




**Harnett County, NC**

**Geography: County**

	2000 Total Population	91,025
	2000 Group Quarters	2,887
	2010 Total Population	115,536
	2015 Total Population	128,101
	2010 - 2015 Annual Rate	2.09%
	2000 Households	33,800
	2000 Average Household Size	2.61
	2010 Households	42,860
	2010 Average Household Size	2.61
	2015 Households	47,642
	2015 Average Household Size	2.61
	2010 - 2015 Annual Rate	2.14%
	2000 Families	24,107
	2000 Average Family Size	3.07
	2010 Families	29,921
	2010 Average Family Size	3.11
	2015 Families	33,043
	2015 Average Family Size	3.11
	2010 - 2015 Annual Rate	2%
	<b>2000 Housing Units</b>	38,605
	Owner Occupied Housing Units	61.5%
	Renter Occupied Housing Units	26.0%
	Vacant Housing Units	12.4%
	<b>2010 Housing Units</b>	49,500
	Owner Occupied Housing Units	61.2%
	Renter Occupied Housing Units	25.4%
	Vacant Housing Units	13.4%
	<b>2015 Housing Units</b>	54,980
	Owner Occupied Housing Units	61.3%
	Renter Occupied Housing Units	25.3%
	Vacant Housing Units	13.3%
	<b>Median Household Income</b>	
	2000	\$35,101
	2010	\$44,325
	2015	\$50,737
	<b>Median Home Value</b>	
	2000	\$80,600
	2010	\$137,666
	2015	\$179,203
	<b>Per Capita Income</b>	
	2000	\$16,775
	2010	\$19,794
	2015	\$21,657
	<b>Median Age</b>	
	2000	32.5
	2010	34.6
	2015	35.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

**Harnett County, NC**

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**2000 Households by Income**

Household Income Base	33,837
< \$15,000	20.1%
\$15,000 - \$24,999	15.2%
\$25,000 - \$34,999	14.5%
\$35,000 - \$49,999	18.4%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	7.4%
\$100,000 - \$149,999	3.7%
\$150,000 - \$199,999	0.7%
\$200,000+	1.0%
Average Household Income	\$43,703

**2010 Households by Income**

Household Income Base	42,860
< \$15,000	15.4%
\$15,000 - \$24,999	11.3%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	17.1%
\$50,000 - \$74,999	25.0%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	1.1%
\$200,000+	1.1%
Average Household Income	\$52,225

**2015 Households by Income**

Household Income Base	47,642
< \$15,000	14.0%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	28.1%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	1.5%
\$200,000+	1.3%
Average Household Income	\$57,074

**2000 Owner Occupied HUs by Value**

Total	23,753
<\$50,000	25.2%
\$50,000 - 99,999	42.8%
\$100,000 - 149,999	19.0%
\$150,000 - 199,999	6.9%
\$200,000 - \$299,999	4.4%
\$300,000 - 499,999	1.2%
\$500,000 - 999,999	0.2%
\$1,000,000+	0.2%
Average Home Value	\$94,051

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	9,850
With Cash Rent	90.5%
No Cash Rent	9.5%
Median Rent	\$358
Average Rent	\$363

**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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

**Harnett County, NC**  
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**2000 Population by Age**

Total	91,025
Age 0 - 4	7.6%
Age 5 - 9	7.8%
Age 10 - 14	7.4%
Age 15 - 19	7.1%
Age 20 - 24	7.7%
Age 25 - 34	16.6%
Age 35 - 44	15.5%
Age 45 - 54	12.0%
Age 55 - 64	8.0%
Age 65 - 74	5.9%
Age 75 - 84	3.4%
Age 85+	1.1%
Age 18+	73.0%

**2010 Population by Age**

Total	115,536
Age 0 - 4	7.7%
Age 5 - 9	7.3%
Age 10 - 14	7.0%
Age 15 - 19	7.2%
Age 20 - 24	7.0%
Age 25 - 34	14.3%
Age 35 - 44	15.1%
Age 45 - 54	13.5%
Age 55 - 64	10.2%
Age 65 - 74	6.0%
Age 75 - 84	3.4%
Age 85+	1.3%
Age 18+	73.8%

