



Demographic and Income Profile

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 3 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Summary	Census 2010	2014	2019
Population	7,522	8,123	8,656
Households	2,923	3,149	3,347
Families	2,053	2,193	2,317
Average Household Size	2.56	2.57	2.58
Owner Occupied Housing Units	2,175	2,282	2,426
Renter Occupied Housing Units	748	867	920
Median Age	37.8	39.2	40.3
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	1.28%	1.06%	0.73%
Households	1.23%	1.09%	0.75%
Families	1.11%	0.96%	0.66%
Owner HHs	1.23%	1.02%	0.69%
Median Household Income	1.45%	2.98%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	461	14.6%	436	13.0%
\$15,000 - \$24,999	278	8.8%	227	6.8%
\$25,000 - \$34,999	356	11.3%	307	9.2%
\$35,000 - \$49,999	327	10.4%	358	10.7%
\$50,000 - \$74,999	711	22.6%	834	24.9%
\$75,000 - \$99,999	599	19.0%	667	19.9%
\$100,000 - \$149,999	297	9.4%	368	11.0%
\$150,000 - \$199,999	105	3.3%	132	3.9%
\$200,000+	15	0.5%	18	0.5%
Median Household Income	\$53,661		\$57,676	
Average Household Income	\$61,737		\$64,766	
Per Capita Income	\$23,987		\$25,096	

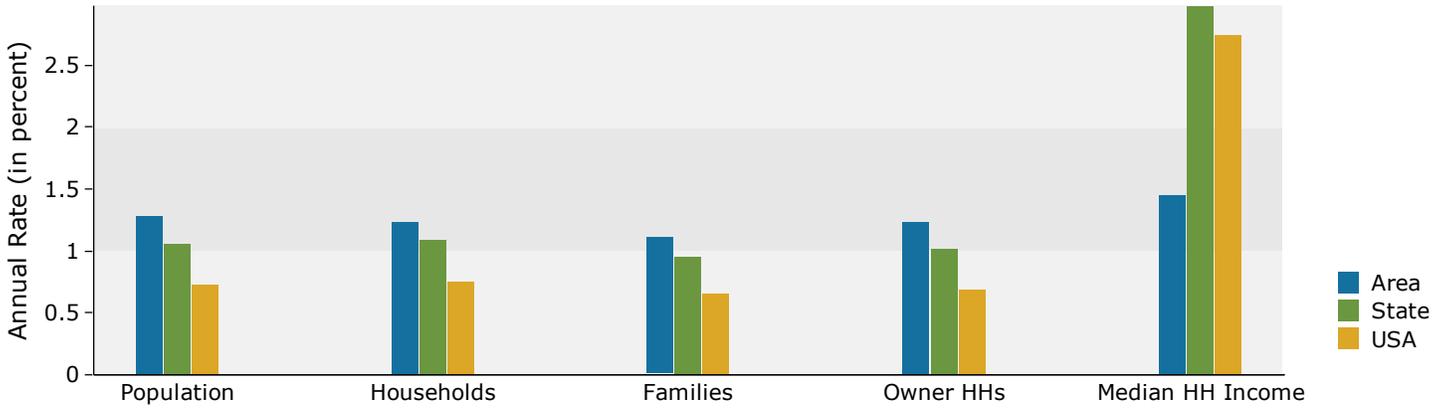
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	498	6.6%	512	6.3%	529	6.1%
5 - 9	544	7.2%	551	6.8%	565	6.5%
10 - 14	520	6.9%	575	7.1%	600	6.9%
15 - 19	530	7.0%	493	6.1%	537	6.2%
20 - 24	360	4.8%	468	5.8%	419	4.8%
25 - 34	980	13.0%	955	11.8%	1,072	12.4%
35 - 44	1,254	16.7%	1,246	15.3%	1,198	13.8%
45 - 54	1,168	15.5%	1,294	15.9%	1,311	15.1%
55 - 64	840	11.2%	1,009	12.4%	1,179	13.6%
65 - 74	519	6.9%	641	7.9%	782	9.0%
75 - 84	240	3.2%	283	3.5%	366	4.2%
85+	70	0.9%	94	1.2%	99	1.1%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,933	65.6%	5,297	65.2%	5,589	64.6%
Black Alone	2,100	27.9%	2,246	27.6%	2,363	27.3%
American Indian Alone	48	0.6%	54	0.7%	59	0.7%
Asian Alone	84	1.1%	99	1.2%	119	1.4%
Pacific Islander Alone	3	0.0%	3	0.0%	3	0.0%
Some Other Race Alone	191	2.5%	238	2.9%	305	3.5%
Two or More Races	164	2.2%	186	2.3%	218	2.5%
Hispanic Origin (Any Race)	442	5.9%	553	6.8%	717	8.3%

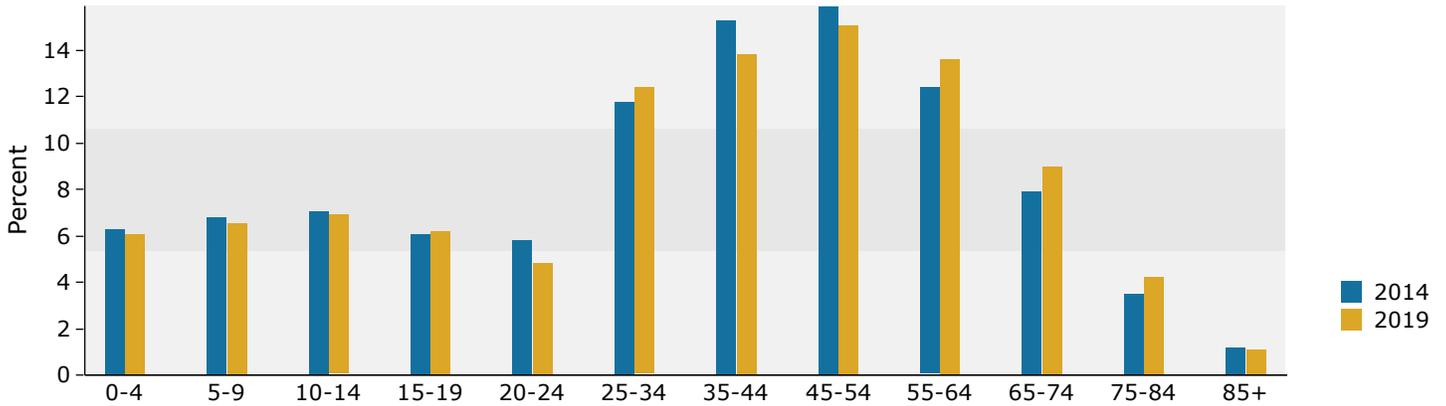
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

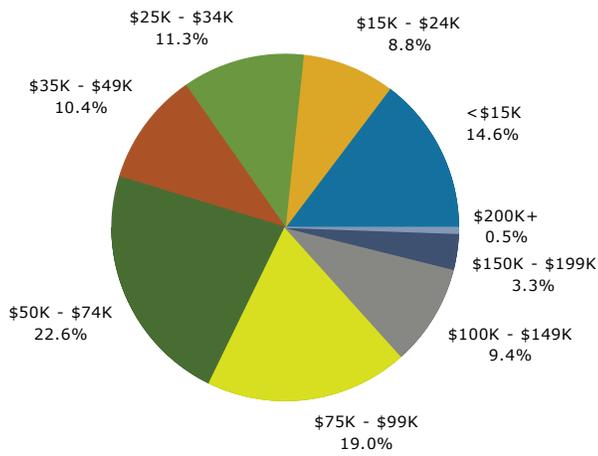
Trends 2014-2019



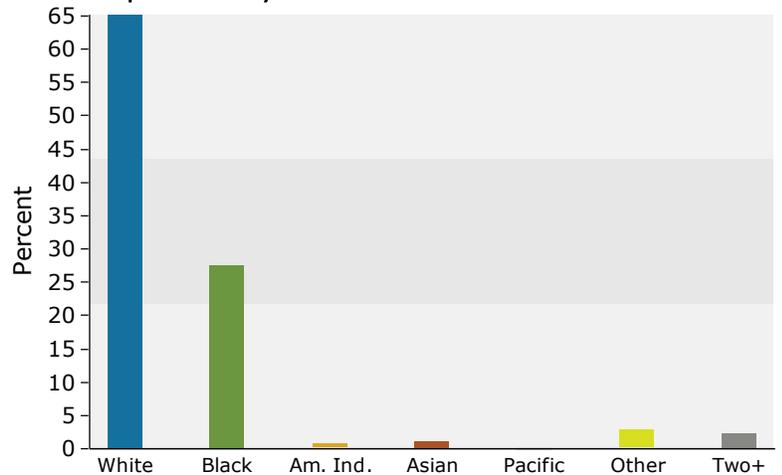
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 6.8%



Demographic and Income Profile

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 7 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Summary	Census 2010	2014	2019
Population	29,759	27,481	28,940
Households	8,958	9,425	9,981
Families	6,463	6,753	7,122
Average Household Size	2.60	2.60	2.60
Owner Occupied Housing Units	6,860	7,075	7,519
Renter Occupied Housing Units	2,098	2,349	2,461
Median Age	38.6	39.0	39.8
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	1.04%	1.06%	0.73%
Households	1.15%	1.09%	0.75%
Families	1.07%	0.96%	0.66%
Owner HHs	1.22%	1.02%	0.69%
Median Household Income	1.79%	2.98%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	1,208	12.8%	1,131	11.3%
\$15,000 - \$24,999	978	10.4%	780	7.8%
\$25,000 - \$34,999	1,110	11.8%	956	9.6%
\$35,000 - \$49,999	1,068	11.3%	1,150	11.5%
\$50,000 - \$74,999	1,991	21.1%	2,319	23.2%
\$75,000 - \$99,999	1,562	16.6%	1,750	17.5%
\$100,000 - \$149,999	1,062	11.3%	1,322	13.2%
\$150,000 - \$199,999	340	3.6%	430	4.3%
\$200,000+	107	1.1%	142	1.4%
Median Household Income	\$52,984		\$57,898	
Average Household Income	\$64,379		\$68,642	
Per Capita Income	\$22,751		\$24,451	

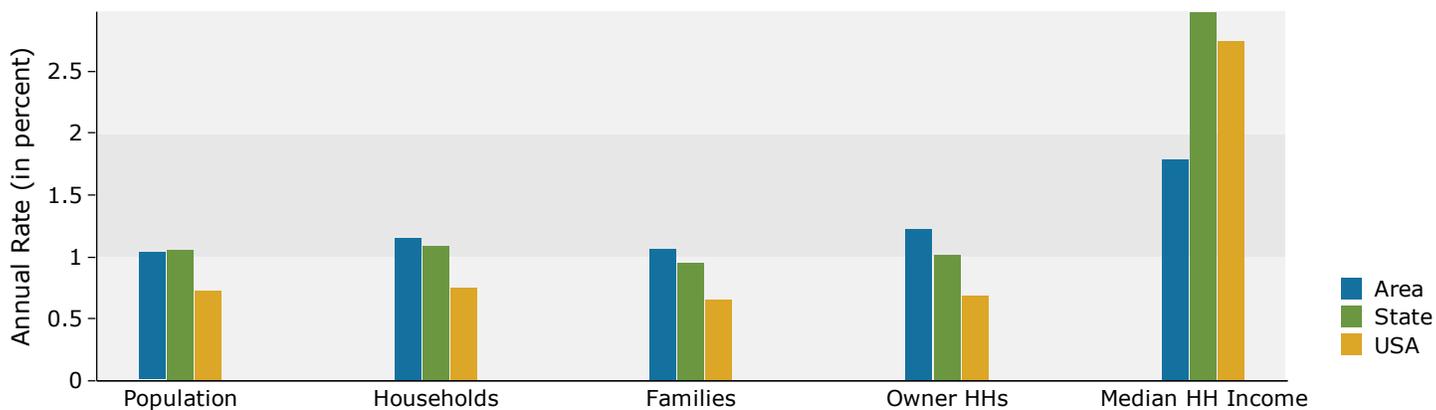
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,585	5.3%	1,576	5.7%	1,628	5.6%
5 - 9	1,737	5.8%	1,729	6.3%	1,761	6.1%
10 - 14	1,755	5.9%	1,794	6.5%	1,883	6.5%
15 - 19	2,044	6.9%	1,891	6.9%	1,955	6.8%
20 - 24	1,848	6.2%	2,077	7.6%	1,974	6.8%
25 - 34	4,048	13.6%	3,141	11.4%	3,483	12.0%
35 - 44	5,284	17.8%	4,098	14.9%	3,893	13.5%
45 - 54	4,939	16.6%	4,449	16.2%	4,436	15.3%
55 - 64	3,636	12.2%	3,518	12.8%	4,024	13.9%
65 - 74	1,875	6.3%	2,120	7.7%	2,547	8.8%
75 - 84	793	2.7%	833	3.0%	1,075	3.7%
85+	218	0.7%	254	0.9%	280	1.0%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,213	64.6%	18,833	68.5%	19,759	68.3%
Black Alone	8,330	28.0%	6,651	24.2%	6,815	23.5%
American Indian Alone	242	0.8%	157	0.6%	166	0.6%
Asian Alone	206	0.7%	223	0.8%	269	0.9%
Pacific Islander Alone	21	0.1%	10	0.0%	11	0.0%
Some Other Race Alone	1,158	3.9%	1,076	3.9%	1,301	4.5%
Two or More Races	589	2.0%	532	1.9%	619	2.1%
Hispanic Origin (Any Race)	2,662	8.9%	2,390	8.7%	2,910	10.1%

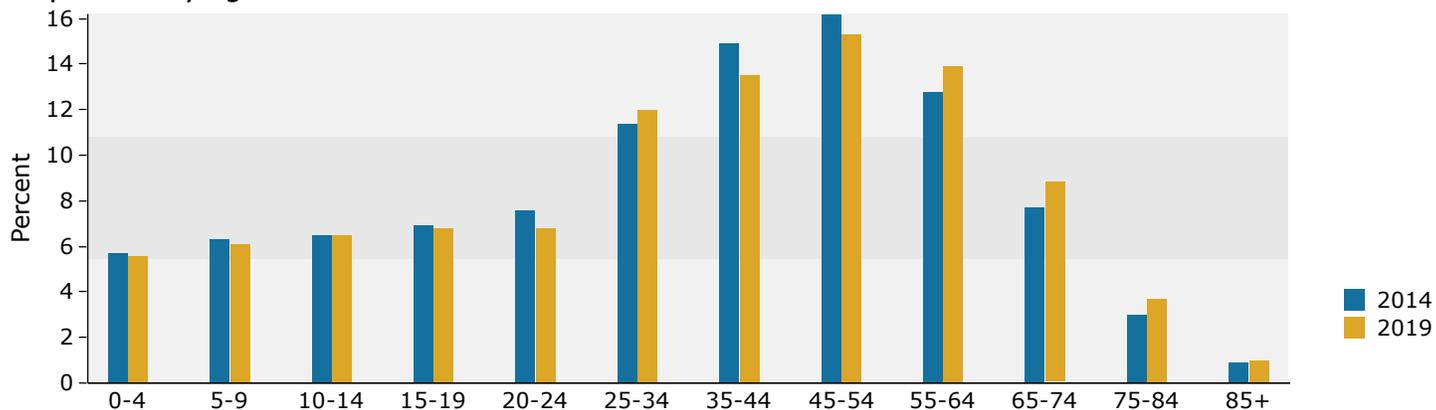
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

