

# Marketing Profile

Bunn Town, NC  
 Bunn Town, NC (3708860)  
 Geography: Place

Prepared by Esri



## KEY FACTS

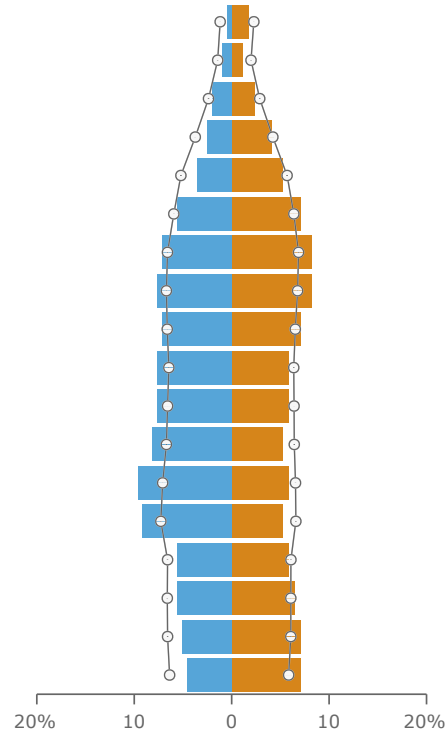
**368**  
 Population

**2.0**  
 Average Household Size

**38.3**  
 Median Age

**\$41,709**  
 Median Household Income

## Age Pyramid



The largest group:  
 2017 Males Age 25-29

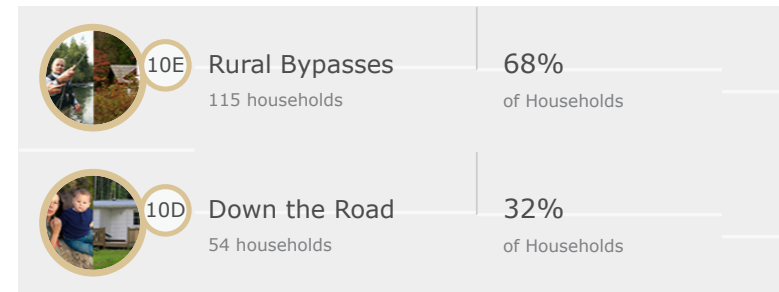
The smallest group:  
 2017 Males Age 85+

