

# Demographic Highlights

## Second Home Development Symposium



# Ideal Location - WNC



•North Carolina has experienced steady population growth throughout its history. The rate has never dipped into single digits in any decade since the Civil War.

– CNNMoney.com

Map Source: [www.AshevilleChamber.org](http://www.AshevilleChamber.org)

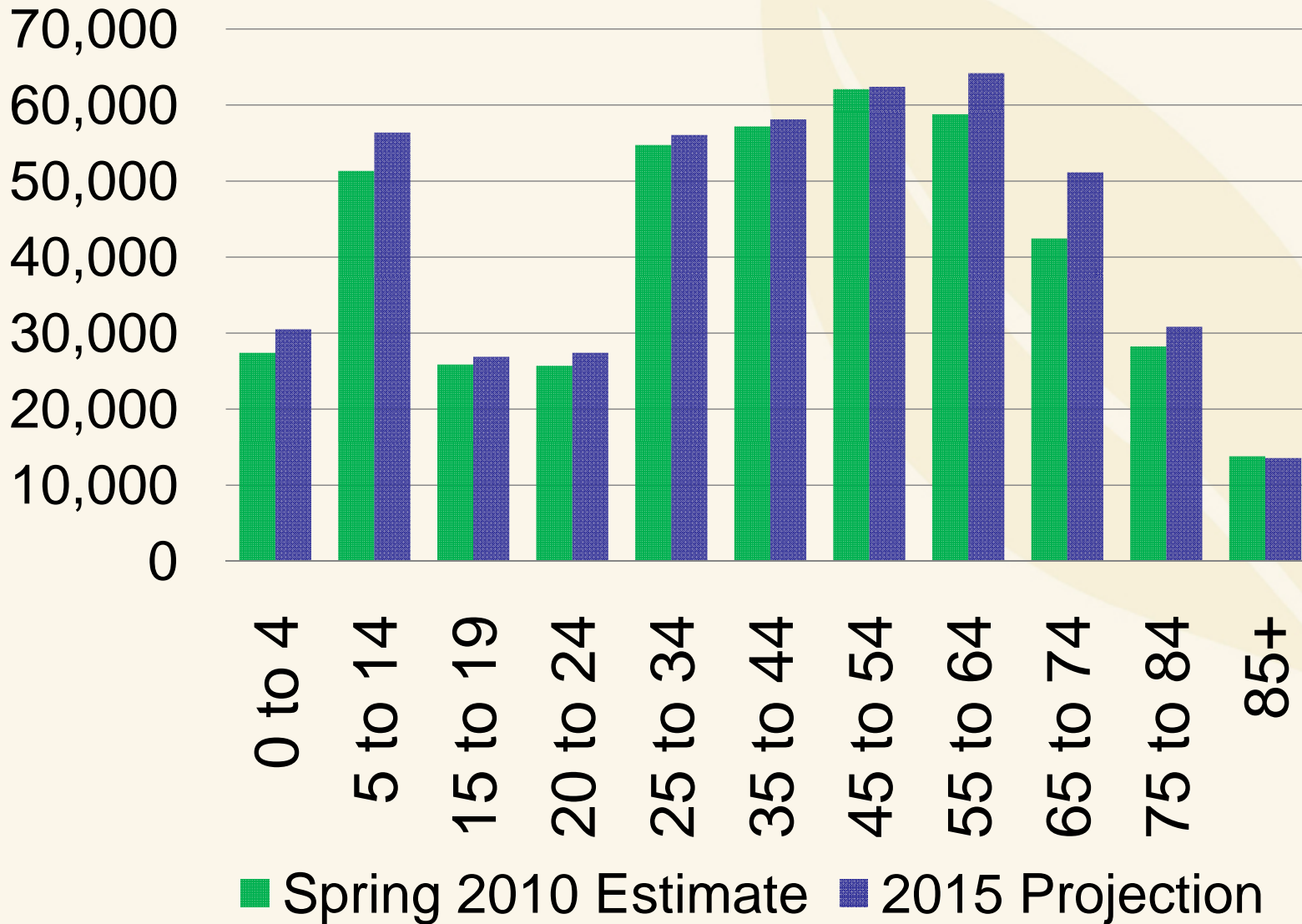
# Population Asheville-Brevard

<b>Population Growth</b>	<b>2000</b>	<b>2010</b>	<b>2000-2010 % Change</b>
Asheville Metro (4-County)	369,171	417,016	13%
Buncombe	206,330	233,932	13.4%
Haywood	54,033	56,962	5.4%
Henderson	89,173	105,431	18.2%
Madison	19,635	20,691	5.4%
Transylvania	29,334	30,583	4.3%
Total 5-County	398,505	447,599	12.3%