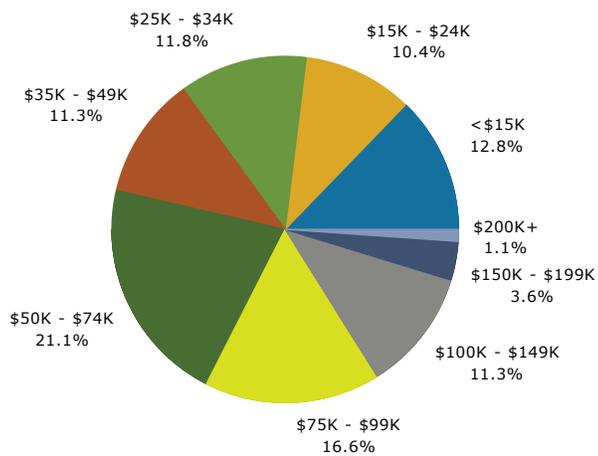
Trends 2014-2019



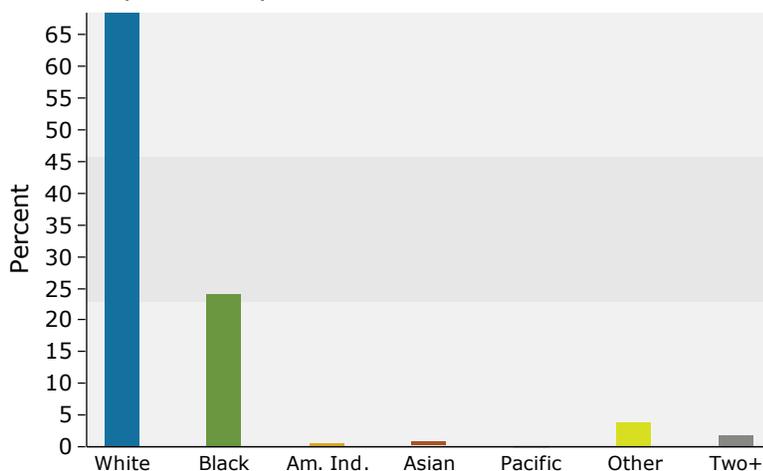
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 8.7%



Demographic and Income Profile

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Latitude: 36.11913
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Summary	Census 2010	2014	2019
Population	51,010	54,240	57,847
Households	16,737	17,767	19,094
Families	12,513	13,199	14,134
Average Household Size	2.66	2.73	2.73
Owner Occupied Housing Units	13,467	14,019	15,078
Renter Occupied Housing Units	3,270	3,748	4,016
Median Age	39.0	39.4	40.1
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	1.30%	1.06%	0.73%
Households	1.45%	1.09%	0.75%
Families	1.38%	0.96%	0.66%
Owner HHs	1.47%	1.02%	0.69%
Median Household Income	2.10%	2.98%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	2,029	11.4%	1,903	10.0%
\$15,000 - \$24,999	1,735	9.8%	1,363	7.1%
\$25,000 - \$34,999	1,858	10.5%	1,591	8.3%
\$35,000 - \$49,999	1,995	11.2%	2,145	11.2%
\$50,000 - \$74,999	3,630	20.4%	4,182	21.9%
\$75,000 - \$99,999	2,882	16.2%	3,299	17.3%
\$100,000 - \$149,999	2,201	12.4%	2,769	14.5%
\$150,000 - \$199,999	860	4.8%	1,089	5.7%
\$200,000+	576	3.2%	754	3.9%
Median Household Income	\$56,490		\$62,667	
Average Household Income	\$74,048		\$80,238	
Per Capita Income	\$25,520		\$27,818	

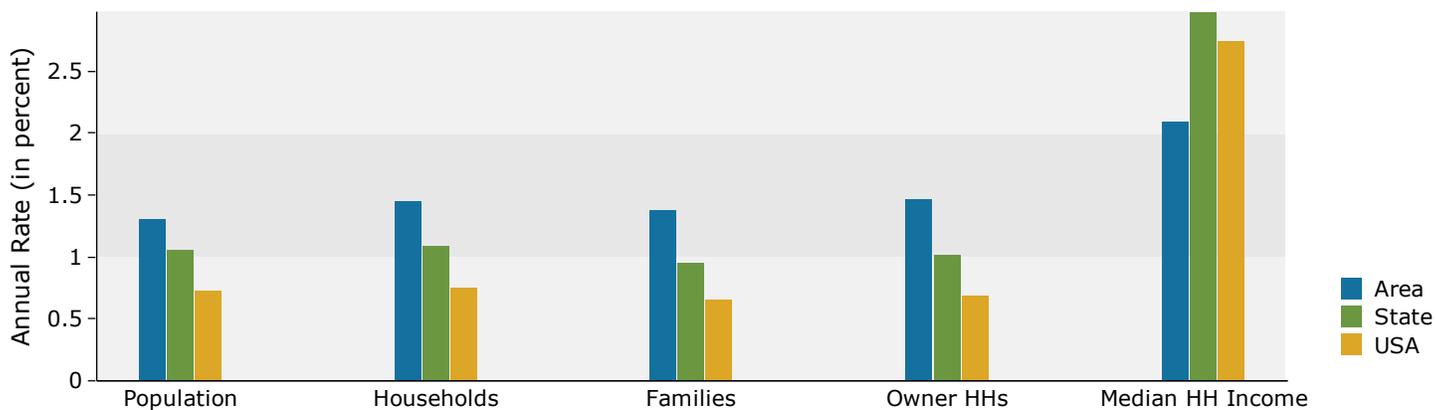
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,976	5.8%	3,015	5.6%	3,176	5.5%
5 - 9	3,346	6.6%	3,421	6.3%	3,545	6.1%
10 - 14	3,484	6.8%	3,640	6.7%	3,935	6.8%
15 - 19	3,449	6.8%	3,588	6.6%	3,775	6.5%
20 - 24	2,686	5.3%	3,669	6.8%	3,608	6.2%
25 - 34	6,221	12.2%	6,419	11.8%	6,980	12.1%
35 - 44	8,813	17.3%	8,239	15.2%	7,991	13.8%
45 - 54	8,726	17.1%	9,017	16.6%	9,143	15.8%
55 - 64	6,303	12.4%	7,051	13.0%	8,009	13.8%
65 - 74	3,260	6.4%	4,158	7.7%	5,108	8.8%
75 - 84	1,369	2.7%	1,563	2.9%	2,051	3.5%
85+	377	0.7%	460	0.8%	527	0.9%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	35,470	69.5%	38,144	70.3%	40,376	69.8%
Black Alone	11,846	23.2%	12,099	22.3%	12,611	21.8%
American Indian Alone	313	0.6%	248	0.5%	268	0.5%
Asian Alone	394	0.8%	474	0.9%	584	1.0%
Pacific Islander Alone	31	0.1%	22	0.0%	27	0.0%
Some Other Race Alone	2,025	4.0%	2,269	4.2%	2,795	4.8%
Two or More Races	931	1.8%	983	1.8%	1,187	2.1%
Hispanic Origin (Any Race)	4,204	8.2%	4,687	8.6%	5,803	10.0%

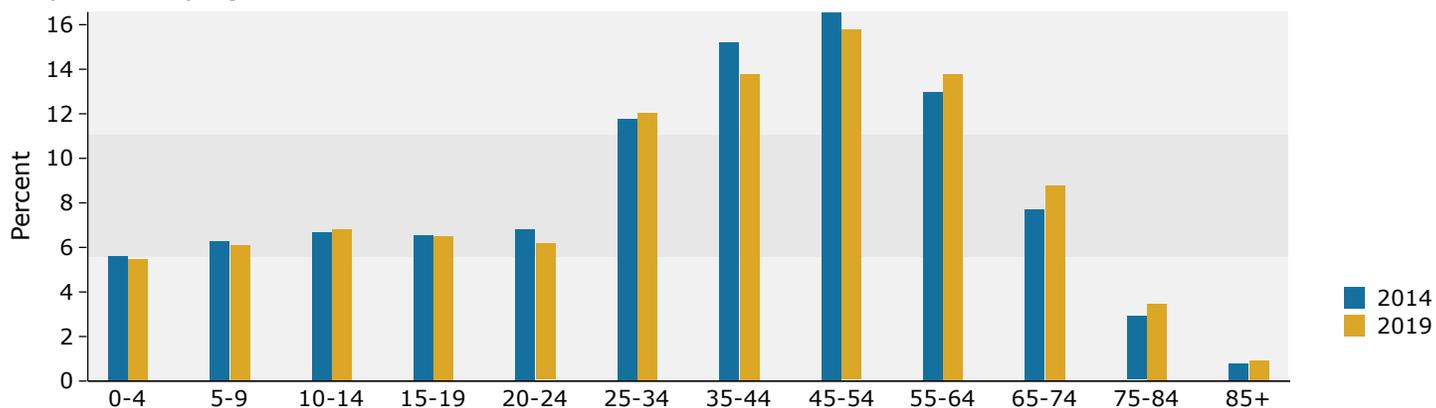
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

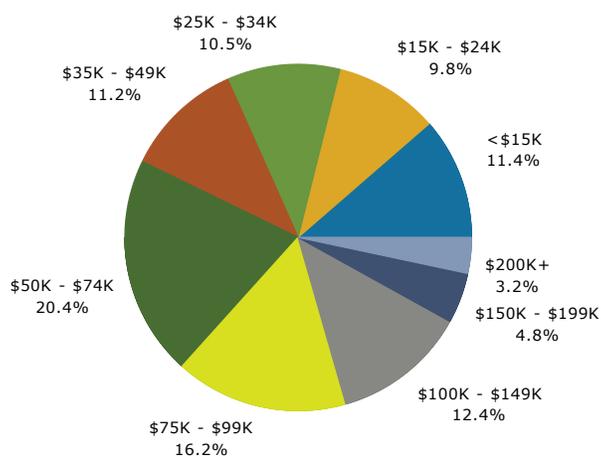
Trends 2014-2019



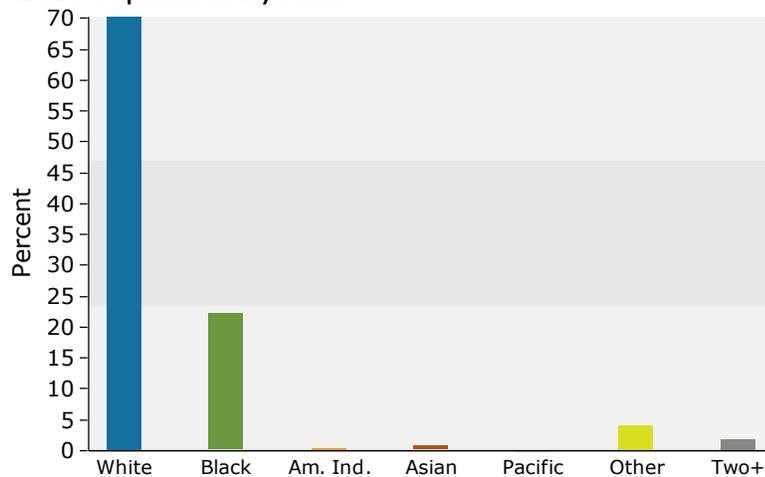
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 8.6%



Market Profile

111 Masonic St, Creedmoor, North Carolina, 27522 2
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 Rings: 3, 7, 10 mile radii

Latitude: 36.11913
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	3 mile	7 mile	10 mile
Population Summary			
2000 Total Population	4,933	22,015	36,341
2010 Total Population	7,522	29,759	51,010
2014 Total Population	8,123	27,481	54,240
2014 Group Quarters	30	2,944	5,809
2019 Total Population	8,656	28,940	57,847
2014-2019 Annual Rate	1.28%	1.04%	1.30%
Household Summary			
2000 Households	1,995	6,739	12,067
2000 Average Household Size	2.47	2.54	2.60
2010 Households	2,923	8,958	16,737
2010 Average Household Size	2.56	2.60	2.66
2014 Households	3,149	9,425	17,767
2014 Average Household Size	2.57	2.60	2.73
2019 Households	3,347	9,981	19,094
2019 Average Household Size	2.58	2.60	2.73
2014-2019 Annual Rate	1.23%	1.15%	1.45%
2010 Families	2,053	6,463	12,513
2010 Average Family Size	3.06	3.06	3.08
2014 Families	2,193	6,753	13,199
2014 Average Family Size	3.08	3.08	3.16
2019 Families	2,317	7,122	14,134
2019 Average Family Size	3.10	3.09	3.17
2014-2019 Annual Rate	1.11%	1.07%	1.38%
Housing Unit Summary			
2000 Housing Units	2,152	7,150	12,786
Owner Occupied Housing Units	69.2%	72.3%	75.7%
Renter Occupied Housing Units	23.5%	22.0%	18.7%
Vacant Housing Units	7.3%	5.7%	5.6%
2010 Housing Units	3,250	9,813	18,281
Owner Occupied Housing Units	66.9%	69.9%	73.7%
Renter Occupied Housing Units	23.0%	21.4%	17.9%
Vacant Housing Units	10.1%	8.7%	8.4%
2014 Housing Units	3,464	10,356	19,431
Owner Occupied Housing Units	65.9%	68.3%	72.1%
Renter Occupied Housing Units	25.0%	22.7%	19.3%
Vacant Housing Units	9.1%	9.0%	8.6%
2019 Housing Units	3,669	11,009	20,933
Owner Occupied Housing Units	66.1%	68.3%	72.0%
Renter Occupied Housing Units	25.1%	22.4%	19.2%
Vacant Housing Units	8.8%	9.3%	8.8%
Median Household Income			
2014	\$53,661	\$52,984	\$56,490
2019	\$57,676	\$57,898	\$62,667
Median Home Value			
2014	\$171,434	\$171,312	\$187,871
2019	\$173,912	\$177,752	\$199,927
Per Capita Income			
2014	\$23,987	\$22,751	\$25,520
2019	\$25,096	\$24,451	\$27,818
Median Age			
2010	37.8	38.6	39.0
2014	39.2	39.0	39.4
2019	40.3	39.8	40.1

