

## **Chapter 3**

### **Demographics**

## DEMOGRAPHICS: INTRODUCTION

The principal focus of this chapter is to examine the demographics within Greensboro, as well as to compare it to other areas. Awareness of demographic change is vital to decision-makers in order to effectively plan for basic city services and functions. Estimates of future population are useful tools as well, in planning for human service needs, future capital improvement projects, and bond referendums.

Population growth within the corporate limits of Greensboro is due primarily to annexation. Other factors include housing unit additions in newly annexed areas, construction of new single- and multi-family residential units citywide, a positive natural increase (births minus deaths), immigration, shifts of inner-city population, and job relocations.

This chapter looks at Greensboro over time, and compares it with selected county, state, and national statistics. The City is also compared with the five selected North Carolina cities and the three out-of-state cities.

## DEMOGRAPHICS: SUMMARY HIGHLIGHTS

### Population

According to the North Carolina Office of State Planning, which uses fiscal year calculations for acreage (the City of Greensboro uses calendar year), from 1990-2000, persons per gross acre in Greensboro declined from 3.6 to 3.34 (as shown on Table 3-4), the result of increases in both population and land area.

As shown on Table 3-1, between 1990 and 2000, the population of the City of Greensboro grew from 183,894 to 223,891 people. According to the Greensboro Planning Department and the United States Census Bureau, Greensboro's population increased annually from 1990 to 2000. In 1995, there was a population increase of an estimated 2.2 percent and in 1997, there was an estimated 4.3 percent rise. In 2000, the population gained over 15,000 persons (7.2 percent), based on the 1999 estimate. As shown on Table 3-8, much of Greensboro's population growth over the decade was the result of annexation (16,401 people).

From 1990 to 2000, Greensboro's population increased by 21.8 percent, with an urban growth rate (excluding annexation) of 11.4 percent. During the same time period, the population of Durham increased by 36.9 percent, with an urban growth rate of 18.6 percent, Charlotte's population increased by 36.6 percent, with an urban growth rate of 13.8 percent, Raleigh's population increased by 30.2 percent, with an urban growth rate of 10.8 percent, Winston-Salem's population increased by 29.5 percent, with an urban growth rate of 10.7 percent, and High Point's population increased by 23.6 percent, with an urban growth rate of 13.4 percent.

In Charlotte, Durham, and Greensboro, the population density declined between 1990 and 2000, while in High Point, and Winston-Salem, the population density was higher in 2000 than in 1990.

According to the 1990 Census, among all comparison cities, Knoxville, TN had the lowest number of persons per household, at 2.20, while Montgomery, AL had the highest, at 2.59. Of the North Carolina comparison cities, High Point and Charlotte had the highest number of persons per household, 2.46 and 2.45 respectively. The lowest numbers of persons per household were in Raleigh, at 2.26, and Winston-Salem, at 2.27. Greensboro had 2.33 persons per household.

### Age, Race, and Ethnic Origin

Between 1990 and 2000, the number of Black persons and American Indian persons in Greensboro grew at a higher rate than any other race, 34.3 percent and 27 percent, respectively. During the same time period, the number of Asians increased tremendously, although it is difficult to calculate either numbers or percentages by way of comparing 1990 with 2000, due to different data collection and reporting methods used by the Census Bureau for each decade. These difficulties are apparent in many racial categories. In Census 2000, people were allowed to report themselves as being of one race alone, or as being of more than one race for the first time. In addition, many racial categories were altered. For example, in 1990 one category was Asian and Pacific Islander. In 2000, it was split into Asian alone and Native Hawaiian and Other Pacific Islander alone. Those reporting Hispanic or Latino ethnic origin (can be of any race) experienced a growth change from 1990 to 2000 of 601.4 percent.

Geographically in 1990, Census Tracts within Guilford County with the highest minority populations were found primarily on the eastern side of Greensboro and in central High Point.

According to the US Census, from 1960 to 1990, Greensboro's median age increased from 26.9 to 32.2. Older Americans, those aged 65 years and older, was the fastest growing age group in Greensboro, increasing from five percent to 12 percent. In 1990, the largest proportion of the City's population was in the 25-34 age group (19 percent) and the 35-44 age group (15 percent). The third highest proportion was the 0-9 age group (12 percent). Generally, Greensboro's median age has been increasing since the 1970s, meaning that the City's population is aging; the median age was 32.2 in 1990.

According to the Office of State Planning, between 1990 and 2000 in Guilford County, the number of persons in the 18-34 year age group declined by almost 9,000 persons, a decrease of 8.5 percent.

### Education

In 1990, 79 percent of Guilford County adults had a high school diploma or higher. Thirty percent of Guilford County adults had a bachelor's degree or higher.

### Income

According to the 1990 Census, median family income in Greensboro was below that of Raleigh and Charlotte, but above that of Durham, Winston-Salem, and High Point. Median family income in Greensboro was also higher than all of the out-of-state comparison cities.

## Housing

In 1990, 53.7 percent of Guilford County's residents lived in homes they owned, while 46.3 percent rented the homes they lived in. Among all White heads of household, 61.2 percent lived in homes they owned, while 38.6 percent of all Asian or Pacific Islander heads of household lived in homes they owned. Black heads of household lived in homes they owned at a rate of 37.4 percent, followed by American Indian, Eskimo, or Aleut heads of household, at 32.7 percent.

In the same year, among those who reported themselves as being of Hispanic Origin (an ethnic distinction, so the person can be of any race), 39.7 percent lived in homes they owned.

Geographically, homeownership rates were found to be highest in Census Tracts in the northwestern quadrant of Greensboro, and in Guilford County itself outside of the cities of Greensboro and High Point.

## Poverty

According to the 1990 Census, 11.6 percent of all persons in the City of Greensboro lived in poverty, of which 12.1 percent were 65 years old and older. The greatest percentage, however, was in the 18-24 age group with 23.1 percent. The Census also reported that 6.8 percent of the City's White population and 20.7 percent of the Black population were living below the poverty level.

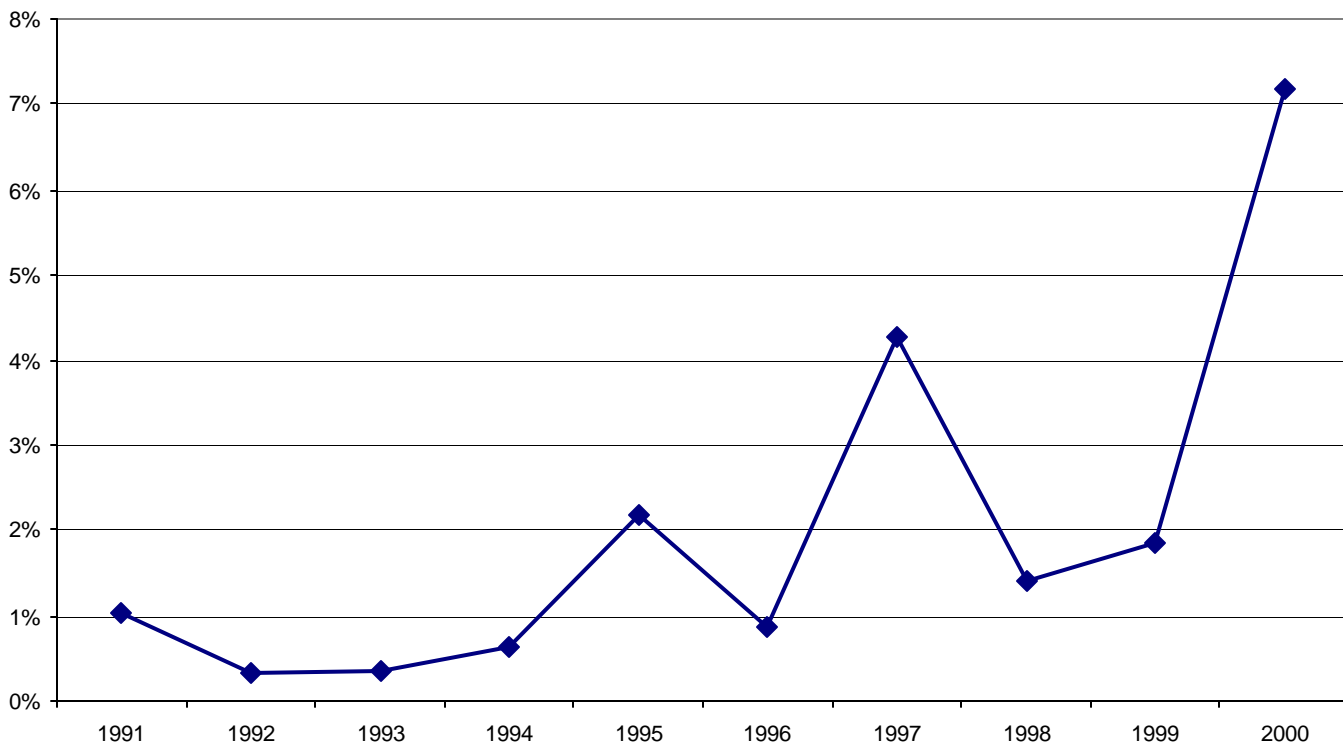
Of the 11.6 percent of Greensboro residents living in poverty in 1990, 47 percent were female householders with preschool-aged children.

Several factors distinguish the remainder of Greater Greensboro from its poorest zip code. Conditions in the poorest zip code include a lower home ownership rate, a higher percentage of minorities, an unemployment rate nearly three times higher, and a higher number of people with less than a high school education.

Year	Number*	Number Change	Percent Annual Change
1990	183,894	NA	NA
1991	185,789	1,895	1.0%
1992	186,392	603	0.3%
1993	187,050	658	0.4%
1994	188,228	1,178	0.6%
1995	192,330	4,102	2.2%
1996	194,020	1,690	0.9%
1997	202,321	8,301	4.3%
1998	205,132	2,811	1.4%
1999	208,887	3,755	1.8%
2000	223,891	15,004	7.2%

Source: \*Greensboro Planning Department estimates; 1990 population from 1990 Census of Population & Housing; 2000 population from 2000 Census of Population & Housing.

Figure 3-1: Greensboro Annual Percent Population Change, 1991-2000

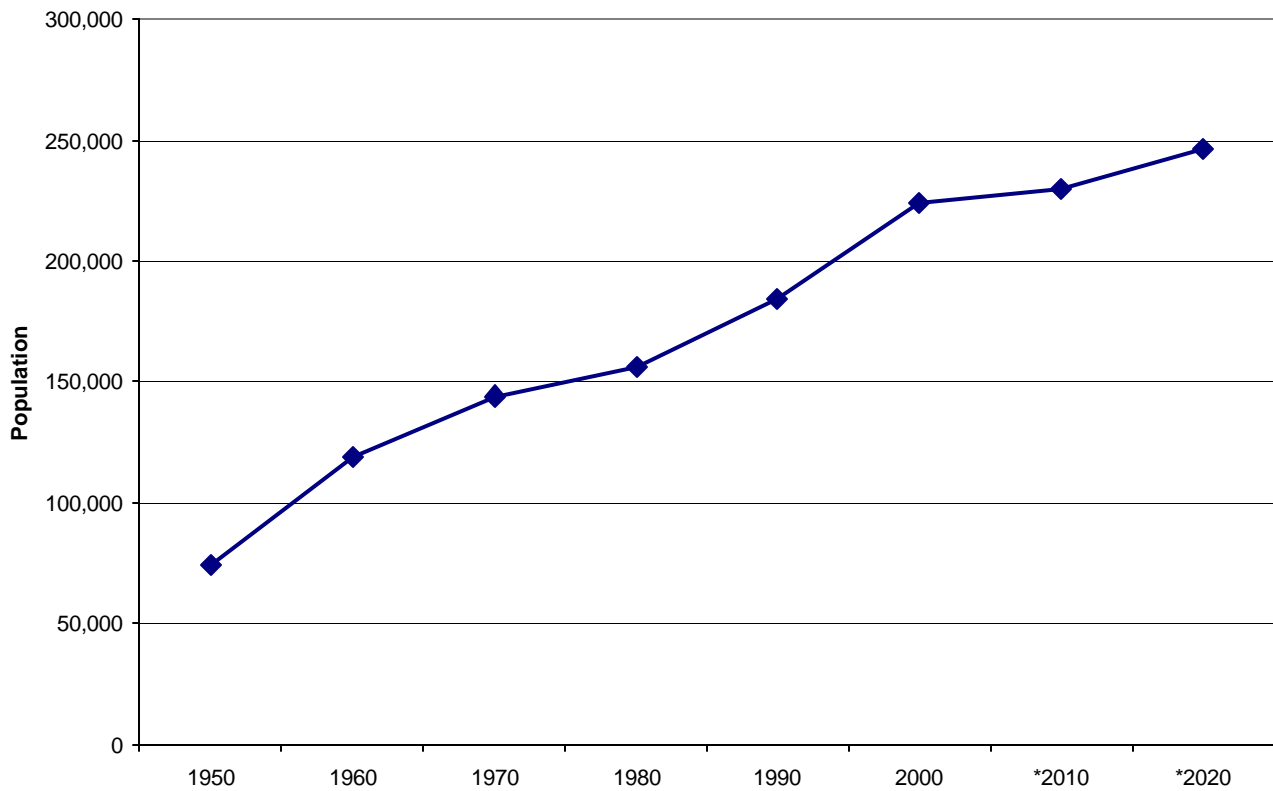


Source: 1990 population from 1990 Census of Population & Housing; 2000 population from 2000 Census of Population & Housing.

