

## Expanded Profile

2010-2020 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Konover South

Lat/Lon: 35.5877/-82.5538

District Brewery (44 Collier Avenue) Asheville, NC 28801	1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>						
Estimated Population (2021)	8,701		56,027		103,162	
Projected Population (2026)	9,369		58,392		106,963	
Census Population (2020)	8,993		55,243		102,291	
Census Population (2010)	7,924		49,195		92,177	
Projected Annual Growth (2021 to 2026)	668	1.5%	2,365	0.8%	3,801	0.7%
Historical Annual Growth (2020 to 2021)	-292	-3.2%	785	1.4%	871	0.9%
Historical Annual Growth (2010 to 2020)	1,069	13.5%	6,048	12.3%	10,114	11.0%
Estimated Population Density (2021)	2,771 psm		1,983 psm		1,314 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
<b>Households</b>						
Estimated Households (2021)	4,336		25,483		46,014	
Projected Households (2026)	4,759		27,174		48,774	
Census Households (2020)	4,492		25,160		45,765	
Census Households (2010)	3,565		21,666		40,241	
Estimated Households with Children (2021)	673	15.5%	5,402	21.2%	10,508	22.8%
Estimated Average Household Size (2021)	1.80		2.06		2.15	
<b>Average Household Income</b>						
Estimated Average Household Income (2021)	\$48,432		\$71,624		\$77,046	
Projected Average Household Income (2026)	\$50,813		\$78,688		\$85,701	
Estimated Average Family Income (2021)	\$73,153		\$94,645		\$99,057	
<b>Median Household Income</b>						
Estimated Median Household Income (2021)	\$38,112		\$53,230		\$56,152	
Projected Median Household Income (2026)	\$44,205		\$61,927		\$65,083	
Estimated Median Family Income (2021)	\$74,284		\$83,471		\$82,388	
<b>Per Capita Income</b>						
Estimated Per Capita Income (2021)	\$25,518		\$33,061		\$34,720	
Projected Per Capita Income (2026)	\$27,099		\$37,084		\$39,420	
Estimated Per Capita Income 5 Year Growth	\$1,581	6.2%	\$4,024	12.2%	\$4,701	13.5%
Estimated Average Household Net Worth (2021)	\$340,365		\$435,514		\$465,429	
<b>Daytime Demos (2021)</b>						
Total Businesses	2,120		5,890		8,105	
Total Employees	18,011		50,099		69,042	
Company Headquarter Businesses	99	4.6%	224	3.8%	299	3.7%
Company Headquarter Employees	2,604	14.5%	5,111	10.2%	6,497	9.4%
Employee Population per Business	8.5		8.5		8.5	
Residential Population per Business	4.1		9.5		12.7	

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## District Brewery (44 Collier Avenue) Asheville, NC 28801

