



# Community Profile

2526 Blacksburg Road, Grover, North Carolina, 28073  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 35.20965  
Longitude: -81.53134

	5 miles	10 miles	15 miles
<b>Population Summary</b>			
2010 Total Population	20,936	80,542	153,732
2020 Total Population	21,467	82,494	156,163
2020 Group Quarters	55	2,021	3,476
2024 Total Population	21,826	83,371	157,918
2024 Group Quarters	52	1,915	3,306
2029 Total Population	22,013	83,659	158,770
2024-2029 Annual Rate	0.17%	0.07%	0.11%
2024 Total Daytime Population	20,056	82,816	152,074
Workers	7,278	35,239	60,273
Residents	12,778	47,577	91,801
<b>Household Summary</b>			
2010 Households	8,197	31,430	60,220
2010 Average Household Size	2.54	2.50	2.50
2020 Total Households	8,659	32,846	62,293
2020 Average Household Size	2.47	2.45	2.45
2024 Households	8,852	33,393	63,384
2024 Average Household Size	2.46	2.44	2.44
2029 Households	8,985	33,732	64,258
2029 Average Household Size	2.44	2.42	2.42
2024-2029 Annual Rate	0.30%	0.20%	0.27%
2010 Families	5,801	21,977	41,943
2010 Average Family Size	3.00	2.98	2.98
2024 Families	5,932	22,196	41,858
2024 Average Family Size	3.06	3.03	3.04
2029 Families	6,003	22,345	42,299
2029 Average Family Size	3.04	3.01	3.02
2024-2029 Annual Rate	0.24%	0.13%	0.21%
<b>Housing Unit Summary</b>			
2000 Housing Units	8,656	32,794	62,881
Owner Occupied Housing Units	66.3%	65.9%	66.8%
Renter Occupied Housing Units	25.6%	25.7%	25.1%
Vacant Housing Units	8.1%	8.4%	8.2%
2010 Housing Units	9,193	35,338	67,700
Owner Occupied Housing Units	59.2%	60.3%	60.9%
Renter Occupied Housing Units	29.9%	28.6%	28.1%
Vacant Housing Units	10.8%	11.1%	11.0%
2020 Housing Units	9,413	35,698	68,360
Owner Occupied Housing Units	57.5%	60.5%	60.5%
Renter Occupied Housing Units	34.5%	31.5%	30.6%
Vacant Housing Units	7.8%	8.0%	8.9%
2024 Housing Units	9,608	36,250	69,521
Owner Occupied Housing Units	59.8%	62.7%	62.8%
Renter Occupied Housing Units	32.3%	29.4%	28.4%
Vacant Housing Units	7.9%	7.9%	8.8%
2029 Housing Units	9,717	36,600	70,362
Owner Occupied Housing Units	63.2%	65.4%	65.6%
Renter Occupied Housing Units	29.3%	26.7%	25.7%
Vacant Housing Units	7.5%	7.8%	8.7%