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Market Profile

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 111 Masonic St, Creedmoor, North Carolina, 27522
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	3 mile	7 mile	10 mile
2014 Households by Income			
Household Income Base	3,149	9,425	17,767
<\$15,000	14.6%	12.8%	11.4%
\$15,000 - \$24,999	8.8%	10.4%	9.8%
\$25,000 - \$34,999	11.3%	11.8%	10.5%
\$35,000 - \$49,999	10.4%	11.3%	11.2%
\$50,000 - \$74,999	22.6%	21.1%	20.4%
\$75,000 - \$99,999	19.0%	16.6%	16.2%
\$100,000 - \$149,999	9.4%	11.3%	12.4%
\$150,000 - \$199,999	3.3%	3.6%	4.8%
\$200,000+	0.5%	1.1%	3.2%
Average Household Income	\$61,737	\$64,379	\$74,048
2019 Households by Income			
Household Income Base	3,347	9,981	19,094
<\$15,000	13.0%	11.3%	10.0%
\$15,000 - \$24,999	6.8%	7.8%	7.1%
\$25,000 - \$34,999	9.2%	9.6%	8.3%
\$35,000 - \$49,999	10.7%	11.5%	11.2%
\$50,000 - \$74,999	24.9%	23.2%	21.9%
\$75,000 - \$99,999	19.9%	17.5%	17.3%
\$100,000 - \$149,999	11.0%	13.2%	14.5%
\$150,000 - \$199,999	3.9%	4.3%	5.7%
\$200,000+	0.5%	1.4%	3.9%
Average Household Income	\$64,766	\$68,642	\$80,238
2014 Owner Occupied Housing Units by Value			
Total	2,282	7,063	14,007
<\$50,000	2.6%	3.8%	3.2%
\$50,000 - \$99,999	11.6%	12.8%	10.9%
\$100,000 - \$149,999	23.6%	23.4%	20.0%
\$150,000 - \$199,999	28.6%	23.4%	20.9%
\$200,000 - \$249,999	17.5%	14.3%	12.7%
\$250,000 - \$299,999	8.2%	8.5%	8.6%
\$300,000 - \$399,999	3.8%	6.3%	8.6%
\$400,000 - \$499,999	2.1%	3.3%	5.4%
\$500,000 - \$749,999	1.3%	2.9%	6.1%
\$750,000 - \$999,999	0.3%	0.7%	2.0%
\$1,000,000 +	0.4%	0.6%	1.4%
Average Home Value	\$189,991	\$204,492	\$251,151
2019 Owner Occupied Housing Units by Value			
Total	2,426	7,507	15,066
<\$50,000	1.5%	2.3%	1.9%
\$50,000 - \$99,999	9.3%	10.1%	8.2%
\$100,000 - \$149,999	23.4%	22.7%	17.2%
\$150,000 - \$199,999	33.1%	26.9%	22.7%
\$200,000 - \$249,999	18.5%	15.4%	14.3%
\$250,000 - \$299,999	7.3%	8.1%	8.8%
\$300,000 - \$399,999	3.4%	6.3%	8.5%
\$400,000 - \$499,999	1.6%	3.1%	5.1%
\$500,000 - \$749,999	1.2%	3.7%	7.4%
\$750,000 - \$999,999	0.3%	0.9%	3.8%
\$1,000,000 +	0.4%	0.5%	2.1%
Average Home Value	\$190,667	\$214,193	\$282,568

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

November 24, 2014



Market Profile

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 Rings: 3, 7, 10 mile radii

Latitude: 36.11913
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	3 mile	7 mile	10 mile
2010 Population by Age			
Total	7,521	29,761	51,009
0 - 4	6.6%	5.3%	5.8%
5 - 9	7.2%	5.8%	6.6%
10 - 14	6.9%	5.9%	6.8%
15 - 24	11.8%	13.1%	12.0%
25 - 34	13.0%	13.6%	12.2%
35 - 44	16.7%	17.8%	17.3%
45 - 54	15.5%	16.6%	17.1%
55 - 64	11.2%	12.2%	12.4%
65 - 74	6.9%	6.3%	6.4%
75 - 84	3.2%	2.7%	2.7%
85 +	0.9%	0.7%	0.7%
18 +	74.7%	79.0%	76.7%
2014 Population by Age			
Total	8,121	27,480	54,240
0 - 4	6.3%	5.7%	5.6%
5 - 9	6.8%	6.3%	6.3%
10 - 14	7.1%	6.5%	6.7%
15 - 24	11.8%	14.4%	13.4%
25 - 34	11.8%	11.4%	11.8%
35 - 44	15.3%	14.9%	15.2%
45 - 54	15.9%	16.2%	16.6%
55 - 64	12.4%	12.8%	13.0%
65 - 74	7.9%	7.7%	7.7%
75 - 84	3.5%	3.0%	2.9%
85 +	1.2%	0.9%	0.8%
18 +	76.1%	77.8%	77.6%
2019 Population by Age			
Total	8,657	28,939	57,848
0 - 4	6.1%	5.6%	5.5%
5 - 9	6.5%	6.1%	6.1%
10 - 14	6.9%	6.5%	6.8%
15 - 24	11.0%	13.6%	12.8%
25 - 34	12.4%	12.0%	12.1%
35 - 44	13.8%	13.5%	13.8%
45 - 54	15.1%	15.3%	15.8%
55 - 64	13.6%	13.9%	13.8%
65 - 74	9.0%	8.8%	8.8%
75 - 84	4.2%	3.7%	3.5%
85 +	1.1%	1.0%	0.9%
18 +	76.5%	78.2%	77.7%
2010 Population by Sex			
Males	3,661	17,527	28,058
Females	3,861	12,232	22,952
2014 Population by Sex			
Males	3,970	14,717	29,418
Females	4,153	12,764	24,822
2019 Population by Sex			
Males	4,253	15,477	31,246
Females	4,403	13,463	26,601

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

November 24, 2014



Market Profile

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Rings: 3, 7, 10 mile radii

Latitude: 36.11913
 Longitude: -78.68682

	3 mile	7 mile	10 mile
2010 Population by Race/Ethnicity			
Total	7,523	29,759	51,010
White Alone	65.6%	64.6%	69.5%
Black Alone	27.9%	28.0%	23.2%
American Indian Alone	0.6%	0.8%	0.6%
Asian Alone	1.1%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.5%	3.9%	4.0%
Two or More Races	2.2%	2.0%	1.8%
Hispanic Origin	5.9%	8.9%	8.2%
Diversity Index	54.8	58.5	54.4
2014 Population by Race/Ethnicity			
Total	8,123	27,482	54,239
White Alone	65.2%	68.5%	70.3%
Black Alone	27.6%	24.2%	22.3%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	1.2%	0.8%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	3.9%	4.2%
Two or More Races	2.3%	1.9%	1.8%
Hispanic Origin	6.8%	8.7%	8.6%
Diversity Index	56.2	55.6	54.2
2019 Population by Race/Ethnicity			
Total	8,656	28,940	57,848
White Alone	64.6%	68.3%	69.8%
Black Alone	27.3%	23.5%	21.8%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	1.4%	0.9%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.5%	4.5%	4.8%
Two or More Races	2.5%	2.1%	2.1%
Hispanic Origin	8.3%	10.1%	10.0%
Diversity Index	58.3	57.3	56.2
2010 Population by Relationship and Household Type			
Total	7,522	29,759	51,010
In Households	99.6%	78.4%	87.3%
In Family Households	85.5%	68.2%	77.2%
Householder	27.3%	21.7%	24.6%
Spouse	19.7%	16.0%	19.1%
Child	32.5%	25.6%	28.6%
Other relative	3.9%	3.2%	3.4%
Nonrelative	2.1%	1.6%	1.7%
In Nonfamily Households	14.1%	10.2%	10.1%
In Group Quarters	0.4%	21.6%	12.7%
Institutionalized Population	0.1%	19.9%	11.7%
Noninstitutionalized Population	0.3%	1.7%	1.0%

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

November 24, 2014



Market Profile

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Rings: 3, 7, 10 mile radii

Latitude: 36.11913
 Longitude: -78.68682

	3 mile	7 mile	10 mile
2014 Population 25+ by Educational Attainment			
Total	5,524	18,414	36,907
Less than 9th Grade	5.6%	8.1%	6.8%
9th - 12th Grade, No Diploma	11.0%	9.7%	10.4%
High School Graduate	25.7%	26.0%	24.0%
GED/Alternative Credential	6.8%	6.8%	6.9%
Some College, No Degree	28.7%	23.6%	21.6%
Associate Degree	5.9%	8.3%	8.3%
Bachelor's Degree	11.5%	13.0%	16.2%
Graduate/Professional Degree	4.8%	4.5%	5.8%
2014 Population 15+ by Marital Status			
Total	6,485	22,382	44,163
Never Married	26.5%	30.9%	30.2%
Married	53.4%	53.2%	54.9%
Widowed	7.2%	5.8%	5.0%
Divorced	12.9%	10.1%	9.9%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	92.8%	94.2%	94.4%
Civilian Unemployed	7.2%	5.8%	5.7%
2014 Employed Population 16+ by Industry			
Total	3,668	11,310	21,882
Agriculture/Mining	0.8%	1.1%	1.2%
Construction	7.1%	6.7%	6.3%
Manufacturing	11.2%	14.0%	13.9%
Wholesale Trade	0.7%	1.7%	2.0%
Retail Trade	13.1%	13.7%	12.6%
Transportation/Utilities	3.3%	3.3%	3.0%
Information	2.0%	1.3%	1.6%
Finance/Insurance/Real Estate	4.0%	4.6%	5.8%
Services	46.8%	44.1%	45.9%
Public Administration	11.0%	9.4%	7.6%
2014 Employed Population 16+ by Occupation			
Total	3,669	11,310	21,879
White Collar	59.7%	58.9%	60.6%
Management/Business/Financial	12.3%	14.1%	16.3%
Professional	22.1%	21.3%	21.8%
Sales	11.8%	10.8%	10.1%
Administrative Support	13.4%	12.7%	12.4%
Services	20.7%	17.0%	15.8%
Blue Collar	19.7%	24.1%	23.6%
Farming/Forestry/Fishing	0.3%	0.5%	0.7%
Construction/Extraction	3.1%	3.6%	3.6%
Installation/Maintenance/Repair	3.8%	4.2%	4.9%
Production	6.1%	7.8%	7.6%
Transportation/Material Moving	6.4%	7.9%	6.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

November 24, 2014



Market Profile

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Rings: 3, 7, 10 mile radii

Latitude: 36.11913
 Longitude: -78.68682

	3 mile	7 mile	10 mile
2010 Households by Type			
Total	2,923	8,958	16,737
Households with 1 Person	24.2%	22.8%	20.5%
Households with 2+ People	75.8%	77.2%	79.5%
Family Households	70.2%	72.1%	74.8%
Husband-wife Families	50.7%	53.2%	58.0%
With Related Children	23.8%	25.2%	27.5%
Other Family (No Spouse Present)	19.6%	18.9%	16.8%
Other Family with Male Householder	5.3%	5.4%	4.9%
With Related Children	3.3%	3.2%	2.9%
Other Family with Female Householder	14.3%	13.5%	11.9%
With Related Children	8.8%	8.8%	7.8%
Nonfamily Households	5.6%	5.1%	4.7%
All Households with Children	36.4%	37.8%	38.7%
Multigenerational Households	4.5%	4.2%	4.0%
Unmarried Partner Households	6.8%	6.4%	5.9%
Male-female	6.0%	5.6%	5.1%
Same-sex	0.9%	0.8%	0.8%
2010 Households by Size			
Total	2,922	8,958	16,737
1 Person Household	24.2%	22.8%	20.5%
2 Person Household	34.2%	34.6%	35.3%
3 Person Household	17.5%	17.7%	18.1%
4 Person Household	15.1%	15.2%	16.1%
5 Person Household	5.8%	6.0%	6.3%
6 Person Household	2.0%	2.2%	2.3%
7 + Person Household	1.2%	1.5%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	2,923	8,958	16,737
Owner Occupied	74.4%	76.6%	80.5%
Owned with a Mortgage/Loan	56.2%	56.4%	61.1%
Owned Free and Clear	18.2%	20.2%	19.4%
Renter Occupied	25.6%	23.4%	19.5%

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Market Profile

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Rings: 3, 7, 10 mile radii

Latitude: 36.11913
 Longitude: -78.68682

	3 mile	7 mile	10 mile
Top 3 Tapestry Segments			
	1. Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
	2. Comfortable Empty Nesters	Comfortable Empty Nesters	Southern Satellites (10A)
	3. Family Foundations (12A)	Salt of the Earth (6B)	Professional Pride (1B)
2014 Consumer Spending			
Apparel & Services: Total \$	\$3,951,376	\$12,244,579	\$26,504,640
Average Spent	\$1,254.80	\$1,299.16	\$1,491.79
Spending Potential Index	56	58	66
Computers & Accessories: Total \$	\$675,831	\$2,104,793	\$4,569,966
Average Spent	\$214.62	\$223.32	\$257.22
Spending Potential Index	84	88	101
Education: Total \$	\$3,668,134	\$11,444,957	\$25,488,986
Average Spent	\$1,164.86	\$1,214.32	\$1,434.63
Spending Potential Index	78	82	97
Entertainment/Recreation: Total \$	\$8,921,416	\$27,907,499	\$60,657,097
Average Spent	\$2,833.09	\$2,961.01	\$3,414.03
Spending Potential Index	88	92	106
Food at Home: Total \$	\$13,607,934	\$42,534,166	\$91,649,844
Average Spent	\$4,321.35	\$4,512.91	\$5,158.43
Spending Potential Index	85	89	101
Food Away from Home: Total \$	\$8,673,066	\$27,061,649	\$58,520,535
Average Spent	\$2,754.23	\$2,871.26	\$3,293.78
Spending Potential Index	86	90	103
Health Care: Total \$	\$12,929,974	\$40,243,807	\$86,834,307
Average Spent	\$4,106.06	\$4,269.90	\$4,887.39
Spending Potential Index	89	92	106
HH Furnishings & Equipment: Total \$	\$4,416,988	\$13,729,311	\$29,708,634
Average Spent	\$1,402.66	\$1,456.69	\$1,672.12
Spending Potential Index	78	81	93
Investments: Total \$	\$5,007,885	\$17,017,500	\$39,732,242
Average Spent	\$1,590.31	\$1,805.57	\$2,236.29
Spending Potential Index	59	67	83
Retail Goods: Total \$	\$65,579,132	\$205,116,789	\$443,480,563
Average Spent	\$20,825.38	\$21,763.05	\$24,960.91
Spending Potential Index	84	88	100
Shelter: Total \$	\$41,920,593	\$129,762,943	\$281,106,418
Average Spent	\$13,312.35	\$13,767.95	\$15,821.83
Spending Potential Index	83	86	99
TV/Video/Audio: Total \$	\$3,490,092	\$10,827,164	\$23,206,376
Average Spent	\$1,108.32	\$1,148.77	\$1,306.15
Spending Potential Index	87	90	102
Travel: Total \$	\$5,109,455	\$15,969,192	\$35,107,701
Average Spent	\$1,622.56	\$1,694.34	\$1,976.01
Spending Potential Index	85	89	104
Vehicle Maintenance & Repairs: Total \$	\$2,963,464	\$9,247,762	\$20,006,896
Average Spent	\$941.08	\$981.19	\$1,126.07
Spending Potential Index	87	90	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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Retail MarketPlace Profile