Table 3-2: Greensboro Historical and Projected Population 1950-2020					
Year	Population	Growth	Percent Growth	Land Area (Acres)	Persons Per Gross Acre
1950	74,389	NA	NA	11,646	6.4
1960	119,574	45,185	60.7%	31,802	3.8
1970	144,076	24,502	20.5%	35,027	4.1
1980	155,642	11,566	8.0%	38,852	4.0
1990	183,894	28,252	18.2%	52,344	3.5
2000	223,891	34,997	21.8%	71,854	3.1
*2010	229,916	9,749	4.4%	NA	NA
*2020	246,829	11,913	7.4%	NA	NA

Source: US Census Bureau, Population & Housing, 1950-2000. \*Greensboro Planning Dept. estimates, calculated prior to release of 2000 Census population figures.

**Figure 3-2: Greensboro Historical and Projected Population, 1950-2020**

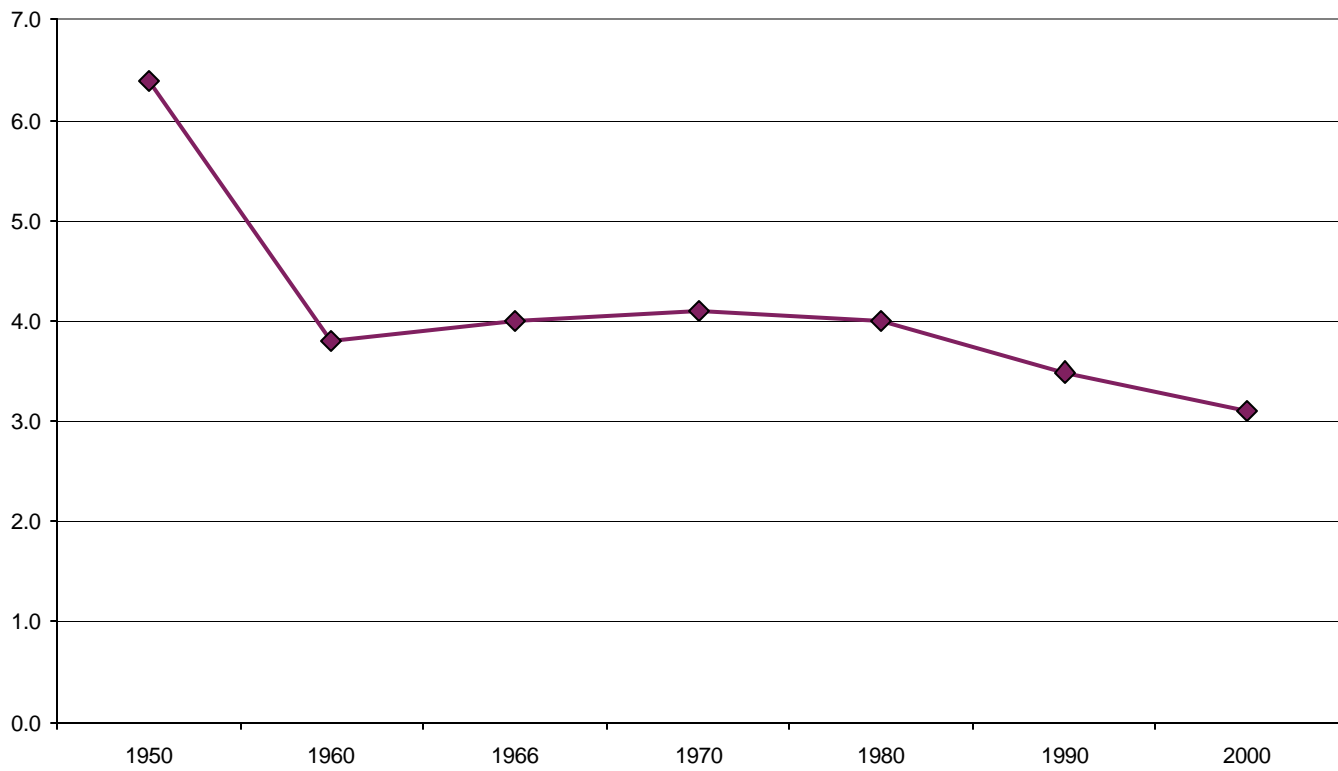


Source: US Census Bureau, Population & Housing, 1950-2000. \*Greensboro Planning Dept. estimates, 2000.

Table 3-3: Greensboro Population Density and Acreage, 1950-2000			
Year (April 1)	Population	Land Area (Acres)	Persons/ Gross Acre
1950	74,389	11,646	6.4
1960	119,574	31,802	3.8
1966	131,171	33,150	4.0
1970	144,076	35,027	4.1
1980	155,642	38,852	4.0
1990	183,894	52,344	3.5
2000	223,891	71,854	3.1

Source: US Census Bureau, 1950-2000 Census of Population & Housing.

**Figure 3-3: Greensboro Persons Per Gross Acre, 1950-2000**

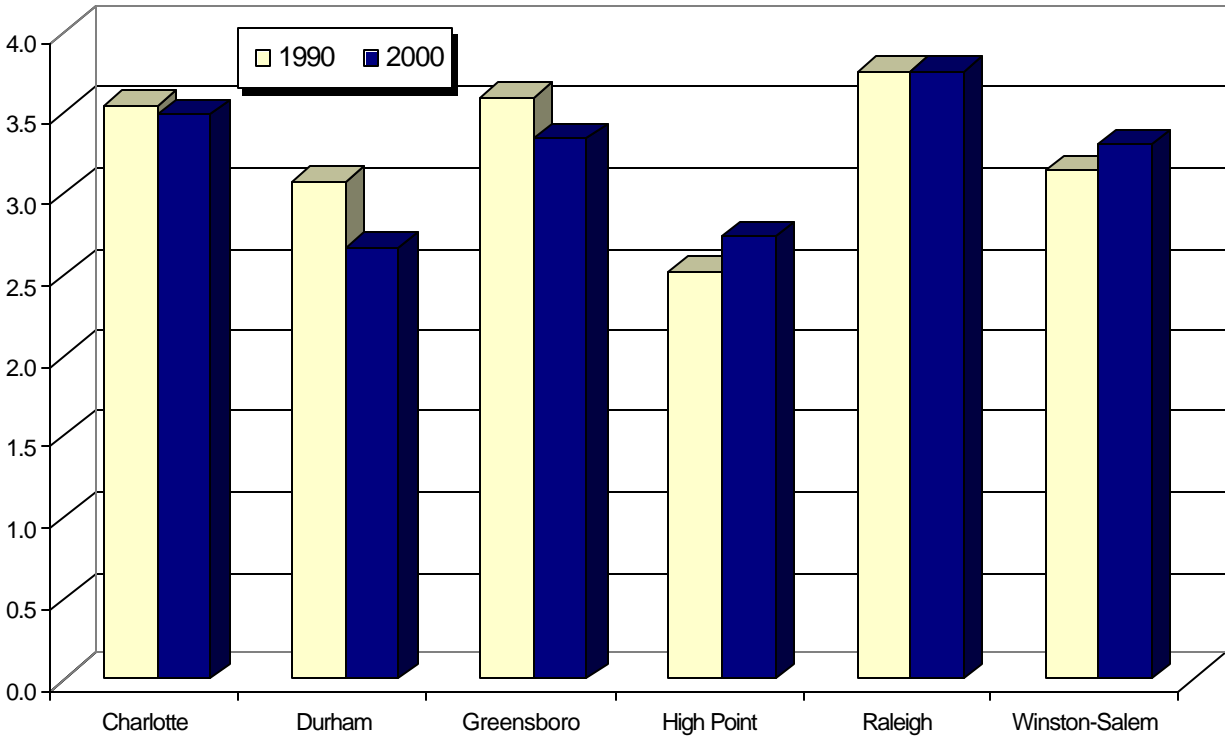


Source: US Census Bureau, 1950-2000 Census of Population & Housing.

Table 3-4: Population Densities of Selected North Carolina Municipalities, 1990-2000						
NC Municipalities	1990			2000		
	Total Acreage	Total Population	Persons Per Gross Acre	Total Acreage	Total Population	Persons Per Gross Acre
Charlotte	111,507.20	395,934	3.55	155,052.16	540,828	3.49
Durham	44,326.40	136,612	3.08	60,567.04	187,035	2.67
Greensboro	51,059.20	183,894	3.60	67,011.20	223,891	3.34
High Point	27,513.60	69,428	2.52	31,392.00	85,839	2.73
Raleigh	56,396.80	212,092	3.76	73,345.92	276,093	3.76
Winston-Salem	45,510.40	143,485	3.15	69,667.20	185,776	3.30

Source: NC Office of State Planning. Note: The State uses fiscal year calculations on acreage, while the City of Greensboro uses calendar year. Also, State figures do not include lakes in acreage calculations.

Figure 3-4: Population Densities of Selected North Carolina Municipalities, 1990-2000



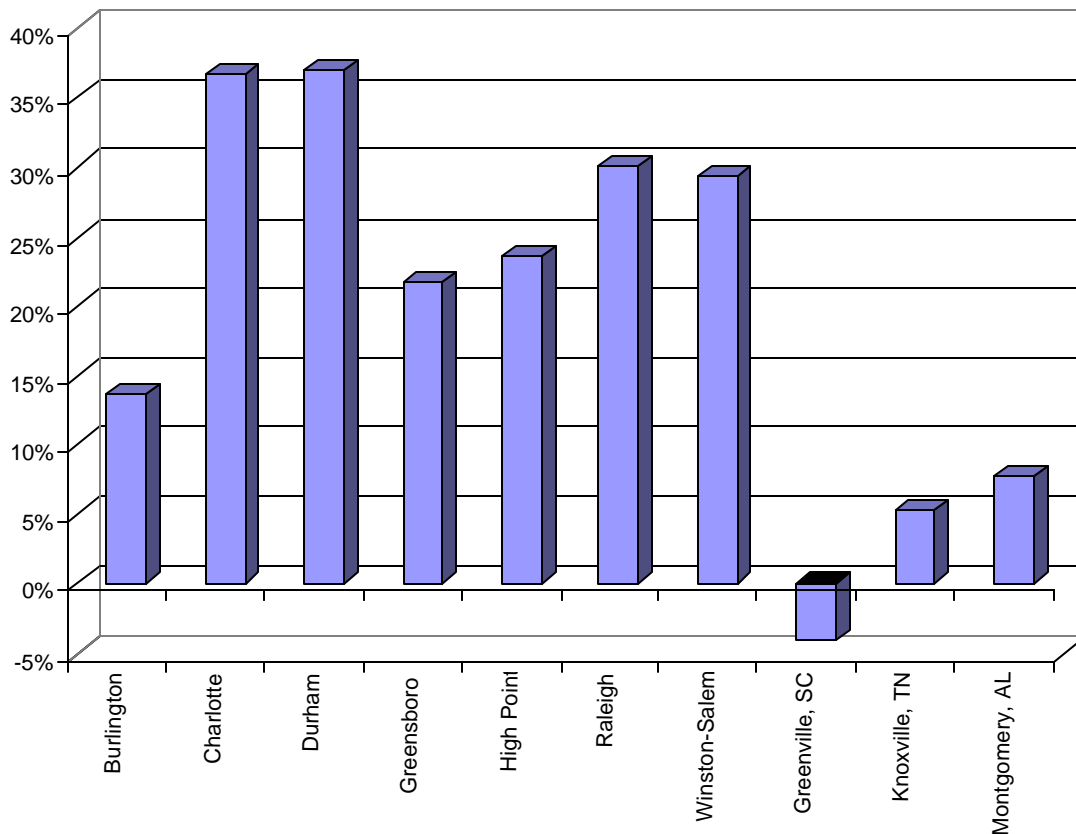
Source: NC Office of State Planning. Note: The State uses fiscal year calculations on acreage, while the City of Greensboro uses calendar year. Also, State figures do not include lakes in acreage calculations.