Source: DemographicsNow



# Population Projection Asheville-Brevard



- **6.7%** Overall projected growth 2010-2015

- **Fastest growing age group is 65-74 estimated to grow 20.5%**

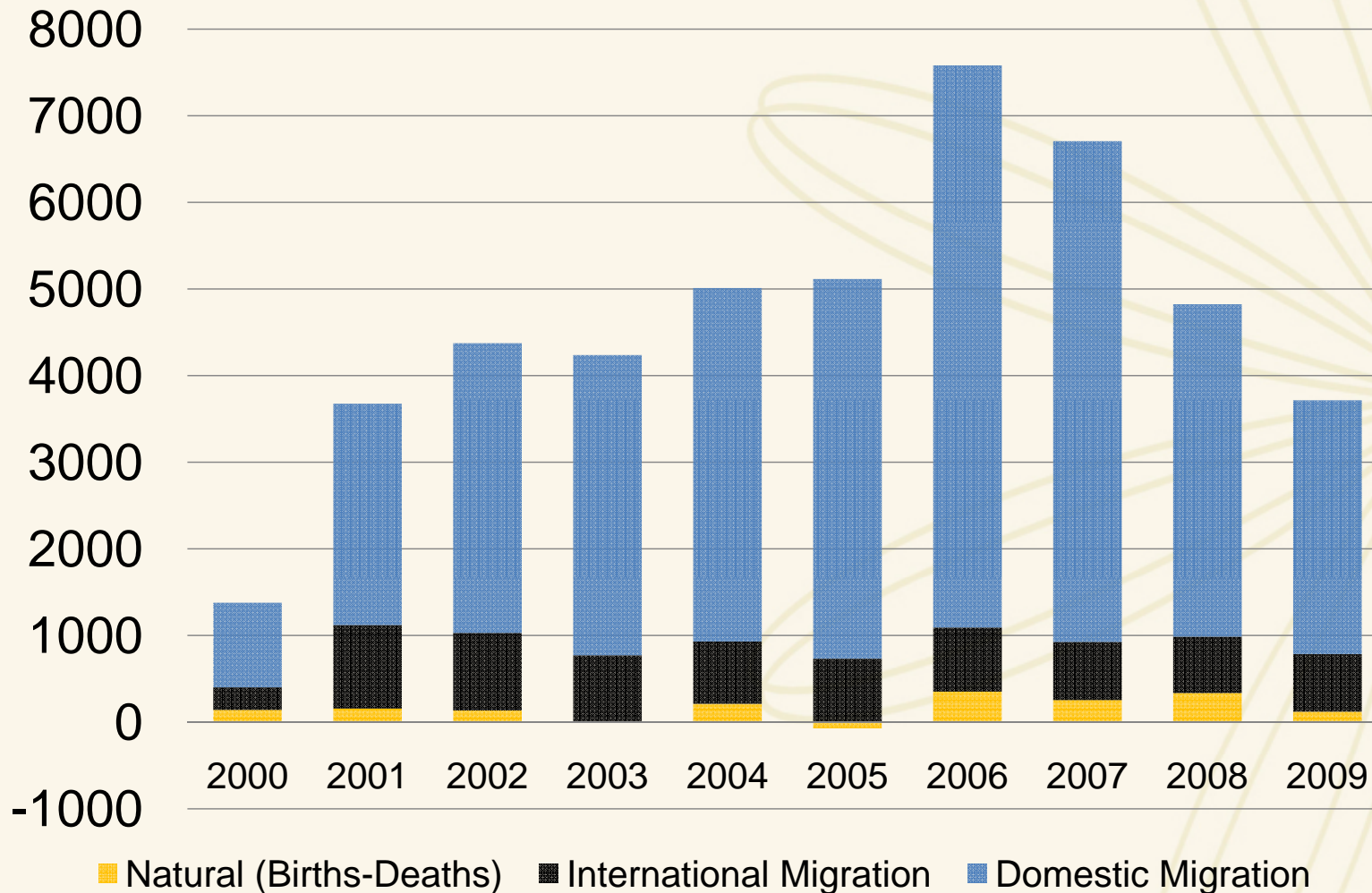
- **Median Age: 42**

Source: DemographicsNow



# Population Change Sources

## Asheville-Brevard



• Domestic net migration is the most significant contributor to overall population change