**2015 Population by Age**

Total	128,101
Age 0 - 4	7.7%
Age 5 - 9	7.4%
Age 10 - 14	7.2%
Age 15 - 19	6.9%
Age 20 - 24	7.2%
Age 25 - 34	13.5%
Age 35 - 44	14.4%
Age 45 - 54	13.2%
Age 55 - 64	11.0%
Age 65 - 74	7.1%
Age 75 - 84	3.3%
Age 85+	1.2%
Age 18+	73.8%

**2000 Population by Sex**

Males	49.4%
Females	50.6%

**2010 Population by Sex**

Males	49.7%
Females	50.3%

**2015 Population by Sex**

Males	49.7%
Females	50.3%

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Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

**Harnett County, NC**

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**2000 Population by Race/Ethnicity**

Total	91,025
White Alone	71.1%
Black Alone	22.5%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	3.2%
Two or More Races	1.6%
Hispanic Origin	5.9%
Diversity Index	50.5

**2010 Population by Race/Ethnicity**

Total	115,536
White Alone	68.6%
Black Alone	22.0%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	5.2%
Two or More Races	2.2%
Hispanic Origin	9.6%
Diversity Index	57.1

**2015 Population by Race/Ethnicity**

Total	128,101
White Alone	68.7%
Black Alone	21.3%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	1.2%
Some Other Race Alone	5.6%
Two or More Races	2.4%
Hispanic Origin	10.8%
Diversity Index	58.2



**2000 Population 3+ by School Enrollment**

Total	86,984
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	12.8%
Enrolled in Grade 9-12	5.9%
Enrolled in College	6.0%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	71.0%

**2010 Population 25+ by Educational Attainment**

Total	73,592
Less than 9th Grade	6.1%
9th - 12th Grade, No Diploma	11.9%
High School Graduate	33.5%
Some College, No Degree	22.8%
Associate Degree	10.2%
Bachelor's Degree	11.0%
Graduate/Professional Degree	4.5%

**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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2010 Population 15+ by Marital Status**

Total	90,057
Never Married	24.4%
Married	57.9%
Widowed	6.7%
Divorced	11.0%



**2000 Population 16+ by Employment Status**

Total	68,919
In Labor Force	65.4%
Civilian Employed	56.7%
Civilian Unemployed	5.1%
In Armed Forces	3.5%
Not in Labor Force	34.6%

**2010 Civilian Population 16+ in Labor Force**

Civilian Employed	86.8%
Civilian Unemployed	13.2%

**2015 Civilian Population 16+ in Labor Force**

Civilian Employed	89.4%
Civilian Unemployed	10.6%

**2000 Females 16+ by Employment Status and Age of Children**

Total	35,356
Own Children < 6 Only	9.7%
Employed/in Armed Forces	5.5%
Unemployed	0.5%
Not in Labor Force	3.6%
Own Children < 6 and 6-17 Only	7.1%
Employed/in Armed Forces	4.1%
Unemployed	0.4%
Not in Labor Force	2.7%
Own Children 6-17 Only	17.4%
Employed/in Armed Forces	12.5%
Unemployed	0.6%
Not in Labor Force	4.3%
No Own Children < 18	65.9%
Employed/in Armed Forces	30.9%
Unemployed	4.3%
Not in Labor Force	30.6%



**2010 Employed Population 16+ by Industry**

Total	43,402
Agriculture/Mining	1.8%
Construction	11.8%
Manufacturing	13.3%
Wholesale Trade	2.9%
Retail Trade	11.7%
Transportation/Utilities	3.5%
Information	2.0%
Finance/Insurance/Real Estate	3.8%
Services	41.6%
Public Administration	7.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2010 Employed Population 16+ by Occupation**

Total	43,402
White Collar	50.8%
Management/Business/Financial	9.9%
Professional	18.9%
Sales	9.7%
Administrative Support	12.3%
Services	17.1%
Blue Collar	32.1%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	10.5%
Installation/Maintenance/Repair	5.3%
Production	9.3%
Transportation/Material Moving	6.1%