Table 3-5: Population for Selected Municipalities, 1990-2000				
NC Municipalities	1990	2000	Numeric Change	Percent Change
Burlington	39,498	44,917	5,419	13.7%
Charlotte	395,934	540,828	144,894	36.6%
Durham	136,612	187,035	50,423	36.9%
Greensboro	183,894	223,891	39,997	21.8%
High Point	69,428	85,839	16,411	23.6%
Raleigh	212,092	276,093	64,001	30.2%
Winston-Salem	143,485	185,776	42,291	29.5%
Out-of-State Municipalities				
Greenville, SC	58,282	56,002	-2,280	-3.9%
Knoxville, TN	165,121	173,890	8,769	5.3%
Montgomery, AL	187,106	201,568	14,462	7.7%

Source: US Census Bureau, 1990-2000 Population & Housing.

Figure 3-5: Population for Selected Municipalities, Percent Change 1990-2000



Source: US Census Bureau, 1990-2000 Population & Housing.

Table 3-6: Population Increase in Selected NC Municipalities by Type of Growth, 1990-1999

NC Municipalities	Total Population Growth, 1990-1999	Population Growth through Annexation	Natural Increase (Births less Deaths)	Net Migration (persons moving in less persons moving out)	Urban Growth (migration + natural increase)	Urban Growth Rate (urban growth / 1990 population)	1990 Population
Charlotte	130,311	81,245	36,848	12,218	49,066	12.4%	395,934
Durham	32,565	19,201	11,180	2,184	13,364	9.8%	136,612
Greensboro	24,316	16,401	10,218	-2,303	7,915	4.3%	183,894
High Point	8,158	5,703	3,055	-600	2,455	3.5%	69,428
Raleigh	61,111	38,195	18,208	4,708	22,916	10.8%	212,092
Winston-Salem	30,083	25,092	7,735	-2,744	4,991	3.5%	143,485

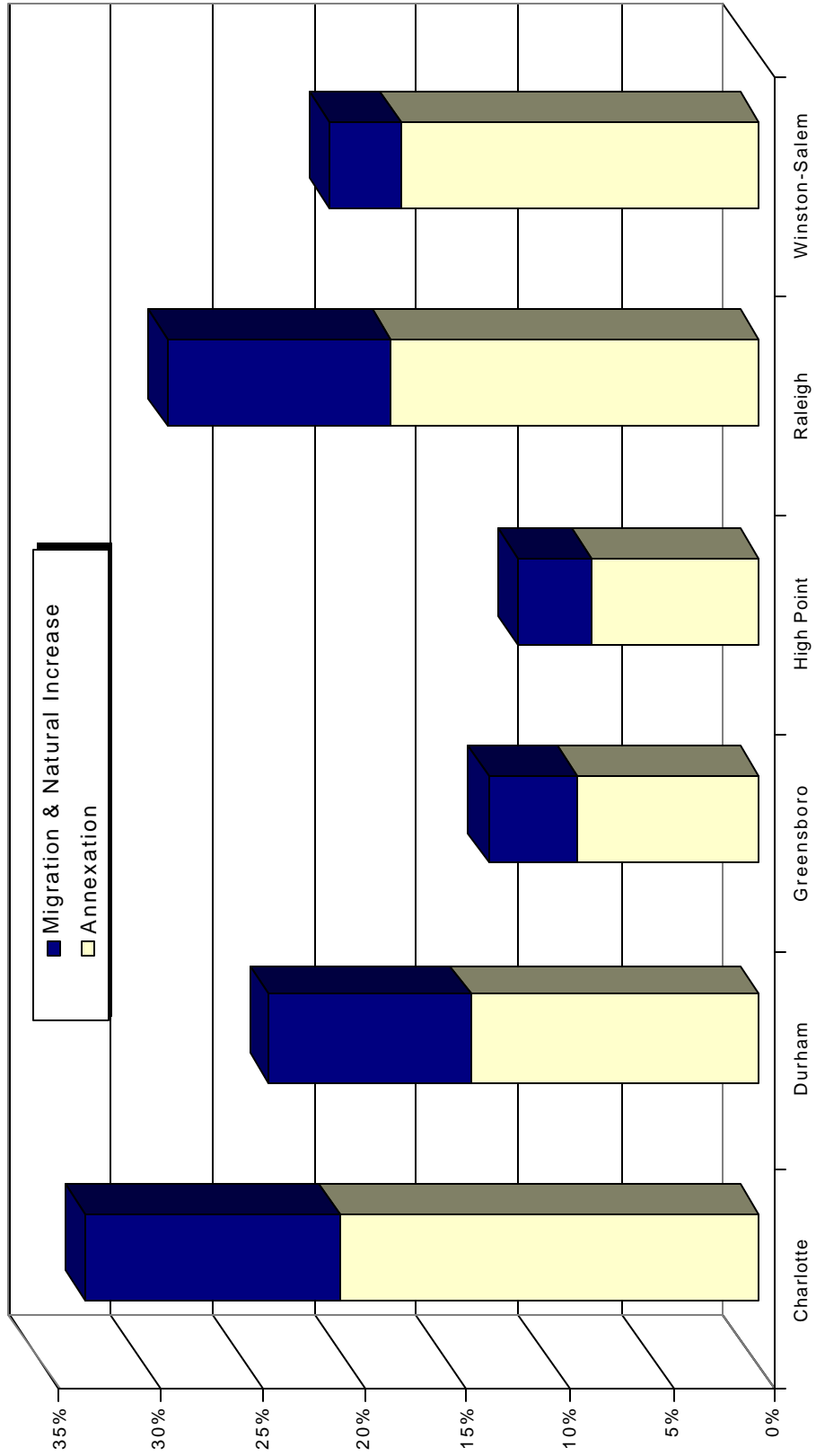
Source: NC Office of State Planning, natural increase numbers from the NC State Center for Health Statistics, 1991-2000.

Table 3-7: Percent of Population Increase in Selected NC Municipalities by the Type of Growth, 1990-1999

NC Municipalities	Total Population Growth, 1990-1999	Population Growth through Annexation	Natural Increase (Births less Deaths)	Net Migration (persons moving in less persons moving out)	Urban Growth (migration + natural increase)	Urban Growth Rate (urban growth / 1990 population)
Charlotte	32.9%	20.5%	9.3%	3.10%	12.4%	12.4%
Durham	23.8%	14.1%	8.2%	1.60%	9.8%	9.8%
Greensboro	13.2%	8.9%	5.6%	-1.30%	4.3%	4.3%
High Point	11.8%	8.2%	4.4%	-0.90%	3.5%	3.5%
Raleigh	28.8%	18.0%	8.6%	2.20%	10.8%	10.8%
Winston-Salem	21.0%	17.5%	5.4%	-1.90%	3.5%	3.5%

Source: NC Office of State Planning, natural increase numbers from the NC State Center for Health Statistics, 1991-2000.

Figure 3-6: Percent of Population Increase in Selected NC Municipalities by the Type of Growth, 1999-2000

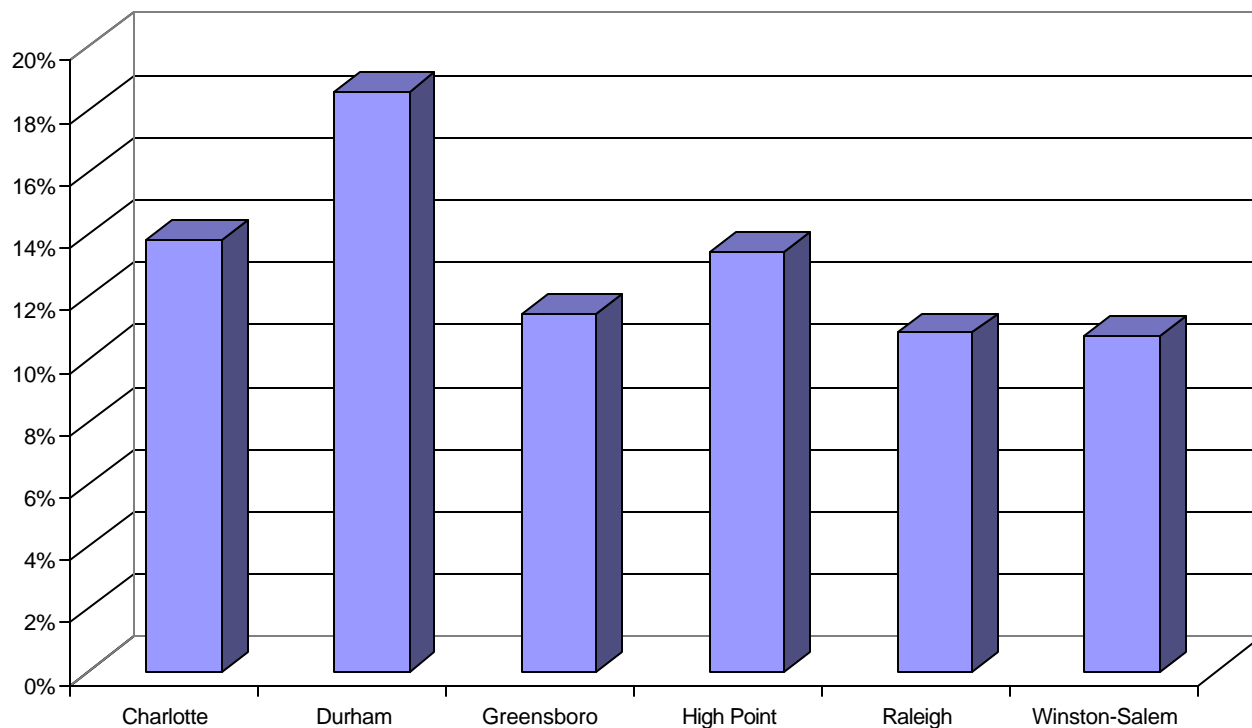


Source: NC Office of State Planning, natural increase numbers from the NC State Center for Health Statistics, 1991-2000.

Table 3-8: Urban Growth Rates of Selected Municipalities, 1990-2000						
NC Municipalities	1990 Population	2000 Population	Annexed Population	Urban Growth	Population Increase	Urban Growth Rate
Charlotte	395,934	540,828	81,245	63,649	36.6%	13.8%
Durham	136,612	187,035	19,201	31,222	36.9%	18.6%
Greensboro	183,894	223,891	16,401	23,596	21.8%	11.4%
High Point	69,428	85,839	5,703	10,708	23.6%	13.4%
Raleigh	212,092	276,093	38,195	25,806	30.2%	10.8%
Winston-Salem	143,485	185,776	25,092	17,199	29.5%	10.7%

Source: NC Office of State Planning, 2000.