Dots show comparison to North Carolina

## ANNUAL LIFESTYLE SPENDING



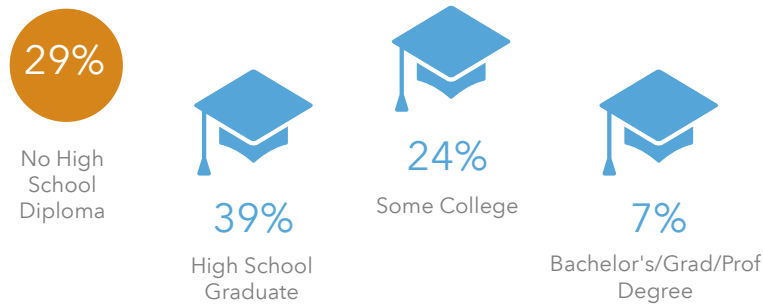
## Tapestry Segments



## ANNUAL HOUSEHOLD SPENDING



## EDUCATION



# Marketing Profile

Butner Town, NC  
 Butner Town, NC (3709360)  
 Geography: Place

Prepared by Esri



## KEY FACTS

7,711

Population



2.6

Average Household Size

39.3

Median Age

\$44,998

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$1,502

Apparel & Services



\$3,474

Groceries



\$117

Computers & Hardware



\$3,937

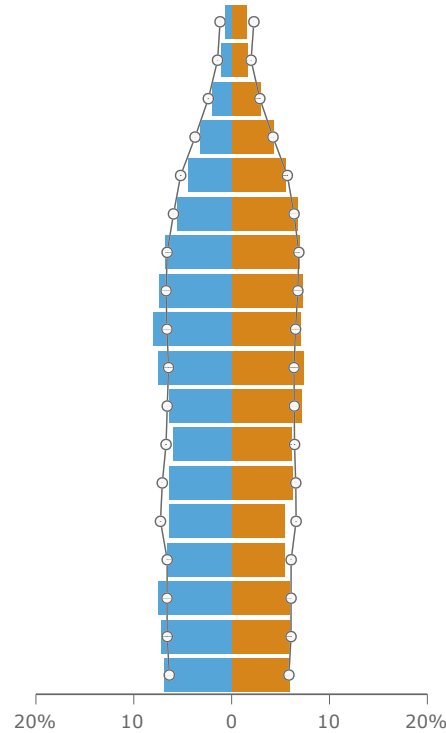
Health Care



\$2,351

Eating Out

## Age Pyramid



The largest group:  
 2017 Males Age 45-49

The smallest group:  
 2017 Males Age 85+

Dots show comparison to North Carolina

## EDUCATION

21%

No High School Diploma



32%

High School Graduate



31%

Some College



16%

Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING



\$1,395

Travel



\$37

Theatre/Operas/Concerts



\$52

Movies/Museums/Parks



\$38

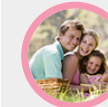
Sports Events



\$3

Online Games

## Tapestry Segments



4C

**Middleburg**

1,933 households

**69%**

of Households



10D

**Down the Road**

449 households

**16%**

of Households



5A

**Comfortable Empty Nesters**

389 households

**14%**

of Households

# Marketing Profile

Creedmoor City, NC  
 Creedmoor City, NC (3715320)  
 Geography: Place

Prepared by Esri



## KEY FACTS

4,172

Population

40.6

Median Age



Average Household Size

\$55,759

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$1,794

Apparel & Services



\$141

Computers & Hardware



\$2,819

Eating Out



\$4,195

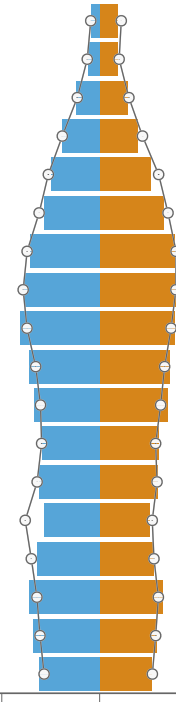
Groceries



\$4,840

Health Care

## Age Pyramid



The largest group:  
 2017 Females Age 50-54

The smallest group:  
 2017 Males Age 85+

Dots show comparison to North Carolina

## ANNUAL LIFESTYLE SPENDING



\$1,707

Travel



\$46

Theatre/Operas/  
 Concerts



\$61

Movies/Museums/  
 Parks



\$48

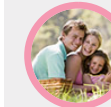
