

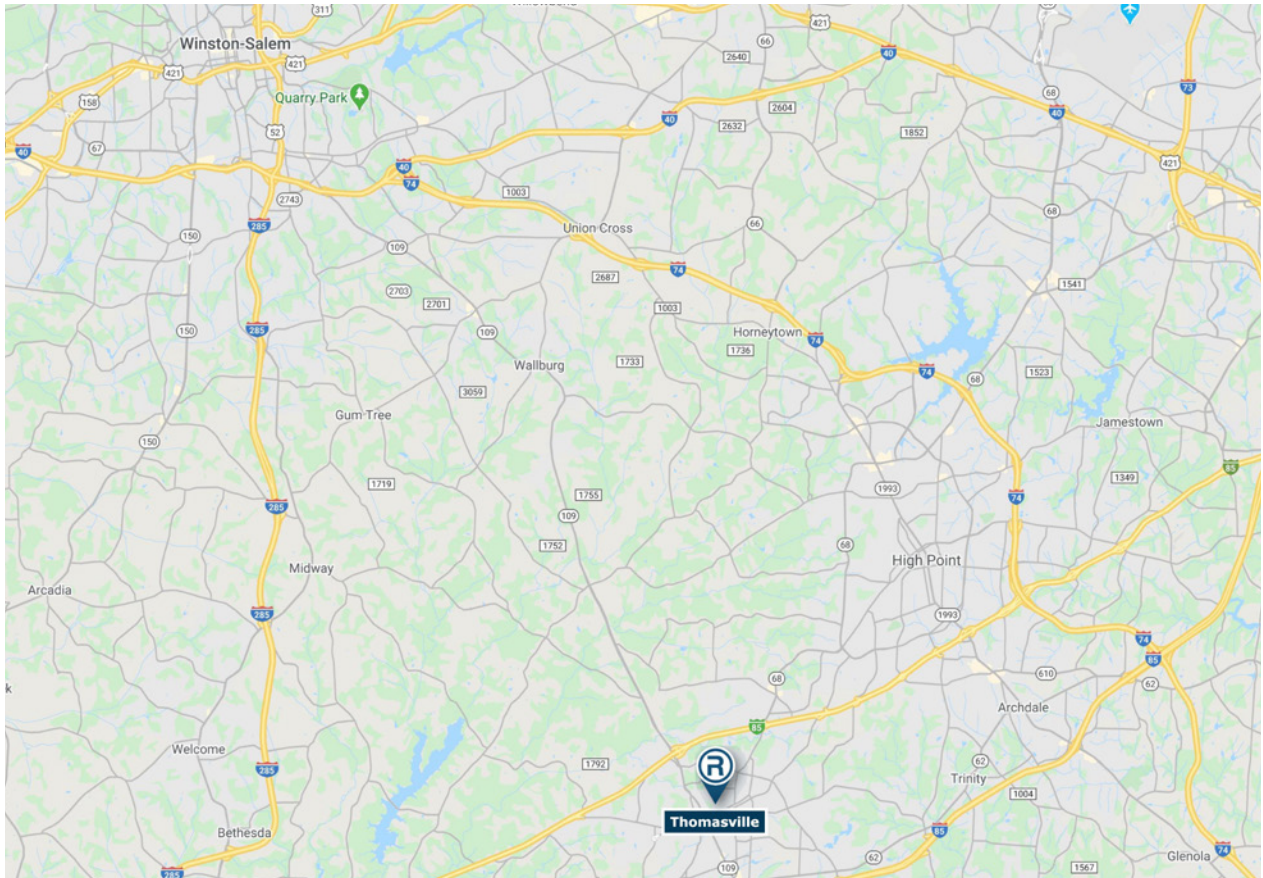


THOMASVILLE, NORTH CAROLINA

# Community Demographic Profile



# Contact Information



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# About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