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 3 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Summary Demographics

2014 Population	8,123
2014 Households	3,149
2014 Median Disposable Income	\$40,492
2014 Per Capita Income	\$23,987

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$82,177,511	\$55,963,574	\$26,213,937	19.0	56
Total Retail Trade	44-45	\$73,505,139	\$39,074,253	\$34,430,886	30.6	45
Total Food & Drink	722	\$8,672,372	\$16,889,321	-\$8,216,949	-32.1	11

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,909,162	\$21,666,017	-\$5,756,855	-15.3	7
Automobile Dealers	4411	\$13,881,976	\$19,635,104	-\$5,753,128	-17.2	4
Other Motor Vehicle Dealers	4412	\$855,972	\$0	\$855,972	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,171,213	\$2,030,913	-\$859,700	-26.8	3
Furniture & Home Furnishings Stores	442	\$1,774,950	\$72,854	\$1,702,096	92.1	1
Furniture Stores	4421	\$1,009,859	\$0	\$1,009,859	100.0	0
Home Furnishings Stores	4422	\$765,091	\$72,854	\$692,237	82.6	1
Electronics & Appliance Stores	443	\$2,028,555	\$204,975	\$1,823,580	81.6	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,546,236	\$1,047,103	\$1,499,133	41.7	4
Bldg Material & Supplies Dealers	4441	\$2,149,296	\$1,047,103	\$1,102,193	34.5	4
Lawn & Garden Equip & Supply Stores	4442	\$396,940	\$0	\$396,940	100.0	0
Food & Beverage Stores	445	\$11,125,227	\$7,007,967	\$4,117,260	22.7	11
Grocery Stores	4451	\$10,514,103	\$6,957,029	\$3,557,074	20.4	10
Specialty Food Stores	4452	\$194,637	\$50,939	\$143,698	58.5	1
Beer, Wine & Liquor Stores	4453	\$416,487	\$0	\$416,487	100.0	0
Health & Personal Care Stores	446,4461	\$6,200,845	\$5,213,939	\$986,906	8.6	3
Gasoline Stations	447,4471	\$8,068,123	\$0	\$8,068,123	100.0	0
Clothing & Clothing Accessories Stores	448	\$4,599,927	\$507,083	\$4,092,844	80.1	4
Clothing Stores	4481	\$3,283,525	\$450,851	\$2,832,674	75.9	3
Shoe Stores	4482	\$634,754	\$0	\$634,754	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$681,648	\$0	\$681,648	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,608,005	\$191,578	\$1,416,427	78.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,185,304	\$152,041	\$1,033,263	77.3	2
Book, Periodical & Music Stores	4512	\$422,701	\$39,537	\$383,164	82.9	1
General Merchandise Stores	452	\$13,882,236	\$1,730,231	\$12,152,005	77.8	3
Department Stores Excluding Leased Depts.	4521	\$4,708,657	\$864,507	\$3,844,150	69.0	1
Other General Merchandise Stores	4529	\$9,173,579	\$865,724	\$8,307,855	82.8	2
Miscellaneous Store Retailers	453	\$1,857,446	\$603,412	\$1,254,034	51.0	9
Florists	4531	\$77,243	\$167,826	-\$90,583	-37.0	2
Office Supplies, Stationery & Gift Stores	4532	\$518,381	\$106,786	\$411,595	65.8	2
Used Merchandise Stores	4533	\$230,798	\$160,923	\$69,875	17.8	2
Other Miscellaneous Store Retailers	4539	\$1,031,024	\$167,878	\$863,146	72.0	3
Nonstore Retailers	454	\$3,904,426	\$829,093	\$3,075,333	65.0	1
Electronic Shopping & Mail-Order Houses	4541	\$3,051,444	\$0	\$3,051,444	100.0	0
Vending Machine Operators	4542	\$172,060	\$0	\$172,060	100.0	0
Direct Selling Establishments	4543	\$680,922	\$829,093	-\$148,171	-9.8	1
Food Services & Drinking Places	722	\$8,672,372	\$16,889,321	-\$8,216,949	-32.1	11
Full-Service Restaurants	7221	\$3,183,804	\$379,304	\$2,804,500	78.7	1
Limited-Service Eating Places	7222	\$4,626,750	\$16,127,097	-\$11,500,347	-55.4	8
Special Food Services	7223	\$196,927	\$250,741	-\$53,814	-12.0	1
Drinking Places - Alcoholic Beverages	7224	\$664,891	\$132,179	\$532,712	66.8	1

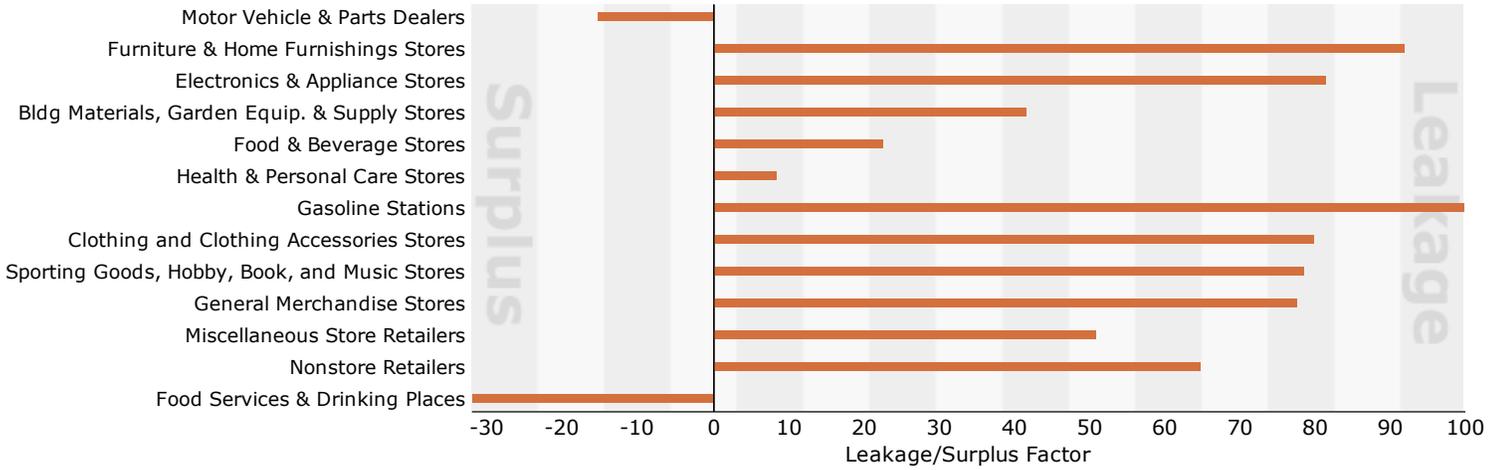
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

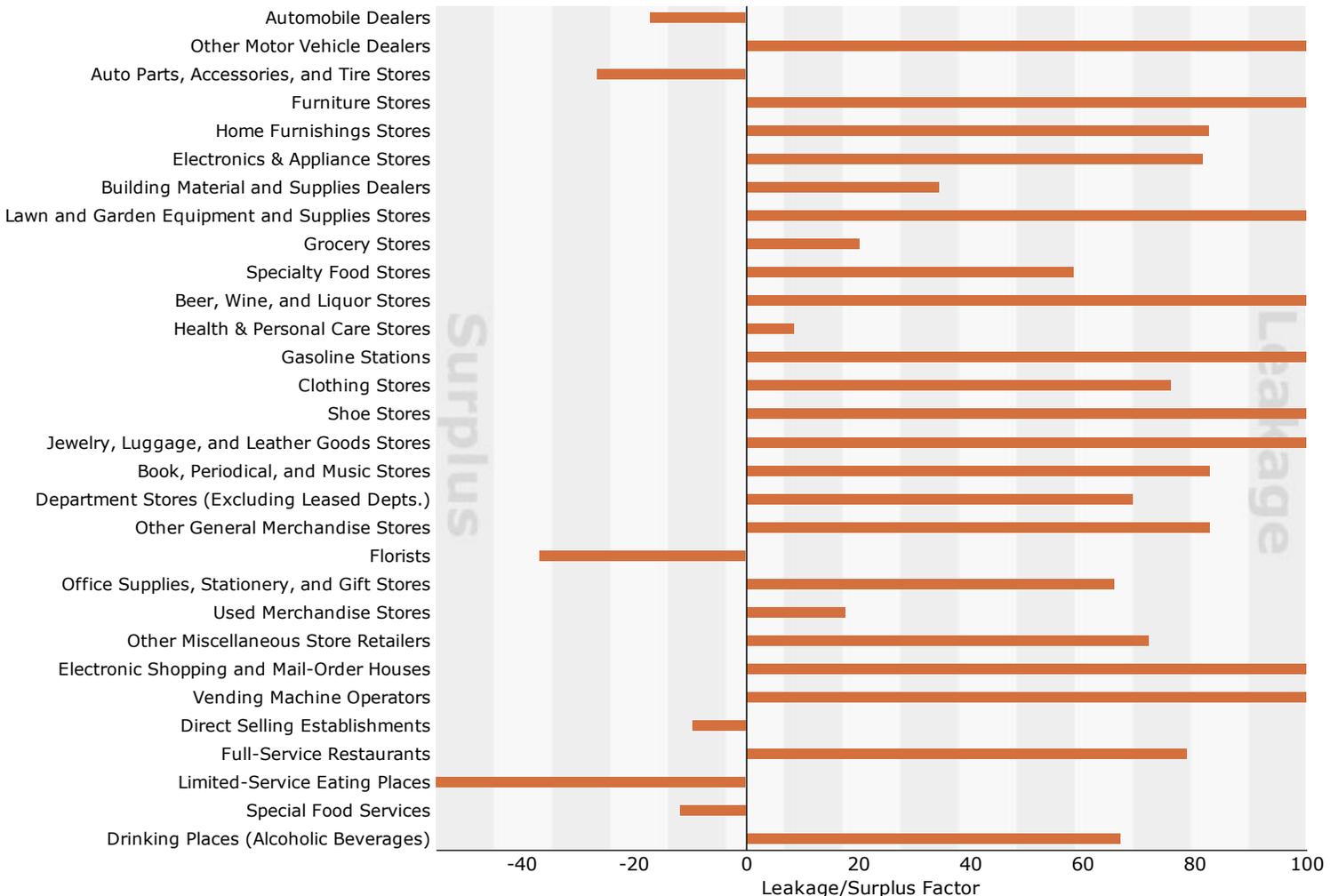
111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 3 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 7 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Summary Demographics

2014 Population	27,481
2014 Households	9,425
2014 Median Disposable Income	\$40,161
2014 Per Capita Income	\$22,751

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$256,129,454	\$138,238,796	\$117,890,658	29.9	120
Total Retail Trade	44-45	\$229,116,128	\$118,217,460	\$110,898,668	31.9	100
Total Food & Drink	722	\$27,013,326	\$20,021,336	\$6,991,990	14.9	20

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$49,558,589	\$22,580,144	\$26,978,445	37.4	10
Automobile Dealers	4411	\$43,160,680	\$20,000,166	\$23,160,514	36.7	4
Other Motor Vehicle Dealers	4412	\$2,750,932	\$0	\$2,750,932	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,646,978	\$2,579,978	\$1,067,000	17.1	6
Furniture & Home Furnishings Stores	442	\$5,511,124	\$364,087	\$5,147,037	87.6	4
Furniture Stores	4421	\$3,115,461	\$0	\$3,115,461	100.0	0
Home Furnishings Stores	4422	\$2,395,663	\$277,690	\$2,117,973	79.2	4
Electronics & Appliance Stores	443	\$6,307,902	\$376,597	\$5,931,305	88.7	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,080,877	\$2,284,726	\$5,796,151	55.9	10
Bldg Material & Supplies Dealers	4441	\$6,817,374	\$1,511,891	\$5,305,483	63.7	7
Lawn & Garden Equip & Supply Stores	4442	\$1,263,503	\$772,835	\$490,668	24.1	2
Food & Beverage Stores	445	\$34,650,147	\$45,140,271	-\$10,490,124	-13.1	18
Grocery Stores	4451	\$32,746,703	\$44,986,702	-\$12,239,999	-15.7	16
Specialty Food Stores	4452	\$606,416	\$63,055	\$543,361	81.2	1
Beer, Wine & Liquor Stores	4453	\$1,297,028	\$0	\$1,297,028	100.0	0
Health & Personal Care Stores	446,4461	\$19,315,485	\$7,938,881	\$11,376,604	41.7	7
Gasoline Stations	447,4471	\$25,070,018	\$31,497,788	-\$6,427,770	-11.4	8
Clothing & Clothing Accessories Stores	448	\$14,285,699	\$1,832,389	\$12,453,310	77.3	8
Clothing Stores	4481	\$10,189,898	\$988,530	\$9,201,368	82.3	7
Shoe Stores	4482	\$1,973,046	\$843,860	\$1,129,186	40.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,122,754	\$0	\$2,122,754	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,031,937	\$438,426	\$4,593,511	84.0	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,720,888	\$368,511	\$3,352,377	82.0	4
Book, Periodical & Music Stores	4512	\$1,311,048	\$69,916	\$1,241,132	89.9	1
General Merchandise Stores	452	\$43,202,358	\$2,758,044	\$40,444,314	88.0	5
Department Stores Excluding Leased Depts.	4521	\$14,618,117	\$1,611,892	\$13,006,225	80.1	2
Other General Merchandise Stores	4529	\$28,584,241	\$1,146,152	\$27,438,089	92.3	3
Miscellaneous Store Retailers	453	\$5,805,939	\$1,983,937	\$3,822,002	49.1	21
Florists	4531	\$242,769	\$205,961	\$36,808	8.2	3
Office Supplies, Stationery & Gift Stores	4532	\$1,619,252	\$177,640	\$1,441,612	80.2	4
Used Merchandise Stores	4533	\$716,992	\$398,745	\$318,247	28.5	5
Other Miscellaneous Store Retailers	4539	\$3,226,926	\$1,201,591	\$2,025,335	45.7	10
Nonstore Retailers	454	\$12,296,054	\$1,022,168	\$11,273,886	84.7	3
Electronic Shopping & Mail-Order Houses	4541	\$9,535,770	\$0	\$9,535,770	100.0	0
Vending Machine Operators	4542	\$535,941	\$94,180	\$441,761	70.1	1
Direct Selling Establishments	4543	\$2,224,343	\$848,472	\$1,375,871	44.8	1
Food Services & Drinking Places	722	\$27,013,326	\$20,021,336	\$6,991,990	14.9	20
Full-Service Restaurants	7221	\$9,914,770	\$581,644	\$9,333,126	88.9	3
Limited-Service Eating Places	7222	\$14,410,655	\$18,861,711	-\$4,451,056	-13.4	14
Special Food Services	7223	\$618,462	\$250,741	\$367,721	42.3	1
Drinking Places - Alcoholic Beverages	7224	\$2,069,439	\$327,240	\$1,742,199	72.7	2