Figure 3-7: Urban Growth Rates of Selected Municipalities, 1990-2000

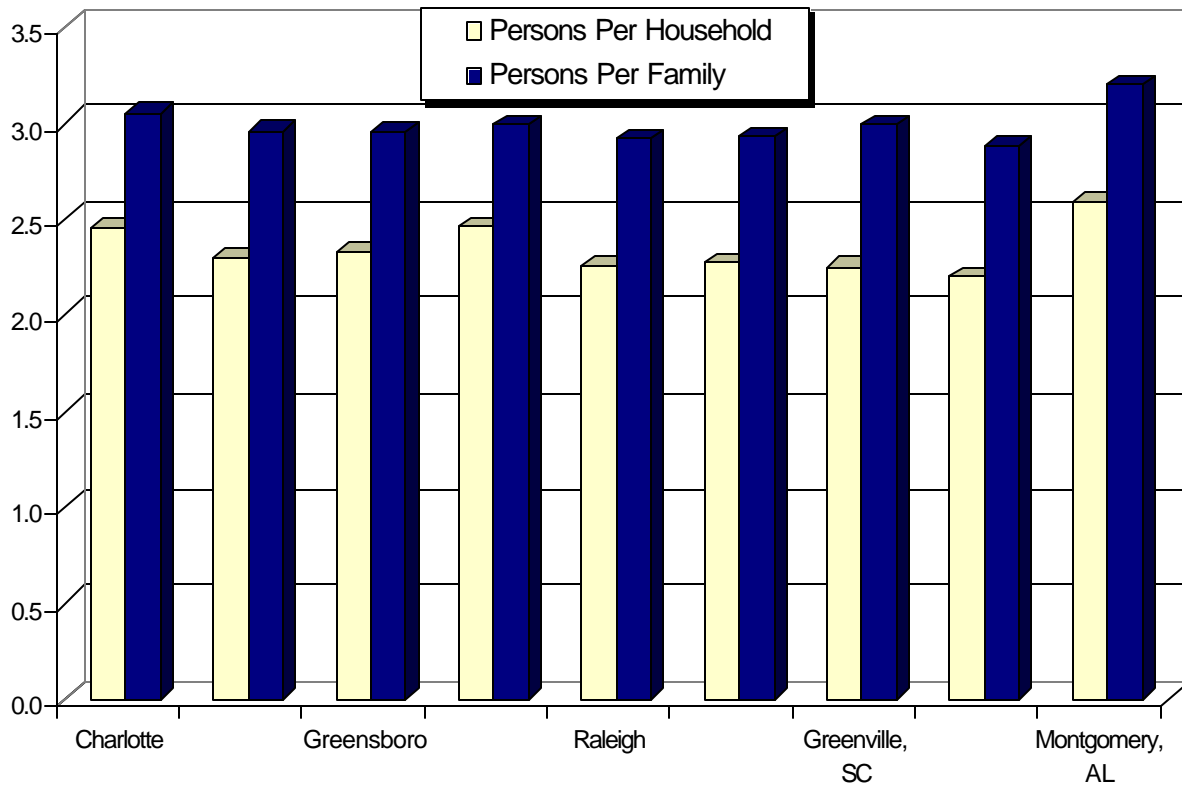


Source: NC Office of State Planning, 2000.

Table 3-9: Family and Household Size for Selected Municipalities, 1990		
NC Municipalities	Persons Per:	
	Household	Family
Charlotte	2.45	3.05
Durham	2.30	2.96
Greensboro	2.33	2.95
High Point	2.46	2.99
Raleigh	2.26	2.92
Winston-Salem	2.27	2.93
Out-of-State Municipalities		
Greenville, SC	2.25	2.99
Knoxville, TN	2.20	2.88
Montgomery, AL	2.59	3.20

Source: US Census Bureau, 1990 Census of Population & Housing.

Figure 3-8: Family and Household Size for Selected Municipalities, 1990

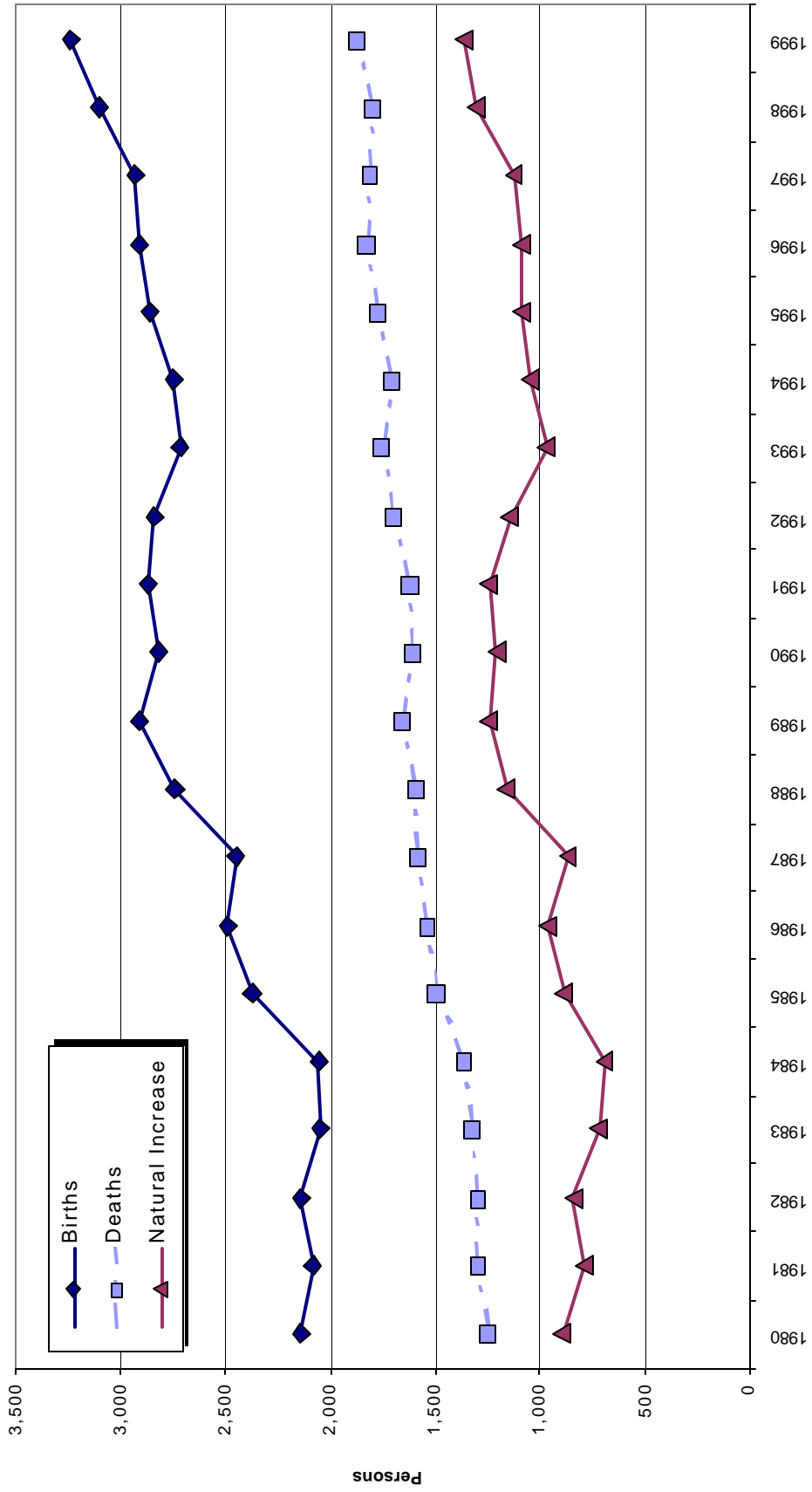


Source: US Census Bureau, 1990 Census of Population & Housing.

Table 3-10: Greensboro Vital Statistics, 1980-1999			
Year	Number of Births	Number of Deaths	Natural Increase
1980	2,140	1,244	896
1981	2,077	1,292	785
1982	2,139	1,293	846
1983	2,044	1,323	721
1984	2,057	1,360	697
1985	2,374	1,490	884
1986	2,490	1,533	957
1987	2,446	1,579	867
1988	2,744	1,586	1,158
1989	2,903	1,655	1,248
1990	2,812	1,604	1,208
1991	2,867	1,622	1,245
1992	2,839	1,696	1,143
1993	2,715	1,744	971
1994	2,750	1,703	1,047
1995	2,858	1,770	1,088
1996	2,908	1,823	1,085
1997	2,931	1,801	1,130
1998	3,097	1,796	1,301
1999	3,236	1,871	1,365

Source: NC Dept. of Public Health, Vital Statistics Section, 2000.

Figure 3-9: Greensboro Vital Statistics, 1980-1999

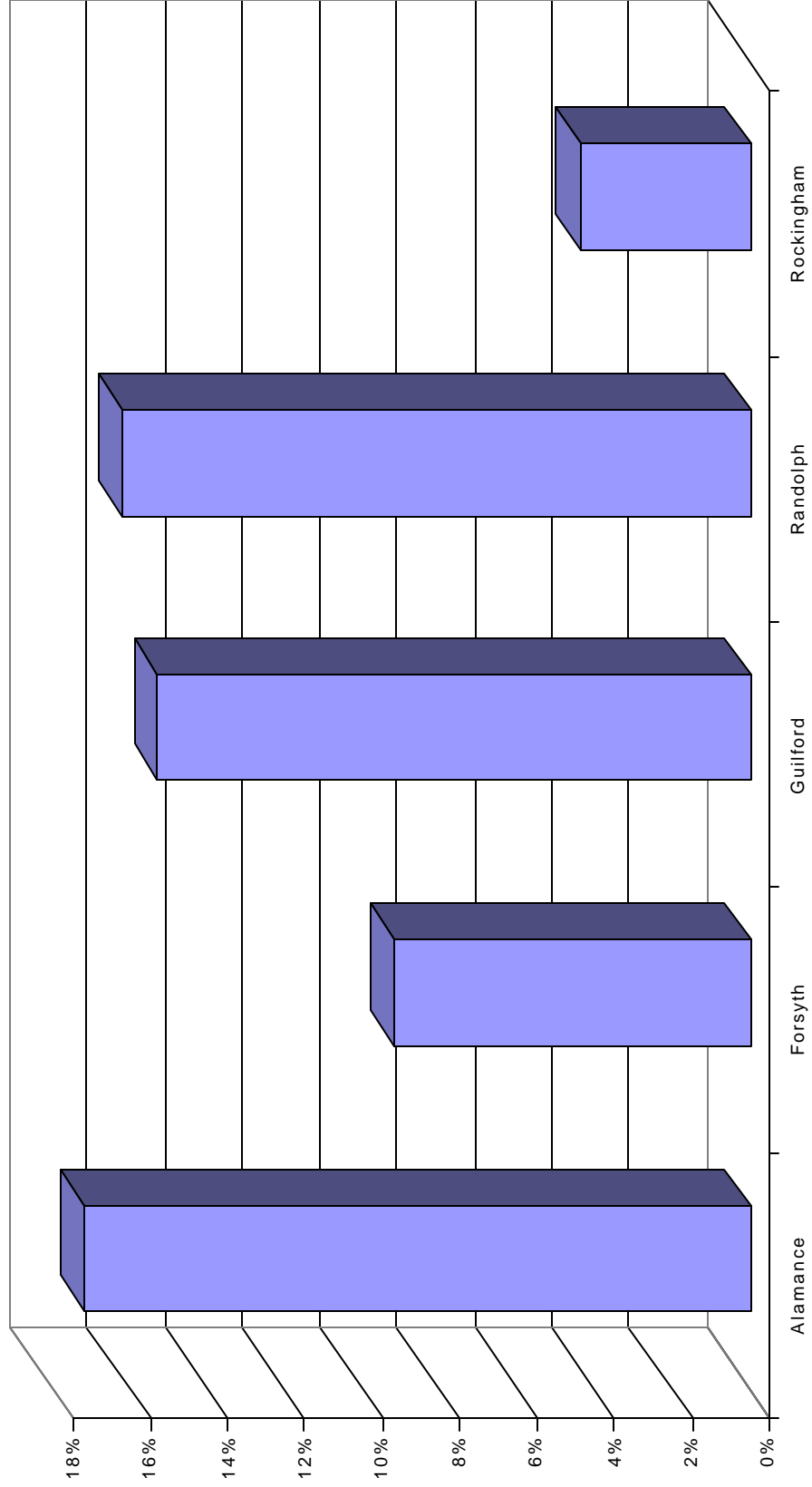


Source: NC Dept. of Public Health, Vital Statistics Section.

