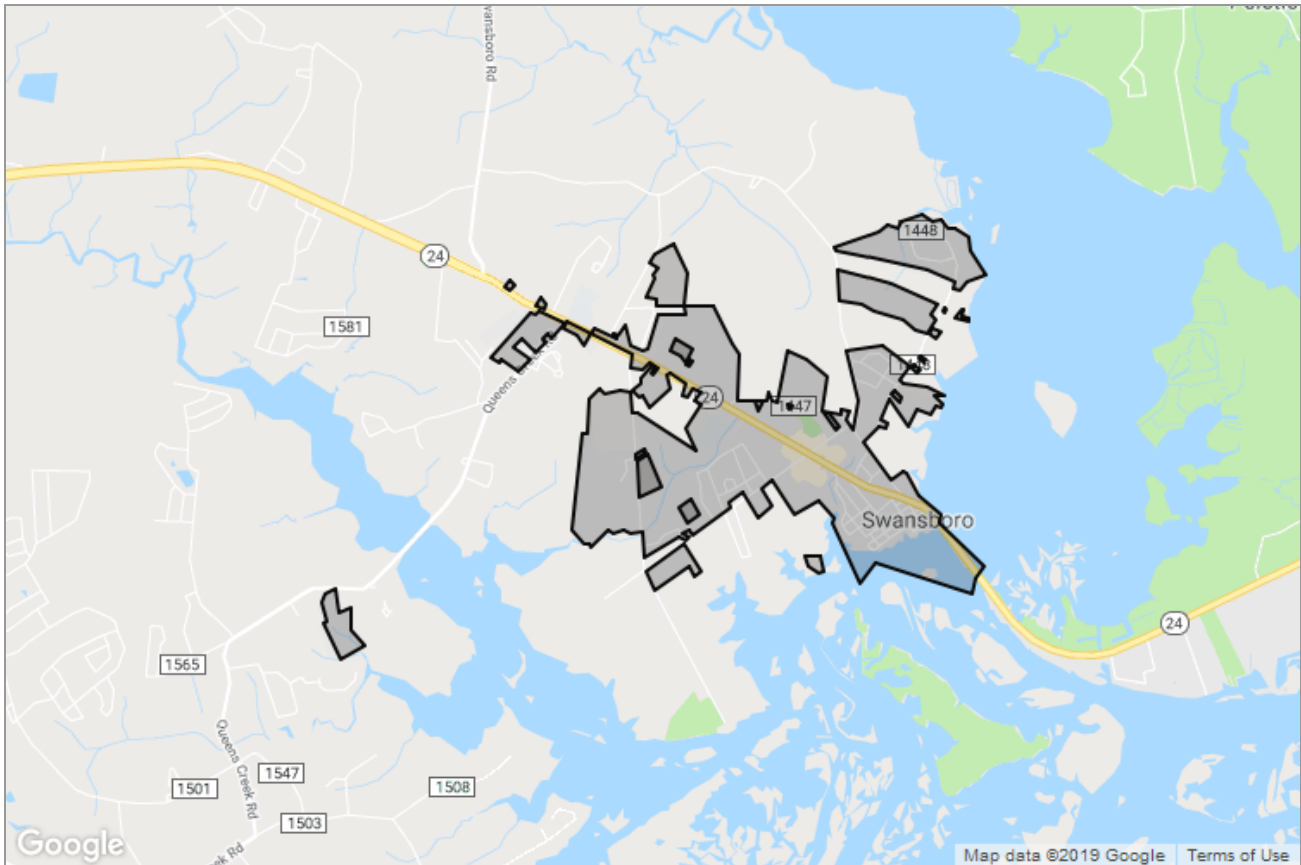# NCR
MLS

COMMERCIAL TRADE AREA REPORT

Swansboro, North Carolina

Presented by

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Green Key
REALTY

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Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$53,098	**39.6**	**3,425**	**Old and Newcomers**
Total dollars: $53,098 out of $1,466	Total years: 39.6 out of 3,425.0		

Consumer Segmentation

Life Mode

What are the people like that live in this area? — **Middle Ground** Lifestyles of thirtysomethings