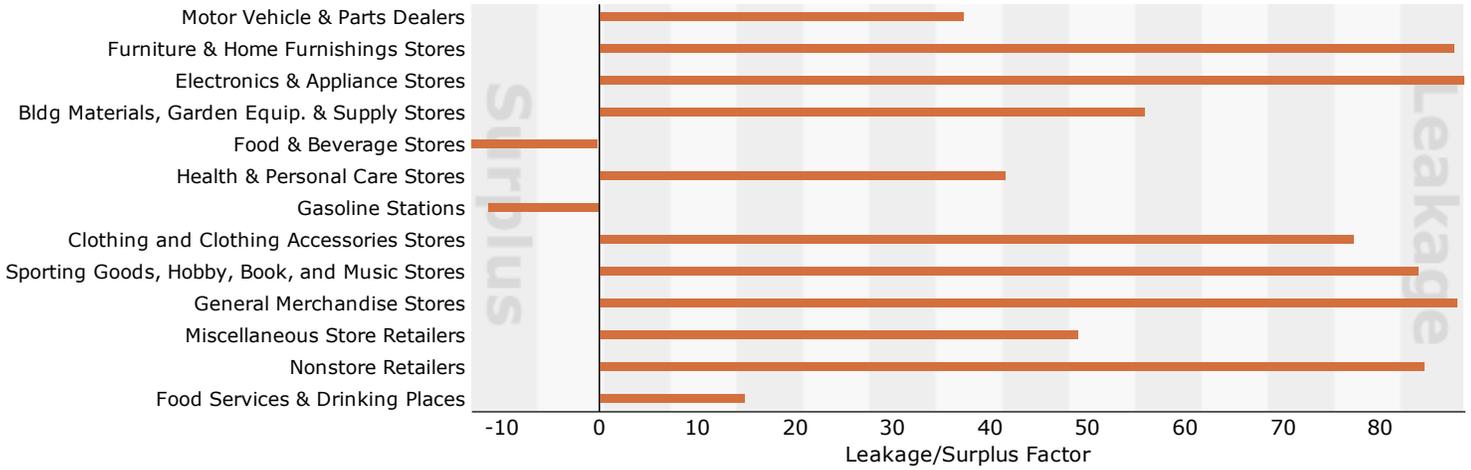
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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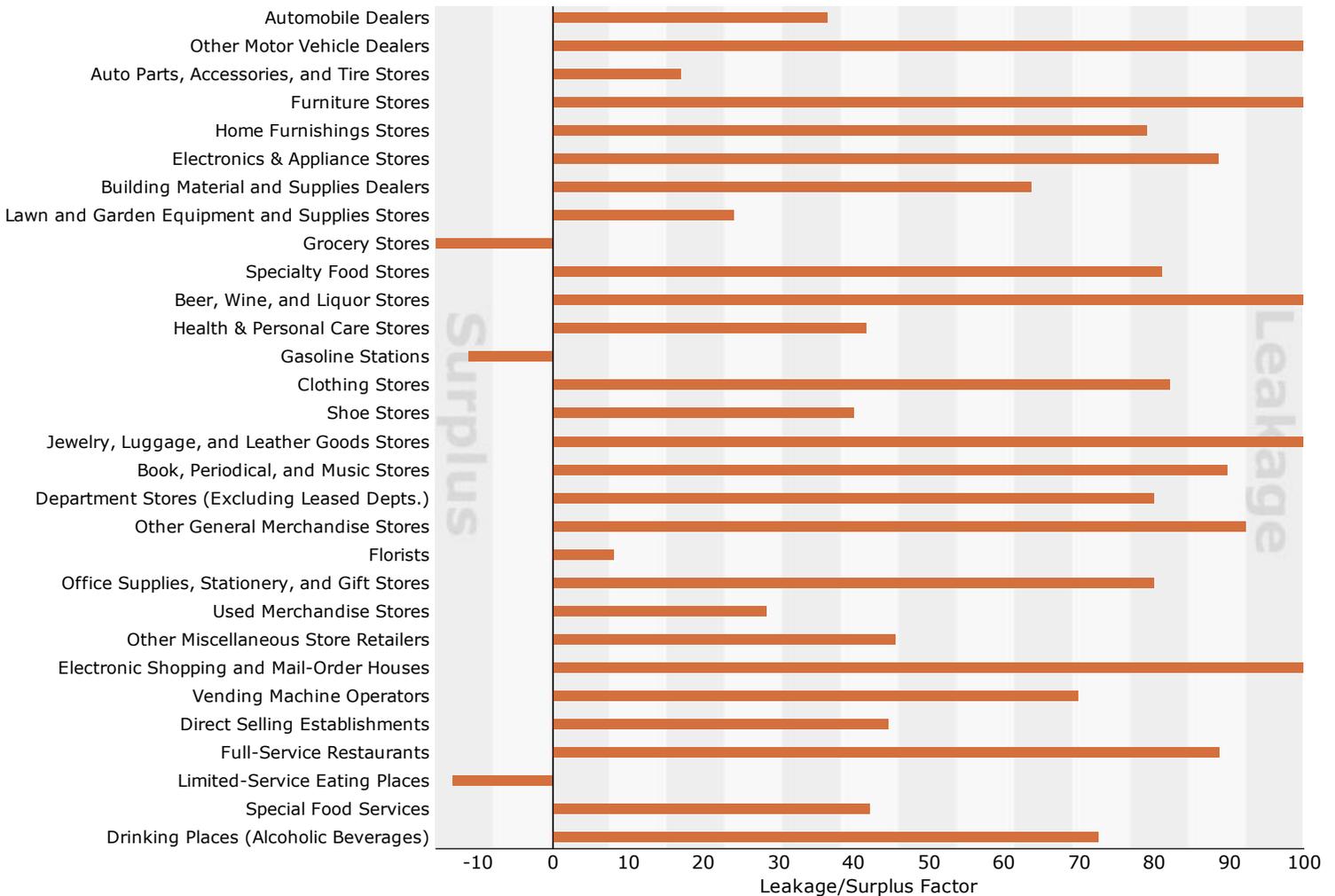
111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 7 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 10 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Summary Demographics

2014 Population	54,240
2014 Households	17,767
2014 Median Disposable Income	\$43,188
2014 Per Capita Income	\$25,520

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$550,037,269	\$246,013,572	\$304,023,697	38.2	206
Total Retail Trade	44-45	\$491,540,435	\$224,612,594	\$266,927,841	37.3	183
Total Food & Drink	722	\$58,496,834	\$21,400,978	\$37,095,856	46.4	23

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$105,935,268	\$31,894,472	\$74,040,796	53.7	18
Automobile Dealers	4411	\$91,964,796	\$27,962,473	\$64,002,323	53.4	7
Other Motor Vehicle Dealers	4412	\$6,089,485	\$490,984	\$5,598,501	85.1	2
Auto Parts, Accessories & Tire Stores	4413	\$7,880,988	\$3,441,015	\$4,439,973	39.2	9
Furniture & Home Furnishings Stores	442	\$11,959,696	\$1,094,069	\$10,865,627	83.2	9
Furniture Stores	4421	\$6,703,008	\$471,771	\$6,231,237	86.8	2
Home Furnishings Stores	4422	\$5,256,688	\$622,298	\$4,634,390	78.8	7
Electronics & Appliance Stores	443	\$13,630,929	\$838,715	\$12,792,214	88.4	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,890,041	\$5,750,733	\$12,139,308	51.3	18
Bldg Material & Supplies Dealers	4441	\$15,154,290	\$2,945,704	\$12,208,586	67.5	13
Lawn & Garden Equip & Supply Stores	4442	\$2,735,751	\$2,805,029	-\$69,278	-1.3	4
Food & Beverage Stores	445	\$74,086,564	\$49,822,001	\$24,264,563	19.6	27
Grocery Stores	4451	\$69,972,319	\$48,524,933	\$21,447,386	18.1	22
Specialty Food Stores	4452	\$1,298,650	\$173,273	\$1,125,377	76.5	3
Beer, Wine & Liquor Stores	4453	\$2,815,595	\$1,123,795	\$1,691,800	42.9	2
Health & Personal Care Stores	446,4461	\$41,266,479	\$69,553,208	-\$28,286,729	-25.5	11
Gasoline Stations	447,4471	\$53,096,634	\$41,099,996	\$11,996,638	12.7	12
Clothing & Clothing Accessories Stores	448	\$31,005,853	\$5,704,719	\$25,301,134	68.9	15
Clothing Stores	4481	\$22,098,935	\$1,735,809	\$20,363,126	85.4	12
Shoe Stores	4482	\$4,252,989	\$3,968,910	\$284,079	3.5	2
Jewelry, Luggage & Leather Goods Stores	4483	\$4,653,929	\$0	\$4,653,929	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$10,921,820	\$1,387,070	\$9,534,750	77.5	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,081,749	\$1,252,719	\$6,829,030	73.2	10
Book, Periodical & Music Stores	4512	\$2,840,072	\$134,351	\$2,705,721	91.0	3
General Merchandise Stores	452	\$92,600,777	\$7,150,494	\$85,450,283	85.7	7
Department Stores Excluding Leased Depts.	4521	\$31,471,502	\$5,275,528	\$26,195,974	71.3	2
Other General Merchandise Stores	4529	\$61,129,275	\$1,874,966	\$59,254,309	94.0	5
Miscellaneous Store Retailers	453	\$12,433,555	\$4,436,300	\$7,997,255	47.4	38
Florists	4531	\$526,204	\$345,636	\$180,568	20.7	4
Office Supplies, Stationery & Gift Stores	4532	\$3,503,824	\$265,716	\$3,238,108	85.9	7
Used Merchandise Stores	4533	\$1,552,988	\$598,619	\$954,369	44.4	7
Other Miscellaneous Store Retailers	4539	\$6,850,539	\$3,226,329	\$3,624,210	36.0	20
Nonstore Retailers	454	\$26,712,818	\$5,880,816	\$20,832,002	63.9	11
Electronic Shopping & Mail-Order Houses	4541	\$20,611,985	\$470,916	\$20,141,069	95.5	2
Vending Machine Operators	4542	\$1,147,491	\$3,621,766	-\$2,474,275	-51.9	4
Direct Selling Establishments	4543	\$4,953,342	\$1,788,134	\$3,165,208	47.0	5
Food Services & Drinking Places	722	\$58,496,834	\$21,400,978	\$37,095,856	46.4	23
Full-Service Restaurants	7221	\$21,445,488	\$916,864	\$20,528,624	91.8	4
Limited-Service Eating Places	7222	\$31,117,474	\$19,884,704	\$11,232,770	22.0	16
Special Food Services	7223	\$1,361,219	\$272,170	\$1,089,049	66.7	1
Drinking Places - Alcoholic Beverages	7224	\$4,572,653	\$327,240	\$4,245,413	86.6	2

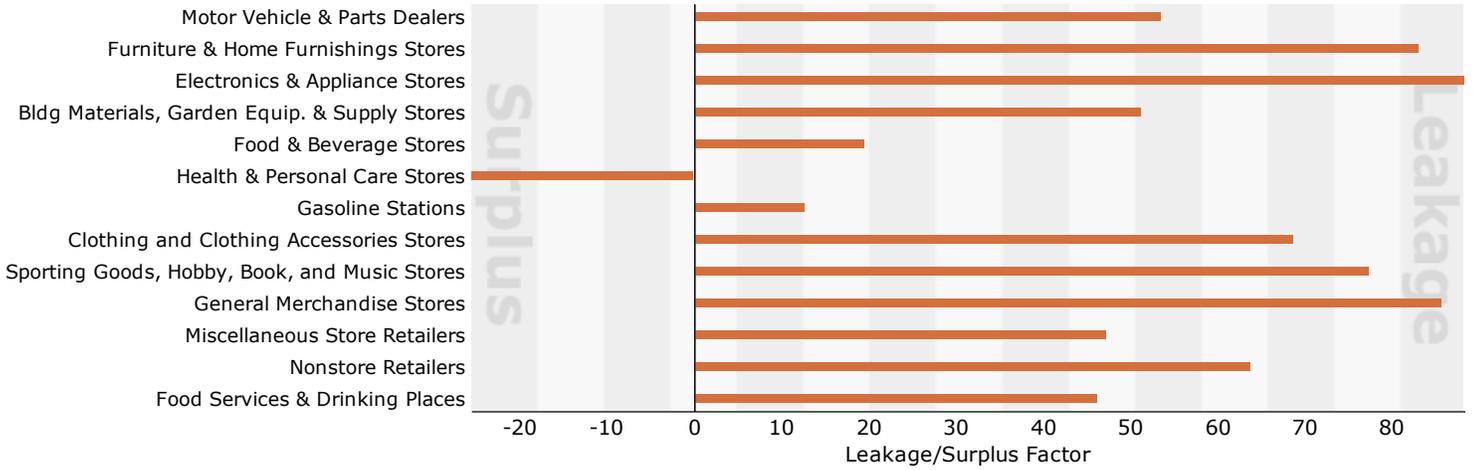
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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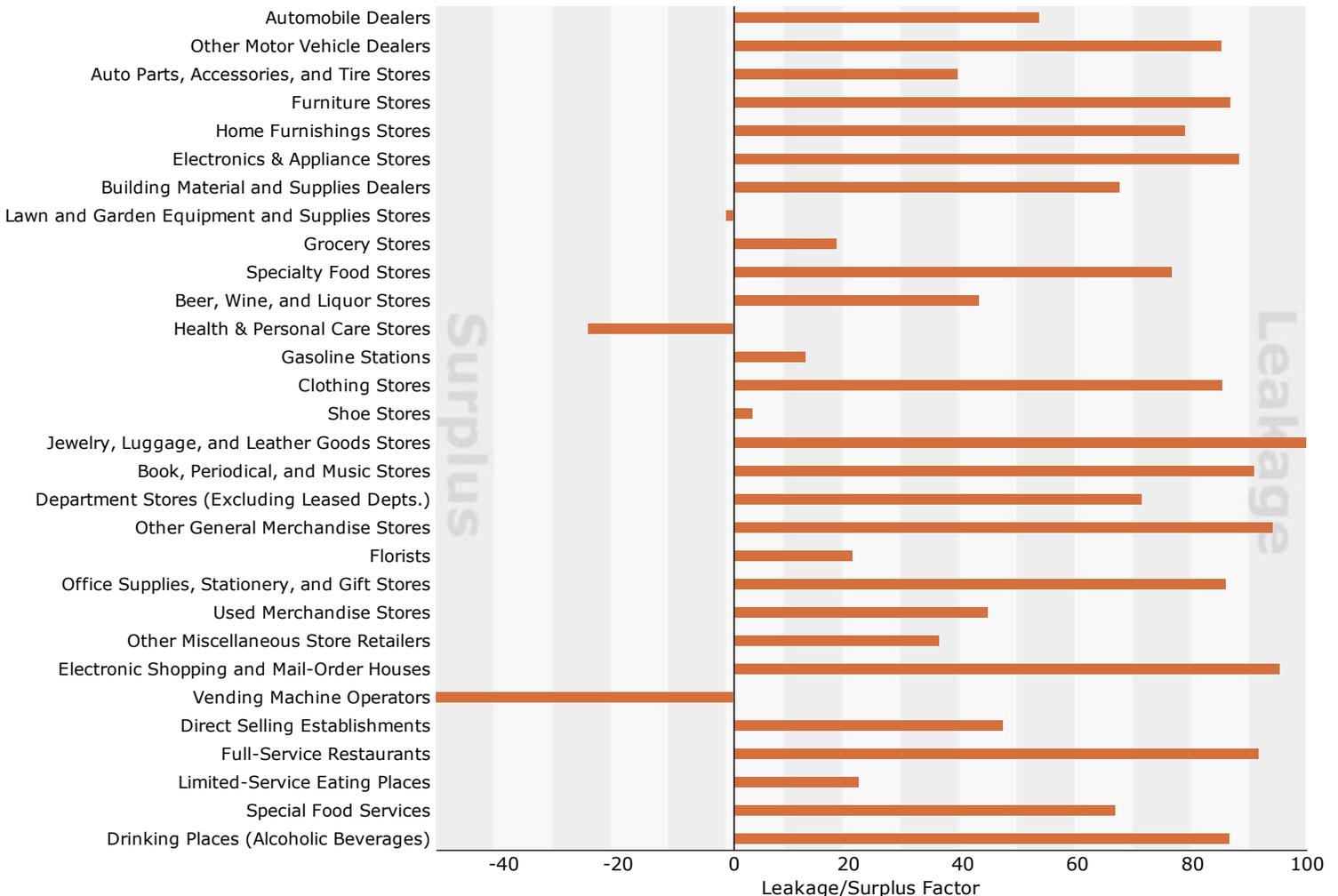
111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 10 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Leakage/Surplus Factor by Industry Subsector

