



French Broad Place  
 W French Broad St, Brevard, NC 28712  
 Drive Time: 20 minutes

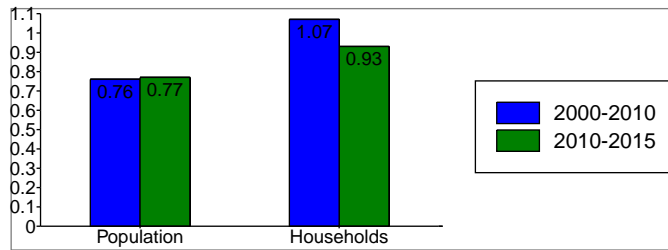
Latitude: 35.237035  
 Longitude: -82.733043

**Population and Households**

The size of the market area, measured by population and households, has changed from 2000 through the forecast year as follows:

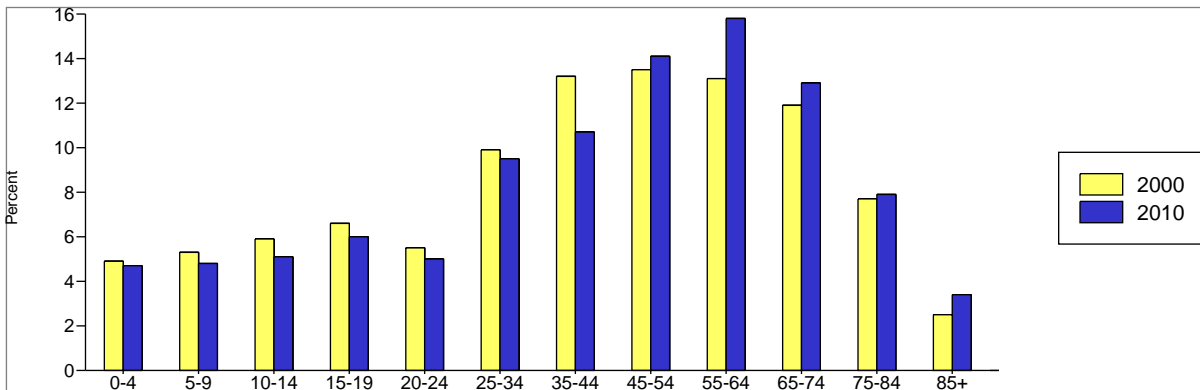
Year	Population	Households
2000	27,699	11,709
2010	29,943	13,065
2015	31,110	13,682

The difference between change in population and change in households is a result of two factors-the presence of group quarters (non-household) population in the market area and the average number of persons per household. The group quarters population in the market area was 1,042 in 2000, or 3.8 percent of the total population. Average household size is 2.21 in 2010, compared to 2.28 in the year 2000.



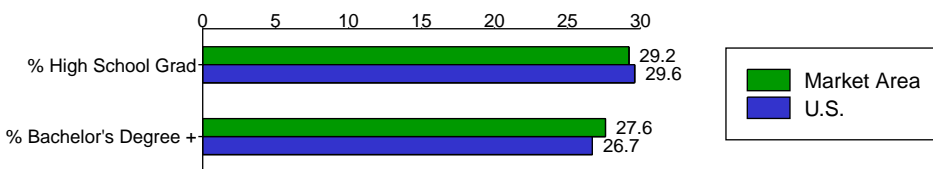
**Population by Age**

The median age for the United States was 35.3 in 2000 and 36.7 in the current year. In the market area, the median age of the population was 44.0, compared to 48.1 years currently. By age group, the changes in the percent distribution of the market area population show the following:



**Population by Education**

In 2010, the educational attainment of the population aged 25 years or older in the market area can be summarized:



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.

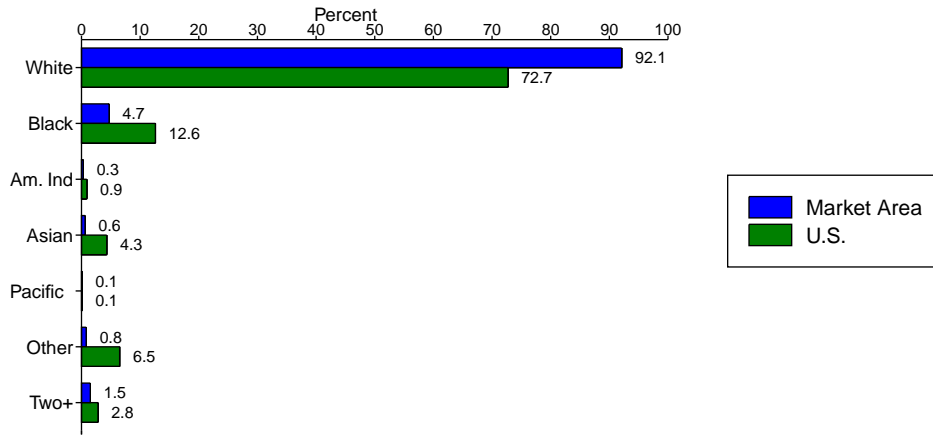


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**Population by Race/Ethnicity**