	1 mi radius		3 mi radius		5 mi radius	
<b>Race &amp; Ethnicity</b>						
White (2021)	4,806	55.2%	38,034	67.9%	74,486	72.2%
Black or African American (2021)	2,842	32.7%	8,656	15.4%	11,281	10.9%
American Indian or Alaska Native (2021)	47	0.5%	232	0.4%	501	0.5%
Asian (2021)	75	0.9%	2,158	3.9%	2,827	2.7%
Hawaiian or Pacific Islander (2021)	40	0.5%	151	0.3%	325	0.3%
Other Race (2021)	207	2.4%	2,273	4.1%	5,146	5.0%
Two or More Races (2021)	684	7.9%	4,523	8.1%	8,597	8.3%
Not Hispanic or Latino Population (2021)	8,053	92.6%	51,070	91.2%	92,683	89.8%
Hispanic or Latino Population (2021)	648	7.4%	4,957	8.8%	10,479	10.2%
Not Hispanic or Latino Population (2026)	8,675	92.6%	52,896	90.6%	95,200	89.0%
Hispanic or Latino Population (2026)	694	7.4%	5,496	9.4%	11,764	11.0%
Not Hispanic or Latino Population (2020)	8,589	95.5%	51,242	92.8%	93,572	91.5%
Hispanic or Latino Population (2020)	404	4.5%	4,000	7.2%	8,719	8.5%
Not Hispanic or Latino Population (2010)	7,726	97.5%	46,289	94.1%	85,708	93.0%
Hispanic or Latino Population (2010)	198	2.5%	2,906	5.9%	6,469	7.0%
Projected Hispanic Annual Growth (2021 to 2026)	46	1.4%	538	2.2%	1,285	2.5%
Historic Hispanic Annual Growth (2010 to 2021)	450	20.6%	2,051	6.4%	4,010	5.6%
<b>Age Distribution (2021)</b>						
Age Under 5	329	3.8%	2,670	4.8%	5,137	5.0%
Age 5 to 9 Years	290	3.3%	2,547	4.5%	4,919	4.8%
Age 10 to 14 Years	297	3.4%	2,303	4.1%	4,673	4.5%
Age 15 to 19 Years	341	3.9%	3,358	6.0%	5,642	5.5%
Age 20 to 24 Years	718	8.3%	4,732	8.4%	7,297	7.1%
Age 25 to 29 Years	919	10.6%	5,139	9.2%	8,496	8.2%
Age 30 to 34 Years	844	9.7%	5,164	9.2%	8,712	8.4%
Age 35 to 39 Years	643	7.4%	4,232	7.6%	7,448	7.2%
Age 40 to 44 Years	554	6.4%	3,439	6.1%	6,355	6.2%
Age 45 to 49 Years	516	5.9%	3,051	5.4%	5,851	5.7%
Age 50 to 54 Years	560	6.4%	3,034	5.4%	5,866	5.7%
Age 55 to 59 Years	576	6.6%	3,188	5.7%	6,229	6.0%
Age 60 to 64 Years	588	6.8%	3,333	5.9%	6,537	6.3%
Age 65 to 74 Years	976	11.2%	5,619	10.0%	11,506	11.2%
Age 75 to 84 Years	393	4.5%	2,877	5.1%	6,025	5.8%
Age 85 Years or Over	155	1.8%	1,340	2.4%	2,468	2.4%
Median Age	38.9		37.3		39.5	
<b>Gender Age Distribution (2021)</b>						
Female Population	4,371	50.2%	29,524	52.7%	54,149	52.5%
Age 0 to 19 Years	648	14.8%	5,496	18.6%	10,129	18.7%
Age 20 to 64 Years	2,814	64.4%	18,017	61.0%	32,220	59.5%
Age 65 Years or Over	909	20.8%	6,011	20.4%	11,800	21.8%
Female Median Age	40.2		38.6		40.7	
Male Population	4,330	49.8%	26,503	47.3%	49,013	47.5%
Age 0 to 19 Years	609	14.1%	5,382	20.3%	10,242	20.9%
Age 20 to 64 Years	3,105	71.7%	17,296	65.3%	30,571	62.4%
Age 65 Years or Over	616	14.2%	3,825	14.4%	8,200	16.7%
Male Median Age	37.8		36.1		38.1	

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### District Brewery (44 Collier Avenue)