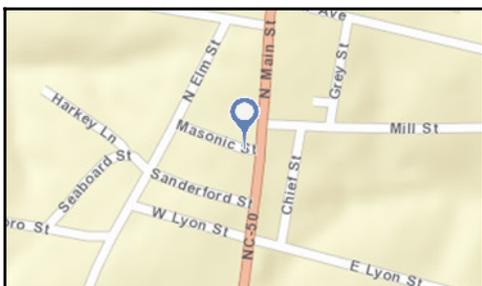
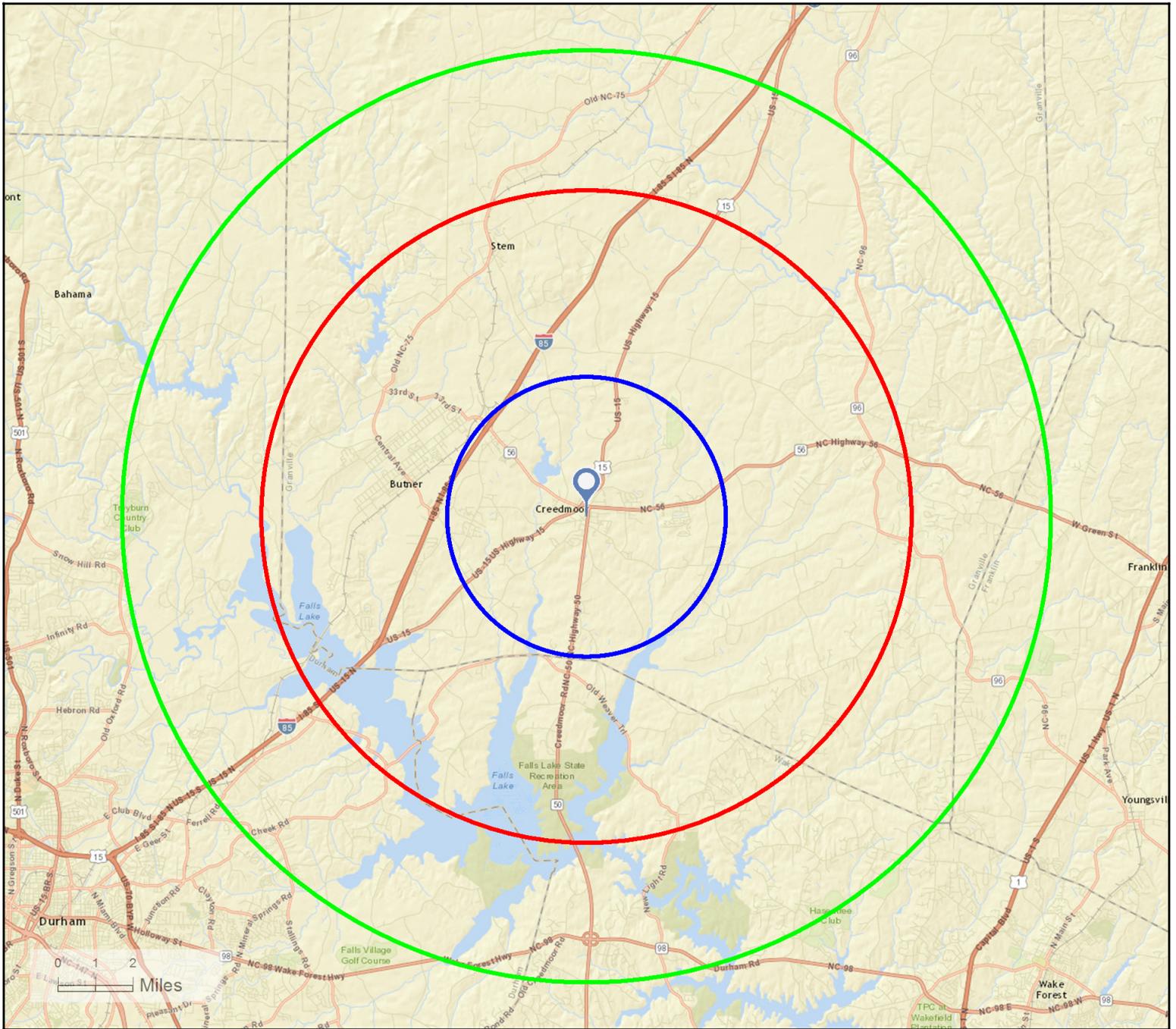


Leakage/Surplus Factor by Industry Group



111 Masonic St, Creedmoor, North Carolina, 27522
111 Masonic St, Creedmoor, North Carolina, 27522
Rings: 3, 7, 10 mile radii

Latitude: 36.119130
Longitude: -78.68682





Tapestry Segmentation Area Profile (2014)

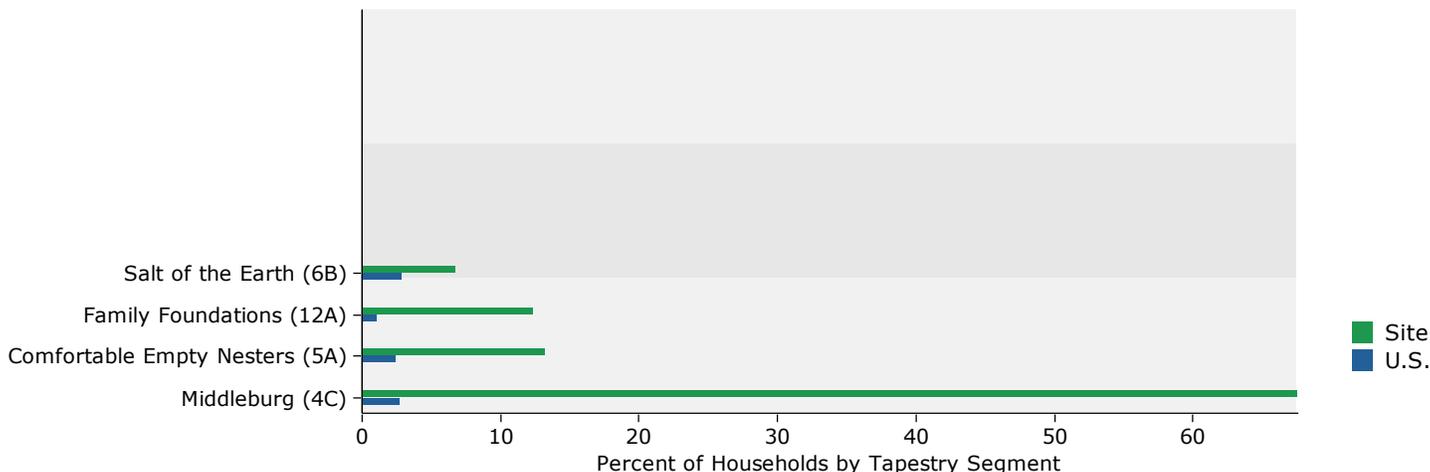
111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 3 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	67.6%	67.6%	2.8%	2.8%	2416
2	Comfortable Empty Nesters (5A)	13.2%	80.8%	2.5%	5.3%	532
3	Family Foundations (12A)	12.4%	93.2%	1.1%	6.4%	1,155
4	Salt of the Earth (6B)	6.8%	100.0%	2.9%	9.3%	231
Subtotal		100.0%		9.3%		
Total		100.0%		9.3%		1075

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

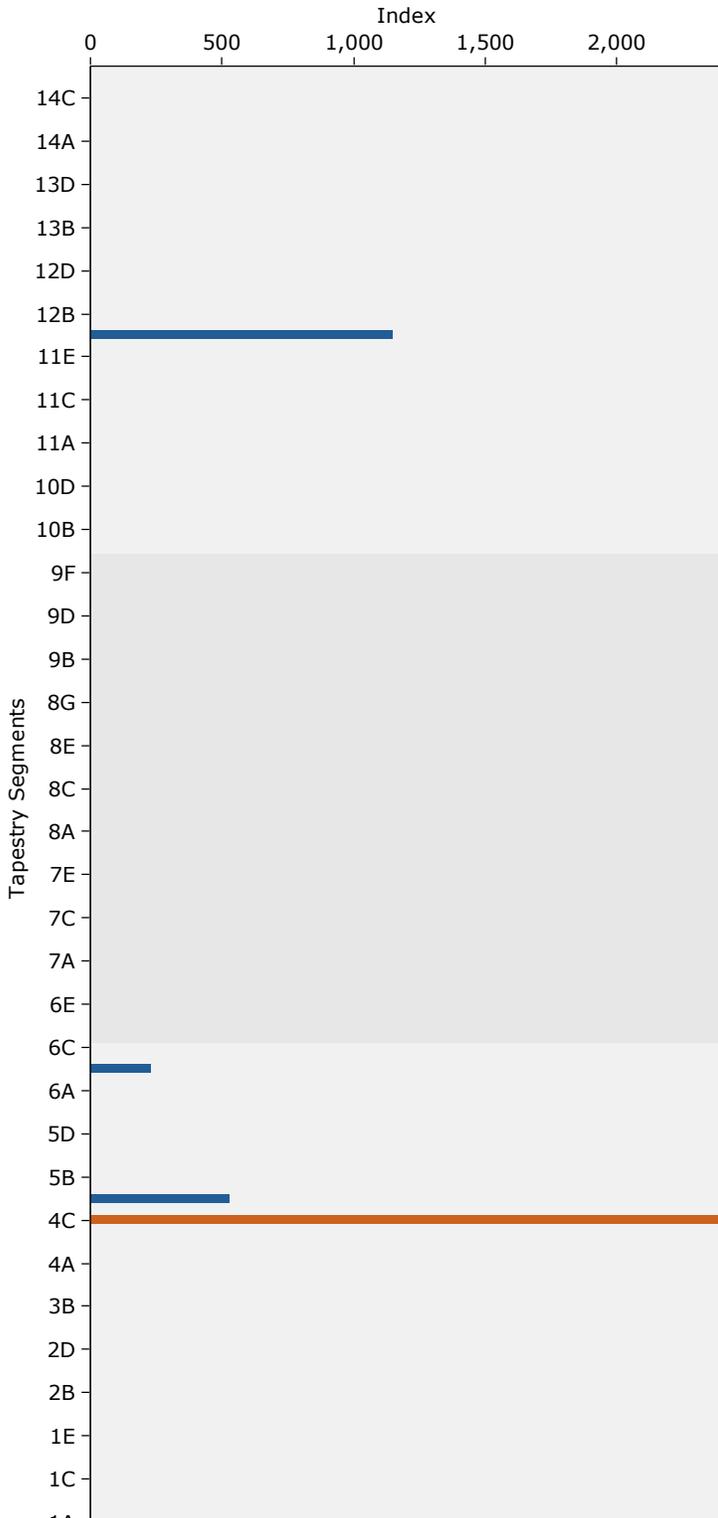


Tapestry Segmentation Area Profile (2014)

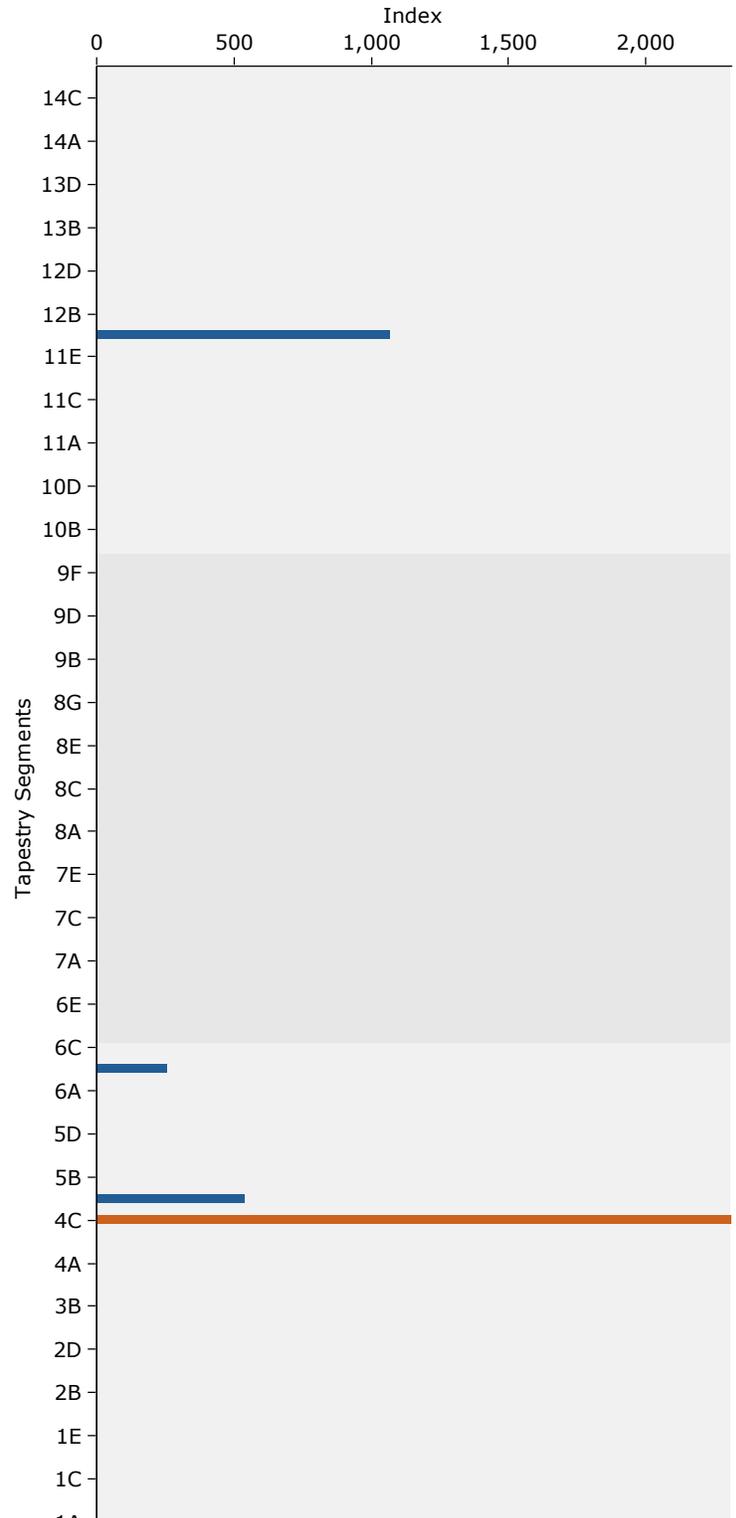
111 Masonic St, Creedmoor, North Carolina, 27522 2
111 Masonic St, Creedmoor, North Carolina, 27522
Ring: 3 mile radius

