

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	8,940	61,079	132,508
2020 Total Population	8,919	66,864	148,501
2020 Group Quarters	22	5,435	16,215
2022 Total Population	9,143	68,172	151,407
2022 Group Quarters	22	5,435	16,215
2027 Total Population	9,385	69,677	153,932
2022-2027 Annual Rate	0.52%	0.44%	0.33%
2022 Total Daytime Population	8,723	84,021	187,808
Workers	3,178	43,023	98,409
Residents	5,545	40,998	89,399
Household Summary			
2010 Households	3,378	23,256	52,355
2010 Average Household Size	2.64	2.45	2.36
2020 Total Households	3,406	25,042	56,495
2020 Average Household Size	2.61	2.45	2.34
2022 Total Households	3,489	25,410	57,650
2022 Average Household Size	2.61	2.47	2.35
2027 Total Households	3,587	25,962	58,669
2027 Average Household Size	2.61	2.47	2.35
2022-2027 Annual Rate	0.56%	0.43%	0.35%
2010 Families	2,103	13,848	29,949
2010 Average Family Size	3.37	3.13	3.04
2022 Total Families	2,050	14,534	31,560
2022 Average Family Size	3.46	3.24	3.12
2027 Total Families	2,087	14,774	31,952
2027 Average Family Size	3.47	3.26	3.13
2022-2027 Annual Rate	0.36%	0.33%	0.25%
Housing Unit Summary			
2000 Housing Units	3,435	23,166	51,448
Owner Occupied Housing Units	42.8%	45.7%	50.8%
Renter Occupied Housing Units	47.7%	46.3%	41.7%
Vacant Housing Units	9.5%	8.1%	7.4%
2010 Housing Units	3,822	26,509	58,623
Owner Occupied Housing Units	34.0%	41.8%	47.4%
Renter Occupied Housing Units	54.4%	45.9%	41.9%
Vacant Housing Units	11.6%	12.3%	10.7%
2020 Housing Units	3,802	27,511	61,712
Vacant Housing Units	10.4%	9.0%	8.5%
2022 Housing Units	3,807	27,784	62,813
Owner Occupied Housing Units	31.1%	43.2%	46.9%
Renter Occupied Housing Units	60.6%	48.2%	44.9%
Vacant Housing Units	8.4%	8.5%	8.2%
2027 Housing Units	3,893	28,461	64,097
Owner Occupied Housing Units	32.1%	44.6%	47.9%
Renter Occupied Housing Units	60.0%	46.7%	43.6%
Vacant Housing Units	7.9%	8.8%	8.5%
Median Household Income			
2022	\$31,820	\$42,651	\$49,438
2027	\$36,187	\$52,367	\$60,546
Median Home Value			
2022	\$109,900	\$167,352	\$212,722
2027	\$202,387	\$284,408	\$307,311
Per Capita Income			
2022	\$18,048	\$27,322	\$30,763
2027	\$21,980	\$32,529	\$36,429
Median Age			
2010	31.7	31.4	32.8
2022	34.5	32.9	33.2
2027	35.7	33.7	34.1

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	3,489	25,410	57,650
<\$15,000	26.3%	16.6%	15.8%
\$15,000 - \$24,999	15.2%	12.4%	10.3%
\$25,000 - \$34,999	11.6%	11.5%	9.7%
\$35,000 - \$49,999	15.5%	16.1%	14.7%
\$50,000 - \$74,999	16.4%	14.7%	15.2%
\$75,000 - \$99,999	5.2%	9.5%	11.3%
\$100,000 - \$149,999	7.5%	10.0%	12.3%
\$150,000 - \$199,999	2.2%	4.3%	5.2%
\$200,000+	0.2%	5.0%	5.6%
Average Household Income	\$45,123	\$72,493	\$79,628
2027 Households by Income			
Household Income Base	3,587	25,962	58,669
<\$15,000	22.2%	13.5%	12.3%
\$15,000 - \$24,999	16.0%	10.8%	8.5%
\$25,000 - \$34,999	10.8%	10.5%	8.4%
\$35,000 - \$49,999	9.4%	13.3%	13.1%
\$50,000 - \$74,999	17.4%	14.0%	15.2%
\$75,000 - \$99,999	9.6%	11.2%	12.5%
\$100,000 - \$149,999	11.0%	14.6%	15.9%
\$150,000 - \$199,999	3.3%	6.3%	7.6%
\$200,000+	0.3%	5.8%	6.6%
Average Household Income	\$55,025	\$86,540	\$94,486
2022 Owner Occupied Housing Units by Value			
Total	1,183	12,008	29,465
<\$50,000	4.9%	5.1%	3.6%
\$50,000 - \$99,999	39.2%	19.7%	12.4%
\$100,000 - \$149,999	29.7%	20.8%	16.3%
\$150,000 - \$199,999	6.4%	12.7%	14.8%
\$200,000 - \$249,999	8.3%	6.8%	11.3%
\$250,000 - \$299,999	3.2%	4.3%	7.4%
\$300,000 - \$399,999	3.6%	7.8%	11.3%
\$400,000 - \$499,999	0.7%	6.8%	9.0%
\$500,000 - \$749,999	0.7%	9.5%	9.1%
\$750,000 - \$999,999	2.5%	4.6%	3.5%
\$1,000,000 - \$1,499,999	0.8%	1.5%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$158,136	\$275,523	\$286,343
2027 Owner Occupied Housing Units by Value			
Total	1,250	12,684	30,702
<\$50,000	2.7%	2.8%	1.9%
\$50,000 - \$99,999	14.2%	8.2%	4.8%
\$100,000 - \$149,999	19.3%	9.4%	6.8%
\$150,000 - \$199,999	13.0%	12.3%	10.5%
\$200,000 - \$249,999	15.9%	10.6%	12.7%
\$250,000 - \$299,999	9.4%	9.6%	11.9%
\$300,000 - \$399,999	12.6%	15.7%	17.8%
\$400,000 - \$499,999	5.1%	9.4%	13.5%
\$500,000 - \$749,999	3.3%	14.5%	14.6%
\$750,000 - \$999,999	3.4%	5.4%	4.1%
\$1,000,000 - \$1,499,999	1.0%	1.7%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$250,520	\$354,879	\$360,054

