



COUNTY DEMOGRAPHIC PROFILE

Davie County, North Carolina

DAVIE COUNTY



Prepared for
Davie County Economic Development Commission
August 2016



Location

Davie County, North Carolina



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County | Demographics

Davie County, North Carolina

DESCRIPTION	DATA	%
Population		
2021 Projection	42,441	
2016 Estimate	41,534	
2010 Census	41,240	
2000 Census	34,836	
Growth 2016 - 2021		2.18%
Growth 2010 - 2016		0.71%
Growth 2000 - 2010		18.38%
2016 Est. Population by Single-Classification Race	41,534	
White Alone	36,027	86.74%
Black or African American Alone	2,638	6.35%
Amer. Indian and Alaska Native Alone	168	0.40%
Asian Alone	319	0.77%
Native Hawaiian and Other Pac. Isl. Alone	6	0.01%
Some Other Race Alone	1,587	3.82%
Two or More Races	789	1.90%
2016 Est. Population by Hispanic or Latino Origin	41,534	
Not Hispanic or Latino	38,810	93.44%
Hispanic or Latino	2,724	6.56%
Mexican	1,801	66.12%
Puerto Rican	121	4.44%
Cuban	19	0.70%
All Other Hispanic or Latino	783	28.74%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	2,724	
White Alone	920	33.77%
Black or African American Alone	45	1.65%
American Indian and Alaska Native Alone	47	1.73%
Asian Alone	12	0.44%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,548	56.83%
Two or More Races	152	5.58%
2016 Est. Pop by Race, Asian Alone, by Category	319	
Chinese, except Taiwanese	159	49.84%
Filipino	27	8.46%
Japanese	48	15.05%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	48	15.05%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	37	11.60%
2016 Est. Population by Ancestry	41,534	
Arab	43	0.10%
Czech	19	0.05%
Danish	5	0.01%
Dutch	506	1.22%
English	3,655	8.80%
French (except Basque)	407	0.98%
French Canadian	65	0.16%
German	4,121	9.92%
Greek	44	0.11%

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DESCRIPTION	DATA	%
Hungarian	36	0.09%
Irish	2,280	5.49%
Italian	624	1.50%
Lithuanian	9	0.02%
United States or American	9,258	22.29%
Norwegian	107	0.26%
Polish	488	1.17%
Portuguese	5	0.01%
Russian	23	0.06%
Scottish	691	1.66%
Scotch-Irish	1,159	2.79%
Slovak	6	0.01%
Subsaharan African	113	0.27%
Swedish	71	0.17%
Swiss	64	0.15%
Ukrainian	17	0.04%
Welsh	135	0.33%
West Indian (except Hisp. groups)	20	0.05%
Other ancestries	9,462	22.78%
Ancestry Unclassified	8,101	19.50%
2016 Est. Pop Age 5+ by Language Spoken At Home	39,413	
Speak Only English at Home	36,501	92.61%
Speak Asian/Pac. Isl. Lang. at Home	119	0.30%
Speak IndoEuropean Language at Home	329	0.83%
Speak Spanish at Home	2,354	5.97%
Speak Other Language at Home	110	0.28%
2016 Est. Population by Sex	41,534	
Male	20,260	48.78%
Female	21,274	51.22%

DESCRIPTION	DATA	%
2016 Est. Population by Age	41,534	
Age 0 - 4	2,121	5.11%
Age 5 - 9	2,302	5.54%
Age 10 - 14	2,677	6.45%
Age 15 - 17	1,740	4.19%
Age 18 - 20	1,529	3.68%
Age 21 - 24	1,931	4.65%
Age 25 - 34	3,829	9.22%
Age 35 - 44	4,840	11.65%
Age 45 - 54	6,150	14.81%
Age 55 - 64	6,181	14.88%
Age 65 - 74	4,817	11.60%
Age 75 - 84	2,410	5.80%
Age 85 and over	1,007	2.42%
Age 16 and over	33,863	81.53%
Age 18 and over	32,694	78.72%
Age 21 and over	31,165	75.03%
Age 65 and over	8,234	19.82%
2016 Est. Median Age	44.6	
2016 Est. Average Age	42.5	