Urbanization

Where do people like this usually live? — **Metro Cities** Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	**Old and Newcomers**	**The Great Outdoors**	**Middleburg**
% of Households	659 (45.0%)	574 (39.2%)	233 (15.9%)
% of Onslow County	6,314 (9.1%)	3,628 (5.2%)	15,972 (23.1%)
Lifestyle Group	Middle Ground	Cozy Country Living	Family Landscapes
Urbanization Group	Metro Cities	Rural	Semirural
Residence Type	Multi-Units; Single Family	Single Family	Single Family
Household Type	Singles	Married Couples	Married Couples
Average Household Size	2.11	2.43	2.73
Median Age	38.5	46.3	35.3
Diversity Index	50.1	33.7	46.3
Median Household Income	$39,000	$53,000	$55,000
Median Net Worth	$23,000	$124,000	$89,000
Median Home Value	–	$189,000	$158,000
Homeownership	46.4 %	78.1 %	74.3 %
Average Monthly Rent	$850	–	–
Employment	Professional or Services	Professional or Services	Professional or Services
Education	College Degree	College Degree	College Degree
Preferred Activities	Buy frozen, convenience foods. Support environmental organizations.	Might invest in real estate. Own pet dogs or cats.	Buy children's toys and clothes. Go hunting, bowling, target shooting.
Financial	Bank online or in person	Belong to AARP, veterans' clubs	Carry some debt; invest for future
Media	Watch movies at home	Watch CMT, History Channel, Fox News	Watch country, Christian TV channels
Vehicle	View car as transportation only	Own 4-wheel drive trucks	Own trucks, SUVs

About this segment

Old and Newcomers

This is the	In this area	In the United States
#1	**45.0%**	**2.3%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

The Old and Newcomers market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

Our Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, $800.
- 45% of housing units are single-family dwellings; 44% are multi-unit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

Socioeconomic Traits

- Unemployment is lower at 7.8%, with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree, 33% have some college education, 10% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

Market Profile

- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

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About this segment
The Great Outdoors

This is the	In this area	In the United States
#2	**39.2%**	**1.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Neighborhoods in The Great Outdoors segment are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the U.S. level.

Our Neighborhood

- More than 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.43.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (76%) and mobile homes (16%); a significant inventory of seasonal housing is available.
- Residents live in small towns and rural communities throughout the West, South and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home.

Socioeconomic Traits

- Nearly 60% have attended college or hold a degree.
- Unemployment is lower at 8%, but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping and entertainment.
- Most households have pets—dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing and boating.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

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About this segment
Middleburg

This is the	In this area	In the United States
#3	**15.9%**	**2.9%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of $158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

Swansboro, North Carolina: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Swansboro	3,425
	3,683
Onslow County	200,602
	213,116
North Carolina	10,455,604
	11,061,202

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Swansboro	1,523.8
	1,638.6
Onslow County	245.9
	261.2
North Carolina	198.5
	210.0

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2018, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Swansboro	28.76%
	7.53%
Onslow County	12.84%
	6.24%
North Carolina	9.65%
	5.79%

Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ Swansboro

Swansboro	4,027
Onslow County	207,391
North Carolina	10,413,938

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Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

- Swansboro

Area	Value
Swansboro	1,791.6
Onslow County	254.2
North Carolina	197.7

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

- 2018
- 2023 (Projected)

Area	2018	2023 (Projected)
Swansboro	2.33	2.34
Onslow County	2.69	2.71
North Carolina	2.50	2.50

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

- 2018
- 2023 (Projected)

Area	2018	2023 (Projected)
Swansboro	2,754	2,960
Onslow County	157,720	168,284
North Carolina	8,255,735	8,740,511

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

- Women 2018
- Men 2018
- Women 2023 (Projected)
- Men 2023 (Projected)

Area	Women	Men
Swansboro	52.3%	47.7%
	52.0%	48.0%
Onslow County	47.5%	52.5%
	47.6%	52.4%
North Carolina	51.1%	48.9%
	51.0%	49.0%