County	Population		Growth			Amount of Growth, 1990-2000			Net Migration	
	1990	2000	Number	Percent	Births	Deaths	Natural Growth	Number	Percent	
Alamance	108,213	130,800	22,587	20.9%	15,634	11,698	3,936	18,651	17.2%	
Forsyth	265,855	306,067	40,212	15.1%	41,208	25,521	15,687	24,525	9.2%	
Guilford	347,431	421,048	73,617	21.2%	53,010	32,490	20,520	53,097	15.3%	
Randolph	106,546	130,454	23,908	22.4%	16,219	9,586	6,633	17,275	16.2%	
Rockingham	86,064	91,928	5,864	6.8%	11,526	9,411	2,115	3,749	4.4%	

Source: NC Office of State Planning, April 2000 County Census Populations, 2001.

Figure 3-10: Comparison County Percent Net Migration Growth, 1990-2000



Source: NC Office of State Planning, April 2000 County Census Populations, 2001.

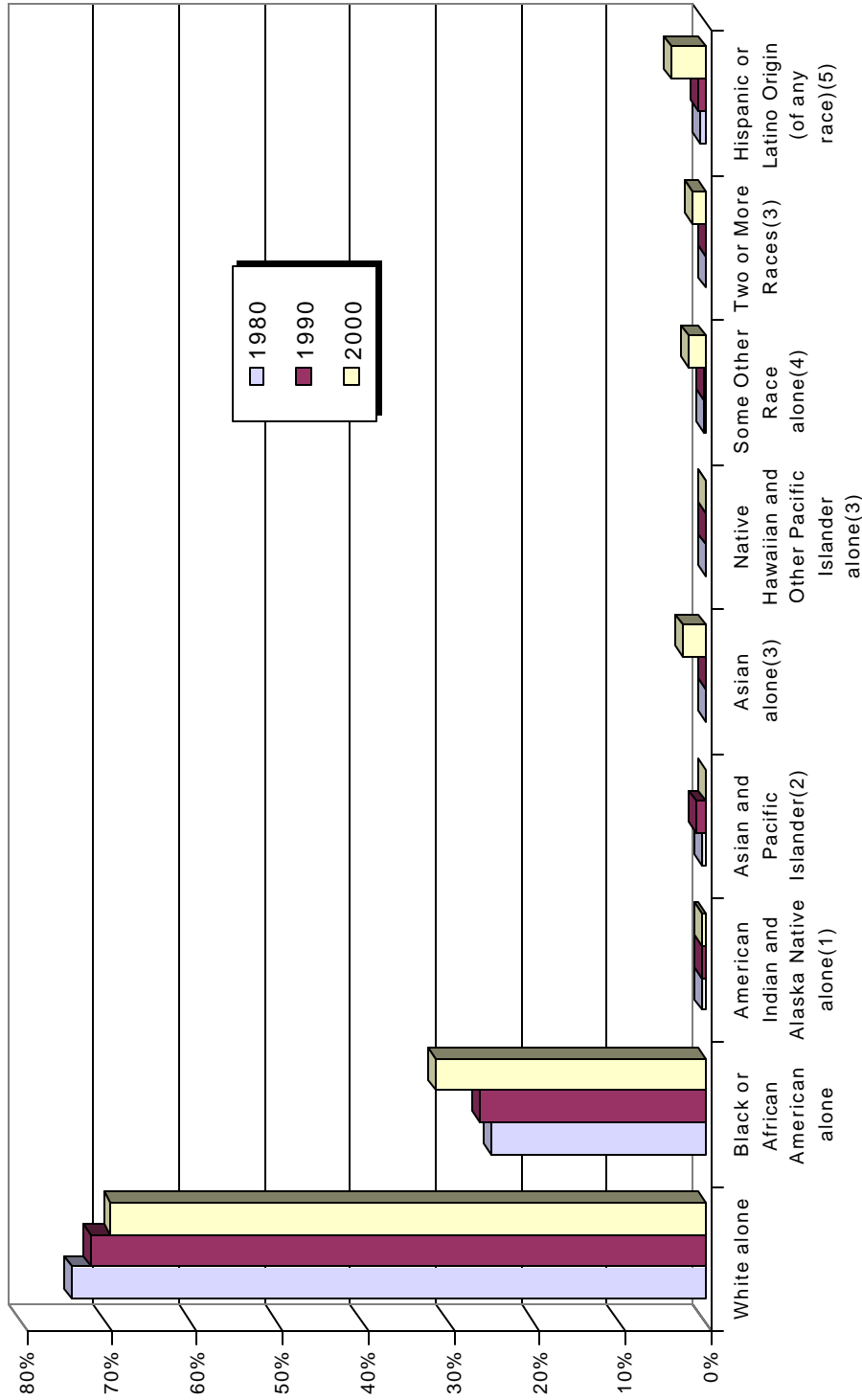


Table 3-12: Guilford County Population Composition by Race and Ethnic Origin, 1980-2000

	1980		1990		2000		Percent Change, 1990-2000
	Number	Percent	Number	Percent	Number	Percent	
White alone	234,579	74.0%	249,584	71.8%	271,686	69.4%	8.9%
Black or African American alone	79,374	25.0%	91,655	26.4%	123,253	31.5%	34.5%
American Indian and Alaska Native alone(1)	1,348	0.4%	1,637	0.5%	1,944	0.5%	18.8%
Asian and Pacific Islander(2)	1,107	0.3%	3,726	1.1%	NA	NA	NA
Asian alone(3)	NA	NA	NA	NA	10,294	2.6%	NA
Native Hawaiian and Other Pacific Islander alone(3)	NA	NA	NA	NA	130	0.0%	NA
Some Other Race alone(4)	746	0.2%	818	0.2%	7,615	1.9%	830.9%
Two or More Races(3)	NA	NA	NA	NA	6,126	1.6%	NA
<b>Total</b>	<b>317,154</b>	<b>100.0%</b>	<b>347,420</b>	<b>100.0%</b>	<b>421,048</b>	<b>100.0%</b>	<b>32.8%</b>
Hispanic or Latino Origin (of any race)(5)	2,404	0.8%	2,887	0.8%	15,985	4.1%	564.9%

Source: US Census Bureau, 1980, 1990, & 2000 Census of Population & Housing. (1)In previous Censuses, this category was referred to as: "American Indian, Eskimo, Aleut". (2)This category was split into "Asian alone" & "Native Hawaiian and Other Pacific Islander alone" for the 2000 Census. (3)New category for the 2000 Census. (4)This category was "Other" previous to the 2000 Census. (5)This category was "Hispanic Origin (any race)" previous to the 2000 Census. Note: All categories include Hispanic or Latino Origin.

**Figure 3-11: Guilford County Population Composition by Race and Ethnic Origin, 1980-2000**



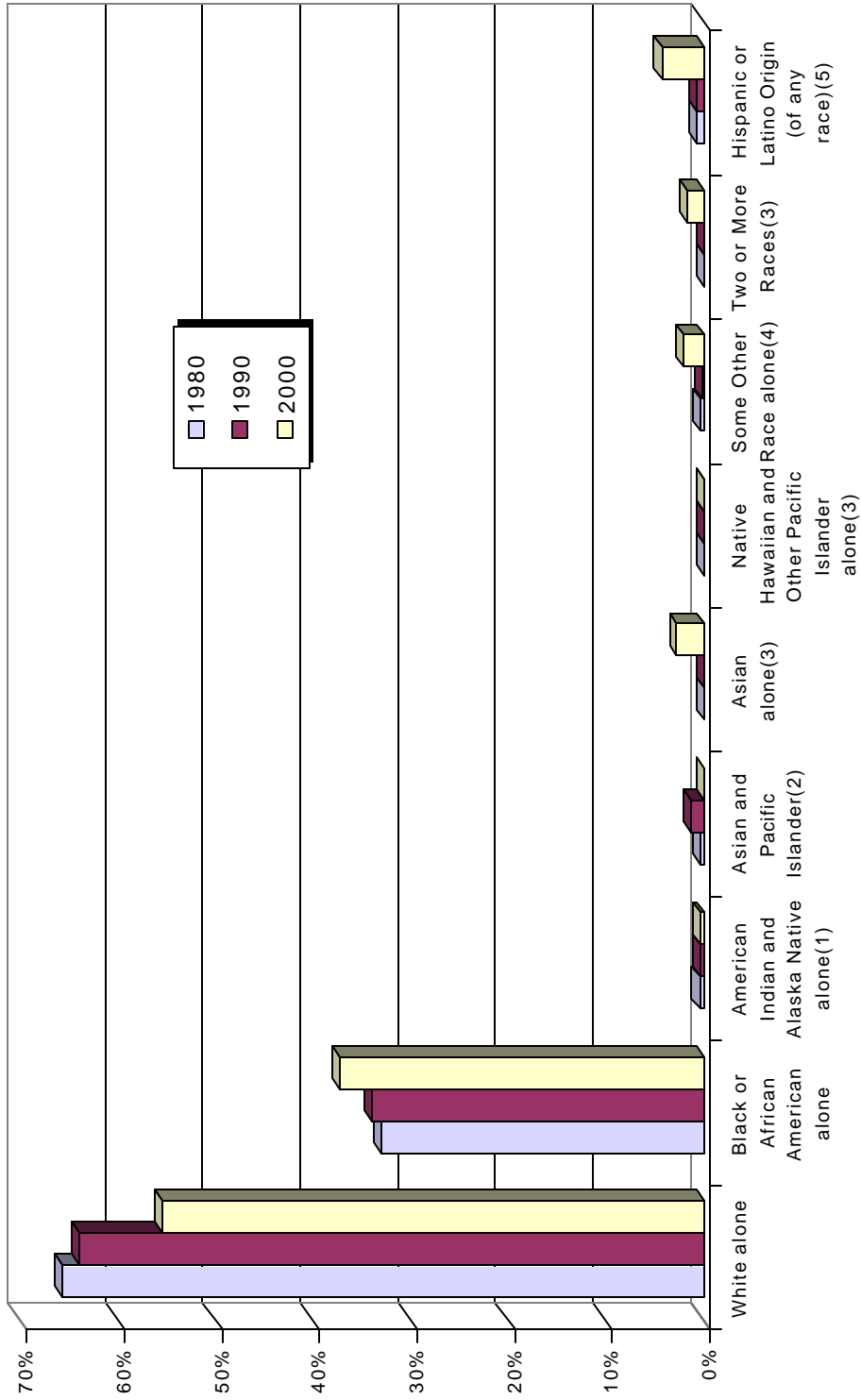
Source: US Census Bureau, 1980, 1990, & 2000 Census of Population & Housing. (1) In previous Censuses, this category was referred to as: "American Indian, Eskimo, Aleut". (2) This category was split into "Asian alone" & "Native Hawaiian and Other Pacific Islander alone" for the 2000 Census. (3) New category for the 2000 Census. (4) This category was "Other" previous to the 2000 Census. (5) This category was "Hispanic Origin (any race)" previous to the 2000 Census. Note: All categories include Hispanic or Latino Origin.