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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	20,260	
Age 0 - 4	1,111	5.48%
Age 5 - 9	1,223	6.04%
Age 10 - 14	1,366	6.74%
Age 15 - 17	883	4.36%
Age 18 - 20	794	3.92%
Age 21 - 24	1,011	4.99%
Age 25 - 34	1,893	9.34%
Age 35 - 44	2,315	11.43%
Age 45 - 54	2,983	14.72%
Age 55 - 64	3,006	14.84%
Age 65 - 74	2,313	11.42%
Age 75 - 84	1,017	5.02%
Age 85 and over	345	1.70%
2016 Est. Median Age, Male	43.0	
2016 Est. Average Age, Male	41.2	
2016 Est. Female Population by Age	21,274	
Age 0 - 4	1,010	4.75%
Age 5 - 9	1,079	5.07%
Age 10 - 14	1,311	6.16%
Age 15 - 17	857	4.03%
Age 18 - 20	735	3.45%
Age 21 - 24	920	4.32%
Age 25 - 34	1,936	9.10%
Age 35 - 44	2,525	11.87%
Age 45 - 54	3,167	14.89%
Age 55 - 64	3,175	14.92%
Age 65 - 74	2,504	11.77%
Age 75 - 84	1,393	6.55%
Age 85 and over	662	3.11%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	45.8	
2016 Est. Average Age, Female	43.7	
2016 Est. Pop Age 15+ by Marital Status	34,434	
Total, Never Married	7,605	22.09%
Males, Never Married	3,880	11.27%
Females, Never Married	3,725	10.82%
Married, Spouse present	18,958	55.06%
Married, Spouse absent	1,416	4.11%
Widowed	2,722	7.90%
Males Widowed	489	1.42%
Females Widowed	2,233	6.48%
Divorced	3,733	10.84%
Males Divorced	1,580	4.59%
Females Divorced	2,153	6.25%
2016 Est. Pop Age 25+ by Edu. Attainment	29,234	
Less than 9th grade	1,266	4.33%
Some High School, no diploma	3,076	10.52%
High School Graduate (or GED)	9,753	33.36%
Some College, no degree	5,368	18.36%
Associate Degree	2,494	8.53%
Bachelor's Degree	4,899	16.76%
Master's Degree	1,743	5.96%
Professional School Degree	327	1.12%
Doctorate Degree	308	1.05%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,285	
No High School Diploma	729	56.73%
High School Graduate	243	18.91%
Some College or Associate's Degree	103	8.02%
Bachelor's Degree or Higher	210	16.34%

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DESCRIPTION	DATA	%
Households		
2021 Projection	16,666	
2016 Estimate	16,330	
2010 Census	16,245	
2000 Census	13,751	
Growth 2016 - 2021		2.06%
Growth 2010 - 2016		0.52%
Growth 2000 - 2010		18.14%
2016 Est. Households by Household Type	16,330	
Family Households	12,007	73.53%
Nonfamily Households	4,323	26.47%
2016 Est. Group Quarters Population	380	
2016 HHs by Ethnicity, Hispanic/Latino	634	
2016 Est. Households by HH Income	16,330	
Income < \$15,000	1,937	11.86%
Income \$15,000 - \$24,999	1,619	9.91%
Income \$25,000 - \$34,999	1,820	11.15%
Income \$35,000 - \$49,999	2,500	15.31%
Income \$50,000 - \$74,999	3,280	20.09%
Income \$75,000 - \$99,999	2,035	12.46%
Income \$100,000 - \$124,999	1,119	6.85%
Income \$125,000 - \$149,999	648	3.97%
Income \$150,000 - \$199,999	658	4.03%
Income \$200,000 - \$249,999	263	1.61%
Income \$250,000 - \$499,999	328	2.01%
Income \$500,000+	123	0.75%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$70,411	
2016 Est. Median Household Income	\$52,203	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$55,712	
Black or African American Alone	\$31,000	
American Indian and Alaska Native Alone	\$45,385	
Asian Alone	\$21,268	
Native Hawaiian and Other Pacific Islander Alone	\$112,500	
Some Other Race Alone	\$34,706	
Two or More Races	\$14,999	
Hispanic or Latino	\$46,024	
Not Hispanic or Latino	\$52,464	
2016 Est. Family HH Type by Presence of Own Child.	12,007	
Married-Couple Family, own children	3,588	29.88%
Married-Couple Family, no own children	6,010	50.05%
Male Householder, own children	368	3.06%
Male Householder, no own children	345	2.87%
Female Householder, own children	955	7.95%
Female Householder, no own children	741	6.17%
2016 Est. Households by Household Size	16,330	
1-person	3,755	22.99%
2-person	6,182	37.86%
3-person	2,801	17.15%
4-person	2,220	13.59%
5-person	878	5.38%
6-person	317	1.94%
7-or-more-person	177	1.08%

