9%	\$31.3 M	1.9%
Personal Care		\$1.47 M	1.3%	\$11.57 M	1.3%	\$21.93 M	1.3%
Personal Insurance		\$747.85 K	0.7%	\$6.44 M	0.7%	\$12.28 M	0.8%
Reading		\$241.77 K	0.2%	\$1.94 M	0.2%	\$3.68 M	0.2%
Shelter		\$23.33 M	21.2%	\$181.42 M	21.0%	\$342.65 M	20.9%
Tobacco		\$715.41 K	0.6%	\$4.71 M	0.5%	\$8.79 M	0.5%
Transportation		\$19.98 M	18.1%	\$155.3 M	18.0%	\$294.1 M	18.0%
Utilities		\$8.41 M	7.6%	\$61.39 M	7.1%	\$115.71 M	7.1%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		3,254		17,554		33,773	
Elementary (Grade Level 0 to 8)		88	2.7%	326	1.9%	654	1.9%
Some High School (Grade Level 9 to 11)		166	5.1%	627	3.6%	1,110	3.3%
High School Graduate		798	24.5%	2,842	16.2%	5,192	15.4%
Some College		850	26.1%	3,072	17.5%	5,993	17.7%
Associate Degree Only		420	12.9%	2,271	12.9%	3,783	11.2%
Bachelor Degree Only		633	19.5%	4,781	27.2%	9,540	28.2%
Graduate Degree		299	9.2%	3,637	20.7%	7,501	22.2%

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Southern Pines, NC 28387							
Units In Structure (2023)							
1 Detached Unit		1,545	75.9%	8,292	91.7%	15,921	95.1%
1 Attached Unit		84	4.1%	708	7.8%	1,101	6.6%
2 to 4 Units		324	15.9%	1,064	11.8%	1,457	8.7%
5 to 9 Units		80	3.9%	325	3.6%	490	2.9%
10 to 19 Units		14	0.7%	97	1.1%	156	0.9%
20 to 49 Units		47	2.3%	140	1.5%	294	1.8%
50 or More Units		7	0.3%	56	0.6%	112	0.7%
Mobile Home or Trailer		79	3.9%	455	5.0%	1,130	6.8%
Other Structure		3	0.1%	13	0.1%	26	0.2%
Homes Built By Year (2023)							
Homes Built 2010 or later		698	34.3%	3,393	37.5%	5,643	33.7%
Homes Built 2000 to 2009		444	21.8%	1,587	17.6%	3,222	19.2%
Homes Built 1990 to 1999		216	10.6%	1,329	14.7%	3,403	20.3%
Homes Built 1980 to 1989		268	13.2%	1,462	16.2%	3,185	19.0%
Homes Built 1970 to 1979		256	12.6%	1,532	16.9%	2,536	15.1%
Homes Built 1960 to 1969		51	2.5%	666	7.4%	930	5.6%
Homes Built 1950 to 1959		17	0.8%	206	2.3%	432	2.6%
Homes Built Before 1949		232	11.4%	974	10.8%	1,336	8.0%
Home Values (2023)							
Home Values \$1,000,000 or More		16	0.9%	279	3.2%	634	3.8%
Home Values \$500,000 to \$999,999		90	5.3%	1,265	14.3%	2,470	15.0%
Home Values \$400,000 to \$499,999		306	17.9%	1,470	16.7%	2,535	15.4%
Home Values \$300,000 to \$399,999		412	24.1%	1,969	22.3%	3,660	22.2%
Home Values \$200,000 to \$299,999		228	13.3%	1,755	19.9%	3,424	20.8%
Home Values \$150,000 to \$199,999		242	14.2%	919	10.4%	1,628	9.9%
Home Values \$100,000 to \$149,999		202	11.8%	422	4.8%	830	5.0%
Home Values \$70,000 to \$99,999		20	1.2%	141	1.6%	307	1.9%
Home Values \$50,000 to \$69,999		117	6.8%	237	2.7%	354	2.1%
Home Values \$25,000 to \$49,999		8	0.5%	50	0.6%	96	0.6%
Home Values Under \$25,000		70	4.1%	312	3.5%	548	3.3%
Owner-Occupied Median Home Value		\$286,826		\$339,589		\$335,067	
Renter-Occupied Median Rent		\$748		\$799		\$859	
Transportation To Work (2023)							
Drive to Work Alone		1,535	68.0%	8,143	75.7%	14,863	76.9%
Drive to Work in Carpool		229	10.1%	815	7.6%	1,406	7.3%
Travel to Work by Public Transportation		2	-	2	-	5	-
Drive to Work on Motorcycle		-	-	20	0.2%	50	0.3%
Walk or Bicycle to Work		45	2.0%	146	1.4%	210	1.1%
Other Means		172	7.6%	390	3.6%	588	3.0%
Work at Home		275	12.2%	1,238	11.5%	2,212	11.4%
Travel Time (2023)							
Travel to Work in 14 Minutes or Less		872	38.6%	3,478	32.3%	6,153	31.8%
Travel to Work in 15 to 29 Minutes		367	16.3%	1,975	18.4%	3,903	20.2%
Travel to Work in 30 to 59 Minutes		627	27.8%	3,171	29.5%	5,460	28.2%
Travel to Work in 60 Minutes or More		116	5.1%	892	8.3%	1,607	8.3%
Average Minutes Travel to Work		18.8		22.0		22.4	

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