**2000 Workers 16+ by Means of Transportation to Work**

Total	40,599
Drove Alone - Car, Truck, or Van	79.1%
Carpooled - Car, Truck, or Van	16.2%
Public Transportation	0.4%
Walked	1.3%
Other Means	1.2%
Worked at Home	1.9%

**2000 Workers 16+ by Travel Time to Work**

Total	40,599
Did Not Work at Home	98.1%
Less than 5 minutes	2.7%
5 to 9 minutes	7.7%
10 to 19 minutes	24.4%
20 to 24 minutes	13.1%
25 to 34 minutes	20.8%
35 to 44 minutes	7.8%
45 to 59 minutes	12.0%
60 to 89 minutes	6.4%
90 or more minutes	3.1%
Worked at Home	1.9%
Average Travel Time to Work (in min)	29.2

**2000 Households by Vehicles Available**

Total	33,800
None	7.9%
1	30.9%
2	39.3%
3	16.0%
4	4.1%
5+	1.8%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2000 Households by Type**

Total	33,800
Family Households	71.3%
Married-couple Family	53.2%
With Related Children	26.7%
Other Family (No Spouse)	18.1%
With Related Children	12.6%
Nonfamily Households	28.7%
Householder Living Alone	23.3%
Householder Not Living Alone	5.3%
Households with Related Children	39.3%
Households with Persons 65+	20.0%

**2000 Households by Size**

Total	33,800
1 Person Household	23.3%
2 Person Household	32.4%
3 Person Household	19.6%
4 Person Household	14.9%
5 Person Household	6.4%
6 Person Household	2.1%
7+ Person Household	1.2%

**2000 Households by Year Householder Moved In**

Total	33,800
Moved in 1999 to March 2000	21.7%
Moved in 1995 to 1998	31.7%
Moved in 1990 to 1994	14.0%
Moved in 1980 to 1989	13.8%
Moved in 1970 to 1979	9.6%
Moved in 1969 or Earlier	9.1%
Median Year Householder Moved In	1995



**2000 Housing Units by Units in Structure**

Total	38,605
1, Detached	59.4%
1, Attached	1.3%
2	2.6%
3 or 4	2.6%
5 to 9	1.4%
10 to 19	0.3%
20+	0.5%
Mobile Home	31.9%
Other	0.1%

**2000 Housing Units by Year Structure Built**


Total	38,605
1999 to March 2000	3.7%
1995 to 1998	17.4%
1990 to 1994	11.7%
1980 to 1989	18.3%
1970 to 1979	19.0%
1969 or Earlier	29.8%
Median Year Structure Built	1981

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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**Top 3 Tapestry Segments**

- |    |  |                     |
|----|--|---------------------|
| 1. |  | Crossroads          |
| 2. |  | Midland Crowd       |
| 3. |  | Southern Satellites |

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$53,357,561
Average Spent	\$1,244.93
Spending Potential Index	52
Computers & Accessories: Total \$	\$7,010,772
Average Spent	\$163.57
Spending Potential Index	74
Education: Total \$	\$36,873,276
Average Spent	\$860.32
Spending Potential Index	71
Entertainment/Recreation: Total \$	\$107,200,443
Average Spent	\$2,501.18
Spending Potential Index	78
Food at Home: Total \$	\$147,768,104
Average Spent	\$3,447.69
Spending Potential Index	77
Food Away from Home: Total \$	\$105,579,697
Average Spent	\$2,463.36
Spending Potential Index	77
Health Care: Total \$	\$128,164,299
Average Spent	\$2,990.30
Spending Potential Index	80
HH Furnishings & Equipment: Total \$	\$58,382,539
Average Spent	\$1,362.17
Spending Potential Index	66
Investments: Total \$	\$50,625,838
Average Spent	\$1,181.19
Spending Potential Index	68
Retail Goods: Total \$	\$803,135,930
Average Spent	\$18,738.59
Spending Potential Index	75
Shelter: Total \$	\$476,227,438
Average Spent	\$11,111.23
Spending Potential Index	70
TV/Video/Audio: Total \$	\$41,327,694
Average Spent	\$964.25
Spending Potential Index	78
Travel: Total \$	\$56,420,706
Average Spent	\$1,316.40
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$31,291,220
Average Spent	\$730.08
Spending Potential Index	77

**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.