**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:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2024 Households by Income</b>			
Household Income Base	8,852	33,393	63,384
<\$15,000	14.7%	12.9%	12.9%
\$15,000 - \$24,999	8.3%	8.5%	9.1%
\$25,000 - \$34,999	8.7%	9.2%	9.5%
\$35,000 - \$49,999	17.2%	14.6%	14.3%
\$50,000 - \$74,999	21.2%	17.6%	18.2%
\$75,000 - \$99,999	9.7%	12.3%	13.0%
\$100,000 - \$149,999	12.8%	15.3%	14.1%
\$150,000 - \$199,999	4.1%	5.4%	5.0%
\$200,000+	3.2%	4.3%	3.8%
Average Household Income	\$68,584	\$76,605	\$74,182
<b>2029 Households by Income</b>			
Household Income Base	8,985	33,732	64,258
<\$15,000	13.0%	11.3%	11.4%
\$15,000 - \$24,999	6.9%	7.1%	7.5%
\$25,000 - \$34,999	7.7%	8.1%	8.4%
\$35,000 - \$49,999	16.3%	13.5%	13.2%
\$50,000 - \$74,999	20.6%	16.6%	17.2%
\$75,000 - \$99,999	10.6%	13.0%	13.8%
\$100,000 - \$149,999	15.5%	18.4%	17.2%
\$150,000 - \$199,999	5.8%	7.2%	6.7%
\$200,000+	3.6%	4.9%	4.6%
Average Household Income	\$78,249	\$87,401	\$85,242
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	5,750	22,739	43,660
<\$50,000	10.6%	8.1%	9.1%
\$50,000 - \$99,999	12.1%	10.3%	11.5%
\$100,000 - \$149,999	13.4%	11.7%	11.8%
\$150,000 - \$199,999	11.3%	11.9%	13.3%
\$200,000 - \$249,999	15.2%	16.2%	15.1%
\$250,000 - \$299,999	16.1%	13.8%	12.2%
\$300,000 - \$399,999	13.1%	13.9%	13.6%
\$400,000 - \$499,999	3.6%	7.2%	6.7%
\$500,000 - \$749,999	2.2%	4.0%	3.9%
\$750,000 - \$999,999	1.7%	2.0%	1.8%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.4%	0.7%	0.5%
\$2,000,000 +	0.3%	0.1%	0.2%
Average Home Value	\$233,265	\$261,641	\$252,017
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	6,137	23,951	46,147
<\$50,000	9.6%	7.4%	8.0%
\$50,000 - \$99,999	11.1%	9.5%	10.0%
\$100,000 - \$149,999	12.2%	10.7%	10.2%
\$150,000 - \$199,999	10.3%	10.7%	11.5%
\$200,000 - \$249,999	14.3%	15.1%	14.2%
\$250,000 - \$299,999	17.4%	14.6%	12.8%
\$300,000 - \$399,999	14.8%	15.1%	15.6%
\$400,000 - \$499,999	4.5%	8.6%	8.3%
\$500,000 - \$749,999	2.6%	4.7%	5.6%
\$750,000 - \$999,999	2.1%	2.3%	2.5%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.5%	0.9%	0.6%
\$2,000,000 +	0.4%	0.1%	0.3%
Average Home Value	\$249,454	\$278,637	\$280,027