Table 3-13: Greensboro Population Composition by Race and Ethnic Origin, 1990-2000

Race or Ethnic Origin	1980		1990		2000		Percent Change, 1990-2000
	Number	Percent	Number	Percent	Number	Percent	
	White alone	102,320	65.7%	117,349	64.0%	124,243	
Black or African American alone	51,373	33.0%	62,356	34.0%	83,728	37.4%	34.3%
American Indian and Alaska Native alone(1)	768	0.5%	779	0.4%	989	0.4%	27.0%
Asian and Pacific Islander(2)	680	0.4%	2,573	1.4%	NA	NA	NA
Asian alone(3)	NA	NA	NA	NA	6,357	2.8%	NA
Native Hawaiian and Other Pacific Islander alone(3)	NA	NA	NA	NA	89	0.0%	NA
Some Other Race alone(4)	501	0.4%	464	0.2%	4,647	2.1%	901.5%
Two or More Races(3)	NA	NA	NA	NA	3,838	1.7%	NA
<b>Total</b>	<b>155,642</b>	<b>100.0%</b>	<b>183,521</b>	<b>100.0%</b>	<b>223,891</b>	<b>100.0%</b>	<b>22.0%</b>
Hispanic or Latino Origin (of any race)(5)	1,201	0.8%	1,389	0.8%	9,742	4.4%	601.4%

Source: US Census Bureau, 1980, 1990, & 2000 Census of Population & Housing. (1)In previous Censuses, this category was referred to as: "American Indian, Eskimo, Aleut". (2)This category was split into "Asian alone" & "Native Hawaiian and Other Pacific Islander alone" for the 2000 Census. (3)New category for the 2000 Census. (4)This category was "Other" previous to the 2000 Census. (5)This category was "Hispanic Origin (any race)" previous to the 2000 Census. Note: All categories include Hispanic or Latino Origin. Also, total number for 1990: population derived from the original Census number. Detailed tables regarding race did not change to reflect revised number.

Figure 3-12: Greensboro Population Composition by Race and Ethnic Origin, 1980-2000

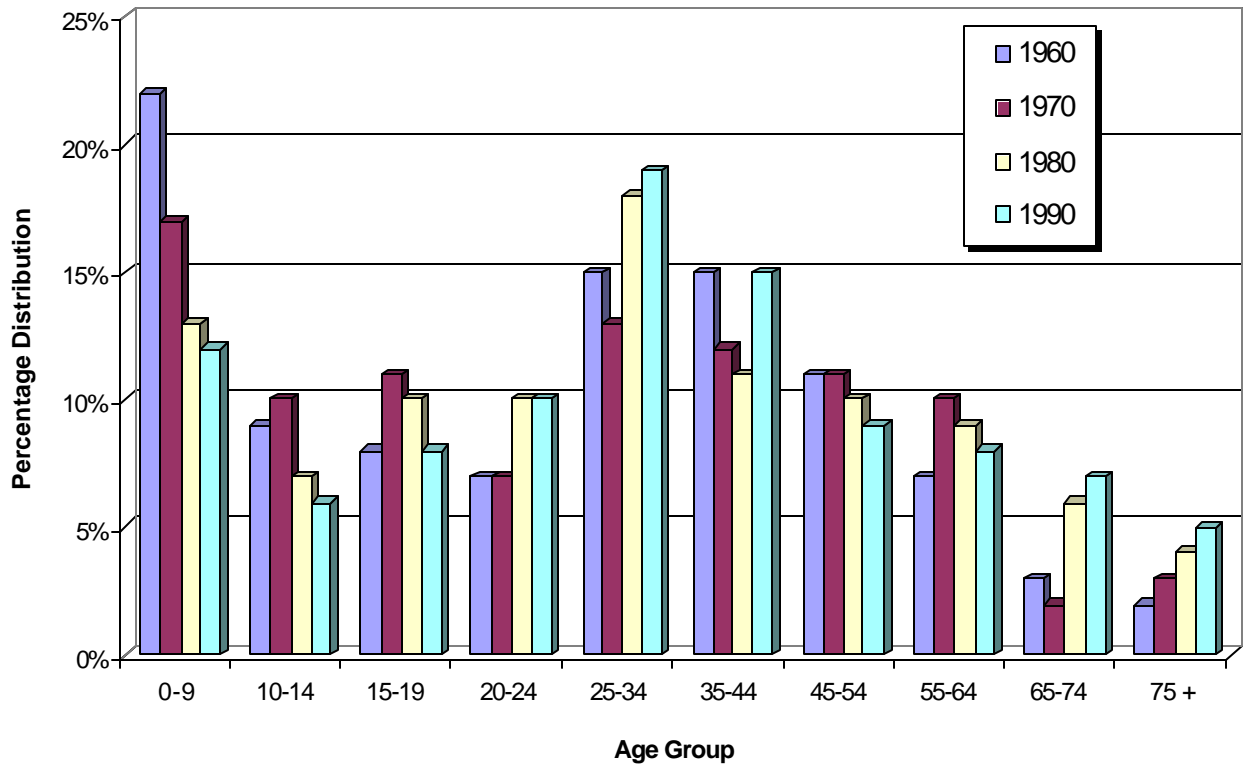


Source: US Census Bureau, 1980, 1990, & 2000 Census of Population & Housing. (1)In previous Censuses, this category was referred to as: "American Indian, Eskimo, Aleut". (2)This category was split into "Asian alone" & "Native Hawaiian and Other Pacific Islander alone" for the 2000 Census. (3)New category for the 2000 Census. (4)This category was "Other" previous to the 2000 Census. (5)This category was "Hispanic Origin (any race)" previous to the 2000 Census. Note: All categories include Hispanic or Latino Origin

Age Groups	1960		1970		1980		1990	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0-9	26,483	22%	25,591	17%	20,100	13%	22,353	12%
10-14	10,791	9%	13,861	10%	11,712	7%	10,673	6%
15-19	9,919	8%	15,696	11%	15,676	10%	14,533	8%
20-24	8,601	7%	10,616	7%	14,978	10%	17,745	10%
25-34	17,989	15%	19,254	13%	27,631	18%	34,034	19%
35-44	17,072	15%	17,132	12%	16,579	11%	28,043	15%
45-54	12,540	11%	15,694	11%	15,651	10%	17,898	9%
55-64	8,548	7%	11,011	10%	14,270	9%	15,113	8%
65-74	4,784	3%	6,733	2%	9,593	6%	12,776	7%
75 +	2,186	2%	3,721	3%	5,694	4%	8,855	5%
Total Population	119,574	100%	144,076	100%	155,642	100%	183,521	100%
Median Age	26.9		25.7		28.9		32.2	

Source: US Census Bureau, 1960-1990 Census of Population & Housing.

Figure 3-13: Greensboro Population by Age, 1960-1990

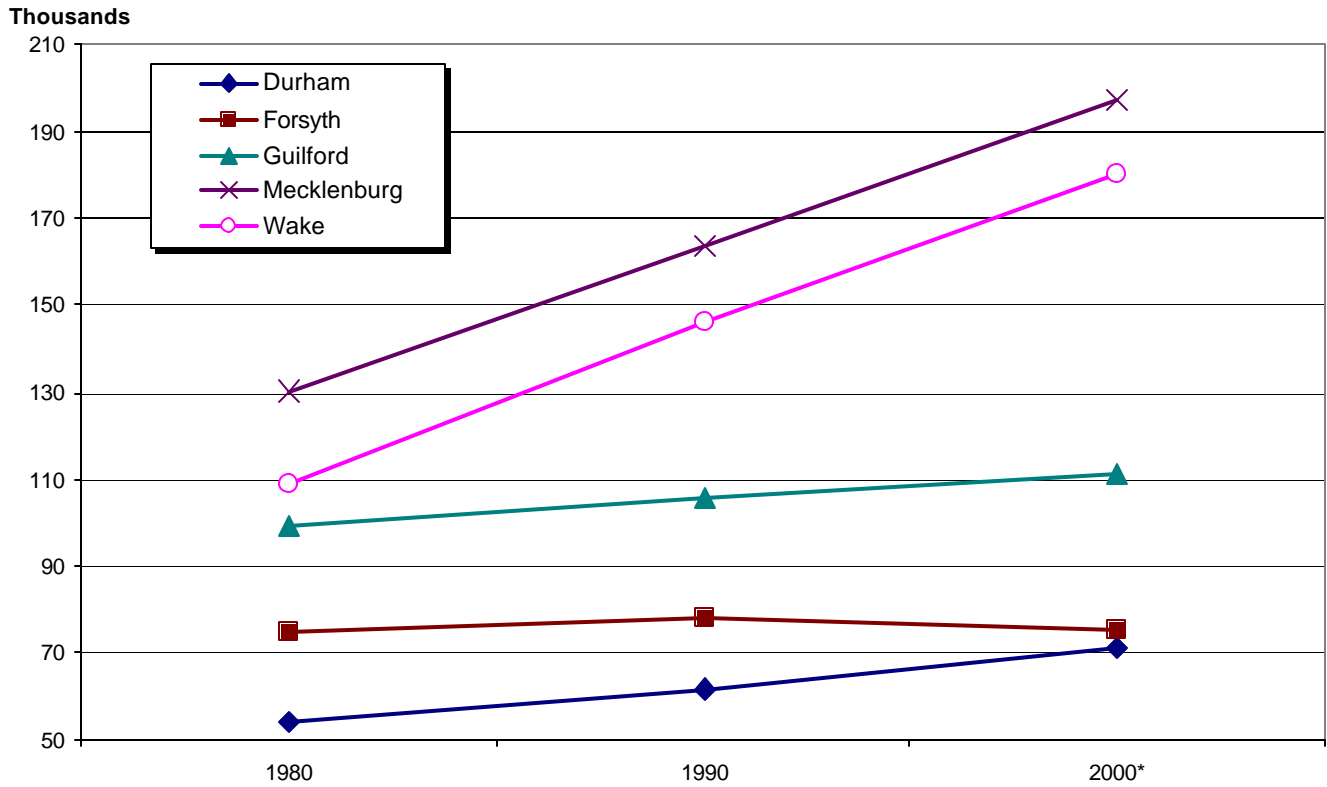


Source: US Census Bureau, 1960-1990 Census of Population & Housing.

County	Census Numbers			Gain/ Loss			
				1980-1990		1990-2000	
	1980	1990	2000*	Number	Percent	Number	Percent
Durham	54,349	61,363	70,976	7,014	12.91%	9,613	15.7%
Forsyth	74,378	77,622	74,978	3,244	4.36%	-2,644	-3.4%
Guilford	99,087	105,543	111,389	6,456	6.52%	5,846	5.5%
Mecklenburg	130,279	163,462	197,603	33,183	25.47%	34,141	20.9%
Wake	109,116	146,062	180,323	36,946	33.86%	34,261	23.5%

Source: US Census Bureau, 1980-2000 Census of Population & Housing.

Figure 3-14: Changes in the Age Group 18-34 of Selected NC Counties, 1980-2000



Source: US Census Bureau, 1980-2000 Census of Population & Housing.

Race or Ethnic Origin of Head of Household	Living in Owner Occupied Dwelling Units	Percent Living in Owner Occupied Units	Living in Renter Occupied Dwelling Units	Percent Living in Renter Occupied Units
White	31,443	61.2%	19,944	38.8%
Black	8,335	37.4%	13,972	62.6%
American Indian, Eskimo or Aleut	108	32.7%	222	67.3%
Asian, Pacific Islander	285	38.6%	454	61.4%
Other	30	21.1%	112	78.9%
Total	40,201	53.7%	34,704	46.3%
Hispanic Origin (Any Race)	229	39.7%	348	60.3%

Source: US Census Bureau, 1990 Census of Population & Housing, STF1A Files.