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Swansboro, North Carolina: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018
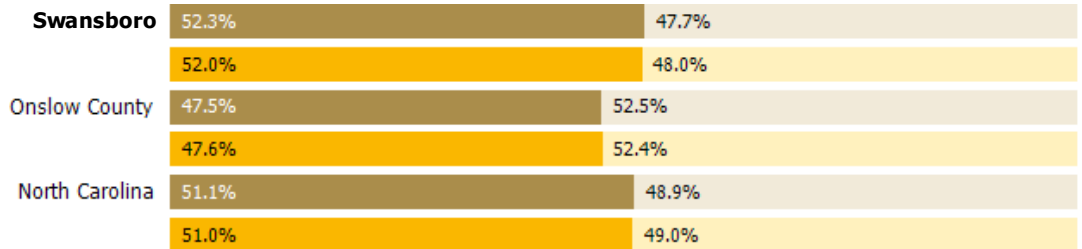
Update Frequency: Annually

■ 2018
■ 2023 (Projected)

	2018	2023 (Projected)
Swansboro	39.6	40.3
Onslow County	28.5	29.5
North Carolina	38.7	39.4

Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Age Group	2018	2023 (Projected)
Children	12.1%	11.7%
Tweens	3.8%	3.9%
Teens	7.9%	7.8%
20s	13.2%	12.3%
30s	13.5%	14.0%
40s	11.6%	11.4%
50s	13.6%	12.2%
60s	11.9%	13.1%
70s	8.2%	8.9%
Over 80	4.2%	4.8%

Swansboro, North Carolina: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

- Married
- Unmarried

	Married	Unmarried
Swansboro	52.6%	47.4%
Onslow County	56.2%	43.8%
North Carolina	51.0%	49.0%

Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

	Married
Swansboro	52.6%
Onslow County	56.2%
North Carolina	51.0%

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

	Never Married
Swansboro	25.9%
Onslow County	31.0%
North Carolina	32.1%

Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

	Widowed
Swansboro	4.8%
Onslow County	4.0%
North Carolina	6.1%

Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

	Divorced
Swansboro	16.7%
Onslow County	8.8%
North Carolina	10.8%

Swansboro, North Carolina: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018
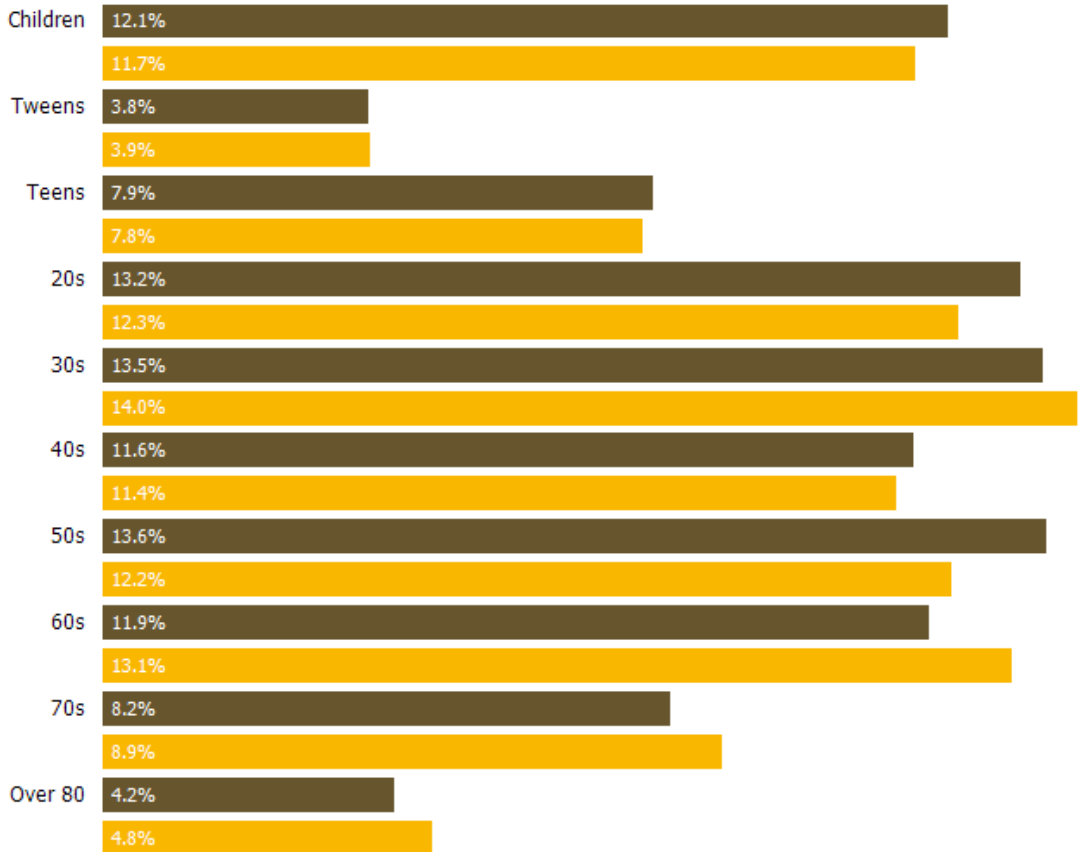
Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Geography	2018	2023 (Projected)
Swansboro	$69,018	$78,678
Onslow County	$61,561	$69,446
North Carolina	$72,420	$81,534