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

2727-2727 Carolina Cir Mall, Greensboro, North Carolina,
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 36.11172
Longitude: -79.75627

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	8,938	61,080	132,510
0 - 4	8.5%	6.9%	6.4%
5 - 9	8.4%	6.8%	6.4%
10 - 14	7.9%	6.9%	6.3%
15 - 24	16.2%	20.7%	20.5%
25 - 34	13.3%	13.4%	13.3%
35 - 44	12.5%	12.5%	12.6%
45 - 54	12.7%	12.1%	12.6%
55 - 64	9.9%	9.7%	10.4%
65 - 74	6.0%	5.8%	6.1%
75 - 84	3.5%	3.6%	4.0%
85 +	1.1%	1.6%	1.6%
18 +	70.2%	75.2%	77.1%
2022 Population by Age			
Total	9,144	68,171	151,406
0 - 4	7.5%	6.1%	5.4%
5 - 9	7.4%	6.2%	5.6%
10 - 14	7.0%	6.0%	5.5%
15 - 24	13.7%	20.3%	22.3%
25 - 34	15.1%	14.4%	13.5%
35 - 44	11.6%	11.5%	11.3%
45 - 54	11.3%	11.0%	10.8%
55 - 64	11.3%	10.3%	10.7%
65 - 74	8.9%	8.2%	8.5%
75 - 84	4.7%	4.3%	4.6%
85 +	1.5%	1.7%	1.9%
18 +	74.0%	77.8%	79.5%
2027 Population by Age			
Total	9,387	69,680	153,933
0 - 4	7.6%	6.1%	5.4%
5 - 9	7.0%	6.0%	5.5%
10 - 14	6.9%	6.1%	5.5%
15 - 24	13.6%	19.7%	21.7%
25 - 34	13.9%	13.7%	13.0%
35 - 44	12.3%	12.0%	11.6%
45 - 54	11.0%	10.9%	10.6%
55 - 64	10.8%	9.9%	10.2%
65 - 74	9.6%	8.6%	8.9%
75 - 84	5.6%	5.1%	5.5%
85 +	1.6%	1.8%	2.0%
18 +	74.5%	78.0%	79.6%
2010 Population by Sex			
Males	4,177	28,911	62,197
Females	4,763	32,169	70,312
2022 Population by Sex			
Males	4,315	32,528	72,093
Females	4,828	35,643	79,314
2027 Population by Sex			
Males	4,433	33,297	73,407
Females	4,953	36,381	80,525