Census Tract	Percent Owner Occupied Dwellings	Census Tract	Percent Owner Occupied Dwellings	Census Tract	Percent Owner Occupied Dwellings
101	48.6%	126.04	55.0%	146	8.3%
102	40.3%	126.07	89.4%	151	86.0%
103	64.8%	126.08	23.4%	152	75.8%
104.01	63.3%	126.09	54.7%	153	83.2%
104.03	68.3%	126.10	72.3%	154	74.5%
104.04	93.9%	126.11	64.4%	155	67.5%
105	68.6%	126.12	70.2%	156	86.3%
106.01	60.4%	126.17	50.1%	157.01	41.9%
106.02	44.0%	127.03	45.0%	157.02	67.8%
107.01	44.0%	127.04	54.0%	157.03	60.6%
107.02	21.8%	127.05	67.8%	158	83.1%
108.01	3.3%	127.06	51.7%	159	82.9%
108.02	57.4%	127.07	43.0%	160.01	62.2%
109	20.9%	128.03	65.6%	160.02	69.9%
110	23.8%	128.04	53.0%	161.01	74.0%
111.01	20.5%	128.05	85.5%	161.02	38.2%
111.02	72.9%	136.01	70.8%	162.01	85.8%
112	36.8%	136.02	65.0%	162.02	88.6%
113	53.7%	137	75.5%	163	92.1%
114	28.3%	138	45.3%	164.01	85.1%
115	47.4%	139	20.4%	164.02	74.0%
116.01	58.5%	140	42.3%	165.01	75.2%
116.02	50.6%	142	41.8%	165.02	83.0%
119.04	31.8%	143	26.9%	166	78.4%
119.05	56.8%	144.02	54.2%	167	79.3%
125.03	78.0%	144.05	57.6%	168	81.0%
125.04	24.6%	144.06	68.8%	169	88.4%
125.05	96.5%	144.07	60.9%	170	86.8%
125.06	96.9%	144.08	31.0%	171	91.5%
125.08	80.4%	145.01	50.1%	172	87.5%
125.09	96.7%	145.02	55.2%		
126.01	22.5%	145.03	50.2%		

Source: US Census Bureau, 1990 Census of Population & Housing, & STF1A Files.

Race or Ethnic Origin	Less Than 9th Grade Education	No High School Diploma	High School Graduate or Higher	Some College	Bachelor's Degree or Higher
White	5,161	13,451	67,001	49,316	28,138
Black	3,332	10,038	24,104	15,184	6,059
American Indian, Eskimo	109	222	274	167	85
Asian, Pacific Islander	256	424	949	803	600
Other	50	127	129	95	60
Total	8,908	24,262	92,457	65,565	34,942
Hispanic Origin (Any Race)	55	199	597	424	233

Source: US Census Bureau, 1990 Census of Population & Housing, STF3A files.

Race or Ethnic Origin	Percent With Less Than 9th Grade Education	Percent With-out a High School Diploma	Percent High School Graduate or Higher	Percent With Some College	Percent With Bachelor's Degree or Higher
White	6.4%	16.7%	83.3%	61.3%	35.0%
Black	9.8%	29.4%	70.6%	44.5%	17.7%
American Indian, Eskimo	22.0%	44.8%	55.2%	33.7%	17.1%
Asian, Pacific Islander	18.6%	30.9%	69.1%	58.5%	43.7%
Other	19.5%	49.6%	50.4%	37.1%	23.4%
Total	7.6%	20.8%	79.2%	56.2%	29.9%
Hispanic Origin (Any Race)	6.9%	25.0%	75.0%	53.3%	29.3%

Source: US Census Bureau, 1990 Census of Population & Housing, STF3A Files.



Table 3-20: Guilford County's Percentage of High School Graduates  
by 1990 Census Tract

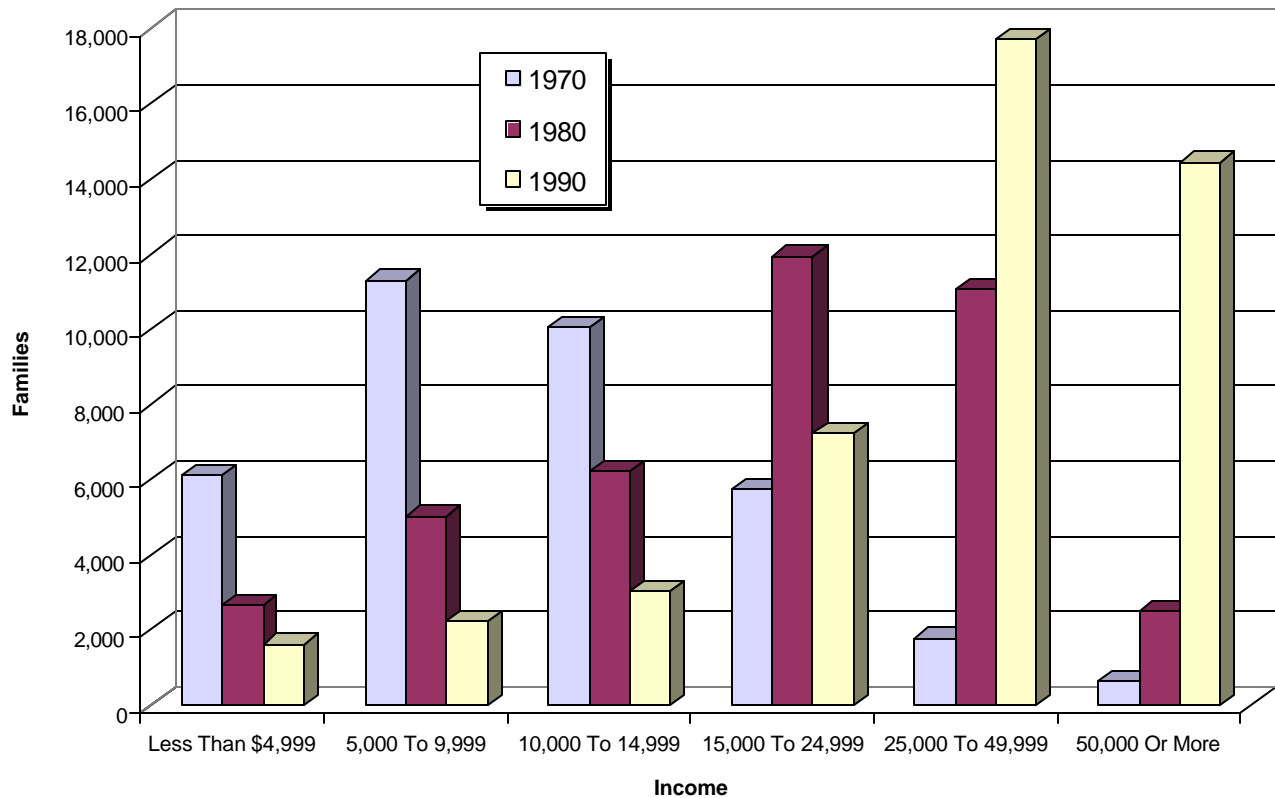
Census Tract	Percent High School Graduates	Census Tract	Percent High School Graduates	Census Tract	Percent High School Graduates
101	58.2%	126.04	68.7%	146	48.7%
102	67.8%	126.07	96.4%	151	71.0%
103	52.9%	126.08	81.9%	152	63.7%
104.01	90.5%	126.09	80.1%	153	76.0%
104.03	90.1%	126.10	88.8%	154	68.0%
104.04	98.7%	126.11	76.7%	155	67.4%
105	88.7%	126.12	83.2%	156	77.0%
106.01	85.5%	126.17	75.5%	157.01	95.8%
106.02	89.2%	127.03	81.0%	157.02	90.6%
107.01	88.7%	127.04	69.7%	157.03	88.9%
107.02	91.5%	127.05	77.4%	158	77.1%
108.01	53.3%	127.06	67.0%	159	67.4%
108.02	84.2%	127.07	58.9%	160.01	90.0%
109	81.3%	128.03	64.5%	160.02	89.3%
110	68.4%	128.04	89.2%	161.01	93.8%
111.01	52.1%	128.05	72.0%	161.02	91.8%
111.02	63.6%	136.01	66.9%	162.01	71.0%
112	53.3%	136.02	65.2%	162.02	73.6%
113	62.4%	137	84.8%	163	87.0%
114	48.5%	138	59.7%	164.01	87.0%
115	60.3%	139	42.6%	164.02	84.0%
116.01	64.6%	140	58.7%	165.01	88.1%
116.02	63.8%	142	43.3%	165.02	88.0%
119.04	68.5%	143	37.3%	166	58.5%
119.05	58.5%	144.02	83.8%	167	73.7%
125.03	91.3%	144.05	82.6%	168	69.6%
125.04	88.0%	144.06	67.1%	169	76.9%
125.05	94.5%	144.07	89.2%	170	75.7%
125.06	97.6%	144.08	45.2%	171	87.2%
125.08	88.2%	145.01	43.6%	172	67.7%
125.09	94.8%	145.02	64.2%		
126.01	74.2%	145.03	51.9%		

Source: US Census Bureau, 1990 Census of Population & Housing, STF3 Files.

Range*	1970		1980		1990	
	Number	Percent	Number	Percent	Number	Percent
Less Than \$4,999	6,117	17.2	2,671	6.8	1,616	3.5
5,000 To 9,999	11,288	31.7	5,031	12.7	2,236	4.8
10,000 To 14,999	10,048	28.2	6,210	15.7	3,011	6.5
15,000 To 24,999	5,756	16.2	11,936	30.3	7,239	15.7
25,000 To 49,999	1,774	5.0	11,072	28.1	17,703	38.3
50,000 Or More	615	1.7	2,516	6.4	14,441	31.2
All Families	35,598	100.0%	39,436	100.0%	46,246	100.0%

Source: US Census Bureau, 1970-1990 Census Tracts for Greensboro-Winston-Salem-High Point MSA. \*These ranges are based on 1990 dollars.

Figure 3-15: Greensboro Family Income, 1970-1990

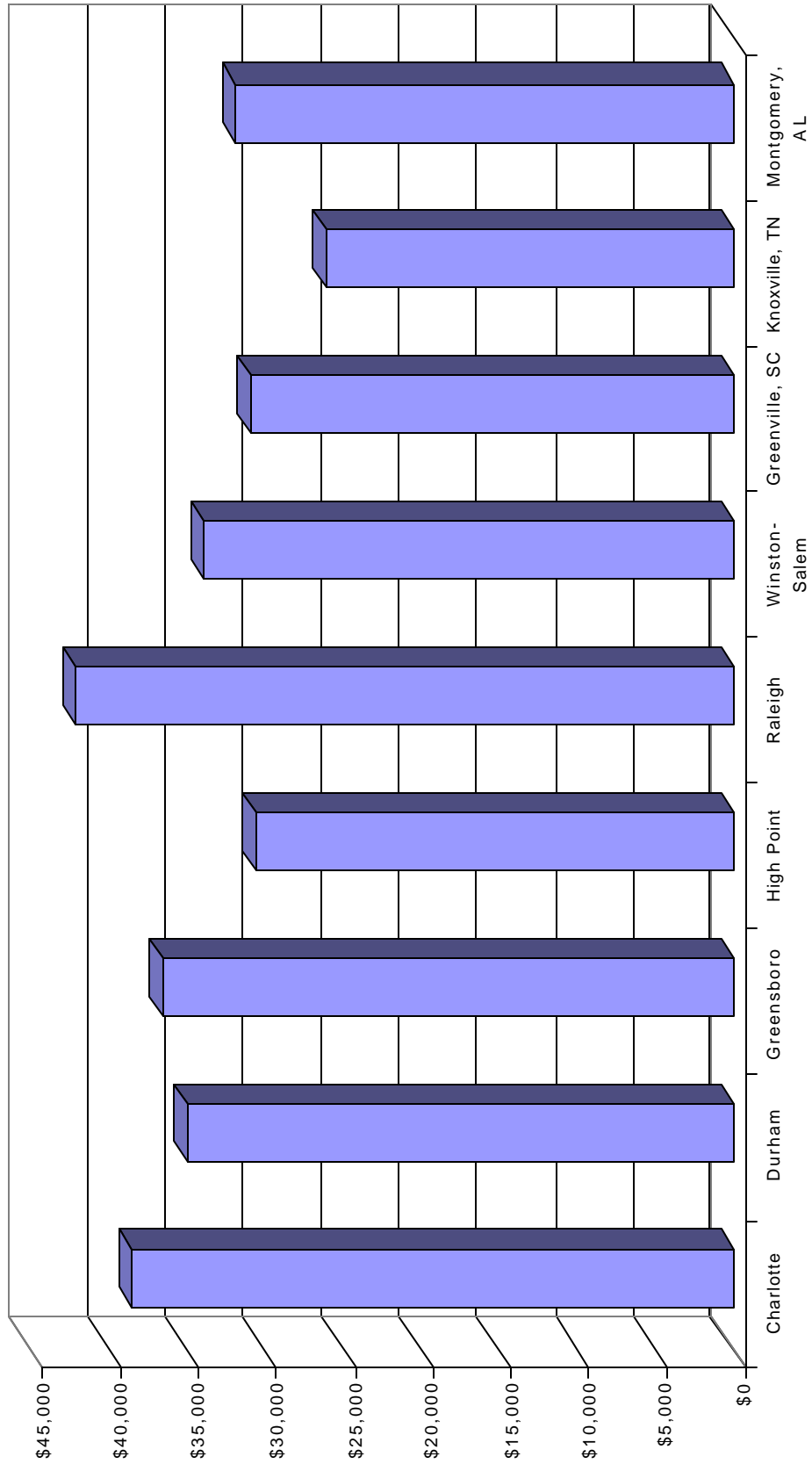


Source: US Census Bureau, 1970-1990 Census Tracts for Greensboro-Winston-Salem-High Point MSA. \*The income ranges are based on 1990 dollars.