Sports Events



\$3

Online Games

## Tapestry Segments



4C

**Middleburg**

903 households

**58%**

of Households



12A

**Family Foundations**

310 households

**20%**

of Households



5A

**Comfortable Empty Nesters**

236 households

**15%**

of Households

## EDUCATION

11%

No High School Diploma



31%

High School Graduate



35%

Some College



23%

Bachelor's/Grad/Prof Degree

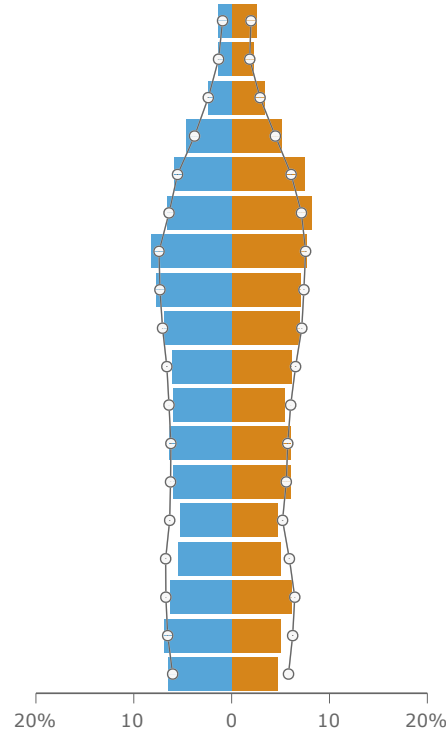
# Marketing Profile

Franklinton Town, NC  
 Franklinton Town, NC (3724720)  
 Geography: Place

Prepared by Esri



## Age Pyramid



The largest group:  
 2017 Females Age  
 60-64

The smallest group:  
 2017 Males Age  
 80-84

Dots show comparison to  
 North Carolina

## ANNUAL LIFESTYLE SPENDING



## KEY FACTS

2,049  
 Population

43.4  
 Median Age

2.3  
 Average Household Size

\$35,704  
 Median Household Income

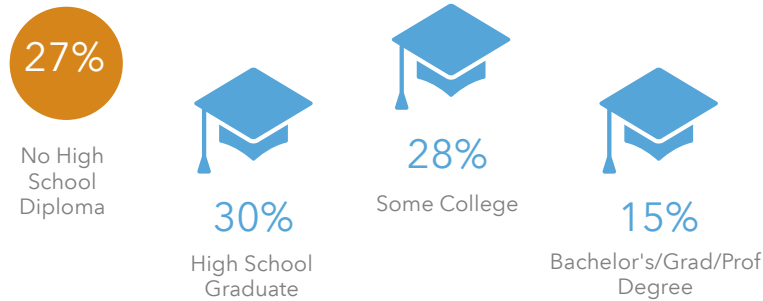
## Tapestry Segments



## ANNUAL HOUSEHOLD SPENDING



## EDUCATION



# Marketing Profile

Henderson City, NC  
 Henderson City, NC (3730660)  
 Geography: Place

Prepared by Esri



## KEY FACTS

14,793

Population



2.4

Average Household Size

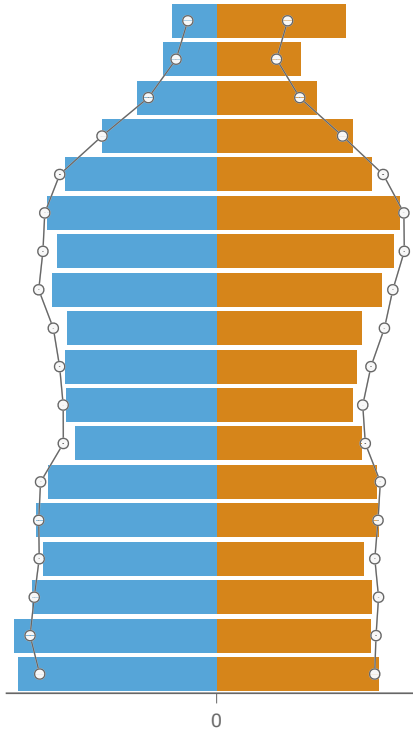
40.6

Median Age

\$25,222

Median Household Income

## Age Pyramid



The largest group:  
 2017 Females Age 60-64

The smallest group:  
 2017 Males Age 85+

Dots show comparison to North Carolina

## ANNUAL LIFESTYLE SPENDING



\$993

Travel



\$27

Theatre/Operas/  
 Concerts



\$36

Movies/Museums/  
 Parks



\$27

Sports Events



\$2

Online Games

## Tapestry Segments



12D

**Modest Income Homes**

2,151 households

**36%**

of Households



12C

**Small Town Simplicity**

1,774 households

**30%**

of Households



11E

**City Commons**

600 households

**10%**

of Households

## ANNUAL HOUSEHOLD SPENDING



\$1,123

Apparel &  
 Services



\$90

Computers &  
 Hardware



\$1,791

Eating Out



\$2,892

Groceries



\$3,185

Health Care

## EDUCATION

27%

No High School Diploma



35%

High School Graduate



24%

Some College