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DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.52	
2016 Est. Households by Presence of People Under 18	16,330	
Households with 1 or More People under Age 18:	5,448	33.36%
Married-Couple Family	3,854	70.74%
Other Family, Male Householder	431	7.91%
Other Family, Female Householder	1,126	20.67%
Nonfamily, Male Householder	27	0.50%
Nonfamily, Female Householder	10	0.18%
Households with No People under Age 18:	10,882	66.64%
Married-Couple Family	5,738	52.73%
Other Family, Male Householder	285	2.62%
Other Family, Female Householder	571	5.25%
Nonfamily, Male Householder	1,910	17.55%
Nonfamily, Female Householder	2,378	21.85%
2016 Est. Households by Number of Vehicles	16,330	
No Vehicles	756	4.63%
1 Vehicle	4,044	24.76%
2 Vehicles	6,322	38.71%
3 Vehicles	3,453	21.15%
4 Vehicles	1,219	7.46%
5 or more Vehicles	536	3.28%
2016 Est. Average Number of Vehicles	2.2	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	12,256	
2016 Estimate	12,007	
2010 Census	11,944	
2000 Census	10,261	
Growth 2016 - 2021		2.07%
Growth 2010 - 2016		0.53%
Growth 2000 - 2010		16.40%
2016 Est. Families by Poverty Status	12,007	
2016 Families at or Above Poverty	11,051	92.04%
2016 Families at or Above Poverty with Children	4,351	36.24%
2016 Families Below Poverty	956	7.96%
2016 Families Below Poverty with Children	805	6.70%
2016 Est. Pop Age 16+ by Employment Status	33,863	
In Armed Forces	52	0.15%
Civilian - Employed	18,722	55.29%
Civilian - Unemployed	1,525	4.50%
Not in Labor Force	13,564	40.06%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	18,597	
For-Profit Private Workers	12,660	68.08%
Non-Profit Private Workers	1,498	8.06%
Local Government Workers	1,424	7.66%
State Government Workers	848	4.56%
Federal Government Workers	335	1.80%
Self-Employed Workers	1,796	9.66%
Unpaid Family Workers	36	0.19%

County | Demographics

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DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	18,597	
Architect/Engineer	237	1.27%
Arts/Entertainment/Sports	124	0.67%
Building Grounds Maintenance	665	3.58%
Business/Financial Operations	766	4.12%
County/Social Services	380	2.04%
Computer/Mathematical	216	1.16%
Construction/Extraction	1,182	6.36%
Education/Training/Library	1,339	7.20%
Farming/Fishing/Forestry	61	0.33%
Food Prep/Serving	1,127	6.06%
Health Practitioner/Technician	1,331	7.16%
Healthcare Support	360	1.94%
Maintenance Repair	543	2.92%
Legal	149	0.80%
Life/Physical/Social Science	115	0.62%
Management	1,755	9.44%
Office/Admin. Support	2,568	13.81%
Production	1,960	10.54%
Protective Services	373	2.01%
Sales/Related	1,859	10.00%
Personal Care/Service	370	1.99%
Transportation/Moving	1,117	6.01%
2016 Est. Pop 16+ by Occupation Classification	18,597	
Blue Collar	4,802	25.82%
White Collar	10,839	58.28%
Service and Farm	2,956	15.90%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	18,349	
Drove Alone	15,322	83.50%
Car Pooled	1,896	10.33%
Public Transportation	84	0.46%
Walked	166	0.90%
Bicycle	0	0.00%
Other Means	160	0.87%
Worked at Home	721	3.93%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,106	
15 - 29 Minutes	7,004	
30 - 44 Minutes	4,234	
45 - 59 Minutes	1,102	
60 or more Minutes	1,187	
2016 Est. Avg Travel Time to Work in Minutes	28.00	
2016 Est. Occupied Housing Units by Tenure	16,330	
Owner Occupied	13,263	81.22%
Renter Occupied	3,067	18.78%
2016 Owner Occ. HUs: Avg. Length of Residence	17.9	
2016 Renter Occ. HUs: Avg. Length of Residence	8.7	