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Geography	2018	2023 (Projected)
Swansboro	$53,098	$58,961
Onslow County	$49,680	$53,629
North Carolina	$51,844	$57,039

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)

Geography	2018	2023 (Projected)
Swansboro	$28,917	$32,808
Onslow County	$22,670	$25,301
North Carolina	$28,752	$32,238

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018
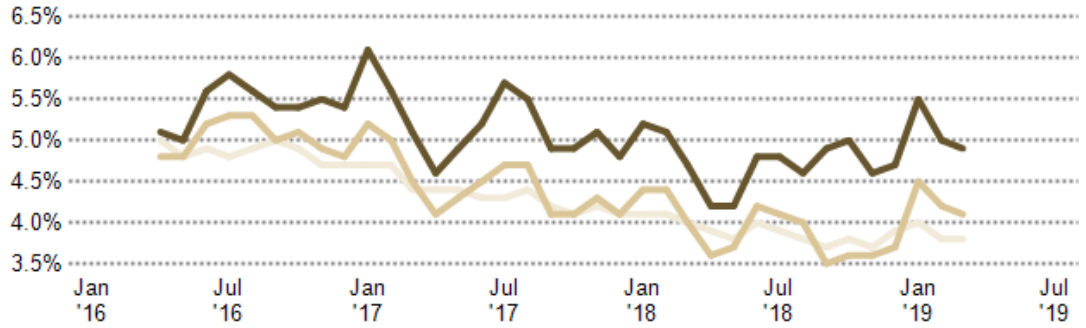
Update Frequency: Annually