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	8,940	61,080	132,507
White Alone	18.7%	31.3%	43.7%
Black Alone	63.3%	56.5%	47.0%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	9.2%	4.2%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.3%	4.9%	3.4%
Two or More Races	2.9%	2.6%	2.4%
Hispanic Origin	8.8%	8.6%	6.6%
Diversity Index	62.5	64.5	63.7
2020 Population by Race/Ethnicity			
Total	8,919	66,864	148,501
White Alone	13.3%	25.4%	37.4%
Black Alone	63.4%	56.9%	47.4%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	8.5%	4.8%	3.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.8%	6.6%	5.0%
Two or More Races	6.3%	5.7%	5.9%
Hispanic Origin	12.3%	10.8%	9.0%
Diversity Index	65.7	67.8	68.9
2022 Population by Race/Ethnicity			
Total	9,143	68,171	151,408
White Alone	13.0%	24.9%	36.9%
Black Alone	63.1%	56.9%	47.4%
American Indian Alone	0.8%	0.6%	0.5%
Asian Alone	8.8%	5.0%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.9%	6.7%	5.1%
Two or More Races	6.4%	5.9%	6.1%
Hispanic Origin	12.5%	10.9%	9.1%
Diversity Index	66.1	68.1	69.2
2027 Population by Race/Ethnicity			
Total	9,386	69,676	153,932
White Alone	12.2%	23.7%	35.5%
Black Alone	62.5%	56.9%	47.7%
American Indian Alone	0.8%	0.6%	0.6%
Asian Alone	9.4%	5.3%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.3%	7.1%	5.5%
Two or More Races	6.8%	6.4%	6.7%
Hispanic Origin	12.8%	11.2%	9.3%
Diversity Index	66.9	68.6	69.9
2010 Population by Relationship and Household Type			
Total	8,939	61,079	132,508
In Households	99.8%	93.3%	93.2%
In Family Households	82.1%	73.5%	70.9%
Householder	24.3%	22.7%	22.6%
Spouse	11.0%	12.3%	13.4%
Child	38.2%	31.2%	28.8%
Other relative	5.8%	4.7%	3.9%
Nonrelative	2.8%	2.6%	2.2%
In Nonfamily Households	17.7%	19.8%	22.3%
In Group Quarters	0.2%	6.7%	6.8%
Institutionalized Population	0.0%	0.5%	0.8%
Noninstitutionalized Population	0.2%	6.2%	6.1%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2022 Population 25+ by Educational Attainment			
Total	5,881	41,875	92,706
Less than 9th Grade	5.7%	5.3%	3.6%
9th - 12th Grade, No Diploma	12.1%	9.0%	7.3%
High School Graduate	27.8%	24.1%	20.5%
GED/Alternative Credential	3.0%	4.1%	3.5%
Some College, No Degree	22.1%	19.6%	19.0%
Associate Degree	12.0%	9.2%	9.1%
Bachelor's Degree	13.5%	17.7%	22.4%
Graduate/Professional Degree	3.8%	11.0%	14.7%
2022 Population 15+ by Marital Status			
Total	7,134	55,695	126,402
Never Married	46.1%	46.2%	47.3%
Married	34.4%	38.2%	37.5%
Widowed	5.5%	5.8%	5.3%
Divorced	14.1%	9.8%	9.9%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,970	29,280	66,231
Population 16+ Employed	92.6%	94.3%	94.6%
Population 16+ Unemployment rate	7.4%	5.7%	5.4%
Population 16-24 Employed	12.0%	16.9%	17.9%
Population 16-24 Unemployment rate	21.9%	15.1%	12.8%
Population 25-54 Employed	68.0%	65.6%	62.4%
Population 25-54 Unemployment rate	5.8%	4.1%	4.1%
Population 55-64 Employed	14.3%	12.1%	14.0%
Population 55-64 Unemployment rate	3.0%	1.8%	2.3%
Population 65+ Employed	5.7%	5.5%	5.7%
Population 65+ Unemployment rate	0.0%	0.2%	0.6%
2022 Employed Population 16+ by Industry			
Total	3,677	27,611	62,681
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	7.6%	6.8%	5.8%
Manufacturing	13.7%	10.8%	9.6%
Wholesale Trade	2.9%	3.0%	3.0%
Retail Trade	9.7%	10.2%	11.5%
Transportation/Utilities	6.9%	7.2%	6.3%
Information	1.8%	1.6%	1.9%
Finance/Insurance/Real Estate	4.5%	6.0%	6.1%
Services	49.8%	51.7%	53.0%
Public Administration	2.7%	2.5%	2.6%
2022 Employed Population 16+ by Occupation			
Total	3,677	27,612	62,681
White Collar	45.2%	51.8%	60.2%
Management/Business/Financial	6.3%	12.0%	14.9%
Professional	15.1%	18.9%	24.0%
Sales	9.2%	10.1%	11.0%
Administrative Support	14.6%	10.8%	10.3%
Services	23.7%	20.9%	18.0%
Blue Collar	31.1%	27.2%	21.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.6%	5.9%	4.7%
Installation/Maintenance/Repair	0.8%	2.2%	2.4%
Production	9.7%	7.7%	5.6%
Transportation/Material Moving	14.0%	11.4%	9.1%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	3,378	23,257	52,355
Households with 1 Person	32.7%	32.6%	32.9%
Households with 2+ People	67.3%	67.4%	67.1%
Family Households	62.3%	59.5%	57.2%
Husband-wife Families	28.1%	32.1%	33.8%
With Related Children	14.0%	15.1%	14.9%
Other Family (No Spouse Present)	34.1%	27.4%	23.4%
Other Family with Male Householder	6.2%	5.7%	4.7%
With Related Children	3.5%	3.0%	2.5%
Other Family with Female Householder	27.9%	21.7%	18.7%
With Related Children	20.5%	15.0%	12.7%
Nonfamily Households	5.1%	7.9%	9.9%
All Households with Children	38.5%	33.6%	30.5%
Multigenerational Households	5.2%	4.2%	3.5%
Unmarried Partner Households	7.4%	6.9%	6.3%
Male-female	6.5%	6.1%	5.5%
Same-sex	0.9%	0.8%	0.9%
2010 Households by Size			
Total	3,378	23,258	52,355
1 Person Household	32.7%	32.6%	32.9%
2 Person Household	26.9%	30.0%	32.0%
3 Person Household	16.1%	16.1%	15.8%
4 Person Household	12.2%	11.4%	10.9%
5 Person Household	6.6%	5.9%	5.1%
6 Person Household	2.8%	2.3%	1.9%
7 + Person Household	2.7%	1.8%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	3,379	23,257	52,355
Owner Occupied	38.4%	47.7%	53.0%
Owned with a Mortgage/Loan	29.1%	35.4%	39.8%
Owned Free and Clear	9.4%	12.3%	13.3%
Renter Occupied	61.6%	52.3%	47.0%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	126	113	102
Percent of Income for Mortgage	18.2%	20.7%	22.7%
Wealth Index	26	61	71
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,822	26,509	58,623
Housing Units Inside Urbanized Area	98.0%	97.7%	96.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.0%	2.3%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	8,940	61,079	132,508
Population Inside Urbanized Area	98.1%	97.8%	96.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.9%	2.2%	3.9%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

2727-2727 Carolina Cir Mall, Greensboro, North Carolina,
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 36.11172
Longitude: -79.75627

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	City Commons (11E)	Hometown Heritage (8G)	Middleburg (4C)
2.	Modest Income Homes (12D)	City Commons (11E)	City Commons (11E)
3.	Small Town Sincerity (12C)	Middleburg (4C)	In Style (5B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$3,869,675	\$44,225,047	\$109,164,732
Average Spent	\$1,109.11	\$1,740.46	\$1,893.58
Spending Potential Index	46	72	79
Education: Total \$	\$2,804,757	\$33,484,417	\$86,480,002
Average Spent	\$803.89	\$1,317.77	\$1,500.09
Spending Potential Index	41	67	76
Entertainment/Recreation: Total \$	\$5,696,534	\$64,716,309	\$160,690,713
Average Spent	\$1,632.71	\$2,546.88	\$2,787.35
Spending Potential Index	44	69	76
Food at Home: Total \$	\$10,052,489	\$112,638,817	\$275,763,130
Average Spent	\$2,881.19	\$4,432.85	\$4,783.40
Spending Potential Index	47	72	77
Food Away from Home: Total \$	\$6,742,433	\$78,165,634	\$193,029,591
Average Spent	\$1,932.48	\$3,076.18	\$3,348.30
Spending Potential Index	45	71	78
Health Care: Total \$	\$11,392,604	\$127,569,034	\$314,093,708
Average Spent	\$3,265.29	\$5,020.43	\$5,448.29
Spending Potential Index	46	71	77
HH Furnishings & Equipment: Total \$	\$3,859,100	\$45,169,820	\$112,494,119
Average Spent	\$1,106.08	\$1,777.64	\$1,951.33
Spending Potential Index	43	69	76
Personal Care Products & Services: Total \$	\$1,603,943	\$18,508,683	\$45,820,175
Average Spent	\$459.71	\$728.40	\$794.80
Spending Potential Index	45	71	78
Shelter: Total \$	\$34,419,573	\$405,840,270	\$1,010,607,993
Average Spent	\$9,865.17	\$15,971.68	\$17,530.06
Spending Potential Index	43	70	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,802,947	\$45,874,975	\$115,789,233
Average Spent	\$1,089.98	\$1,805.39	\$2,008.49
Spending Potential Index	40	66	74
Travel: Total \$	\$3,943,094	\$48,297,000	\$122,240,308
Average Spent	\$1,130.15	\$1,900.71	\$2,120.39
Spending Potential Index	39	66	74
Vehicle Maintenance & Repairs: Total \$	\$2,070,287	\$23,270,701	\$57,211,710
Average Spent	\$593.38	\$915.81	\$992.40
Spending Potential Index	47	73	79