Source: US Census Bureau



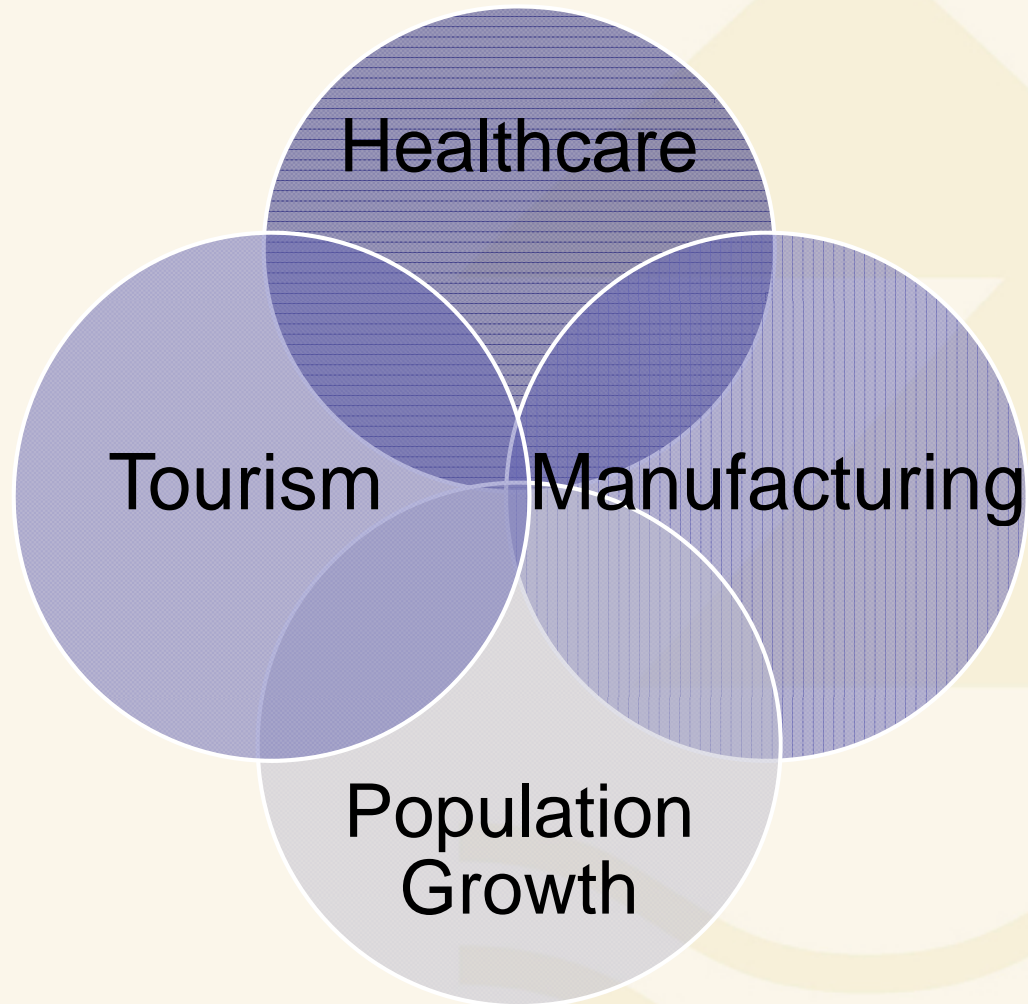
# Top States Migrating into Asheville MSA

	State
	<i>North Carolina</i>
1	Florida
2	South Carolina
3	Georgia
4	California
5	Tennessee
6	New York
7	Michigan
8	Texas
9	Virginia
10	Maryland

Source: Economic Modeling Specialists, Inc. 2008



# Key Economic Drivers



# Unique and Emerging Assets

## 2011

**Included as one of 15 Best Places for Second Homes** *Barron's, March 2011*

Listed as top of 2011 Best Places to Retire *TopRetirements.com, February 2011*

Included among the 21 Places We're Going in 2011, *Fodors, January 2011*

## 2010

Ranked 6th among all US cities as a place to do business, *Forbes.com, July 2010*

Fourth (4) of Top 50 Most Popular Active Adult Communities for 2010 *TopRetirements.com, July 2010*

Voted #1 of Top 25 Small-Cities *American Style, May 2010*

Ranked #21 of Forbes 200 Best Places for Business and Careers *Forbes, April 2010*

**Included as one of 10 Best Places for Second Homes** *Barron's, March 2010*

Named as one of five Best Small Towns to live in for Retirement *ehow, March 2010*

Listed as #1 of 100 Best Places to Retire *TopRetirements.com, February 2010*

Listed as top retirement destination of The top 10 places to retire *MarketWatch, February 2010*



- Employment in the Construction Industry dropped approximately 31% (2005-2010)
- Employment in the Real Estate, Rental, and Leasing dropped approximately 7% (2005-2010)

Source: Economic Modeling Specialists, Inc.