Asheville, NC 28801

1 mi radius      3 mi radius      5 mi radius

	1 mi radius		3 mi radius		5 mi radius	
<b>Household Income Distribution (2021)</b>						
HH Income \$200,000 or More	171	3.9%	1,506	5.9%	2,986	6.5%
HH Income \$150,000 to \$199,999	191	4.4%	1,118	4.4%	2,263	4.9%
HH Income \$100,000 to \$149,999	373	8.6%	3,042	11.9%	5,682	12.3%
HH Income \$75,000 to \$99,999	387	8.9%	2,812	11.0%	4,978	10.8%
HH Income \$50,000 to \$74,999	583	13.5%	4,722	18.5%	8,702	18.9%
HH Income \$35,000 to \$49,999	523	12.1%	3,395	13.3%	6,413	13.9%
HH Income \$25,000 to \$34,999	510	11.8%	2,778	10.9%	4,960	10.8%
HH Income \$15,000 to \$24,999	631	14.5%	2,974	11.7%	5,124	11.1%
HH Income Under \$15,000	967	22.3%	3,137	12.3%	4,906	10.7%
HH Income \$35,000 or More	2,228	51.4%	16,594	65.1%	31,024	67.4%
HH Income \$75,000 or More	1,122	25.9%	8,477	33.3%	15,909	34.6%
<b>Housing (2021)</b>						
Total Housing Units	4,899		27,911		50,619	
Housing Units Occupied	4,336	88.5%	25,483	91.3%	46,014	90.9%
Housing Units Owner-Occupied	1,481	34.2%	12,592	49.4%	25,644	55.7%
Housing Units, Renter-Occupied	2,855	65.8%	12,890	50.6%	20,370	44.3%
Housing Units, Vacant	564	13.0%	2,428	9.5%	4,605	10.0%
<b>Marital Status (2021)</b>						
Never Married	3,976	51.1%	21,721	44.8%	34,226	38.7%
Currently Married	1,609	20.7%	16,118	33.2%	34,468	39.0%
Separated	443	5.7%	1,532	3.2%	3,044	3.4%
Widowed	389	5.0%	2,378	4.9%	4,989	5.6%
Divorced	1,368	17.6%	6,758	13.9%	11,706	13.2%
<b>Household Type (2021)</b>						
Population Family	4,228	48.6%	33,769	60.3%	69,033	66.9%
Population Non-Family	3,583	41.2%	18,829	33.6%	29,682	28.8%
Population Group Quarters	890	10.2%	3,430	6.1%	4,447	4.3%
Family Households	1,471	33.9%	11,581	45.4%	23,680	51.5%
Non-Family Households	2,864	66.1%	13,901	54.6%	22,334	48.5%
Married Couple with Children	265	16.5%	2,611	16.2%	5,670	16.4%
Average Family Household Size	2.9		2.9		2.9	
<b>Household Size (2021)</b>						
1 Person Households	2,343	54.1%	10,328	40.5%	16,876	36.7%
2 Person Households	1,141	26.3%	8,306	32.6%	16,000	34.8%
3 Person Households	462	10.7%	3,611	14.2%	6,579	14.3%
4 Person Households	240	5.5%	2,054	8.1%	4,086	8.9%
5 Person Households	90	2.1%	741	2.9%	1,509	3.3%
6 or More Person Households	59	1.4%	442	1.7%	965	2.1%
<b>Household Vehicles (2021)</b>						
Households with 0 Vehicles Available	982	22.7%	2,295	9.0%	3,243	7.0%
Households with 1 Vehicles Available	1,962	45.3%	10,822	42.5%	18,098	39.3%
Households with 2 or More Vehicles Available	1,391	32.1%	12,366	48.5%	24,673	53.6%
Total Vehicles Available	5,319		39,986		77,399	
Average Vehicles Per Household	1.2		1.6		1.7	