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Retail Goods and Services Expenditures

2727-2727 Carolina Cir Mall, Greensboro, North Carolina,
Ring: 1 mile radius

Prepared by Esri
Latitude: 36.11172
Longitude: -79.75627

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
City Commons (11E)	33.4%	Population	9,143	9,385
Modest Income Homes (12D)	14.8%	Households	3,489	3,587
Small Town Sincerity (12C)	14.4%	Families	2,050	2,087
Set to Impress (11D)	14.2%	Median Age	34.5	35.7
Traditional Living (12B)	10.9%	Median Household Income	\$31,820	\$36,187
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		46	\$1,109.11	\$3,869,675
Men's		44	\$204.02	\$711,833
Women's		45	\$381.72	\$1,331,812
Children's		46	\$163.98	\$572,124
Footwear		48	\$275.15	\$959,983
Watches & Jewelry		46	\$67.26	\$234,675
Apparel Products and Services (1)		44	\$26.44	\$92,237
Computer				
Computers and Hardware for Home Use		42	\$80.69	\$281,513
Portable Memory		44	\$2.16	\$7,537
Computer Software		44	\$4.83	\$16,843
Computer Accessories		47	\$9.69	\$33,808
Entertainment & Recreation		44	\$1,632.71	\$5,696,534
Fees and Admissions		38	\$317.65	\$1,108,293
Membership Fees for Clubs (2)		39	\$109.18	\$380,936
Fees for Participant Sports, excl. Trips		37	\$48.83	\$170,364
Tickets to Theatre/Operas/Concerts		39	\$36.02	\$125,674
Tickets to Movies		41	\$25.82	\$90,090
Tickets to Parks or Museums		39	\$15.02	\$52,388
Admission to Sporting Events, excl. Trips		39	\$28.21	\$98,442
Fees for Recreational Lessons		34	\$53.80	\$187,719
Dating Services		56	\$0.77	\$2,680
TV/Video/Audio		49	\$651.89	\$2,274,438
Cable and Satellite Television Services		49	\$450.95	\$1,573,349
Televisions		49	\$62.39	\$217,694
Satellite Dishes		47	\$0.84	\$2,935
VCRs, Video Cameras, and DVD Players		49	\$2.75	\$9,599
Miscellaneous Video Equipment		46	\$8.04	\$28,056
Video Cassettes and DVDs		49	\$4.28	\$14,929
Video Game Hardware/Accessories		56	\$18.57	\$64,778
Video Game Software		57	\$10.31	\$35,958
Rental/Streaming/Downloaded Video		49	\$39.08	\$136,355
Installation of Televisions		27	\$0.23	\$811
Audio (3)		43	\$52.16	\$181,986
Rental and Repair of TV/Radio/Sound Equipment		68	\$2.29	\$7,987
Pets		46	\$377.13	\$1,315,799
Toys/Games/Crafts/Hobbies (4)		49	\$64.15	\$223,834
Recreational Vehicles and Fees (5)		39	\$49.90	\$174,108
Sports/Recreation/Exercise Equipment (6)		41	\$84.79	\$295,822
Photo Equipment and Supplies (7)		44	\$23.09	\$80,544
Reading (8)		44	\$51.02	\$178,026
Catered Affairs (9)		40	\$13.21	\$46,099
Food		46	\$4,813.68	\$16,794,921
Food at Home		47	\$2,881.19	\$10,052,489
Bakery and Cereal Products		46	\$369.36	\$1,288,713
Meats, Poultry, Fish, and Eggs		47	\$632.32	\$2,206,170
Dairy Products		45	\$280.51	\$978,707
Fruits and Vegetables		45	\$541.00	\$1,887,551
Snacks and Other Food at Home (10)		47	\$1,058.00	\$3,691,348
Food Away from Home		45	\$1,932.48	\$6,742,433
Alcoholic Beverages		42	\$301.82	\$1,053,049

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March 09, 2023

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	37	\$11,516.48	\$40,180,998
Value of Retirement Plans	37	\$42,144.35	\$147,041,631
Value of Other Financial Assets	47	\$4,553.07	\$15,885,646
Vehicle Loan Amount excluding Interest	49	\$1,592.50	\$5,556,236
Value of Credit Card Debt	45	\$1,421.71	\$4,960,355
Health			
Nonprescription Drugs	49	\$85.46	\$298,178
Prescription Drugs	51	\$192.31	\$670,975
Eyeglasses and Contact Lenses	45	\$49.92	\$174,176
Home			
Mortgage Payment and Basics (11)	35	\$4,279.00	\$14,929,442
Maintenance and Remodeling Services	35	\$1,127.50	\$3,933,843
Maintenance and Remodeling Materials (12)	38	\$267.02	\$931,620
Utilities, Fuel, and Public Services	49	\$2,757.96	\$9,622,507
Household Furnishings and Equipment			
Household Textiles (13)	45	\$52.27	\$182,354
Furniture	45	\$326.00	\$1,137,399
Rugs	41	\$14.80	\$51,644
Major Appliances (14)	42	\$178.11	\$621,433
Housewares (15)	43	\$43.40	\$151,416
Small Appliances	47	\$28.16	\$98,250
Luggage	43	\$8.15	\$28,448
Telephones and Accessories	43	\$49.19	\$171,607
Household Operations			
Child Care	40	\$240.04	\$837,517
Lawn and Garden (16)	41	\$231.32	\$807,076
Moving/Storage/Freight Express	44	\$35.51	\$123,886
Housekeeping Supplies (17)	47	\$415.12	\$1,448,364
Insurance			
Owners and Renters Insurance	44	\$312.34	\$1,089,760
Vehicle Insurance	48	\$1,014.70	\$3,540,298
Life/Other Insurance	43	\$293.17	\$1,022,875
Health Insurance	46	\$2,169.83	\$7,570,526
Personal Care Products (18)	46	\$262.74	\$916,702
School Books and Supplies (19)	46	\$68.52	\$239,068
Smoking Products	62	\$272.60	\$951,104
Transportation			
Payments on Vehicles excluding Leases	47	\$1,391.99	\$4,856,657
Gasoline and Motor Oil	47	\$1,296.44	\$4,523,289
Vehicle Maintenance and Repairs	47	\$593.38	\$2,070,287
Travel			
Airline Fares	38	\$268.33	\$936,212
Lodging on Trips	39	\$316.29	\$1,103,546
Auto/Truck Rental on Trips	39	\$24.27	\$84,665
Food and Drink on Trips	41	\$275.25	\$960,357

