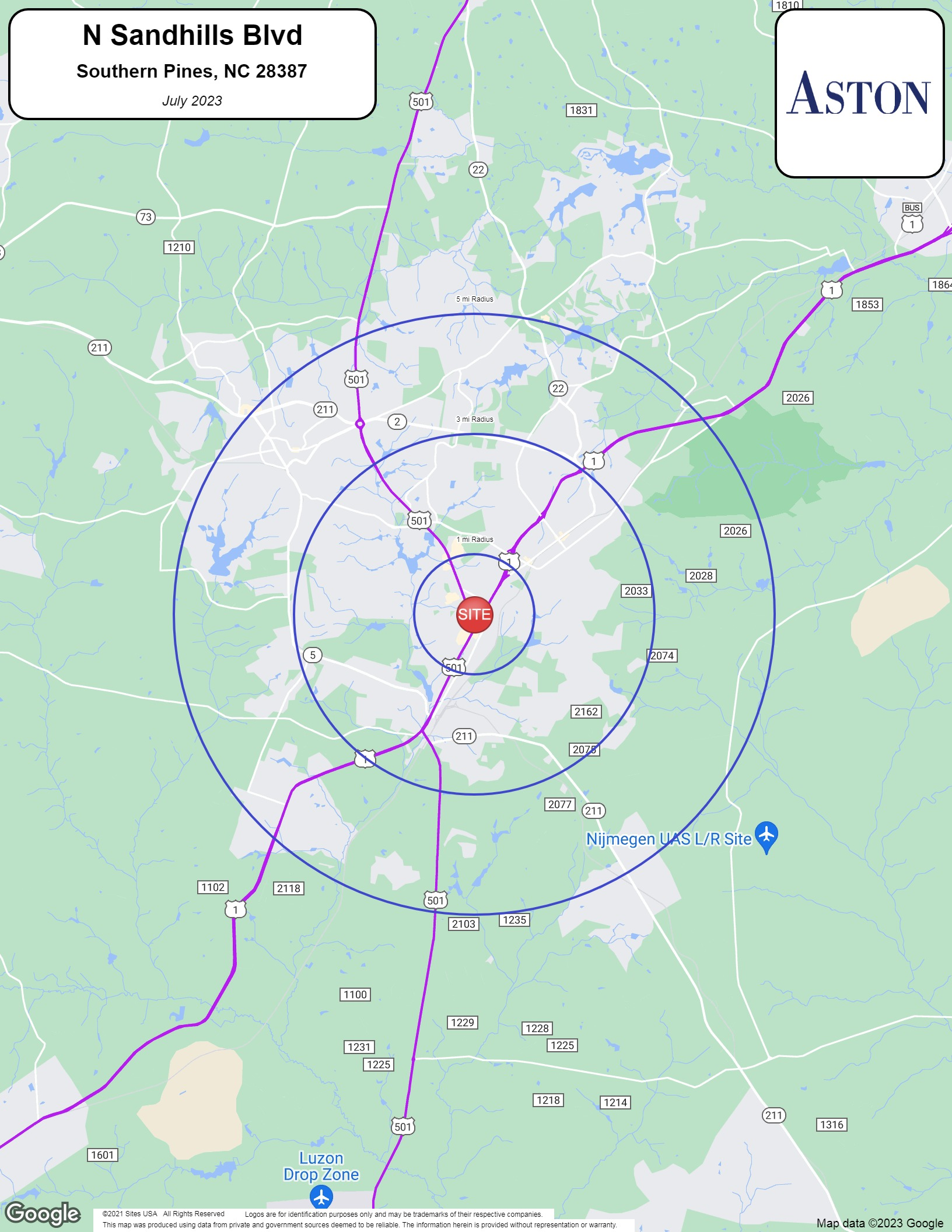
N Sandhills Blvd

Southern Pines, NC 28387

July 2023

ASTON



©2021 Sites USA All Rights Reserved Logos are for identification purposes only and may be trademarks of their respective companies.
This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.
Map data ©2023 Google

Expanded Profile

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

ASTON

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	

©2023, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 4/2023, TIGER Geography - RF5

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Expanded Profile

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

ASTON

Lat/Lon: 35.1557/-79.4165

N Sandhills Blvd Southern Pines, NC 28387	1 mi radius		3 mi radius		5 mi radius	
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	

©2023, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 4/2023, TIGER Geography - RF5

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Expanded Profile

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

ASTON

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	

©2023, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 4/2023, TIGER Geography - RF5

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Expanded Profile

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

ASTON

Lat/Lon: 35.1557/-79.4165

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%

©2023, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 4/2023, TIGER Geography - RF5

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Expanded Profile

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

ASTON

Lat/Lon: 35.1557/-79.4165

N Sandhills Blvd Southern Pines, NC 28387	1 mi radius		3 mi radius		5 mi radius	
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	

©2023, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 4/2023, TIGER Geography - RF5

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.