14%

Bachelor's/Grad/Prof Degree

# Marketing Profile

Kittrell Town, NC  
 Kittrell Town, NC (3736020)  
 Geography: Place

Prepared by Esri



## KEY FACTS

462

Population



Average Household Size

36.7

Median Age

\$44,512

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$1,546

Apparel & Services



\$3,790

Groceries



\$110

Computers & Hardware



\$4,457

Health Care



\$2,460

Eating Out

16%

No High School Diploma



47%

High School Graduate



33%

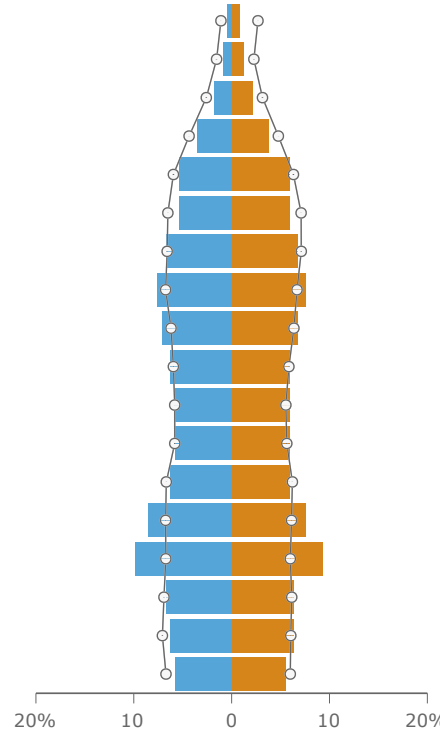
Some College



4%

Bachelor's/Grad/Prof Degree

## Age Pyramid



The largest group:  
 2017 Males Age 15-19

The smallest group:  
 2017 Males Age 85+

Dots show comparison to North Carolina

## ANNUAL LIFESTYLE SPENDING



\$1,333

Travel



\$32

Theatre/Operas/Concerts



\$45

Movies/Museums/Parks



\$32

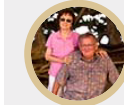
Sports Events



\$2

Online Games

## Tapestry Segments



10A

**Southern Satellites**

71 households

**100%**

of Households

## EDUCATION

# Marketing Profile

Louisburg Town, NC  
 Louisburg Town, NC (3739360)  
 Geography: Place

Prepared by Esri



## KEY FACTS

**3,443**  
Population

**2.3**  
Average Household Size

**39.6**  
Median Age

**\$38,428**  
Median Household Income

## ANNUAL HOUSEHOLD SPENDING

**\$1,459**  
Apparel & Services

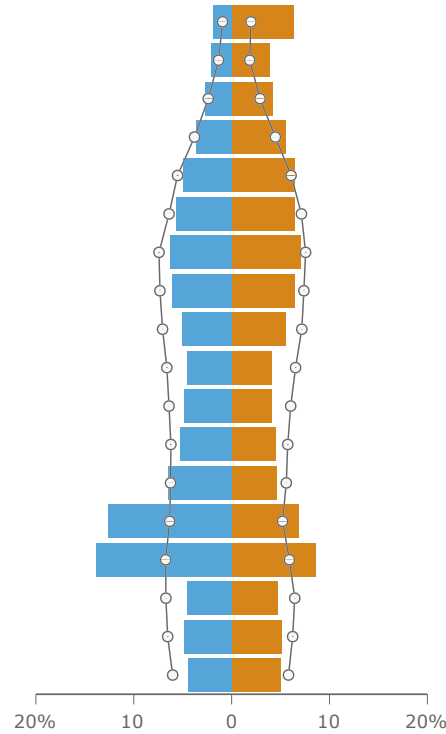
**\$3,655**  
Groceries

**\$113**  
Computers & Hardware

**\$4,264**  
Health Care

**\$2,313**  
Eating Out

## Age Pyramid



The largest group:  
2017 Males Age 15-19

The smallest group:  
2017 Males Age 85+

Dots show comparison to North Carolina

## EDUCATION

**17%**  
No High School Diploma

**30%**  
High School Graduate

**32%**  
Some College

**21%**  
Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING

**\$1,362**  
Travel

**\$36**  
Sports Events

**\$37**  
Theatre/Operas/Concerts

**\$3**  
Online Games

**\$46**  
Movies/Museums/Parks

## Tapestry Segments



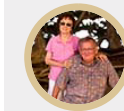
**5E** **Midlife Constants**  
681 households