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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Hometown Heritage (8G)	10.4%	Population	68,172	69,677
City Commons (11E)	9.7%	Households	25,410	25,962
Middleburg (4C)	9.5%	Families	14,534	14,774
Urban Edge Families (7C)	6.9%	Median Age	32.9	33.7
Modest Income Homes (12D)	6.2%	Median Household Income	\$42,651	\$52,367
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		72	\$1,740.46	\$44,225,047
Men's		72	\$331.10	\$8,413,134
Women's		71	\$599.49	\$15,233,073
Children's		73	\$257.79	\$6,550,325
Footwear		74	\$422.50	\$10,735,674
Watches & Jewelry		70	\$102.52	\$2,604,910
Apparel Products and Services (1)		69	\$41.59	\$1,056,914
Computer				
Computers and Hardware for Home Use		70	\$132.77	\$3,373,746
Portable Memory		70	\$3.46	\$87,973
Computer Software		72	\$7.84	\$199,326
Computer Accessories		74	\$15.20	\$386,140
Entertainment & Recreation		69	\$2,546.88	\$64,716,309
Fees and Admissions		65	\$547.02	\$13,899,883
Membership Fees for Clubs (2)		66	\$186.37	\$4,735,611
Fees for Participant Sports, excl. Trips		66	\$86.26	\$2,191,957
Tickets to Theatre/Operas/Concerts		66	\$60.25	\$1,531,075
Tickets to Movies		71	\$44.60	\$1,133,367
Tickets to Parks or Museums		66	\$25.51	\$648,086
Admission to Sporting Events, excl. Trips		65	\$47.44	\$1,205,394
Fees for Recreational Lessons		60	\$95.52	\$2,427,056
Dating Services		79	\$1.08	\$27,336
TV/Video/Audio		74	\$981.17	\$24,931,645
Cable and Satellite Television Services		73	\$664.96	\$16,896,734
Televisions		77	\$97.76	\$2,484,074
Satellite Dishes		77	\$1.38	\$35,188
VCRs, Video Cameras, and DVD Players		76	\$4.25	\$107,979
Miscellaneous Video Equipment		68	\$11.99	\$304,661
Video Cassettes and DVDs		78	\$6.76	\$171,748
Video Game Hardware/Accessories		82	\$27.09	\$688,238
Video Game Software		84	\$15.28	\$388,381
Rental/Streaming/Downloaded Video		78	\$62.12	\$1,578,514
Installation of Televisions		58	\$0.49	\$12,468
Audio (3)		71	\$86.21	\$2,190,635
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.87	\$73,025
Pets		68	\$563.99	\$14,330,961
Toys/Games/Crafts/Hobbies (4)		75	\$98.21	\$2,495,465
Recreational Vehicles and Fees (5)		61	\$78.09	\$1,984,285
Sports/Recreation/Exercise Equipment (6)		67	\$138.23	\$3,512,387
Photo Equipment and Supplies (7)		72	\$37.71	\$958,123
Reading (8)		69	\$80.99	\$2,057,836
Catered Affairs (9)		65	\$21.70	\$551,322
Food		71	\$7,509.03	\$190,804,451
Food at Home		72	\$4,432.85	\$112,638,817
Bakery and Cereal Products		71	\$564.91	\$14,354,285
Meats, Poultry, Fish, and Eggs		72	\$963.50	\$24,482,545
Dairy Products		70	\$435.17	\$11,057,609
Fruits and Vegetables		71	\$848.80	\$21,567,963
Snacks and Other Food at Home (10)		73	\$1,620.48	\$41,176,414
Food Away from Home		71	\$3,076.18	\$78,165,634
Alcoholic Beverages		69	\$489.81	\$12,446,094

