



# Market Profile

Butner and Adjacent Census Tracts  
 370779707.04 (37077970704) et al.  
 Geography: Census Tract

MCiriello, Planning Director, Town of Butner

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<b>Population Summary</b>	
2000 Total Population	44,413
2010 Total Population	62,004
2018 Total Population	70,527
2018 Group Quarters	6,632
2023 Total Population	75,820
2018-2023 Annual Rate	1.46%
2018 Total Daytime Population	55,084
Workers	21,615
Residents	33,469
<b>Household Summary</b>	
2000 Households	15,074
2000 Average Household Size	2.61
2010 Households	20,870
2010 Average Household Size	2.66
2018 Households	23,770
2018 Average Household Size	2.69
2023 Households	25,630
2023 Average Household Size	2.70
2018-2023 Annual Rate	1.52%
2010 Families	15,593
2010 Average Family Size	3.08
2018 Families	17,644
2018 Average Family Size	3.13
2023 Families	18,994
2023 Average Family Size	3.15
2018-2023 Annual Rate	1.49%
<b>Housing Unit Summary</b>	
2000 Housing Units	15,974
Owner Occupied Housing Units	76.3%
Renter Occupied Housing Units	18.0%
Vacant Housing Units	5.6%
2010 Housing Units	22,728
Owner Occupied Housing Units	74.9%
Renter Occupied Housing Units	17.0%
Vacant Housing Units	8.2%
2018 Housing Units	25,838
Owner Occupied Housing Units	74.1%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	8.0%
2023 Housing Units	27,937
Owner Occupied Housing Units	75.0%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	8.3%
<b>Median Household Income</b>	
2018	\$66,788
2023	\$73,050
<b>Median Home Value</b>	
2018	\$184,573
2023	\$205,121
<b>Per Capita Income</b>	
2018	\$30,747
2023	\$33,528
<b>Median Age</b>	
2010	38.7
2018	39.8
2023	40.2

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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## 2018 Households by Income

Household Income Base	23,770
<\$15,000	8.9%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	6.9%
\$200,000+	5.4%
Average Household Income	\$86,060

## 2023 Households by Income

Household Income Base	25,630
<\$15,000	8.1%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	19.1%
\$150,000 - \$199,999	7.5%
\$200,000+	6.1%
Average Household Income	\$94,390

## 2018 Owner Occupied Housing Units by Value

Total	19,141
<\$50,000	5.6%
\$50,000 - \$99,999	7.9%
\$100,000 - \$149,999	21.5%
\$150,000 - \$199,999	21.6%
\$200,000 - \$249,999	11.4%
\$250,000 - \$299,999	9.9%
\$300,000 - \$399,999	8.4%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	6.4%
\$750,000 - \$999,999	2.5%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.2%
Average Home Value	\$252,283

## 2023 Owner Occupied Housing Units by Value

Total	20,962
<\$50,000	3.6%
\$50,000 - \$99,999	5.5%
\$100,000 - \$149,999	18.4%
\$150,000 - \$199,999	21.3%
\$200,000 - \$249,999	12.6%
\$250,000 - \$299,999	11.2%
\$300,000 - \$399,999	9.7%
\$400,000 - \$499,999	4.3%
\$500,000 - \$749,999	8.7%
\$750,000 - \$999,999	3.3%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.2%
Average Home Value	\$282,542

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>	
Total	62,004
0 - 4	6.0%
5 - 9	6.7%
10 - 14	7.0%
15 - 24	11.9%
25 - 34	12.3%
35 - 44	17.1%
45 - 54	16.8%
55 - 64	12.2%
65 - 74	6.4%
75 - 84	2.8%
85 +	0.8%
18 +	76.1%
<b>2018 Population by Age</b>	
Total	70,527
0 - 4	5.4%
5 - 9	6.0%
10 - 14	6.5%
15 - 24	13.1%
25 - 34	12.7%
35 - 44	13.9%
45 - 54	15.8%
55 - 64	13.8%
65 - 74	8.5%
75 - 84	3.4%
85 +	1.0%
18 +	78.3%
<b>2023 Population by Age</b>	
Total	75,820
0 - 4	5.2%
5 - 9	5.8%
10 - 14	6.5%
15 - 24	12.5%
25 - 34	13.3%
35 - 44	13.2%
45 - 54	14.3%
55 - 64	13.9%
65 - 74	9.7%
75 - 84	4.5%
85 +	1.1%
18 +	78.6%
<b>2010 Population by Sex</b>	
Males	33,357
Females	28,647
<b>2018 Population by Sex</b>	
Males	37,699
Females	32,828
<b>2023 Population by Sex</b>	
Males	40,400
Females	35,420

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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## 2010 Population by Race/Ethnicity

Total	62,004
White Alone	65.9%
Black Alone	26.6%
American Indian Alone	0.6%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.2%
Two or More Races	1.9%
Hispanic Origin	8.5%
Diversity Index	57.4