**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.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>Median Household Income</b>			
2024	\$50,755	\$55,127	\$54,092
2029	\$55,333	\$62,872	\$61,474
<b>Median Home Value</b>			
2024	\$208,857	\$225,088	\$214,264
2029	\$223,521	\$238,854	\$236,165
<b>Per Capita Income</b>			
2024	\$27,781	\$30,730	\$29,808
2029	\$31,899	\$35,284	\$34,525
<b>Median Age</b>			
2010	38.6	39.6	39.6
2020	41.0	42.0	41.8
2024	41.1	42.2	42.0
2029	41.7	42.7	42.6
<b>2020 Population by Age</b>			
Total	21,467	82,494	156,163
0 - 4	5.9%	5.4%	5.5%
5 - 9	6.4%	5.9%	5.9%
10 - 14	7.2%	6.6%	6.6%
15 - 24	11.7%	13.0%	12.9%
25 - 34	12.3%	11.6%	11.7%
35 - 44	11.2%	10.9%	11.0%
45 - 54	13.4%	13.6%	13.6%
55 - 64	14.0%	14.0%	14.0%
65 - 74	11.0%	11.4%	11.3%
75 - 84	5.5%	5.8%	5.7%
85 +	1.5%	1.9%	1.8%
18 +	76.7%	78.1%	78.1%
<b>2024 Population by Age</b>			
Total	21,825	83,370	157,916
0 - 4	5.9%	5.4%	5.4%
5 - 9	6.2%	5.8%	5.9%
10 - 14	6.6%	6.0%	6.1%
15 - 24	12.3%	13.1%	12.8%
25 - 34	12.0%	11.7%	11.9%
35 - 44	11.6%	11.1%	11.3%
45 - 54	12.7%	12.8%	12.8%
55 - 64	13.6%	13.7%	13.8%
65 - 74	11.2%	11.6%	11.4%
75 - 84	6.3%	6.7%	6.6%
85 +	1.7%	2.0%	2.0%
18 +	77.3%	78.9%	78.8%
<b>2029 Population by Age</b>			
Total	22,013	83,659	158,772
0 - 4	5.9%	5.4%	5.4%
5 - 9	5.6%	5.3%	5.4%
10 - 14	6.1%	5.7%	5.8%
15 - 24	12.0%	12.4%	12.1%
25 - 34	12.0%	12.0%	12.1%
35 - 44	12.4%	11.9%	12.0%
45 - 54	11.8%	11.8%	11.8%
55 - 64	12.9%	13.0%	13.2%
65 - 74	12.0%	12.3%	12.3%
75 - 84	7.4%	7.8%	7.6%
85 +	2.0%	2.4%	2.3%
18 +	78.7%	80.1%	80.0%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2020 Population by Sex</b>			
Males	10,287	39,716	75,378
Females	11,180	42,778	80,784
<b>2024 Population by Sex</b>			
Males	10,648	40,853	77,566
Females	11,178	42,518	80,352
<b>2029 Population by Sex</b>			
Males	10,705	40,869	77,696
Females	11,308	42,790	81,074
<b>2010 Population by Race/Ethnicity</b>			
Total	20,936	80,541	153,731
White Alone	71.5%	73.6%	74.6%
Black Alone	24.6%	22.2%	21.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.4%	1.5%
Two or More Races	1.9%	1.6%	1.6%
Hispanic Origin	2.8%	3.1%	3.1%
Diversity Index	45.9	44.5	43.4
<b>2020 Population by Race/Ethnicity</b>			
Total	21,467	82,494	156,163
White Alone	66.8%	69.5%	70.4%
Black Alone	24.7%	21.7%	20.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.8%	0.9%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	2.4%	2.4%
Two or More Races	5.0%	5.1%	5.1%
Hispanic Origin	4.1%	4.5%	4.6%
Diversity Index	53.0	51.2	50.4
<b>2024 Population by Race/Ethnicity</b>			
Total	21,827	83,372	157,919
White Alone	65.9%	68.5%	69.4%
Black Alone	24.6%	21.8%	21.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.9%	1.1%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	2.7%	2.7%
Two or More Races	5.4%	5.5%	5.6%
Hispanic Origin	4.9%	5.3%	5.3%
Diversity Index	54.8	53.1	52.4
<b>2029 Population by Race/Ethnicity</b>			
Total	22,013	83,657	158,770
White Alone	64.5%	67.1%	68.0%
Black Alone	25.2%	22.4%	21.7%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.0%	1.2%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	3.0%	3.0%
Two or More Races	5.8%	5.9%	6.0%
Hispanic Origin	5.4%	5.7%	5.8%
Diversity Index	56.5	55.0	54.2