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	65	\$20,277.69	\$515,256,027
Value of Retirement Plans	63	\$71,762.31	\$1,823,480,307
Value of Other Financial Assets	70	\$6,824.79	\$173,418,020
Vehicle Loan Amount excluding Interest	77	\$2,489.25	\$63,251,942
Value of Credit Card Debt	70	\$2,218.38	\$56,369,088
Health			
Nonprescription Drugs	72	\$126.44	\$3,212,857
Prescription Drugs	73	\$277.57	\$7,053,148
Eyeglasses and Contact Lenses	69	\$76.48	\$1,943,231
Home			
Mortgage Payment and Basics (11)	61	\$7,416.96	\$188,464,964
Maintenance and Remodeling Services	60	\$1,955.60	\$49,691,892
Maintenance and Remodeling Materials (12)	61	\$429.79	\$10,920,884
Utilities, Fuel, and Public Services	74	\$4,158.65	\$105,671,279
Household Furnishings and Equipment			
Household Textiles (13)	71	\$82.37	\$2,092,923
Furniture	71	\$517.28	\$13,144,044
Rugs	67	\$23.88	\$606,912
Major Appliances (14)	68	\$290.27	\$7,375,849
Housewares (15)	70	\$69.86	\$1,775,140
Small Appliances	74	\$43.95	\$1,116,684
Luggage	71	\$13.50	\$343,046
Telephones and Accessories	69	\$78.05	\$1,983,145
Household Operations			
Child Care	67	\$402.96	\$10,239,269
Lawn and Garden (16)	65	\$367.68	\$9,342,843
Moving/Storage/Freight Express	74	\$59.90	\$1,522,021
Housekeeping Supplies (17)	72	\$635.27	\$16,142,232
Insurance			
Owners and Renters Insurance	68	\$483.85	\$12,294,684
Vehicle Insurance	74	\$1,570.56	\$39,907,902
Life/Other Insurance	67	\$458.78	\$11,657,639
Health Insurance	71	\$3,328.82	\$84,585,429
Personal Care Products (18)	72	\$409.95	\$10,416,906
School Books and Supplies (19)	73	\$108.73	\$2,762,733
Smoking Products	83	\$360.73	\$9,166,262
Transportation			
Payments on Vehicles excluding Leases	73	\$2,165.77	\$55,032,134
Gasoline and Motor Oil	73	\$1,996.21	\$50,723,767
Vehicle Maintenance and Repairs	73	\$915.81	\$23,270,701
Travel			
Airline Fares	65	\$467.15	\$11,870,183
Lodging on Trips	65	\$526.99	\$13,390,761
Auto/Truck Rental on Trips	67	\$41.67	\$1,058,716
Food and Drink on Trips	67	\$455.68	\$11,578,720

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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Middleburg (4C)	10.2%	Population	151,407	153,932
City Commons (11E)	10.1%	Households	57,650	58,669
In Style (5B)	9.2%	Families	31,560	31,952
College Towns (14B)	6.3%	Median Age	33.2	34.1
Hometown Heritage (8G)	5.3%	Median Household Income	\$49,438	\$60,546
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,893.58	\$109,164,732
Men's		79	\$363.29	\$20,943,637
Women's		78	\$656.02	\$37,819,709
Children's		78	\$275.89	\$15,905,240
Footwear		80	\$455.51	\$26,260,048
Watches & Jewelry		77	\$112.69	\$6,496,307
Apparel Products and Services (1)		77	\$45.81	\$2,641,071
Computer				
Computers and Hardware for Home Use		77	\$146.20	\$8,428,269
Portable Memory		76	\$3.77	\$217,503
Computer Software		79	\$8.67	\$499,603
Computer Accessories		82	\$16.71	\$963,528
Entertainment & Recreation		76	\$2,787.35	\$160,690,713
Fees and Admissions		73	\$615.73	\$35,496,998
Membership Fees for Clubs (2)		75	\$210.43	\$12,131,216
Fees for Participant Sports, excl. Trips		74	\$96.75	\$5,577,788
Tickets to Theatre/Operas/Concerts		74	\$68.07	\$3,924,347
Tickets to Movies		78	\$49.07	\$2,829,065
Tickets to Parks or Museums		73	\$28.10	\$1,619,811
Admission to Sporting Events, excl. Trips		73	\$53.65	\$3,093,128
Fees for Recreational Lessons		68	\$108.50	\$6,255,032
Dating Services		85	\$1.16	\$66,610
TV/Video/Audio		79	\$1,057.63	\$60,972,110
Cable and Satellite Television Services		78	\$714.28	\$41,178,238
Televisions		83	\$105.70	\$6,093,590
Satellite Dishes		85	\$1.53	\$88,448
VCRs, Video Cameras, and DVD Players		82	\$4.59	\$264,329
Miscellaneous Video Equipment		75	\$13.19	\$760,551
Video Cassettes and DVDs		84	\$7.30	\$420,986
Video Game Hardware/Accessories		88	\$28.81	\$1,660,611
Video Game Software		90	\$16.43	\$947,364
Rental/Streaming/Downloaded Video		84	\$67.32	\$3,880,957
Installation of Televisions		68	\$0.57	\$32,690
Audio (3)		78	\$94.87	\$5,469,356
Rental and Repair of TV/Radio/Sound Equipment		90	\$3.04	\$174,990
Pets		74	\$613.03	\$35,341,067
Toys/Games/Crafts/Hobbies (4)		81	\$105.97	\$6,109,346
Recreational Vehicles and Fees (5)		68	\$87.05	\$5,018,464
Sports/Recreation/Exercise Equipment (6)		74	\$152.23	\$8,776,148
Photo Equipment and Supplies (7)		80	\$41.77	\$2,407,868
Reading (8)		77	\$89.83	\$5,178,786
Catered Affairs (9)		73	\$24.37	\$1,404,667
Food		77	\$8,131.70	\$468,792,721
Food at Home		77	\$4,783.40	\$275,763,130
Bakery and Cereal Products		77	\$610.33	\$35,185,743
Meats, Poultry, Fish, and Eggs		77	\$1,035.46	\$59,694,270
Dairy Products		76	\$471.59	\$27,187,266
Fruits and Vegetables		76	\$918.93	\$52,976,445
Snacks and Other Food at Home (10)		78	\$1,747.08	\$100,719,405
Food Away from Home		78	\$3,348.30	\$193,029,591
Alcoholic Beverages		76	\$540.77	\$31,175,350