County | Demographics

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DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	13,263	
Value Less than \$20,000	730	5.50%
Value \$20,000 - \$39,999	248	1.87%
Value \$40,000 - \$59,999	372	2.80%
Value \$60,000 - \$79,999	815	6.14%
Value \$80,000 - \$99,999	1,108	8.35%
Value \$100,000 - \$149,999	2,524	19.03%
Value \$150,000 - \$199,999	2,228	16.80%
Value \$200,000 - \$299,999	2,407	18.15%
Value \$300,000 - \$399,999	1,310	9.88%
Value \$400,000 - \$499,999	692	5.22%
Value \$500,000 - \$749,999	612	4.61%
Value \$750,000 - \$999,999	91	0.69%
Value \$1,000,000 or more	126	0.95%
2016 Est. Median All Owner-Occupied Housing Value	\$168,728	
2016 Est. Housing Units by Units in Structure	18,443	
1 Unit Attached	480	2.60%
1 Unit Detached	13,536	73.39%
2 Units	92	0.50%
3 or 4 Units	180	0.98%
5 to 19 Units	541	2.93%
20 to 49 Units	51	0.28%
50 or More Units	99	0.54%
Mobile Home or Trailer	3,452	18.72%
Boat, RV, Van, etc.	12	0.07%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	18,443	
Housing Units Built 2010 or later	360	1.95%
Housing Units Built 2000 to 2009	3,683	19.97%
Housing Units Built 1990 to 1999	4,404	23.88%
Housing Units Built 1980 to 1989	2,781	15.08%
Housing Units Built 1970 to 1979	2,875	15.59%
Housing Units Built 1960 to 1969	1,088	5.90%
Housing Units Built 1950 to 1959	1,152	6.25%
Housing Units Built 1940 to 1949	766	4.15%
Housing Unit Built 1939 or Earlier	1,334	7.23%
2016 Est. Median Year Structure Built	1987	



C. Kelly Cofer
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The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

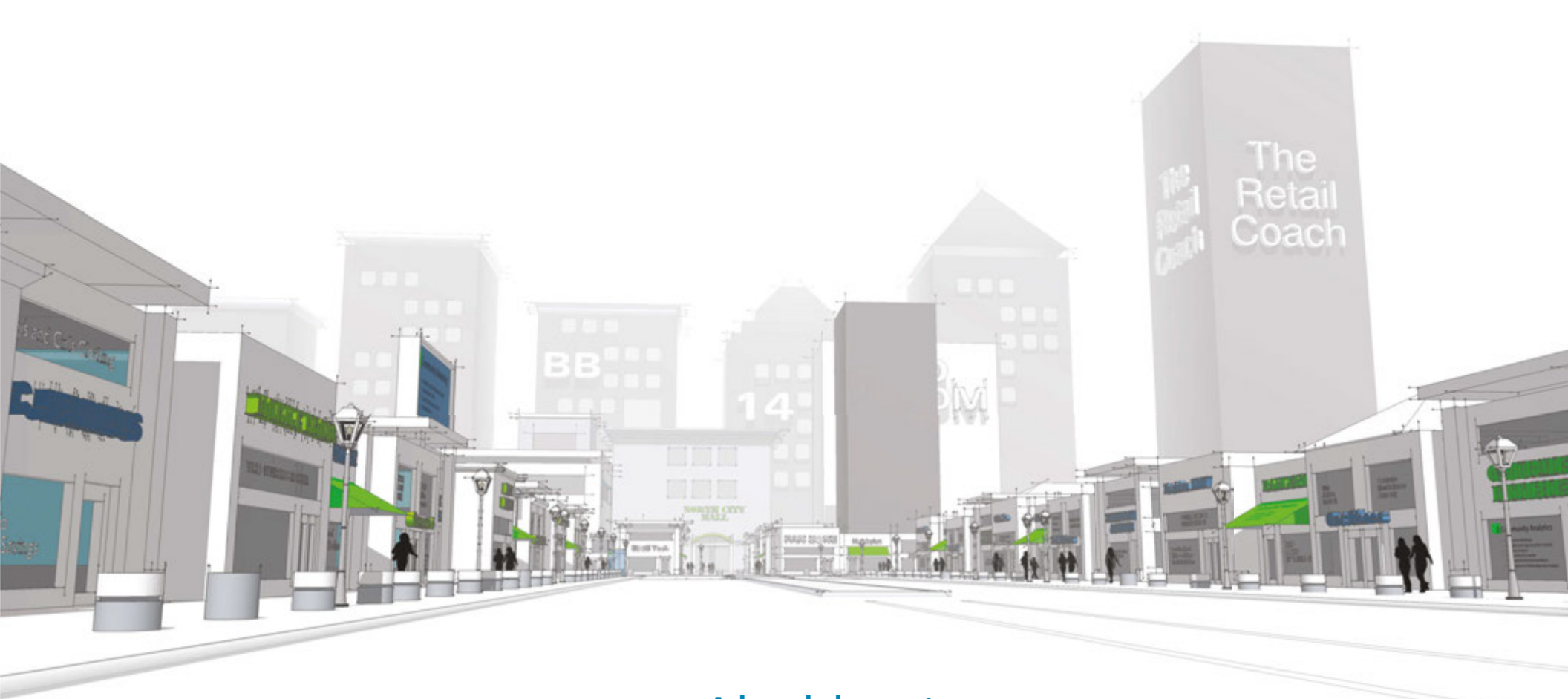
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every County 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 County’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 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.

**The Retail Coach -
It’s not about data. It’s about your success.**

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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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