Latitude: 36.11913
Longitude: -78.68682

2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 3 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,150	100.0%		8,123	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	2,129	67.6%	922	5,490	67.6%	850
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	2,129	67.6%	2,415	5,490	67.6%	2,314
5. GenXurban	417	13.2%	115	1,050	12.9%	120
Comfortable Empty Nesters (5A)	417	13.2%	532	1,050	12.9%	542
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	214	6.8%	56	616	7.6%	64
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	214	6.8%	231	616	7.6%	261
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 3 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,150	100.0%		8,123	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	390	12.4%	195	967	11.9%	196
Family Foundations (12A)	390	12.4%	1,154	967	11.9%	1,073
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 3 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,150	100.0%		8,123	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	390	12.4%	73	967	11.9%	64
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	390	12.4%	1,154	967	11.9%	1,073
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 3 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,150	100.0%		8,123	100.0%	
4. Suburban Periphery	417	13.2%	42	1,050	12.9%	40
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	417	13.2%	532	1,050	12.9%	542
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,129	67.6%	718	5,490	67.6%	735
Middleburg (4C)	2,129	67.6%	2,415	5,490	67.6%	2,314
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	214	6.8%	40	616	7.6%	45
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	214	6.8%	231	616	7.6%	261
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

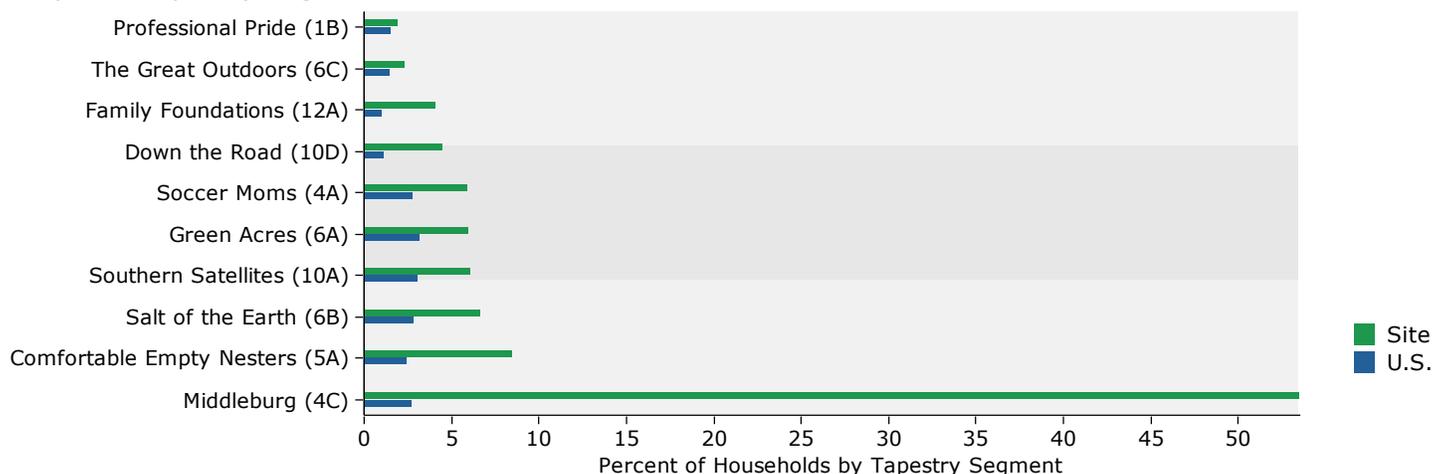
111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 7 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	53.5%	53.5%	2.8%	2.8%	1913
2	Comfortable Empty Nesters (5A)	8.5%	62.0%	2.5%	5.3%	342
3	Salt of the Earth (6B)	6.7%	68.7%	2.9%	8.2%	227
4	Southern Satellites (10A)	6.1%	74.8%	3.2%	11.4%	192
5	Green Acres (6A)	6.0%	80.8%	3.2%	14.6%	189
Subtotal		80.8%		14.6%		
6	Soccer Moms (4A)	6.0%	86.8%	2.8%	17.4%	212
7	Down the Road (10D)	4.5%	91.3%	1.1%	18.5%	394
8	Family Foundations (12A)	4.2%	95.5%	1.1%	19.6%	389
9	The Great Outdoors (6C)	2.4%	97.9%	1.6%	21.2%	155
10	Professional Pride (1B)	1.9%	99.8%	1.6%	22.8%	122
Subtotal		19.0%		8.2%		
11	Unclassified (15)	0.1%	99.9%	0.0%	22.8%	10,137
Subtotal		0.1%				
Total		100.0%		22.8%		439

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

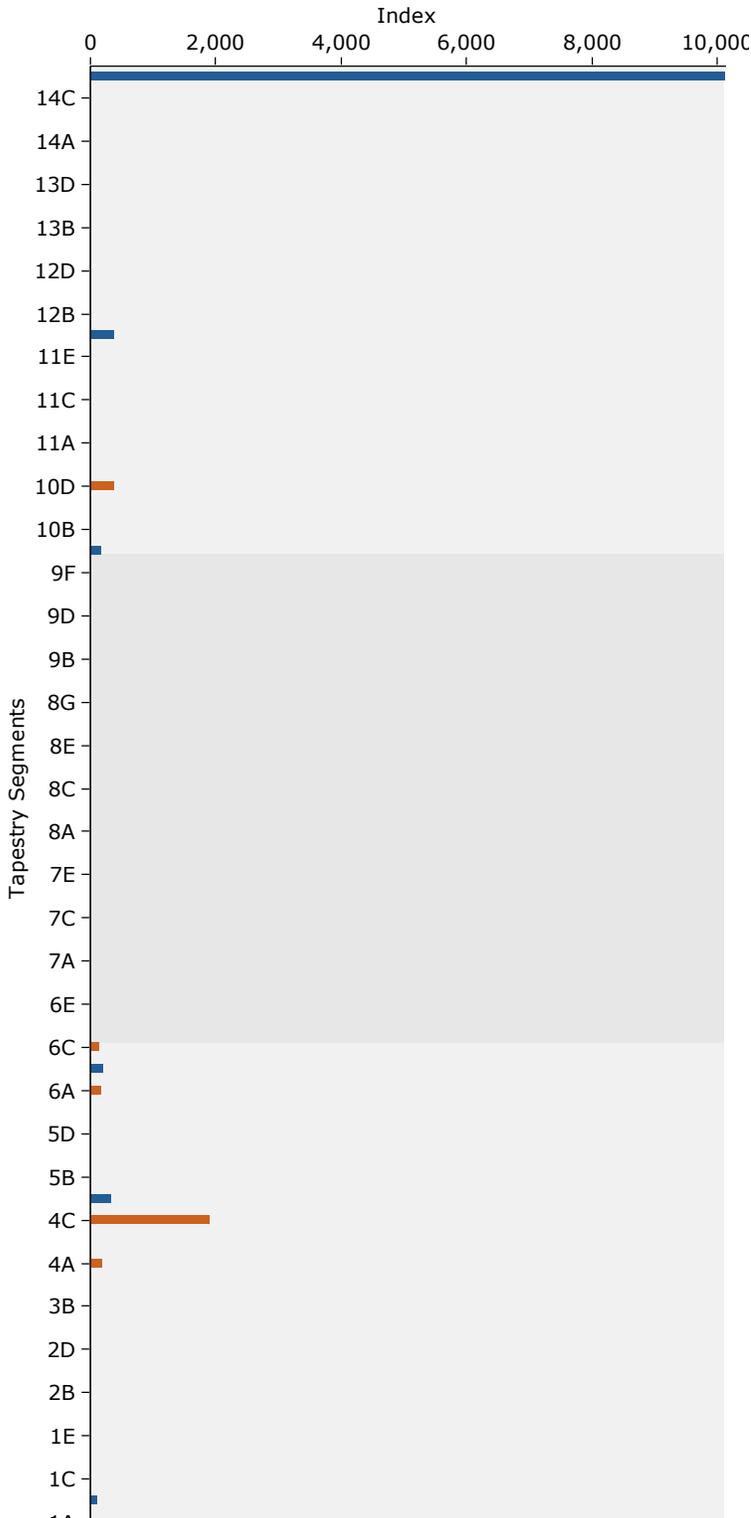


Tapestry Segmentation Area Profile (2014)

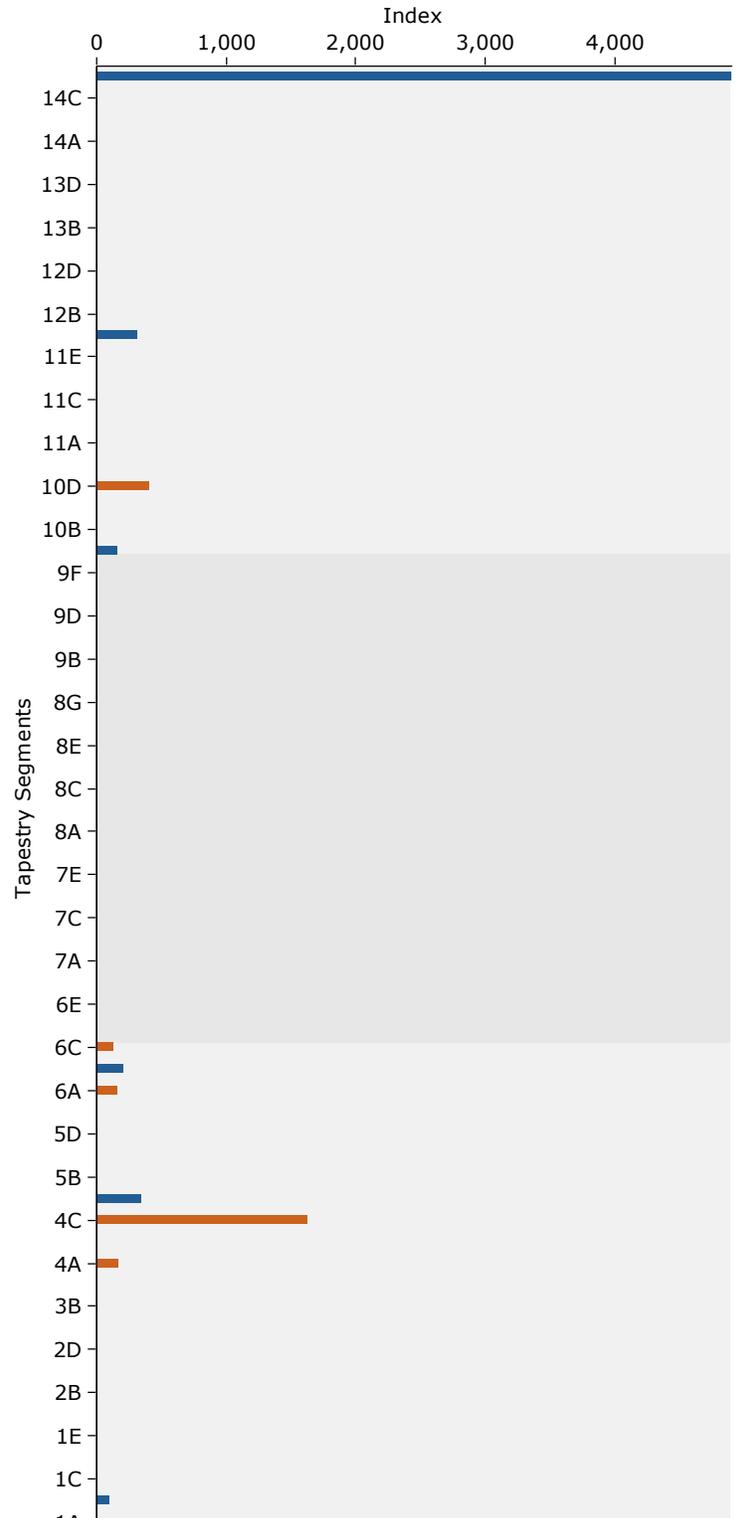
111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 7 mile radius

Latitude: 36.11913
 Longitude: -78.68682

2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 7 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,426	100.0%		27,481	100.0%	
1. Affluent Estates	182	1.9%	20	576	2.1%	20
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	182	1.9%	122	576	2.1%	112
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	5,610	59.5%	811	14,644	53.3%	670
Soccer Moms (4A)	563	6.0%	212	1,552	5.6%	179
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	5,047	53.5%	1,913	13,092	47.6%	1,631
5. GenXurban	803	8.5%	74	2,325	8.5%	79
Comfortable Empty Nesters (5A)	803	8.5%	342	2,325	8.5%	355
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	1,428	15.1%	124	3,744	13.6%	116
Green Acres (6A)	570	6.0%	189	1,521	5.5%	169
Salt of the Earth (6B)	630	6.7%	227	1,687	6.1%	212
The Great Outdoors (6C)	228	2.4%	155	536	2.0%	134
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 7 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,426	100.0%		27,481	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	997	10.6%	126	2,803	10.2%	121
Southern Satellites (10A)	574	6.1%	192	1,438	5.2%	163
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	423	4.5%	394	1,365	5.0%	413
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	393	4.2%	66	976	3.6%	58
Family Foundations (12A)	393	4.2%	389	976	3.6%	320
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	13	0.1%	10,136	2,413	8.8%	4,907