**56%**  
of Households



**12D** **Modest Income Homes**  
310 households

**25%**  
of Households



**10A** **Southern Satellites**  
177 households

**14%**  
of Households

# Marketing Profile

Macon Town, NC  
 Macon Town, NC (3740540)  
 Geography: Place

Prepared by Esri



## KEY FACTS

126

Population



2.3

Average Household Size

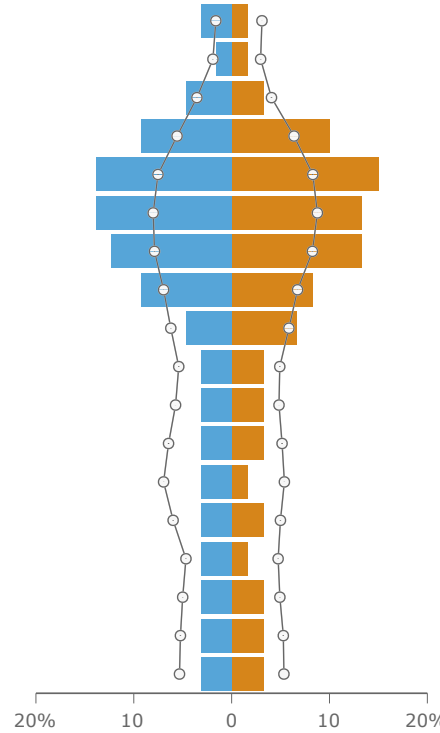
58.3

Median Age

\$46,407

Median Household Income

## Age Pyramid



The largest group:  
 2017 Males Age  
 60-64

The smallest group:  
 2017 Males Age  
 80-84

Dots show comparison to  
 North Carolina

## ANNUAL LIFESTYLE SPENDING



\$1,453

Travel



\$33

Theatre/Operas/  
 Concerts



\$40

Movies/Museums/  
 Parks



\$28

Sports Events



\$3

Online Games

## Tapestry Segments



6E

**Rural Resort Dwellers**

55 households

**100%**  
 of Households

## ANNUAL HOUSEHOLD SPENDING



\$1,359

Apparel &  
 Services



\$101

Computers &  
 Hardware



\$2,297

Eating Out



\$4,134

Groceries



\$5,231

Health Care

## EDUCATION

10%

No High School Diploma



34%

High School Graduate



29%

Some College



28%

Bachelor's/Grad/Prof Degree



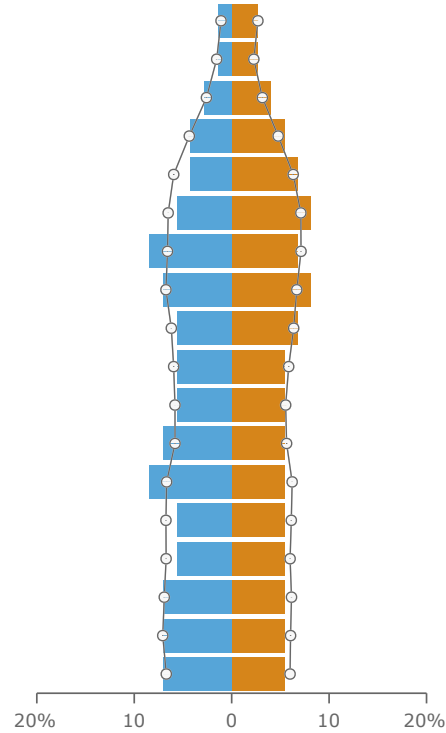
# Marketing Profile

Middleburg Town, NC  
 Middleburg Town, NC (3742640)  
 Geography: Place

Prepared by Esri



## Age Pyramid



The largest group:  
 2017 Males Age  
 25-29

The smallest group:  
 2017 Males Age  
 80-84

Dots show comparison to  
 North Carolina

## ANNUAL LIFESTYLE SPENDING



\$966

Travel



\$19

Theatre/Operas/  
 Concerts



\$30

Movies/Museums/  
 Parks



\$20

Sports Events



\$2

Online Games

## KEY FACTS

142

Population

41.6

Median Age



2.5

Average  
 Household Size

\$26,311

Median Household  
 Income

## ANNUAL HOUSEHOLD SPENDING



\$1,168

Apparel &  
 Services



\$78

Computers &  
 Hardware



\$1,909

Eating Out



\$3,365

Groceries



\$3,920

Health Care

## EDUCATION

19%

No High School  
 Diploma



39%

High School  
 Graduate



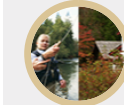
25%  
 Some College



18%

Bachelor's/Grad/Prof  
 Degree

## Tapestry Segments



10E

Rural Bypasses

57 households

100%

of Households

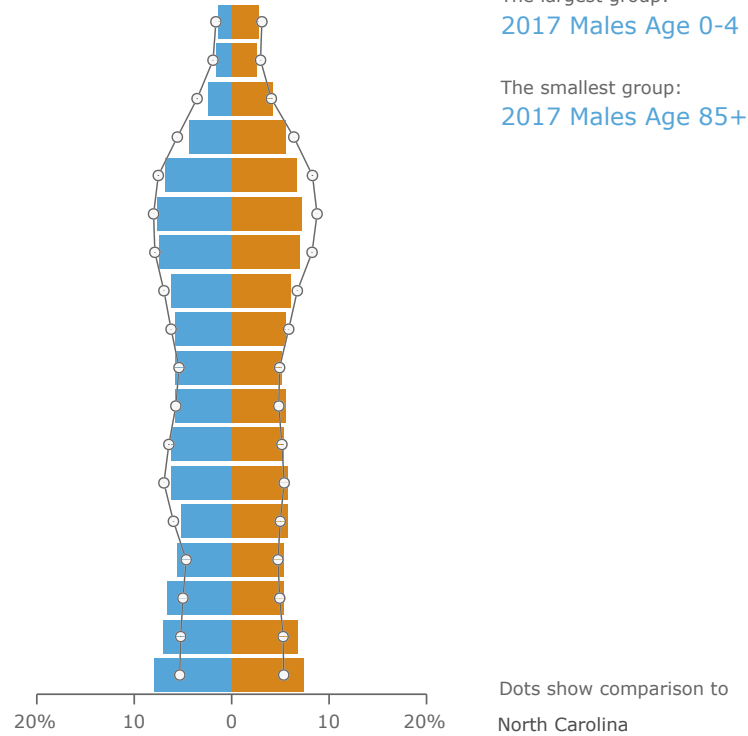
# Marketing Profile

Norlina Town, NC  
 Norlina Town, NC (3747240)  