## Average Sales Price

Reporting Area	March 2010	March 2011	% Change
Asheville (includes Madison County)	\$226,779	\$233,862	3.1%
Brevard	\$282,490	\$255,639	-9.5%
Haywood	\$187,071	\$199,538	6.7%
Henderson	\$211,480	\$189,706	-10.3%

## Units Sold

Reporting Area	March 2010	March 2011	% Change
Asheville (includes Madison County)	202	180	-10.9%
Brevard	15	28	86.7%
Haywood	38	43	13.2%
Henderson	78	89	14.1%

Source: NC Association of Realtors



- For the 4<sup>th</sup> quarter 2010, annual same-home appreciation rates were down 3.4 percent for the Asheville Metro (about the same as NC and US)
- This number has grown smaller over the last few quarters

Source: Federal Housing Finance Agency



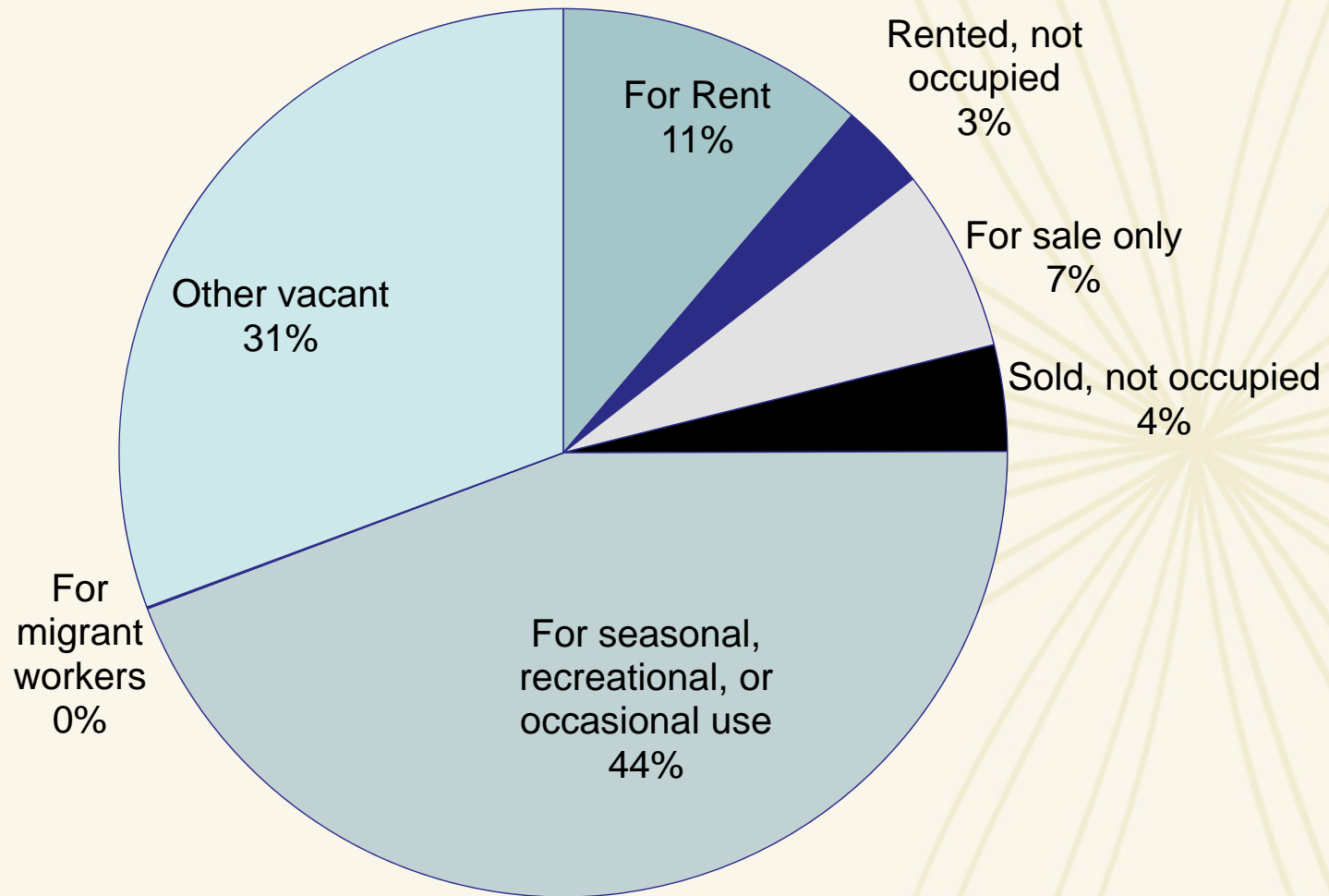
# Housing Units

	<b>Asheville- Brevard Region</b>	<b>North Carolina</b>	<b>United States</b>
Total Housing Units	225,100	4,327,001	131,030,052
% Owner Occupied Housing Units	60.8%	58.4%	59%
% Renter Occupied Housing Units	24.5%	27.3%	29%
% Vacant Housing Units	14.7%	14.2%	12%

Source: DemographicsNow



# Status of Vacant Housing Units



Source: US Census Bureau



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