Currently, the racial composition of the population in the market area breaks down as follows:

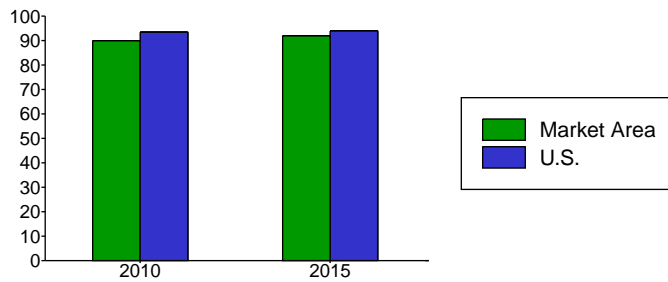


Persons of Hispanic origin represent 2.3 percent of the population in the identified market area compared to 15.0 percent of the U.S. population. Persons of Hispanic Origin may be of any race. In sum, the Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, was 18.9 in the identified market area, compared to 59.3 in the U.S. population.

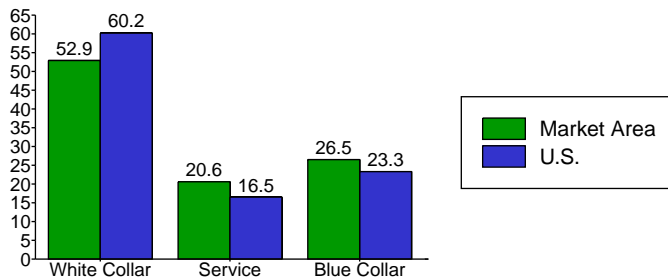
**Population by Employment**

In 2000, 54.6 percent of the population aged 16 years or older in the market area participated in the labor force; 0.0 percent were in the Armed Forces. Tracking the change in the labor force by unemployment status:

Year	%Employed	%Unemployed
2010	89.9	10.1
2015	91.9	8.1



And by occupational status:



In 2000, 81.0 percent of the market area population drove alone to work, and 2.4 percent worked at home. The average travel time to work in 2000 was 21.4 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.

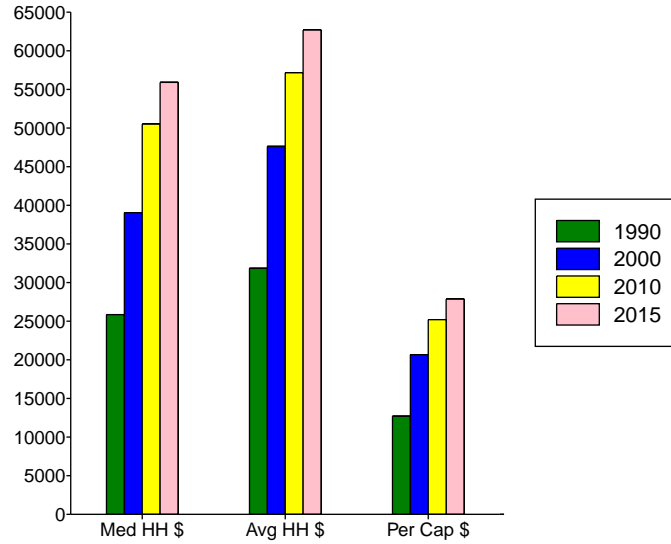


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## Income

The change in three summary measures of income—median and average household income and per capita income—are shown below from 1990 through 2015:



## Housing

Currently, 67.9 percent of the 15,290 housing units in the market area are owner occupied; 17.6 percent, renter occupied; and 14.6 percent are vacant. In 2000, there were 13,444 housing units—68.8 percent owner occupied, 17.7 percent renter occupied and 13.6 percent vacant. The annual rate of change in housing units since 2000 is 1.26 percent. Median home value in the market area is \$161,259, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 2.82 percent annually to \$185,291. From 2000 to the current year, median home value changed by 3.89 percent annually.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.