 Geography: Place

Prepared by Esri



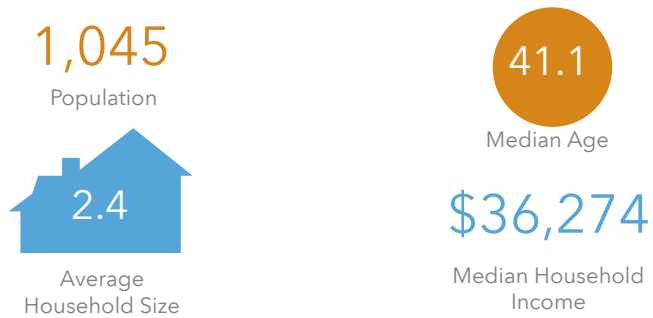
## Age Pyramid



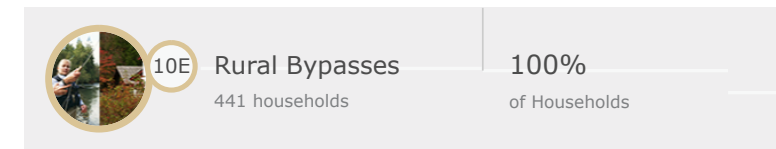
## ANNUAL LIFESTYLE SPENDING



## KEY FACTS



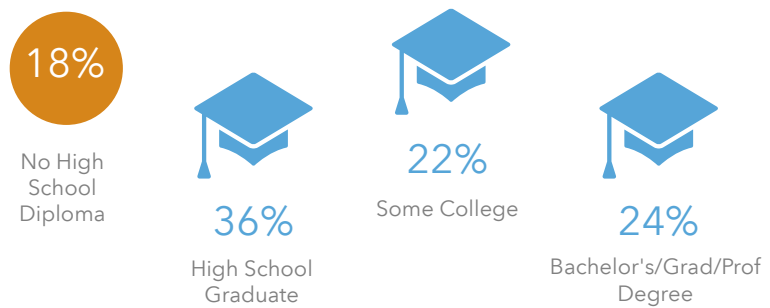
## Tapestry Segments



## ANNUAL HOUSEHOLD SPENDING



## EDUCATION



# Marketing Profile

Oxford City, NC  
 Oxford City, NC (3749800)  
 Geography: Place

Prepared by Esri



## KEY FACTS

8,301

Population



2.4

Average Household Size

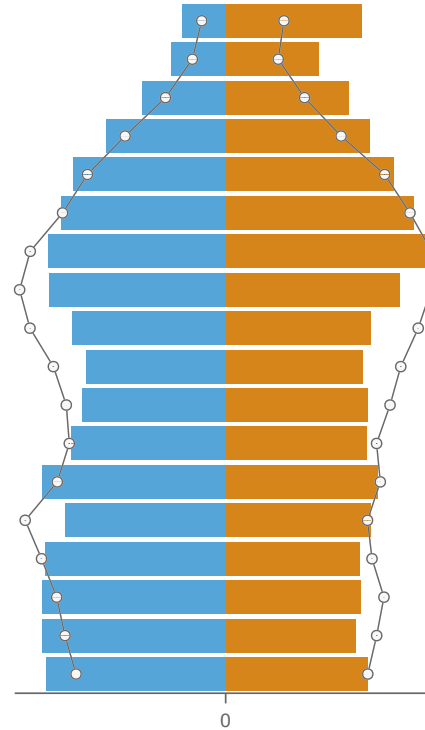
43.0

Median Age

\$38,696

Median Household Income

## Age Pyramid



The largest group:  
 2017 Females Age 55-59

The smallest group:  
 2017 Males Age 85+

Dots show comparison to North Carolina

## ANNUAL LIFESTYLE SPENDING



\$1,353

Travel



\$36

Theatre/Operas/  
 Concerts



\$47

Movies/Museums/  
 Parks



\$36

Sports Events



\$3

Online Games

## Tapestry Segments



12D

Modest Income Homes

938 households

28%

of Households



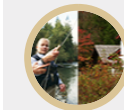
5E

Midlife Constants

644 households

19%

of Households



10E

Rural Bypasses

620 households

18%

of Households

## ANNUAL HOUSEHOLD SPENDING



\$1,498

Apparel &  
 Services



\$116

Computers &  
 Hardware



\$2,393

Eating Out



\$3,888

Groceries



\$4,411

Health Care

## EDUCATION

23%

No High School Diploma



27%

High School Graduate



31%

Some College



19%

Bachelor's/Grad/Prof Degree

# Marketing Profile

Roxboro City, NC  
 Roxboro City, NC (3758160)  
 Geography: Place

Prepared by Esri



## KEY FACTS

8,433

Population



Average Household Size

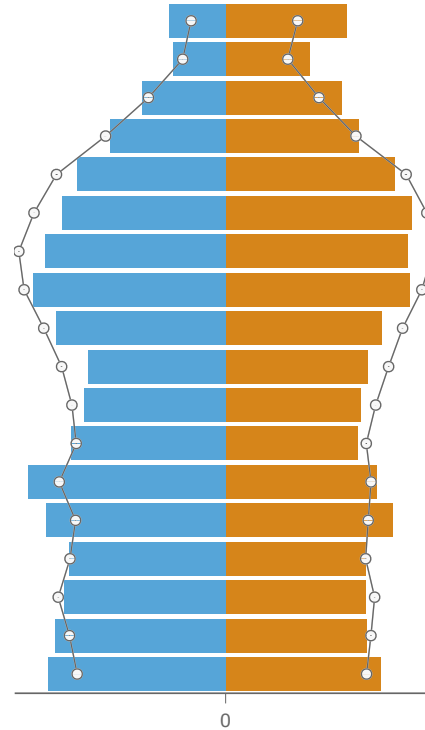
42.7

Median Age

\$34,356

Median Household Income

## Age Pyramid



The largest group:  
 2017 Females Age  
 60-64

The smallest group:  
 2017 Males Age  
 80-84

Dots show comparison to  
 North Carolina

## ANNUAL LIFESTYLE SPENDING



\$1,040

Travel



\$26

Theatre/Operas/  
 Concerts



\$37

Movies/Museums/  
 Parks



\$26

Sports Events



\$2

Online Games

## Tapestry Segments



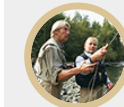
12C

**Small Town  
 Simplicity**

1,416 households

**41%**

of Households



10E

**Rural Bypasses**

878 households

**25%**

of Households



9F

**Social Security  
 Set**

408 households

**12%**

of Households