Geography	Value
Swansboro	$54,390
Onslow County	$49,245
North Carolina	$55,868

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Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly
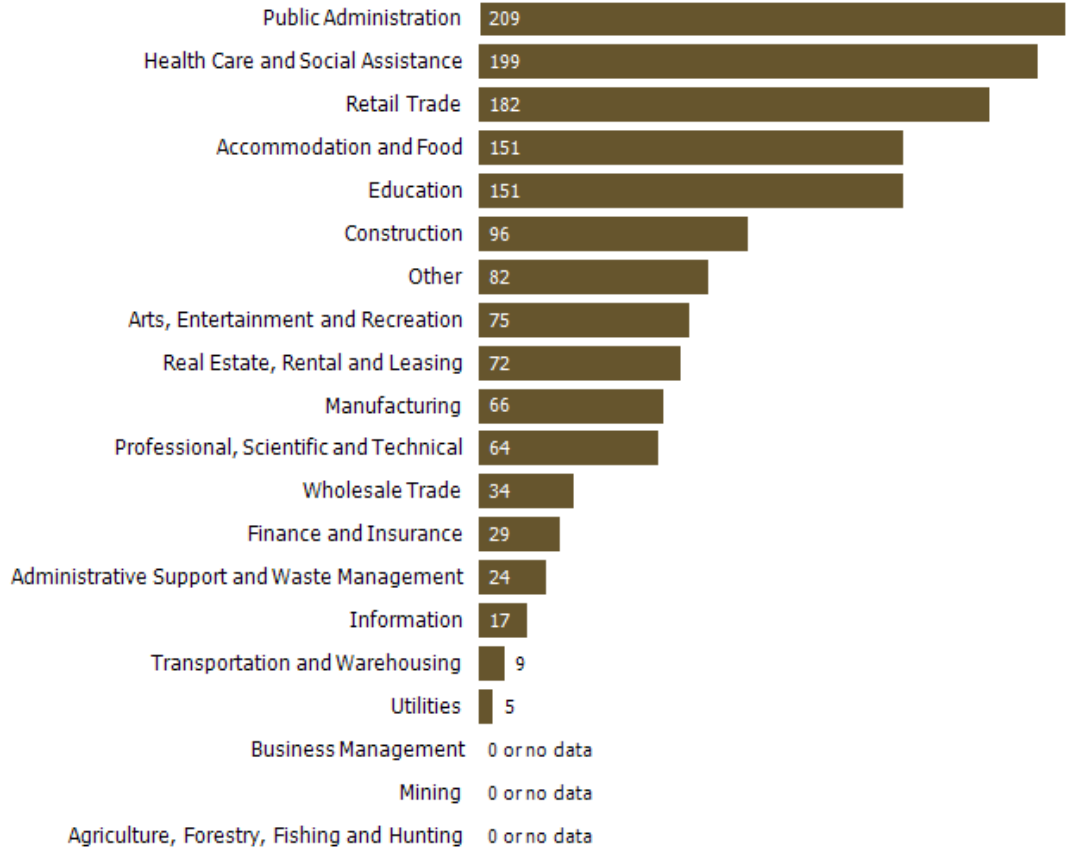
- Onslow County
- North Carolina
- USA

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2018

Update Frequency: Annually

Industry	Count
Public Administration	209
Health Care and Social Assistance	199
Retail Trade	182
Accommodation and Food	151
Education	151
Construction	96
Other	82
Arts, Entertainment and Recreation	75
Real Estate, Rental and Leasing	72
Manufacturing	66
Professional, Scientific and Technical	64
Wholesale Trade	34
Finance and Insurance	29
Administrative Support and Waste Management	24
Information	17
Transportation and Warehousing	9
Utilities	5
Business Management	0 or no data
Mining	0 or no data
Agriculture, Forestry, Fishing and Hunting	0 or no data

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Swansboro, North Carolina: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Swansboro	4.0%
Onslow County	2.5%
North Carolina	4.4%

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Swansboro	4.4%
Onslow County	5.7%
North Carolina	7.8%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Swansboro	3.4%
Onslow County	4.2%
North Carolina	4.4%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Swansboro	17.1%
Onslow County	23.8%
North Carolina	21.1%

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Swansboro	30.5%
Onslow County	32.2%
North Carolina	21.5%

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Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Swansboro	8.0%
Onslow County	10.7%
North Carolina	9.7%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Swansboro	19.0%
Onslow County	14.5%
North Carolina	20.0%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

Swansboro	13.6%
Onslow County	6.5%
North Carolina	11.1%

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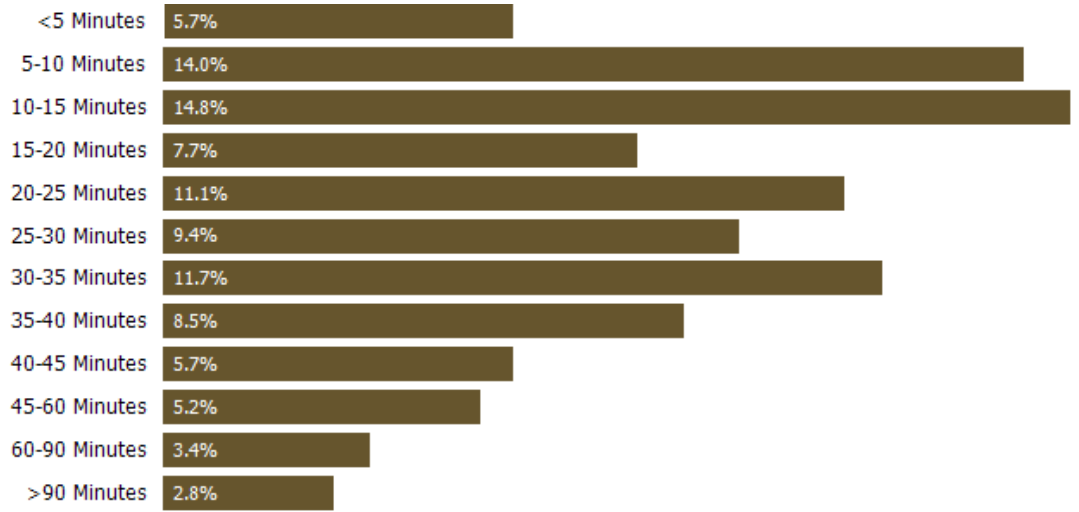# Swansboro, North Carolina: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ Swansboro