**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.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	5 miles	10 miles	15 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	21,467	82,494	156,163
In Households	99.7%	97.6%	97.8%
Householder	40.3%	39.8%	39.9%
Opposite-Sex Spouse	17.4%	17.9%	17.5%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.5%	2.3%	2.5%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	25.9%	24.9%	25.0%
Adopted Child	0.8%	0.8%	0.7%
Stepchild	1.7%	1.5%	1.5%
Grandchild	4.4%	3.9%	4.0%
Brother or Sister	1.0%	1.0%	1.0%
Parent	0.9%	1.0%	1.0%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.4%
Other Relatives	1.6%	1.3%	1.4%
Foster Child	0.2%	0.1%	0.1%
Other Nonrelatives	2.4%	2.2%	2.3%
In Group Quarters	0.3%	2.4%	2.2%
Institutionalized	0.0%	0.8%	0.8%
Noninstitutionalized	0.2%	1.6%	1.4%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	15,077	58,074	110,182
Less than 9th Grade	3.3%	3.2%	3.2%
9th - 12th Grade, No Diploma	8.7%	7.4%	8.5%
High School Graduate	32.0%	29.8%	30.7%
GED/Alternative Credential	6.6%	5.8%	5.8%
Some College, No Degree	17.3%	17.8%	17.8%
Associate Degree	16.3%	13.9%	13.1%
Bachelor's Degree	10.4%	14.1%	13.2%
Graduate/Professional Degree	5.3%	8.0%	7.8%
<b>2024 Population 15+ by Marital Status</b>			
Total	17,762	68,996	130,449
Never Married	32.4%	31.6%	32.3%
Married	45.8%	50.4%	49.8%
Widowed	6.5%	7.1%	7.5%
Divorced	15.3%	10.9%	10.4%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	9,756	37,827	70,016
Population 16+ Employed	94.1%	95.4%	95.1%
Population 16+ Unemployment rate	5.9%	4.6%	4.9%
Population 16-24 Employed	12.9%	13.8%	13.7%
Population 16-24 Unemployment rate	14.8%	10.5%	10.8%
Population 25-54 Employed	59.0%	59.4%	60.5%
Population 25-54 Unemployment rate	6.1%	4.4%	4.6%
Population 55-64 Employed	18.1%	18.3%	17.9%
Population 55-64 Unemployment rate	0.5%	1.2%	1.8%
Population 65+ Employed	10.0%	8.5%	7.8%
Population 65+ Unemployment rate	0.3%	2.2%	2.4%

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<b>2024 Employed Population 16+ by Industry</b>			
Total	9,185	36,104	66,616
Agriculture/Mining	0.7%	0.6%	0.9%
Construction	5.6%	5.9%	6.9%
Manufacturing	18.6%	20.2%	20.1%
Wholesale Trade	1.0%	1.1%	1.5%
Retail Trade	13.0%	14.0%	12.8%
Transportation/Utilities	6.5%	5.9%	7.0%
Information	0.6%	1.1%	1.0%
Finance/Insurance/Real Estate	2.0%	2.6%	3.1%
Services	48.1%	45.5%	43.2%
Public Administration	3.7%	3.3%	3.7%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	9,185	36,105	66,616
White Collar	44.4%	49.9%	49.1%
Management/Business/Financial	8.0%	11.4%	11.7%
Professional	20.0%	20.2%	19.2%
Sales	8.6%	9.5%	9.0%
Administrative Support	7.8%	8.8%	9.2%
Services	20.2%	17.1%	17.2%
Blue Collar	35.4%	33.1%	33.7%
Farming/Forestry/Fishing	0.5%	0.3%	0.4%
Construction/Extraction	4.7%	4.2%	4.7%
Installation/Maintenance/Repair	4.8%	5.4%	4.9%
Production	14.4%	12.6%	13.0%
Transportation/Material Moving	11.0%	10.6%	10.8%
<b>2020 Households by Type</b>			
Total	8,659	32,846	62,293
Married Couple Households	43.3%	45.3%	44.2%
With Own Children <18	13.4%	14.2%	13.9%
Without Own Children <18	29.9%	31.1%	30.3%
Cohabiting Couple Households	6.5%	6.1%	6.5%
With Own Children <18	2.7%	2.3%	2.5%
Without Own Children <18	3.8%	3.8%	4.0%
Male Householder, No Spouse/Partner	18.5%	17.9%	18.6%
Living Alone	12.4%	12.5%	12.8%
65 Years and over	3.7%	4.1%	4.2%
With Own Children <18	1.7%	1.5%	1.6%
Without Own Children <18, With Relatives	3.5%	3.0%	3.3%
No Relatives Present	0.9%	0.9%	0.9%
Female Householder, No Spouse/Partner	31.7%	30.7%	30.7%
Living Alone	15.2%	15.6%	15.4%
65 Years and over	8.0%	8.7%	8.5%
With Own Children <18	7.5%	6.5%	6.3%
Without Own Children <18, With Relatives	8.4%	8.0%	8.2%
No Relatives Present	0.8%	0.7%	0.8%
<b>2020 Households by Size</b>			
Total	8,659	32,846	62,293
1 Person Household	27.5%	28.1%	28.2%
2 Person Household	35.1%	34.7%	34.1%
3 Person Household	16.6%	16.3%	16.7%
4 Person Household	11.6%	12.0%	12.0%
5 Person Household	5.6%	5.4%	5.5%
6 Person Household	2.4%	2.2%	2.2%
7 + Person Household	1.2%	1.2%	1.3%