# Community • Demographic Profile

Thomasville, North Carolina

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	27,508	
2020 Estimate	26,865	
2010 Census	26,757	
2000 Census	24,810	
Growth 2020 - 2025		2.39%
Growth 2010 - 2020		0.40%
Growth 2000 - 2010		7.85%
<b>2020 Est. Population by Single-Classification Race</b>	<b>26,865</b>	
White Alone	17,504	65.16%
Black or African American Alone	5,386	20.05%
Amer. Indian and Alaska Native Alone	241	0.90%
Asian Alone	347	1.29%
Native Hawaiian and Other Pacific Island Alone	4	0.02%
Some Other Race Alone	2,613	9.73%
Two or More Races	770	2.87%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>26,865</b>	
Not Hispanic or Latino	22,162	82.49%
Hispanic or Latino	4,703	17.51%
Mexican	3,339	71.00%
Puerto Rican	173	3.68%
Cuban	22	0.47%
All Other Hispanic or Latino	1,169	24.86%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>4,703</b>	
White Alone	1,762	37.47%
Black or African American Alone	72	1.53%
American Indian and Alaska Native Alone	81	1.72%
Asian Alone	13	0.28%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,570	54.65%
Two or More Races	205	4.36%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>347</b>	
Chinese, except Taiwanese	4	1.15%
Filipino	35	10.09%
Japanese	8	2.31%
Asian Indian	5	1.44%
Korean	0	0.00%
Vietnamese	69	19.89%
Cambodian	100	28.82%
Hmong	0	0.00%
Laotian	7	2.02%
Thai	8	2.31%
All Other Asian Races Including 2+ Category	111	31.99%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>26,865</b>	
Arab	13	0.05%
Czech	5	0.02%
Danish	11	0.04%
Dutch	186	0.69%
English	1,785	6.64%
French (except Basque)	116	0.43%
French Canadian	84	0.31%
German	1,858	6.92%
Greek	20	0.07%
Hungarian	26	0.10%
Irish	1,057	3.94%
Italian	259	0.96%
Lithuanian	7	0.03%
United States or American	4,374	16.28%
Norwegian	43	0.16%
Polish	59	0.22%
Portuguese	7	0.03%
Russian	26	0.10%
Scottish	300	1.12%
Scotch-Irish	357	1.33%
Slovak	17	0.06%
Subsaharan African	193	0.72%
Swedish	31	0.12%
Swiss	32	0.12%
Ukrainian	4	0.02%
Welsh	34	0.13%
West Indian (except Hisp. groups)	7	0.03%
Other ancestries	8,319	30.97%
Ancestry Unclassified	7,635	28.42%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	19,872	79.22%
Speak Asian/Pacific Island Language at Home	445	1.77%
Speak IndoEuropean Language at Home	763	3.04%
Speak Spanish at Home	3,922	15.64%
Speak Other Language at Home	83	0.33%

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>26,865</b>	
Age 0 - 4	1,780	6.63%
Age 5 - 9	1,774	6.60%
Age 10 - 14	1,916	7.13%
Age 15 - 17	1,142	4.25%
Age 18 - 20	1,008	3.75%
Age 21 - 24	1,280	4.77%
Age 25 - 34	3,239	12.06%
Age 35 - 44	3,441	12.81%
Age 45 - 54	3,563	13.26%
Age 55 - 64	3,273	12.18%
Age 65 - 74	2,446	9.11%
Age 75 - 84	1,355	5.04%
Age 85 and over	648	2.41%
Age 16 and over	21,019	78.24%
Age 18 and over	20,253	75.39%
Age 21 and over	19,245	71.64%
Age 65 and over	4,449	16.56%
2020 Est. Median Age		38.82
2020 Est. Average Age		39.30
<b>2020 Est. Population by Sex</b>	<b>26,865</b>	
Male	12,941	48.17%
Female	13,924	51.83%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>12,941</b>	
Age 0 - 4	911	7.04%
Age 5 - 9	908	7.02%
Age 10 - 14	990	7.65%
Age 15 - 17	567	4.38%
Age 18 - 20	513	3.96%
Age 21 - 24	650	5.02%
Age 25 - 34	1,594	12.32%
Age 35 - 44	1,651	12.76%
Age 45 - 54	1,719	13.28%
Age 55 - 64	1,604	12.40%
Age 65 - 74	1,085	8.38%
Age 75 - 84	540	4.17%
Age 85 and over	209	1.62%
2020 Est. Median Age, Male		37.07
2020 Est. Average Age, Male		37.80
<b>2020 Est. Female Population by Age</b>	<b>13,924</b>	
Age 0 - 4	869	6.24%
Age 5 - 9	866	6.22%
Age 10 - 14	926	6.65%
Age 15 - 17	575	4.13%
Age 18 - 20	495	3.56%
Age 21 - 24	630	4.53%
Age 25 - 34	1,645	11.81%
Age 35 - 44	1,790	12.86%
Age 45 - 54	1,844	13.24%
Age 55 - 64	1,669	11.99%
Age 65 - 74	1,361	9.78%
Age 75 - 84	815	5.85%
Age 85 and over	439	3.15%
2020 Est. Median Age, Female		40.41
2020 Est. Average Age, Female		40.70