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	75	\$23,143.86	\$1,334,243,699
Value of Retirement Plans	72	\$81,747.49	\$4,712,742,829
Value of Other Financial Assets	77	\$7,537.70	\$434,548,216
Vehicle Loan Amount excluding Interest	82	\$2,668.47	\$153,837,334
Value of Credit Card Debt	77	\$2,419.14	\$139,463,384
Health			
Nonprescription Drugs	77	\$135.85	\$7,831,644
Prescription Drugs	79	\$298.05	\$17,182,454
Eyeglasses and Contact Lenses	76	\$83.54	\$4,815,912
Home			
Mortgage Payment and Basics (11)	69	\$8,314.59	\$479,336,325
Maintenance and Remodeling Services	68	\$2,219.55	\$127,957,164
Maintenance and Remodeling Materials (12)	68	\$473.90	\$27,320,247
Utilities, Fuel, and Public Services	79	\$4,465.57	\$257,440,007
Household Furnishings and Equipment			
Household Textiles (13)	78	\$90.01	\$5,188,813
Furniture	78	\$565.98	\$32,628,976
Rugs	75	\$26.69	\$1,538,880
Major Appliances (14)	74	\$319.15	\$18,399,035
Housewares (15)	77	\$76.57	\$4,414,379
Small Appliances	80	\$47.62	\$2,745,133
Luggage	78	\$14.85	\$855,843
Telephones and Accessories	75	\$85.37	\$4,921,730
Household Operations			
Child Care	74	\$446.49	\$25,739,878
Lawn and Garden (16)	71	\$405.50	\$23,377,337
Moving/Storage/Freight Express	80	\$64.95	\$3,744,526
Housekeeping Supplies (17)	77	\$684.43	\$39,457,431
Insurance			
Owners and Renters Insurance	74	\$526.32	\$30,342,480
Vehicle Insurance	80	\$1,686.09	\$97,202,963
Life/Other Insurance	74	\$507.16	\$29,237,786
Health Insurance	77	\$3,610.23	\$208,129,566
Personal Care Products (18)	78	\$443.37	\$25,560,281
School Books and Supplies (19)	80	\$118.87	\$6,852,912
Smoking Products	87	\$377.71	\$21,775,134
Transportation			
Payments on Vehicles excluding Leases	79	\$2,326.74	\$134,136,508
Gasoline and Motor Oil	78	\$2,141.55	\$123,460,625
Vehicle Maintenance and Repairs	79	\$992.40	\$57,211,710
Travel			
Airline Fares	73	\$524.08	\$30,213,189
Lodging on Trips	73	\$589.21	\$33,967,958
Auto/Truck Rental on Trips	74	\$46.54	\$2,682,847
Food and Drink on Trips	75	\$506.33	\$29,189,914

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

2727-2727 Carolina Cir Mall, Greensboro, North Carolina, 27405
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 36.11172
 Longitude: -79.75627

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	233				2,727				7,335			
Total Employees:	2,552				41,976				97,918			
Total Residential Population:	9,143				68,172				151,407			
Employee/Residential Population Ratio (per 100 Residents)	28				62				65			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	0.4%	3	0.1%	31	1.1%	138	0.3%	99	1.3%	515	0.5%
Construction	12	5.2%	212	8.3%	128	4.7%	1,181	2.8%	316	4.3%	3,209	3.3%
Manufacturing	4	1.7%	105	4.1%	57	2.1%	3,376	8.0%	162	2.2%	8,076	8.2%
Transportation	7	3.0%	42	1.6%	80	2.9%	1,623	3.9%	166	2.3%	2,551	2.6%
Communication	6	2.6%	110	4.3%	21	0.8%	189	0.5%	55	0.7%	496	0.5%
Utility	0	0.0%	0	0.0%	3	0.1%	16	0.0%	8	0.1%	96	0.1%
Wholesale Trade	4	1.7%	17	0.7%	69	2.5%	863	2.1%	160	2.2%	1,856	1.9%
Retail Trade Summary	76	32.6%	1,292	50.6%	487	17.9%	5,383	12.8%	1,328	18.1%	16,596	16.9%
Home Improvement	3	1.3%	210	8.2%	22	0.8%	363	0.9%	42	0.6%	689	0.7%
General Merchandise Stores	5	2.1%	374	14.7%	28	1.0%	505	1.2%	61	0.8%	1,393	1.4%
Food Stores	9	3.9%	43	1.7%	61	2.2%	675	1.6%	140	1.9%	2,151	2.2%
Auto Dealers, Gas Stations, Auto Aftermarket	10	4.3%	83	3.3%	75	2.8%	684	1.6%	131	1.8%	1,189	1.2%
Apparel & Accessory Stores	5	2.1%	14	0.5%	33	1.2%	153	0.4%	120	1.6%	1,203	1.2%
Furniture & Home Furnishings	4	1.7%	11	0.4%	22	0.8%	126	0.3%	82	1.1%	534	0.5%
Eating & Drinking Places	24	10.3%	482	18.9%	132	4.8%	1,926	4.6%	422	5.8%	6,967	7.1%
Miscellaneous Retail	14	6.0%	75	2.9%	115	4.2%	949	2.3%	332	4.5%	2,470	2.5%
Finance, Insurance, Real Estate Summary	18	7.7%	70	2.7%	307	11.3%	2,420	5.8%	879	12.0%	8,731	8.9%
Banks, Savings & Lending Institutions	4	1.7%	23	0.9%	47	1.7%	363	0.9%	135	1.8%	1,323	1.4%
Securities Brokers	1	0.4%	4	0.2%	47	1.7%	262	0.6%	156	2.1%	1,956	2.0%
Insurance Carriers & Agents	1	0.4%	3	0.1%	50	1.8%	805	1.9%	131	1.8%	2,460	2.5%
Real Estate, Holding, Other Investment Offices	12	5.2%	40	1.6%	163	6.0%	990	2.4%	458	6.2%	2,993	3.1%
Services Summary	85	36.5%	581	22.8%	1,228	45.0%	24,028	57.2%	3,128	42.6%	47,932	49.0%
Hotels & Lodging	2	0.9%	7	0.3%	18	0.7%	127	0.3%	38	0.5%	545	0.6%
Automotive Services	6	2.6%	15	0.6%	59	2.2%	200	0.5%	142	1.9%	787	0.8%
Motion Pictures & Amusements	9	3.9%	26	1.0%	60	2.2%	473	1.1%	193	2.6%	1,562	1.6%
Health Services	6	2.6%	54	2.1%	291	10.7%	13,473	32.1%	542	7.4%	18,720	19.1%
Legal Services	1	0.4%	4	0.2%	42	1.5%	245	0.6%	225	3.1%	1,941	2.0%
Education Institutions & Libraries	3	1.3%	92	3.6%	65	2.4%	4,611	11.0%	178	2.4%	9,927	10.1%
Other Services	58	24.9%	384	15.0%	693	25.4%	4,899	11.7%	1,809	24.7%	14,449	14.8%
Government	5	2.1%	108	4.2%	44	1.6%	2,583	6.2%	225	3.1%	7,520	7.7%
Unclassified Establishments	16	6.9%	10	0.4%	274	10.0%	178	0.4%	809	11.0%	341	0.3%
Totals	233	100.0%	2,552	100.0%	2,727	100.0%	41,976	100.0%	7,335	100.0%	97,918	100.0%