Commute Time	Percentage
<5 Minutes	5.7%
5-10 Minutes	14.0%
10-15 Minutes	14.8%
15-20 Minutes	7.7%
20-25 Minutes	11.1%
25-30 Minutes	9.4%
30-35 Minutes	11.7%
35-40 Minutes	8.5%
40-45 Minutes	5.7%
45-60 Minutes	5.2%
60-90 Minutes	3.4%
>90 Minutes	2.8%

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ Swansboro

Transportation	Percentage
Drive Alone	84.3%
Carpool	8.4%
Walk	4.9%
Work at Home	2.8%
Bicycle	1.4%
Motorcycle	0.7%
Other	0.2%

Swansboro, North Carolina: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed
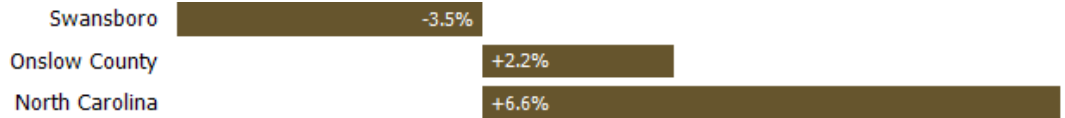
Update Frequency: Monthly

Area	Value
Swansboro	$224,140
Onslow County	$167,330
North Carolina	$224,630

12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Area	Change
Swansboro	-3.5%
Onslow County	+2.2%
North Carolina	+6.6%

Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

Area	Price
Swansboro	$241,500
Onslow County	$190,500
North Carolina	$259,900

12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

| Area	Change
Swansboro	+7.4%
Onslow County	+8.9%
North Carolina	+6.1%

5/26/2019

## Best Retail Businesses: Swansboro, North Carolina

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2018

Update Frequency: Annually
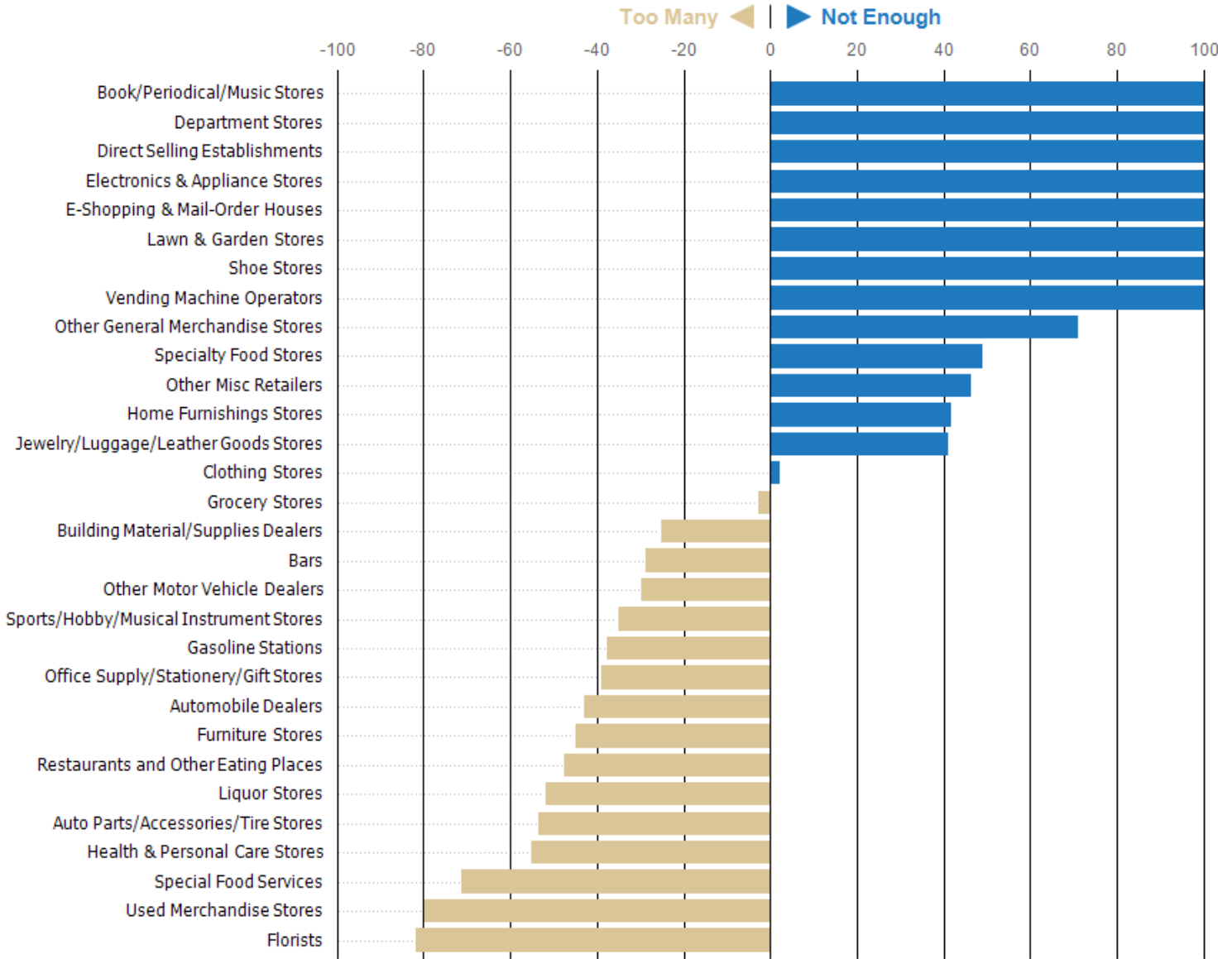
Traffic Counts
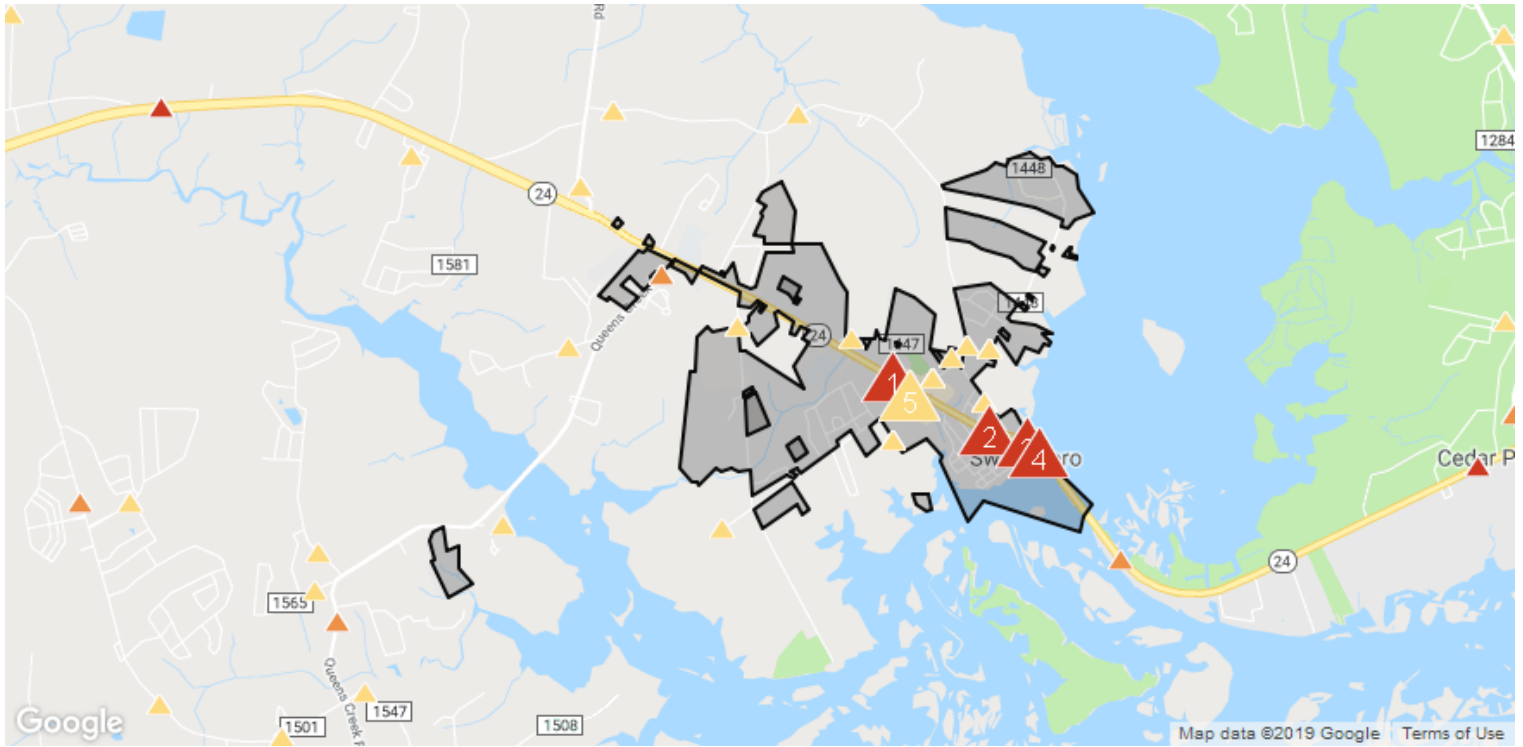
Daily Traffic Counts: ▲ Up 6,000 / day   ▲ 6,001 – 15,000   ▲ 15,001 – 30,000   ▲ 30,001 – 50,000   ▲ 50,001 – 100,000   ▲ Over 100,000 / day