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	5,860	27.39%
Males, Never Married	2,990	13.98%
Females, Never Married	2,870	13.41%
Married, Spouse present	9,352	43.71%
Married, Spouse absent	1,162	5.43%
Widowed	1,702	7.96%
Males Widowed	413	1.93%
Females Widowed	1,289	6.03%
Divorced	3,319	15.51%
Males Divorced	1,442	6.74%
Females Divorced	1,877	8.77%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,389	7.7%
Some High School, no diploma	2,080	11.6%
High School Graduate (or GED)	5,857	32.6%
Some College, no degree	4,239	23.6%
Associate Degree	1,881	10.5%
Bachelor's Degree	2,033	11.3%
Master's Degree	388	2.2%
Professional School Degree	77	0.4%
Doctorate Degree	21	0.1%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,273	54.12%
High School Graduate	568	24.15%
Some College or Associate's Degree	367	15.60%
Bachelor's Degree or Higher	144	6.12%
<b>Households</b>		
2025 Projection	10,818	
2020 Estimate	10,566	
2010 Census	10,523	
2000 Census	10,020	
Growth 2020 - 2025		2.39%
Growth 2010 - 2020		0.41%
Growth 2000 - 2010		5.02%
<b>2020 Est. Households by Household Type</b>	<b>10,566</b>	
Family Households	7,106	67.25%
Nonfamily Households	3,460	32.75%
2020 Est. Group Quarters Population	359	
2020 Households by Ethnicity, Hispanic/Latino	1,227	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>10,566</b>	
Income < \$15,000	1,369	12.96%
Income \$15,000 - \$24,999	1,309	12.39%
Income \$25,000 - \$34,999	1,363	12.90%
Income \$35,000 - \$49,999	2,144	20.29%
Income \$50,000 - \$74,999	2,085	19.73%
Income \$75,000 - \$99,999	1,109	10.50%
Income \$100,000 - \$124,999	509	4.82%
Income \$125,000 - \$149,999	280	2.65%
Income \$150,000 - \$199,999	242	2.29%
Income \$200,000 - \$249,999	95	0.90%
Income \$250,000 - \$499,999	46	0.44%
Income \$500,000+	15	0.14%
2020 Est. Average Household Income		\$54,903
2020 Est. Median Household Income		\$43,402
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$48,827
Black or African American Alone		\$29,650
American Indian and Alaska Native Alone		\$36,804
Asian Alone		\$65,774
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$42,169
Two or More Races		\$35,377
Hispanic or Latino		\$40,166
Not Hispanic or Latino		\$44,054
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>7,106</b>	
Married-Couple Family, own children	1,929	27.15%
Married-Couple Family, no own children	2,642	37.18%
Male Householder, own children	345	4.86%
Male Householder, no own children	303	4.26%
Female Householder, own children	1,091	15.35%
Female Householder, no own children	796	11.20%
<b>2020 Est. Households by Household Size</b>	<b>10,566</b>	
1-person	2,944	27.86%
2-person	3,330	31.52%
3-person	1,894	17.93%
4-person	1,362	12.89%
5-person	653	6.18%
6-person	247	2.34%
7-or-more-person	136	1.29%
2020 Est. Average Household Size		2.51

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DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>10,566</b>	
Households with 1 or More People under Age 18:	3,845	36.39%
Married-Couple Family	2,122	55.19%
Other Family, Male Householder	399	10.38%
Other Family, Female Householder	1,270	33.03%
Nonfamily, Male Householder	44	1.14%
Nonfamily, Female Householder	10	0.26%
<b>Households with No People under Age 18:</b>	<b>6,721</b>	<b>63.61%</b>
Married-Couple Family	2,452	36.48%
Other Family, Male Householder	247	3.68%
Other Family, Female Householder	616	9.17%
Nonfamily, Male Householder	1,496	22.26%
Nonfamily, Female Householder	1,910	28.42%
<b>2020 Est. Households by Number of Vehicles</b>	<b>10,566</b>	
No Vehicles	720	6.81%
1 Vehicle	4,076	38.58%
2 Vehicles	3,780	35.78%
3 Vehicles	1,478	13.99%
4 Vehicles	449	4.25%
5 or more Vehicles	63	0.60%
2020 Est. Average Number of Vehicles		1.7
<b>Family Households</b>		
2025 Projection	7,279	
2020 Estimate	7,106	
2010 Census	7,072	
2000 Census	6,824	
Growth 2020 - 2025		2.44%
Growth 2010 - 2020		0.48%
Growth 2000 - 2010		3.63%