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Asheville, NC 28801

1 mi radius      3 mi radius      5 mi radius

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<b>Labor Force (2021)</b>						
Estimated Labor Population Age 16 Years or Over	7,732		48,107		87,600	
Estimated Civilian Employed	4,063	52.5%	28,574	59.4%	50,978	58.2%
Estimated Civilian Unemployed	346	4.5%	2,053	4.3%	3,339	3.8%
Estimated in Armed Forces	8	0.1%	62	0.1%	64	-
Estimated Not in Labor Force	3,315 42.9%		17,417 36.2%		33,219 37.9%	
Unemployment Rate	4.5%		4.3%		3.8%	
<b>Occupation (2021)</b>						
Occupation: Population Age 16 Years or Over	4,063		28,574		50,978	
Management, Business, Financial Operations	661	16.3%	4,033	14.1%	7,352	14.4%
Professional, Related	1,202	29.6%	8,948	31.3%	15,111	29.6%
Service	1,016	25.0%	6,484	22.7%	11,052	21.7%
Sales, Office	678	16.7%	5,131	18.0%	9,690	19.0%
Farming, Fishing, Forestry	5	0.1%	29	0.1%	50	-
Construct, Extraction, Maintenance	183	4.5%	1,811	6.3%	3,778	7.4%
Production, Transport Material Moving	317	7.8%	2,137	7.5%	3,945	7.7%
White Collar Workers	2,541 62.5%		18,112 63.4%		32,152 63.1%	
Blue Collar Workers	1,522 37.5%		10,462 36.6%		18,825 36.9%	
<b>Consumer Expenditure (2021)</b>						
Total Household Expenditure	\$184.82 M		\$1.41 B		\$2.69 B	
Total Non-Retail Expenditure	\$98.58 M	53.3%	\$748.28 M	53.0%	\$1.42 B	53.0%
Total Retail Expenditure	\$86.24 M	46.7%	\$663.77 M	47.0%	\$1.26 B	47.0%
Apparel	\$6.45 M	3.5%	\$49.33 M	3.5%	\$93.89 M	3.5%
Contributions	\$5.81 M	3.1%	\$45.5 M	3.2%	\$87.68 M	3.3%
Education	\$5.41 M	2.9%	\$41.01 M	2.9%	\$78.75 M	2.9%
Entertainment	\$10.11 M	5.5%	\$78.54 M	5.6%	\$150.31 M	5.6%
Food and Beverages	\$27.51 M	14.9%	\$208.74 M	14.8%	\$395.94 M	14.7%
Furnishings and Equipment	\$6.28 M	3.4%	\$48.8 M	3.5%	\$93.37 M	3.5%
Gifts	\$4.4 M	2.4%	\$34.52 M	2.4%	\$66.34 M	2.5%
Health Care	\$15.73 M	8.5%	\$120.42 M	8.5%	\$229.33 M	8.5%
Household Operations	\$7.16 M	3.9%	\$55.16 M	3.9%	\$105.42 M	3.9%
Miscellaneous Expenses	\$3.49 M	1.9%	\$26.68 M	1.9%	\$50.85 M	1.9%
Personal Care	\$2.48 M	1.3%	\$18.93 M	1.3%	\$36.01 M	1.3%
Personal Insurance	\$1.19 M	0.6%	\$9.54 M	0.7%	\$18.48 M	0.7%
Reading	\$402.17 K	0.2%	\$3.09 M	0.2%	\$5.9 M	0.2%
Shelter	\$40.2 M	21.8%	\$301.23 M	21.3%	\$570.39 M	21.2%
Tobacco	\$1.27 M	0.7%	\$9.13 M	0.6%	\$16.97 M	0.6%
Transportation	\$32.75 M	17.7%	\$255.11 M	18.1%	\$486.07 M	18.1%
Utilities	\$14.16 M	7.7%	\$106.32 M	7.5%	\$200.99 M	7.5%
<b>Educational Attainment (2021)</b>						
Adult Population Age 25 Years or Over	6,726		40,416		75,495	
Elementary (Grade Level 0 to 8)	118	1.8%	983	2.4%	1,999	2.6%
Some High School (Grade Level 9 to 11)	502	7.5%	2,013	5.0%	4,459	5.9%
High School Graduate	1,358	20.2%	7,555	18.7%	14,600	19.3%
Some College	1,639	24.4%	6,959	17.2%	13,184	17.5%
Associate Degree Only	541	8.0%	3,060	7.6%	6,269	8.3%
Bachelor Degree Only	1,638	24.4%	11,942	29.5%	21,242	28.1%
Graduate Degree	929	13.8%	7,904	19.6%	13,741	18.2%