▲ 1	▲ 2	▲ 3	▲ 4	▲ 5
18,961	**17,183**	**16,819**	**16,000**	**1,644**
2017 Est. daily traffic counts	**2017 Est. daily traffic counts**	**2017 Est. daily traffic counts**	**1998 Est. daily traffic counts**	**2017 Est. daily traffic counts**
Street: **W Corbett Ave**	Street: **W Corbett Ave**	Street: **W Corbett Ave**	Street: **W Corbett Ave**	Street: **Old Hammock Rd**
Cross: **Taylor Ter**	Cross: **W Church St**	Cross: **S Elm St**	Cross: **S Water St**	Cross: **Ward Rd**
Cross Dir: **NW**	Cross Dir: **E**	Cross Dir: **SE**	Cross Dir: **NW**	Cross Dir: **SW**
Dist: **0.13 miles**	Dist: **0.03 miles**	Dist: **0.02 miles**	Dist: **0.02 miles**	Dist: **0.03 miles**

Historical counts

Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type
2009 ▲	22,000	AADT	2009 ▲	19,000	AADT	2009 ▲	19,000	AADT				2009 ▲	2,900	AADT
2008 ▲	23,000	AADT	2008 ▲	20,000	AADT	2008 ▲	21,000	AADT				2001 ▲	3,700	AADT
2004 ▲	21,000	AADT	2004 ▲	18,000	AADT	2004 ▲	18,000	AADT				1999 ▲	2,600	AADT
2001 ▲	19,000	AADT	2001 ▲	16,000	AADT	1999 ▲	16,000	AADT						
1999 ▲	19,000	AADT	1999 ▲	16,000	AADT									

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records and RealtyTrac.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: http://blog.narrpr.com