## ANNUAL HOUSEHOLD SPENDING



\$1,216

Apparel &  
 Services



\$93

Computers &  
 Hardware



\$1,962

Eating Out



\$3,308

Groceries



\$3,635

Health Care

## EDUCATION

25%

No High School  
 Diploma



37%

High School  
 Graduate



28%

Some College



11%

Bachelor's/Grad/Prof  
 Degree

# Marketing Profile

Stem Town, NC  
 Stem Town, NC (3764940)  
 Geography: Place

Prepared by Esri



## KEY FACTS

**693**  
 Population

**2.4**  
 Average Household Size

**42.2**  
 Median Age

**\$54,371**  
 Median Household Income

## ANNUAL HOUSEHOLD SPENDING

**\$1,724**  
 Apparel & Services

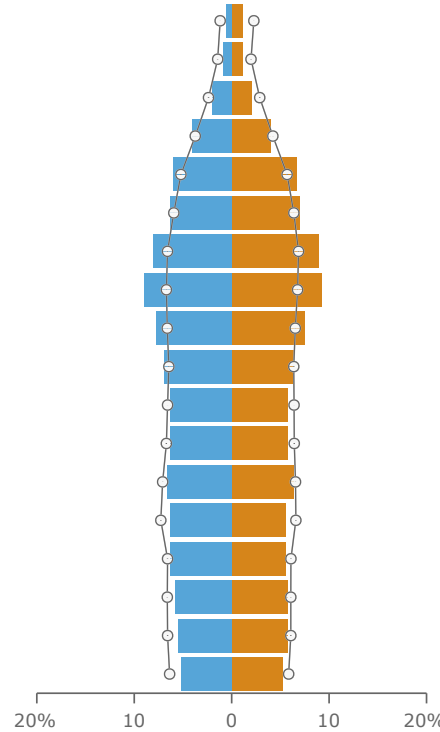
**\$4,238**  
 Groceries

**\$125**  
 Computers & Hardware

**\$5,012**  
 Health Care

**\$2,741**  
 Eating Out

## Age Pyramid



The largest group:  
**2017 Females Age 50-54**

The smallest group:  
**2017 Males Age 85+**

Dots show comparison to North Carolina

## EDUCATION

**13%**  
 No High School Diploma

**39%**  
 High School Graduate

**34%**  
 Some College

**14%**  
 Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING

**\$1,536**  
 Travel

**\$37**  
 Sports Events

**\$38**  
 Theatre/Operas/Concerts

**\$3**  
 Online Games

**\$52**  
 Movies/Museums/Parks

## Tapestry Segments

**10A Southern Satellites**  
 242 households  
**85%** of Households

**6C The Great Outdoors**  
 43 households  
**15%** of Households

# Marketing Profile

Stovall Town, NC  
 Stovall Town, NC (3765320)  
 Geography: Place

Prepared by Esri



## KEY FACTS

398

Population



Average Household Size

45.3

Median Age

\$40,997

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$1,474

Apparel & Services



\$3,614

Groceries



\$105

Computers & Hardware



\$4,250

Health Care



\$2,346

Eating Out

27%

No High School Diploma



39%

High School Graduate



25%

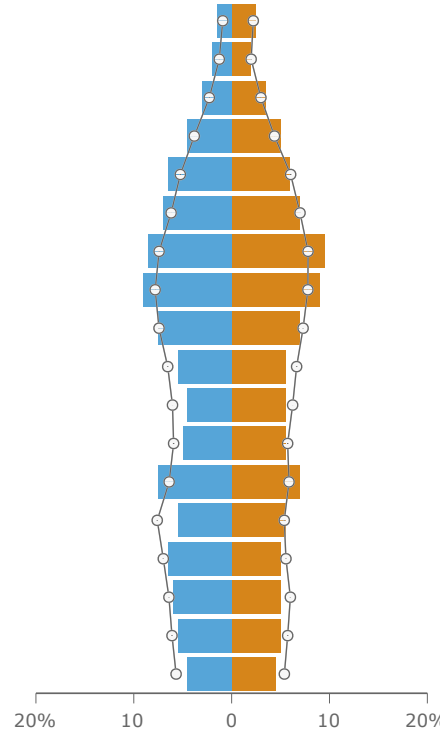
Some College



8%

Bachelor's/Grad/Prof Degree

## Age Pyramid



The largest group:  
 2017 Females Age 55-59

The smallest group:  
 2017 Males Age 85+

Dots show comparison to North Carolina

## ANNUAL LIFESTYLE SPENDING



\$1,271

Travel



\$31

Theatre/Operas/Concerts



\$43

Movies/Museums/Parks



\$31

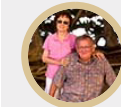
Sports Events



\$2

Online Games

## Tapestry Segments



10A