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Konover South

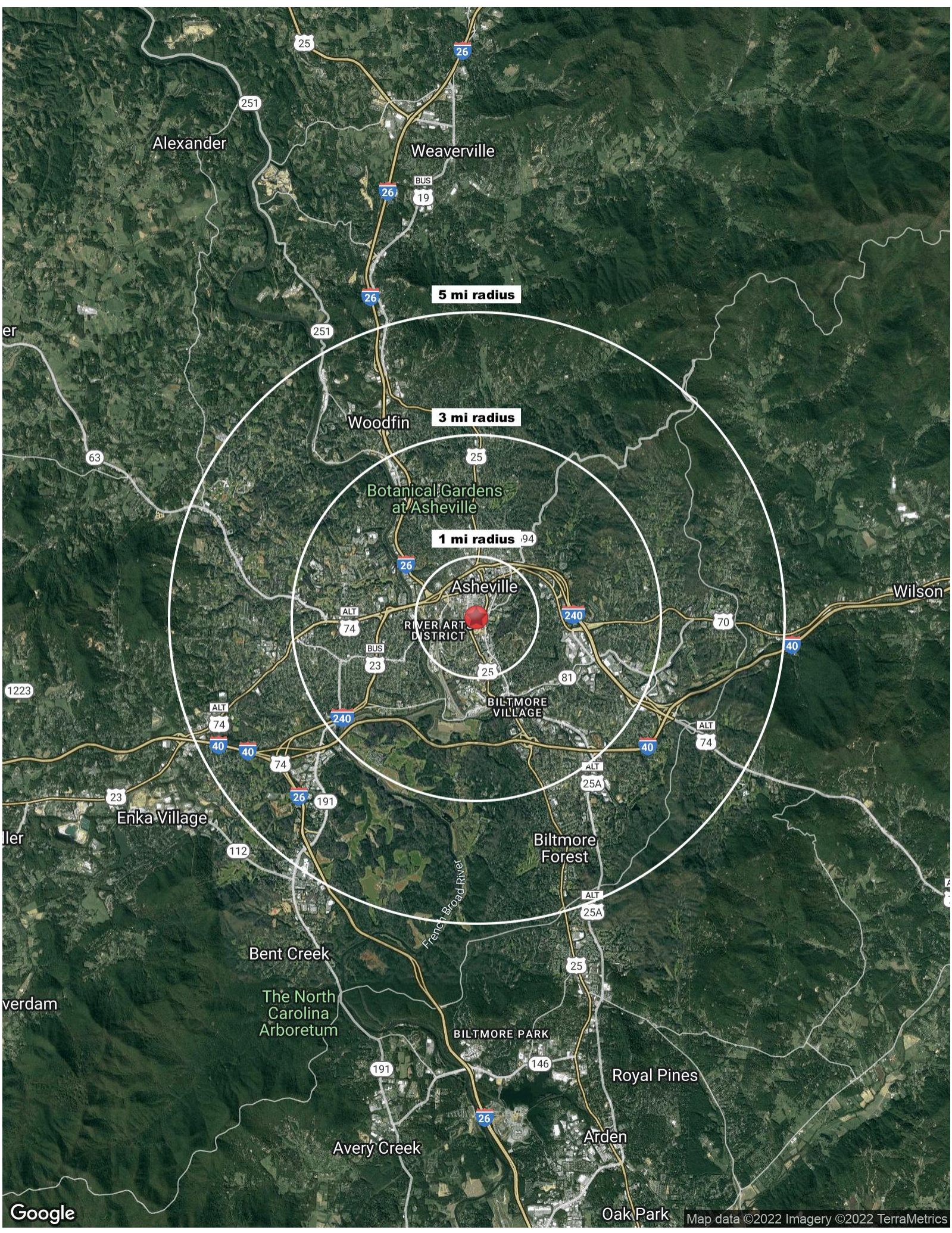
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### District Brewery (44 Collier Avenue)