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September 17, 2024

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	8,659	32,846	62,293
Owner Occupied	62.5%	65.8%	66.4%
Owned with a Mortgage/Loan	36.0%	38.2%	37.6%
Owned Free and Clear	26.4%	27.6%	28.8%
Renter Occupied	37.5%	34.2%	33.6%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	98	99	102
Percent of Income for Mortgage	25.8%	25.6%	24.8%
Wealth Index	52	63	60
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	9,413	35,698	68,360
Urban Housing Units	38.1%	41.8%	42.6%
Rural Housing Units	61.9%	58.2%	57.4%
<b>2020 Population By Urban/ Rural Status</b>			
Total	21,467	82,494	156,163
Urban Population	36.6%	39.9%	41.0%
Rural Population	63.4%	60.1%	59.0%

**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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September 17, 2024

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<b>Top 3 Tapestry Segments</b>			
1.	Rural Bypasses (10E)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Southern Satellites (10A)	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	Traditional Living (12B)	Small Town Sincerity (12C)	Salt of the Earth (6B)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,830,000	\$53,262,228	\$97,785,740
Average Spent	\$1,449.39	\$1,595.01	\$1,542.75
Spending Potential Index	61	67	65
Education: Total \$	\$7,930,405	\$34,243,228	\$62,007,685
Average Spent	\$895.89	\$1,025.46	\$978.29
Spending Potential Index	52	59	57
Entertainment/Recreation: Total \$	\$22,456,914	\$95,143,246	\$175,422,426
Average Spent	\$2,536.93	\$2,849.20	\$2,767.61
Spending Potential Index	62	70	68
Food at Home: Total \$	\$42,383,945	\$175,605,538	\$325,756,423
Average Spent	\$4,788.06	\$5,258.75	\$5,139.41
Spending Potential Index	66	72	70
Food Away from Home: Total \$	\$21,582,459	\$89,574,754	\$164,983,571
Average Spent	\$2,438.14	\$2,682.44	\$2,602.92
Spending Potential Index	63	69	67
Health Care: Total \$	\$47,178,431	\$198,813,571	\$369,417,306
Average Spent	\$5,329.69	\$5,953.75	\$5,828.24
Spending Potential Index	69	77	76
HH Furnishings & Equipment: Total \$	\$17,907,518	\$74,941,619	\$138,454,625
Average Spent	\$2,022.99	\$2,244.23	\$2,184.38
Spending Potential Index	64	71	69
Personal Care Products & Services: Total \$	\$5,238,757	\$21,842,760	\$40,155,571
Average Spent	\$591.82	\$654.11	\$633.53
Spending Potential Index	59	66	64
Shelter: Total \$	\$134,206,625	\$566,586,106	\$1,035,143,478
Average Spent	\$15,161.16	\$16,967.21	\$16,331.31
Spending Potential Index	57	64	61
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,097,696	\$88,890,396	\$164,568,637
Average Spent	\$2,383.38	\$2,661.95	\$2,596.38
Spending Potential Index	68	76	74
Travel: Total \$	\$15,368,628	\$65,521,681	\$119,878,062
Average Spent	\$1,736.18	\$1,962.14	\$1,891.30
Spending Potential Index	57	65	62
Vehicle Maintenance & Repairs: Total \$	\$8,633,452	\$36,120,860	\$66,902,093
Average Spent	\$975.31	\$1,081.69	\$1,055.50
Spending Potential Index	66	73	71

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.