<b>2020 Est. Families by Poverty Status</b>	<b>7,106</b>	
2020 Families at or Above Poverty	6,096	85.79%
2020 Families at or Above Poverty with Children	2,922	41.12%
2020 Families Below Poverty	1,010	14.21%
2020 Families Below Poverty with Children	807	11.36%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>21,019</b>	
Civilian Labor Force, Employed	12,077	57.46%
Civilian Labor Force, Unemployed	1,098	5.22%
Armed Forces	36	0.17%
Not in Labor Force	7,808	37.15%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>11,724</b>	
For-Profit Private Workers	9,288	79.22%
Non-Profit Private Workers	629	5.37%
Local Government Workers	128	1.09%
State Government Workers	498	4.25%
Federal Government Workers	426	3.63%
Self-Employed Workers	748	6.38%
Unpaid Family Workers	7	0.06%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>11,724</b>	
Architect/Engineer	218	1.86%
Arts/Entertainment/Sports	131	1.12%
Building Grounds Maintenance	264	2.25%
Business/Financial Operations	341	2.91%
Community/Social Services	151	1.29%
Computer/Mathematical	123	1.05%
Construction/Extraction	612	5.22%
Education/Training/Library	427	3.64%
Farming/Fishing/Forestry	35	0.30%
Food Prep/Serving	685	5.84%
Health Practitioner/Technician	568	4.85%
Healthcare Support	393	3.35%
Maintenance Repair	508	4.33%
Legal	66	0.56%
Life/Physical/Social Science	15	0.13%
Management	641	5.47%
Office/Admin. Support	1,506	12.85%
Production	1,967	16.78%
Protective Services	320	2.73%
Sales/Related	1,098	9.37%
Personal Care/Service	307	2.62%
Transportation/Moving	1,348	11.50%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>11,724</b>	
White Collar	5,285	45.08%
Blue Collar	4,435	37.83%
Service and Farm	2,004	17.09%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>11,372</b>	
Drove Alone	9,650	84.86%
Car Pooled	1,309	11.51%
Public Transportation	65	0.57%
Walked	78	0.69%
Bicycle	1	0.01%
Other Means	65	0.57%
Worked at Home	204	1.79%

# Community • Demographic Profile

Thomasville, North Carolina

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,600	
15 - 29 Minutes	4,416	
30 - 44 Minutes	2,293	
45 - 59 Minutes	414	
60 or more Minutes	466	
2020 Est. Avg Travel Time to Work in Minutes		24
2020 Est. Occupied Housing Units by Tenure	10,566	
Owner Occupied	6,247	59.12%
Renter Occupied	4,319	40.88%
2020 Owner Occ. HUs: Avg. Length of Residence		19
2020 Renter Occ. HUs: Avg. Length of Residence		7
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>10,566</b>	
Value Less than \$20,000	100	1.60%
Value \$20,000 - \$39,999	116	1.86%
Value \$40,000 - \$59,999	216	3.46%
Value \$60,000 - \$79,999	482	7.72%
Value \$80,000 - \$99,999	909	14.55%
Value \$100,000 - \$149,999	2,252	36.05%
Value \$150,000 - \$199,999	1,225	19.61%
Value \$200,000 - \$299,999	582	9.32%
Value \$300,000 - \$399,999	187	2.99%
Value \$400,000 - \$499,999	62	0.99%
Value \$500,000 - \$749,999	48	0.77%
Value \$750,000 - \$999,999	10	0.16%
Value \$1,000,000 or \$1,499,999	5	0.08%
Value \$1,500,000 or \$1,999,999	3	0.05%
Value \$2,000,000+	50	0.80%
2020 Est. Median All Owner-Occupied Housing Value		\$127,216

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	215	1.79%
Housing Units Built 2010 to 2014	180	1.50%
Housing Units Built 2000 to 2009	1,402	11.70%
Housing Units Built 1990 to 1999	2,608	21.76%
Housing Units Built 1980 to 1989	1,303	10.87%
Housing Units Built 1970 to 1979	1,432	11.95%
Housing Units Built 1960 to 1969	1,538	12.83%
Housing Units Built 1950 to 1959	1,610	13.43%
Housing Units Built 1940 to 1949	779	6.50%
Housing Unit Built 1939 or Earlier	918	7.66%
2020 Est. Median Year Structure Built		1978

<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	8,900	74.26%
1 Unit Detached	187	1.56%
2 Units	608	5.07%
3 or 4 Units	565	4.71%
5 to 19 Units	1,055	8.80%
20 to 49 Units	90	0.75%
50 or More Units	23	0.19%
Mobile Home or Trailer	556	4.64%
Boat, RV, Van, etc.	1	0.01%





## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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