Asheville, NC 28801

1 mi radius      3 mi radius      5 mi radius

	1 mi radius		3 mi radius		5 mi radius	
<b>Units In Structure (2021)</b>						
1 Detached Unit	1,613	45.2%	14,534	67.1%	28,045	69.7%
1 Attached Unit	61	1.7%	705	3.3%	1,159	2.9%
2 to 4 Units	651	18.3%	3,199	14.8%	4,486	11.1%
5 to 9 Units	307	8.6%	1,674	7.7%	2,704	6.7%
10 to 19 Units	348	9.8%	1,404	6.5%	2,222	5.5%
20 to 49 Units	347	9.7%	780	3.6%	1,236	3.1%
50 or More Units	928	26.0%	2,016	9.3%	2,766	6.9%
Mobile Home or Trailer	81	2.3%	1,169	5.4%	3,393	8.4%
Other Structure	-	-	2	-	3	-
<b>Homes Built By Year (2021)</b>						
Homes Built 2010 or later	416	11.7%	2,104	9.7%	3,974	9.9%
Homes Built 2000 to 2009	319	9.0%	2,097	9.7%	4,265	10.6%
Homes Built 1990 to 1999	428	12.0%	2,658	12.3%	6,556	16.3%
Homes Built 1980 to 1989	529	14.8%	2,720	12.6%	5,459	13.6%
Homes Built 1970 to 1979	529	14.8%	2,653	12.2%	4,998	12.4%
Homes Built 1960 to 1969	232	6.5%	2,470	11.4%	4,876	12.1%
Homes Built 1950 to 1959	241	6.8%	2,510	11.6%	4,546	11.3%
Homes Built Before 1949	1,641	46.0%	8,271	38.2%	11,340	28.2%
<b>Home Values (2021)</b>						
Home Values \$1,000,000 or More	60	4.0%	368	2.9%	954	3.7%
Home Values \$500,000 to \$999,999	217	14.7%	1,805	14.3%	3,810	14.9%
Home Values \$400,000 to \$499,999	177	12.0%	1,678	13.3%	2,947	11.5%
Home Values \$300,000 to \$399,999	256	17.3%	2,643	21.0%	4,906	19.1%
Home Values \$200,000 to \$299,999	429	29.0%	3,117	24.8%	6,193	24.1%
Home Values \$150,000 to \$199,999	187	12.6%	1,318	10.5%	2,888	11.3%
Home Values \$100,000 to \$149,999	102	6.9%	927	7.4%	1,975	7.7%
Home Values \$70,000 to \$99,999	29	2.0%	291	2.3%	820	3.2%
Home Values \$50,000 to \$69,999	8	0.6%	107	0.8%	267	1.0%
Home Values \$25,000 to \$49,999	4	0.3%	77	0.6%	244	1.0%
Home Values Under \$25,000	11	0.7%	262	2.1%	640	2.5%
Owner-Occupied Median Home Value	\$325,186		\$323,945		\$326,790	
Renter-Occupied Median Rent	\$770		\$900		\$907	
<b>Transportation To Work (2021)</b>						
Drive to Work Alone	2,797	68.9%	20,706	72.5%	37,780	74.1%
Drive to Work in Carpool	249	6.1%	1,636	5.7%	3,197	6.3%
Travel to Work by Public Transportation	140	3.4%	485	1.7%	681	1.3%
Drive to Work on Motorcycle	12	0.3%	57	0.2%	99	0.2%
Walk or Bicycle to Work	347	8.5%	1,499	5.2%	1,923	3.8%
Other Means	57	1.4%	355	1.2%	529	1.0%
Work at Home	460	11.3%	3,835	13.4%	6,769	13.3%
<b>Travel Time (2021)</b>						
Travel to Work in 14 Minutes or Less	1,526	37.6%	9,119	31.9%	14,317	28.1%
Travel to Work in 15 to 29 Minutes	1,598	39.3%	11,708	41.0%	22,448	44.0%
Travel to Work in 30 to 59 Minutes	377	9.3%	3,080	10.8%	5,977	11.7%
Travel to Work in 60 Minutes or More	101	2.5%	831	2.9%	1,466	2.9%
Average Minutes Travel to Work	15.9		17.2		17.8	



Alexander

Weaverville

5 mi radius

Woodfin

3 mi radius

Botanical Gardens  
at Asheville

1 mi radius

Asheville

RIVER ART  
DISTRICT

BILTMORE  
VILLAGE

Biltmore  
Forest

Enka Village

Bent Creek

The North  
Carolina  
Arboretum

BILTMORE PARK

Royal Pines

Avery Creek

Arden