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 7 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,426	100.0%		27,481	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	393	4.2%	25	976	3.6%	19
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	393	4.2%	389	976	3.6%	320
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 7 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,426	100.0%		27,481	100.0%	
4. Suburban Periphery	1,548	16.4%	52	4,453	16.2%	50
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	182	1.9%	122	576	2.1%	112
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	563	6.0%	212	1,552	5.6%	179
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	803	8.5%	342	2,325	8.5%	355
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	5,470	58.0%	617	14,457	52.6%	572
Middleburg (4C)	5,047	53.5%	1,913	13,092	47.6%	1,631
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	423	4.5%	394	1,365	5.0%	413
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	2,002	21.2%	124	5,182	18.9%	112
Green Acres (6A)	570	6.0%	189	1,521	5.5%	169
Salt of the Earth (6B)	630	6.7%	227	1,687	6.1%	212
The Great Outdoors (6C)	228	2.4%	155	536	2.0%	134
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	574	6.1%	192	1,438	5.2%	163
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	13	0.1%	10,136	2,413	8.8%	4,907

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

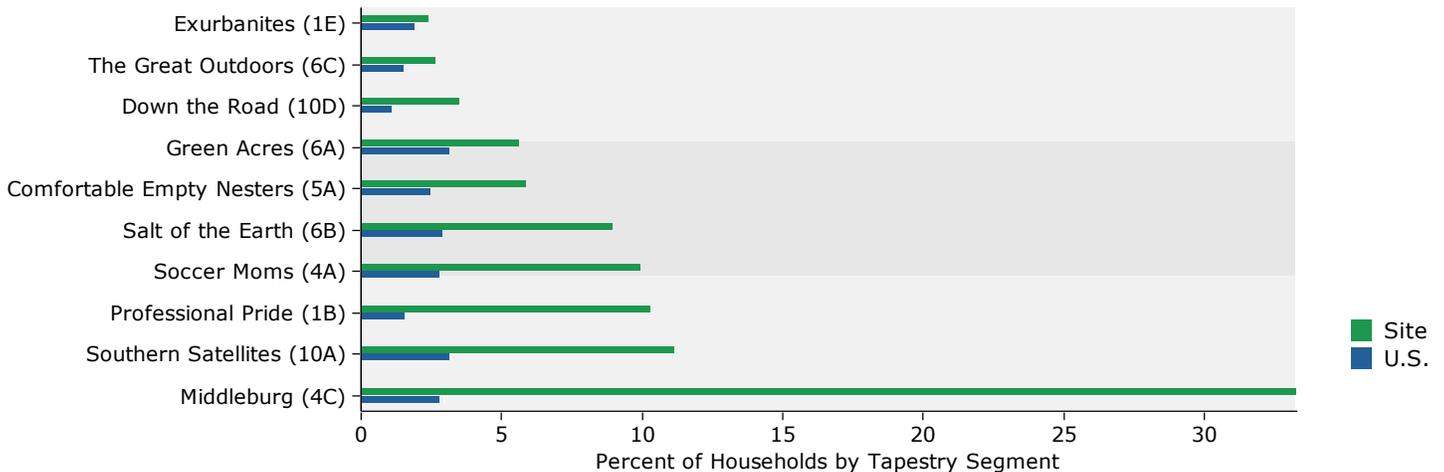
111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 10 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	33.3%	33.3%	2.8%	2.8%	1190
2	Southern Satellites (10A)	11.2%	44.5%	3.2%	6.0%	353
3	Professional Pride (1B)	10.3%	54.8%	1.6%	7.6%	650
4	Soccer Moms (4A)	10.0%	64.8%	2.8%	10.4%	354
5	Salt of the Earth (6B)	9.0%	73.8%	2.9%	13.3%	304
Subtotal		73.8%		13.3%		
6	Comfortable Empty Nesters (5A)	5.9%	79.7%	2.5%	15.8%	237
7	Green Acres (6A)	5.7%	85.4%	3.2%	19.0%	178
8	Down the Road (10D)	3.5%	88.9%	1.1%	20.1%	311
9	The Great Outdoors (6C)	2.7%	91.6%	1.6%	21.7%	170
10	Exurbanites (1E)	2.5%	94.1%	2.0%	23.7%	126
Subtotal		20.3%		10.4%		
11	Family Foundations (12A)	2.2%	96.3%	1.1%	24.8%	206
12	American Dreamers (7C)	2.2%	98.5%	1.5%	26.3%	148
13	Up and Coming Families (7A)	1.6%	100.1%	2.2%	28.5%	72
14	Unclassified (15)	0.1%	100.2%	0.0%	28.5%	5,377
Subtotal		6.1%		4.8%		
Total		100.0%		28.4%		352

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

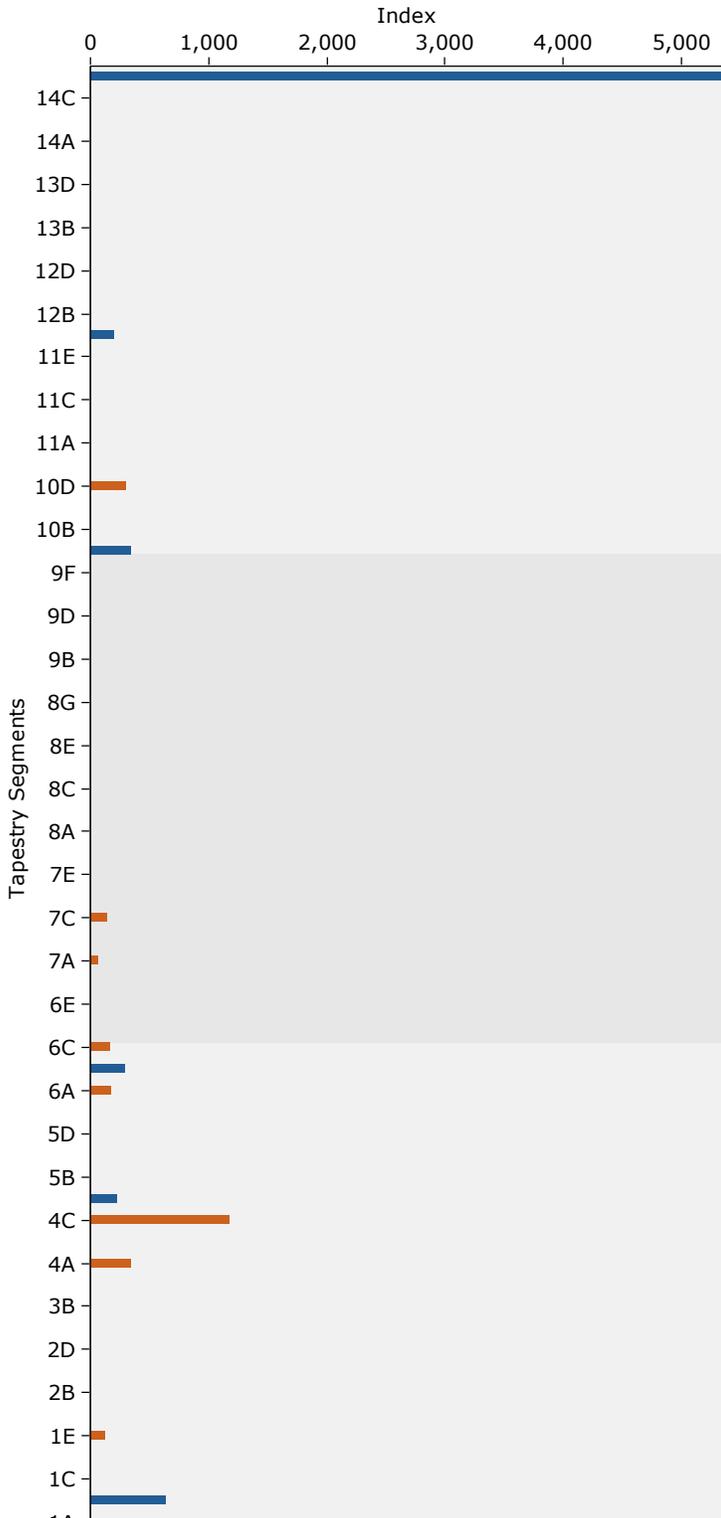


Tapestry Segmentation Area Profile (2014)

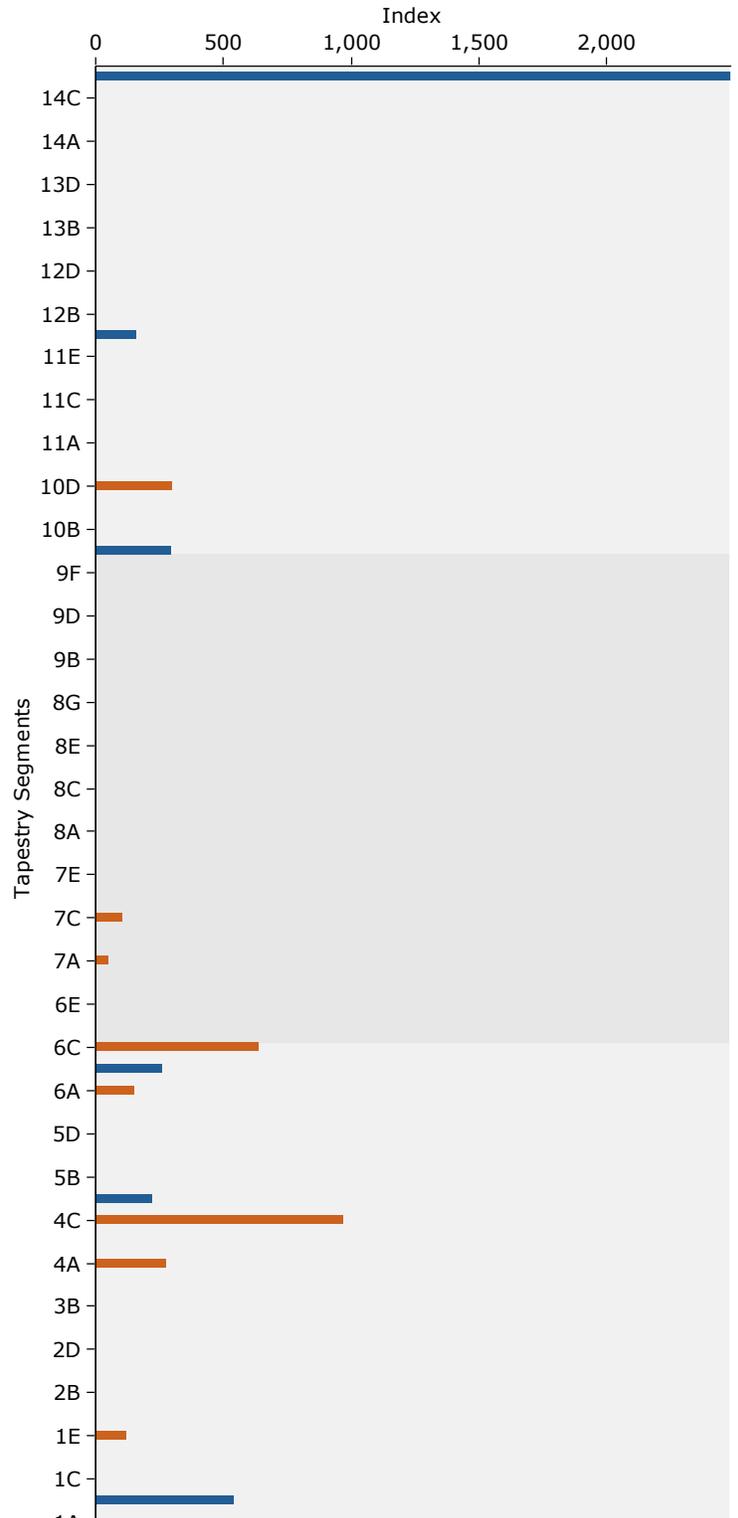
111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 10 mile radius

Latitude: 36.11913
 Longitude: -78.68682

2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



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Source: Esri



Tapestry Segmentation Area Profile (2014)

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 10 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,767	100.0%		54,239	100.0%	
1. Affluent Estates	2,269	12.8%	132	6,778	12.5%	118
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,833	10.3%	650	5,524	10.2%	543
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	436	2.5%	126	1,254	2.3%	124
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	7,687	43.3%	590	20,164	37.2%	468
Soccer Moms (4A)	1,770	10.0%	354	4,756	8.8%	278
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	5,917	33.3%	1,190	15,408	28.4%	972
5. GenXurban	1,048	5.9%	51	2,926	5.4%	50
Comfortable Empty Nesters (5A)	1,048	5.9%	237	2,926	5.4%	226
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	3,073	17.3%	142	11,946	22.0%	187
Green Acres (6A)	1,009	5.7%	178	2,738	5.0%	154
Salt of the Earth (6B)	1,593	9.0%	304	4,117	7.6%	262
The Great Outdoors (6C)	471	2.7%	170	5,091	9.4%	645
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	668	3.8%	55	1,857	3.4%	39
Up and Coming Families (7A)	281	1.6%	72	808	1.5%	57
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	387	2.2%	148	1,049	1.9%	109
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile (2014)

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 10 mile radius

Latitude: 36.11913
 Longitude: -78.68682

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,767	100.0%		54,239	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	2,616	14.7%	175	7,179	13.2%	156
Southern Satellites (10A)	1,987	11.2%	353	5,209	9.6%	299
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	629	3.5%	311	1,970	3.6%	302
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	393	2.2%	35	976	1.8%	30
Family Foundations (12A)	393	2.2%	206	976	1.8%	162
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	13	0.1%	5,377	2,413	4.4%	2,486

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Source: Esri



Tapestry Segmentation Area Profile (2014)

111 Masonic St, Creedmoor, North Carolina, 27522 2
 111 Masonic St, Creedmoor, North Carolina, 27522
 Ring: 10 mile radius

Latitude: 36.11913
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Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,767	100.0%		54,239	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	780	4.4%	26	2,025	3.7%	20
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	387	2.2%	148	1,049	1.9%	109
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	393	2.2%	206	976	1.8%	162
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,767	100.0%		54,239	100.0%	
4. Suburban Periphery	5,368	30.2%	96	15,268	28.1%	87
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,833	10.3%	650	5,524	10.2%	543
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	436	2.5%	126	1,254	2.3%	124
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	1,770	10.0%	354	4,756	8.8%	278
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1,048	5.9%	237	2,926	5.4%	226
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	281	1.6%	72	808	1.5%	57
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	6,546	36.8%	392	17,378	32.0%	349
Middleburg (4C)	5,917	33.3%	1,190	15,408	28.4%	972
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	629	3.5%	311	1,970	3.6%	302
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	5,060	28.5%	167	17,155	31.6%	188
Green Acres (6A)	1,009	5.7%	178	2,738	5.0%	154
Salt of the Earth (6B)	1,593	9.0%	304	4,117	7.6%	262
The Great Outdoors (6C)	471	2.7%	170	5,091	9.4%	645
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	1,987	11.2%	353	5,209	9.6%	299
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	13	0.1%	5,377	2,413	4.4%	2,486

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