## 2018 Population by Race/Ethnicity

Total	70,527
White Alone	65.5%
Black Alone	26.5%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.4%
Two or More Races	2.1%
Hispanic Origin	8.9%
Diversity Index	58.1

## 2023 Population by Race/Ethnicity

Total	75,820
White Alone	65.0%
Black Alone	26.1%
American Indian Alone	0.5%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.9%
Two or More Races	2.4%
Hispanic Origin	9.7%
Diversity Index	59.5

## 2010 Population by Relationship and Household Type

Total	62,004
In Households	89.6%
In Family Households	79.2%
Householder	25.1%
Spouse	19.3%
Child	29.5%
Other relative	3.6%
Nonrelative	1.8%
In Nonfamily Households	10.3%
In Group Quarters	10.4%
Institutionalized Population	9.6%
Noninstitutionalized Population	0.9%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Population 25+ by Educational Attainment</b>	
Total	48,695
Less than 9th Grade	5.6%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	19.9%
GED/Alternative Credential	7.1%
Some College, No Degree	21.1%
Associate Degree	9.1%
Bachelor's Degree	19.3%
Graduate/Professional Degree	11.4%
<b>2018 Population 15+ by Marital Status</b>	
Total	57,903
Never Married	31.4%
Married	53.8%
Widowed	4.3%
Divorced	10.4%
<b>2018 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	95.7%
Civilian Unemployed (Unemployment Rate)	4.3%
<b>2018 Employed Population 16+ by Industry</b>	
Total	33,068
Agriculture/Mining	1.4%
Construction	7.8%
Manufacturing	12.6%
Wholesale Trade	3.1%
Retail Trade	9.2%
Transportation/Utilities	5.3%
Information	1.2%
Finance/Insurance/Real Estate	5.8%
Services	48.6%
Public Administration	5.0%
<b>2018 Employed Population 16+ by Occupation</b>	
Total	33,068
White Collar	64.7%
Management/Business/Financial	16.7%
Professional	23.4%
Sales	9.4%
Administrative Support	15.1%
Services	12.8%
Blue Collar	22.5%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	4.1%
Production	6.1%
Transportation/Material Moving	5.9%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	62,004
Population Inside Urbanized Area	21.4%
Population Inside Urbanized Cluster	27.4%
Rural Population	51.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>	
Total	20,870
Households with 1 Person	20.7%
Households with 2+ People	79.3%
Family Households	74.7%
Husband-wife Families	57.3%
With Related Children	26.9%
Other Family (No Spouse Present)	17.4%
Other Family with Male Householder	4.9%
With Related Children	2.9%
Other Family with Female Householder	12.5%
With Related Children	8.4%
Nonfamily Households	4.6%
All Households with Children	38.7%
Multigenerational Households	4.1%
Unmarried Partner Households	5.8%
Male-female	5.0%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	20,870
1 Person Household	20.7%
2 Person Household	35.0%
3 Person Household	18.4%
4 Person Household	15.7%
5 Person Household	6.4%
6 Person Household	2.3%
7 + Person Household	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	20,870
Owner Occupied	81.5%
Owned with a Mortgage/Loan	63.2%
Owned Free and Clear	18.3%
Renter Occupied	18.5%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	22,728
Housing Units Inside Urbanized Area	22.2%
Housing Units Inside Urbanized Cluster	19.6%
Rural Housing Units	58.2%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. Middleburg (4C)
2. Professional Pride (1B)
3. Comfortable Empty Nesters

## 2018 Consumer Spending

Apparel & Services: Total \$	\$52,981,523
Average Spent	\$2,228.92
Spending Potential Index	102
Education: Total \$	\$34,047,781
Average Spent	\$1,432.38
Spending Potential Index	99
Entertainment/Recreation: Total \$	\$79,002,243
Average Spent	\$3,323.61
Spending Potential Index	103
Food at Home: Total \$	\$120,839,163
Average Spent	\$5,083.68
Spending Potential Index	101
Food Away from Home: Total \$	\$86,076,592
Average Spent	\$3,621.23
Spending Potential Index	103
Health Care: Total \$	\$142,487,471
Average Spent	\$5,994.42
Spending Potential Index	105
HH Furnishings & Equipment: Total \$	\$52,002,749
Average Spent	\$2,187.75
Spending Potential Index	105
Personal Care Products & Services: Total \$	\$20,524,038
Average Spent	\$863.44
Spending Potential Index	104
Shelter: Total \$	\$394,912,271
Average Spent	\$16,613.89
Spending Potential Index	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$60,422,489
Average Spent	\$2,541.96
Spending Potential Index	102
Travel: Total \$	\$53,002,124
Average Spent	\$2,229.79
Spending Potential Index	104
Vehicle Maintenance & Repairs: Total \$	\$26,462,234
Average Spent	\$1,113.26
Spending Potential Index	104

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 14, 2019