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Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

2727-2727 Carolina Cir Mall, Greensboro, North Carolina, 27405
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 36.11172
Longitude: -79.75627

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	6	0.2%	28	0.1%	19	0.3%	70	0.1%
Mining	0	0.0%	0	0.0%	2	0.1%	12	0.0%	3	0.0%	16	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	11	0.0%
Construction	12	5.2%	212	8.3%	137	5.0%	1,242	3.0%	342	4.7%	3,371	3.4%
Manufacturing	5	2.1%	114	4.5%	62	2.3%	3,133	7.5%	183	2.5%	7,135	7.3%
Wholesale Trade	4	1.7%	17	0.7%	66	2.4%	838	2.0%	152	2.1%	1,774	1.8%
Retail Trade	51	21.9%	803	31.5%	348	12.8%	3,384	8.1%	869	11.8%	9,267	9.5%
Motor Vehicle & Parts Dealers	9	3.9%	78	3.1%	60	2.2%	576	1.4%	100	1.4%	991	1.0%
Furniture & Home Furnishings Stores	2	0.9%	7	0.3%	8	0.3%	50	0.1%	32	0.4%	216	0.2%
Electronics & Appliance Stores	1	0.4%	2	0.1%	9	0.3%	67	0.2%	33	0.4%	214	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.9%	207	8.1%	22	0.8%	383	0.9%	42	0.6%	716	0.7%
Food & Beverage Stores	9	3.9%	39	1.5%	57	2.1%	605	1.4%	116	1.6%	1,941	2.0%
Health & Personal Care Stores	4	1.7%	22	0.9%	39	1.4%	387	0.9%	84	1.1%	814	0.8%
Gasoline Stations	1	0.4%	4	0.2%	15	0.6%	108	0.3%	30	0.4%	198	0.2%
Clothing & Clothing Accessories Stores	6	2.6%	26	1.0%	38	1.4%	178	0.4%	138	1.9%	1,318	1.3%
Sport Goods, Hobby, Book, & Music Stores	2	0.9%	12	0.5%	15	0.6%	55	0.1%	69	0.9%	436	0.4%
General Merchandise Stores	5	2.1%	374	14.7%	28	1.0%	505	1.2%	61	0.8%	1,393	1.4%
Miscellaneous Store Retailers	3	1.3%	25	1.0%	32	1.2%	457	1.1%	115	1.6%	983	1.0%
Nonstore Retailers	5	2.1%	7	0.3%	25	0.9%	12	0.0%	48	0.7%	46	0.0%
Transportation & Warehousing	5	2.1%	39	1.5%	65	2.4%	1,569	3.7%	146	2.0%	2,501	2.6%
Information	7	3.0%	119	4.7%	43	1.6%	671	1.6%	133	1.8%	2,547	2.6%
Finance & Insurance	6	2.6%	30	1.2%	143	5.2%	1,435	3.4%	418	5.7%	6,019	6.1%
Central Bank/Credit Intermediation & Related Activities	4	1.7%	23	0.9%	45	1.7%	366	0.9%	124	1.7%	1,288	1.3%
Securities, Commodity Contracts & Other Financial	1	0.4%	4	0.2%	48	1.8%	264	0.6%	161	2.2%	1,998	2.0%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.4%	3	0.1%	50	1.8%	805	1.9%	134	1.8%	2,733	2.8%
Real Estate, Rental & Leasing	19	8.2%	55	2.2%	178	6.5%	1,024	2.4%	467	6.4%	2,680	2.7%
Professional, Scientific & Tech Services	11	4.7%	33	1.3%	234	8.6%	1,486	3.5%	743	10.1%	5,763	5.9%
Legal Services	1	0.4%	4	0.2%	45	1.7%	268	0.6%	236	3.2%	2,007	2.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	10	0.4%	32	0.1%	29	0.4%	89	0.1%
Administrative & Support & Waste Management & Remediation	9	3.9%	84	3.3%	81	3.0%	470	1.1%	226	3.1%	1,906	1.9%
Educational Services	3	1.3%	94	3.7%	73	2.7%	4,581	10.9%	209	2.8%	9,825	10.0%
Health Care & Social Assistance	17	7.3%	185	7.2%	407	14.9%	15,105	36.0%	785	10.7%	22,431	22.9%
Arts, Entertainment & Recreation	6	2.6%	25	1.0%	53	1.9%	489	1.2%	167	2.3%	1,598	1.6%
Accommodation & Food Services	26	11.2%	489	19.2%	152	5.6%	2,093	5.0%	468	6.4%	7,661	7.8%
Accommodation	2	0.9%	7	0.3%	18	0.7%	127	0.3%	38	0.5%	545	0.6%
Food Services & Drinking Places	24	10.3%	482	18.9%	134	4.9%	1,966	4.7%	430	5.9%	7,116	7.3%
Other Services (except Public Administration)	31	13.3%	136	5.3%	348	12.8%	1,602	3.8%	941	12.8%	5,360	5.5%
Automotive Repair & Maintenance	5	2.1%	9	0.4%	51	1.9%	164	0.4%	117	1.6%	659	0.7%
Public Administration	5	2.1%	108	4.2%	45	1.7%	2,603	6.2%	226	3.1%	7,556	7.7%
Unclassified Establishments	16	6.9%	10	0.4%	274	10.0%	178	0.4%	808	11.0%	338	0.3%
Total	233	100.0%	2,552	100.0%	2,727	100.0%	41,976	100.0%	7,335	100.0%	97,918	100.0%

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March 09, 2023