**Southern Satellites**

163 households

**100%**

of Households

## EDUCATION

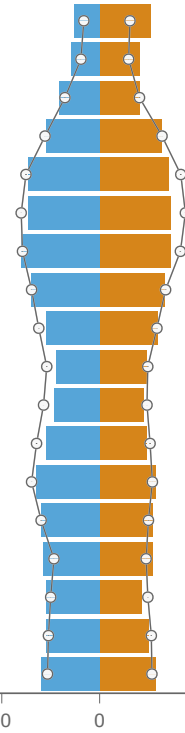
# Marketing Profile

Warrenton Town, NC  
 Warrenton Town, NC (3771100)  
 Geography: Place

Prepared by Esri



## Age Pyramid



The largest group:  
 2017 Females Age 55-59

The smallest group:  
 2017 Males Age 85+

Dots show comparison to North Carolina

## ANNUAL LIFESTYLE SPENDING



\$974  
Travel



\$22  
Theatre/Operas/  
Concerts



\$32  
Movies/Museums/  
Parks



\$21  
Sports Events



\$2  
Online Games

## KEY FACTS

823

Population

47.0

Median Age



1.9

Average Household Size

\$32,078

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$1,110

Apparel & Services



\$79

Computers & Hardware



\$1,805

Eating Out



\$3,085

Groceries



\$3,640

Health Care

## EDUCATION

27%

No High School Diploma



34%

High School Graduate



27%

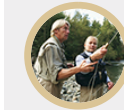
Some College



13%

Bachelor's/Grad/Prof Degree

## Tapestry Segments



10E

**Rural Bypasses**

290 households

**69%**

of Households



9D

**Senior Escapes**

129 households

**31%**

of Households

# Marketing Profile

Youngsville Town, NC  
 Youngsville Town, NC (3776200)  
 Geography: Place

Prepared by Esri



## KEY FACTS

1,249

Population



Average Household Size

39.1

Median Age

\$54,152

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$1,849

Apparel & Services



\$138

Computers & Hardware



\$2,913

Eating Out



\$4,350

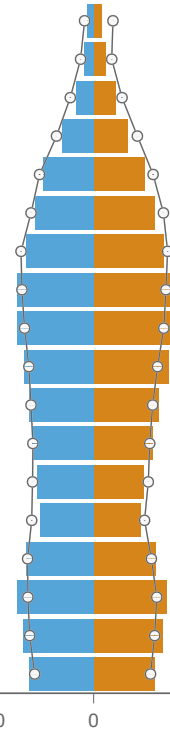
Groceries



\$5,013

Health Care

## Age Pyramid



The largest group:  
 2017 Females Age 45-49

The smallest group:  
 2017 Males Age 85+

Dots show comparison to North Carolina

## ANNUAL LIFESTYLE SPENDING



\$1,670

Travel



\$43

Theatre/Operas/Concerts



\$60

Movies/Museums/Parks



\$44

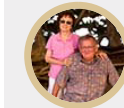
Sports Events



\$3

Online Games

## Tapestry Segments



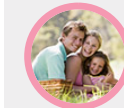
10A

**Southern Satellites**

250 households

**45%**

of Households



4C

**Middleburg**

245 households

**44%**

of Households



4A

**Soccer Moms**

60 households

**11%**

of Households

## EDUCATION

10%

No High School Diploma



23%

High School Graduate



40%

Some College



27%

Bachelor's/Grad/Prof Degree