Table 3-22: Family Income in Selected Municipalities, 1990													
NC Municipalities	Charlotte		Durham		Greensboro		High Point		Raleigh		Winston-Salem		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Less Than \$4,999	4,285	4.1%	1,709	5.2%	1,616	3.5%	788	4.2%	1,811	3.7%	1,980	5.4%	
5,000 To 9,999	4,069	3.9%	2,018	6.1%	2,236	4.8%	1,071	5.6%	1,768	3.6%	2,106	5.8%	
10,000 To 14,999	6,045	5.8%	2,332	7.0%	3,011	6.5%	1,871	9.9%	2,503	5.1%	2,658	7.3%	
15,000 To 24,999	14,734	14.2%	5,209	15.7%	7,239	15.7%	3,739	19.7%	6,009	12.3%	6,045	16.6%	
25,000 To 49,999	38,811	37.5%	11,977	36.1%	17,703	38.3%	7,183	37.9%	17,498	35.9%	12,714	34.9%	
50,000 Or More	35,498	34.3%	9,929	29.9%	14,441	31.2%	4,320	22.8%	19,204	39.4%	10,919	30.0%	
All Families	103,442	100.0%	33,174	100.0%	46,246	100.0%	18,972	100.0%	48,793	100.0%	36,422	100.0%	
Median	\$38,553	--	\$35,024	--	\$36,678	--	\$30,643	--	\$42,212	--	\$34,007	--	
Mean (Average)	\$48,775	--	\$41,355	--	\$46,224	--	\$38,954	--	\$49,715	--	\$45,690	--	
Out-of-State	Greenville, SC		Knoxville, TN		Montgomery, AL								
Municipalities	Number	Percent	Number	Percent	Number	Percent	Number	Percent					
Less Than \$4,999	1,004	7.1%	2,894	7.0%	3,107	6.4%							
5,000 To 9,999	1,022	7.3%	3,645	8.8%	3,316	6.9%							
10,000 To 14,999	1,207	8.6%	4,562	11.1%	3,919	8.1%							
15,000 To 24,999	2,441	17.4%	8,556	20.8%	8,016	16.6%							
25,000 To 49,999	4,740	33.7%	14,382	34.9%	17,647	36.5%							
50,000 Or More	3,637	25.9%	7,190	17.4%	12,309	25.5%							
All Families	14,051	100.0%	41,229	100.0%	48,314	100.0%							
Median	\$30,997	--	\$26,131	--	\$31,959	--							
Mean (Average)		--		--		--							

Source: US Census Bureau, 1990 Census of Population & Housing.

Figure 3-16: Median Family Income in Selected Municipalities, 1990

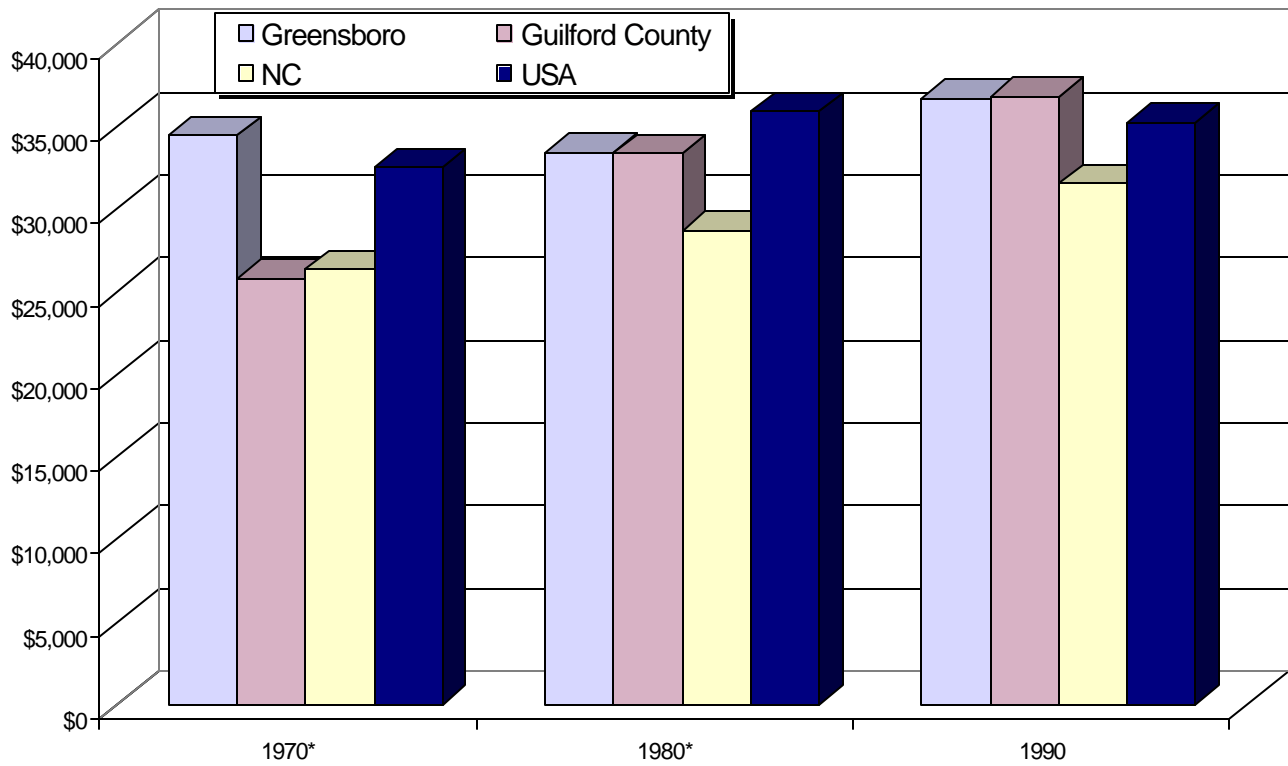


Source: US Census Bureau, 1990 Census of Population & Housing.

Selected Area	1970*	1980*	1990
Greensboro	\$34,434	\$33,392	\$36,678
Guilford County	\$25,824	\$33,384	\$36,754
NC	\$26,332	\$28,673	\$31,548
USA	\$32,470	\$35,897	\$35,224

Source: US Census Bureau, 1970-1990 Census of Population & Housing. \*Adjusted to 1990 dollars using the Consumer Price Index.

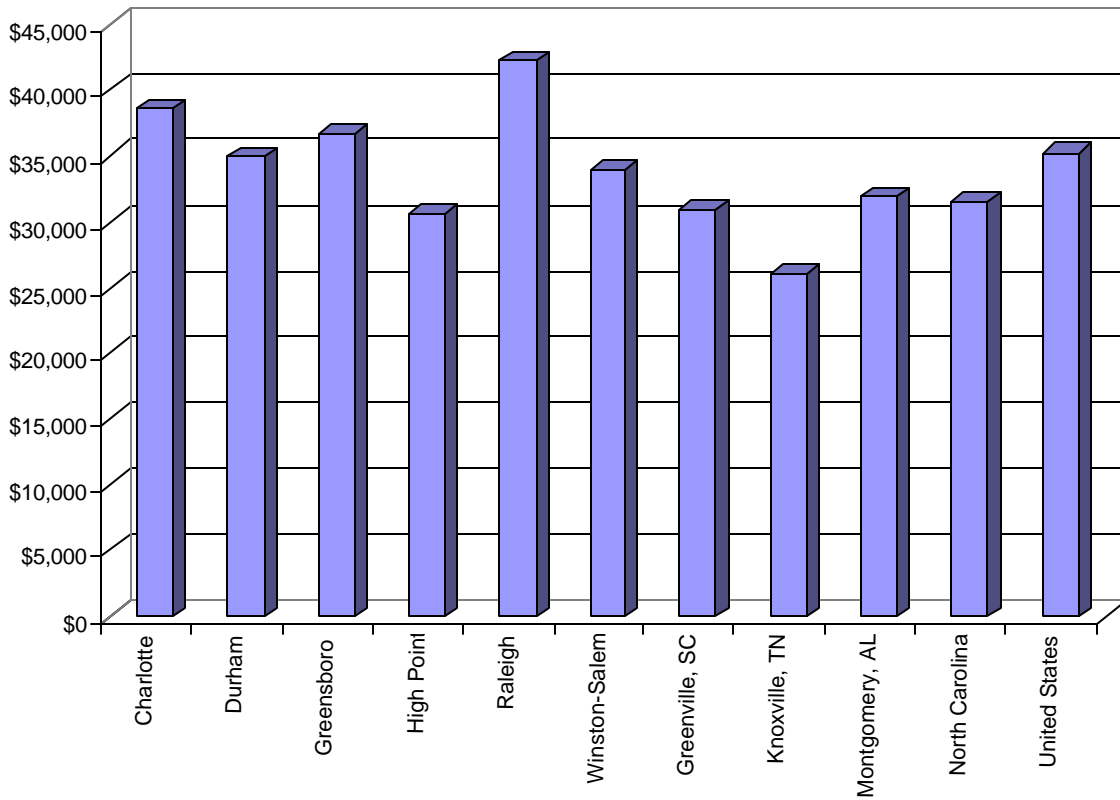
Figure 3-17: Median Family Income in Selected Areas, 1970-1990



Source: US Census Bureau, 1970-1990 Census of Population & Housing. \*Adjusted to 1990 dollars using the Consumer Price Index.

Table 3-24: Median Family Income in Selected Areas, 1990	
NC Municipalities	
Charlotte	\$38,553
Durham	\$35,024
Greensboro	\$36,678
High Point	\$30,643
Raleigh	\$42,212
Winston-Salem	\$34,007
Out-of-State Municipalities	
Greenville, SC	\$30,997
Knoxville, TN	\$26,131
Montgomery, AL	\$31,959
Other	
North Carolina	\$31,548
United States	\$35,224
Source: US Census Bureau, 1990 Census of Population & Housing.	

Figure 3-18: Median Family Income in Selected Areas, 1990



Source: US Census Bureau, 1990 Census of Population & Housing.

Table 3-25: Poverty in Greensboro, 1990	
Overall Poverty Rate	11.6%
Poverty Rate by Race / Ethnic Origin	
White	6.8%
Black	20.7%
Other	17.0%
Hispanic Origin (of any race)	15.0%
Poverty Rate by Age	
0 - 4	18.6%
5 - 17	14.4%
18 - 24	23.1%
25 - 44	7.3%
45 - 64	7.4%
65 and older	12.1%
Poverty Rate by Family Type	
All Families	8.2%
Families with Children	12.9%
Families with Preschooler(s)	15.8%
Female Householder with Children	34.1%
Female Householder with Preschooler(s)	47.0%
Source: US Census Bureau, 1990 Census of Population & Housing.	

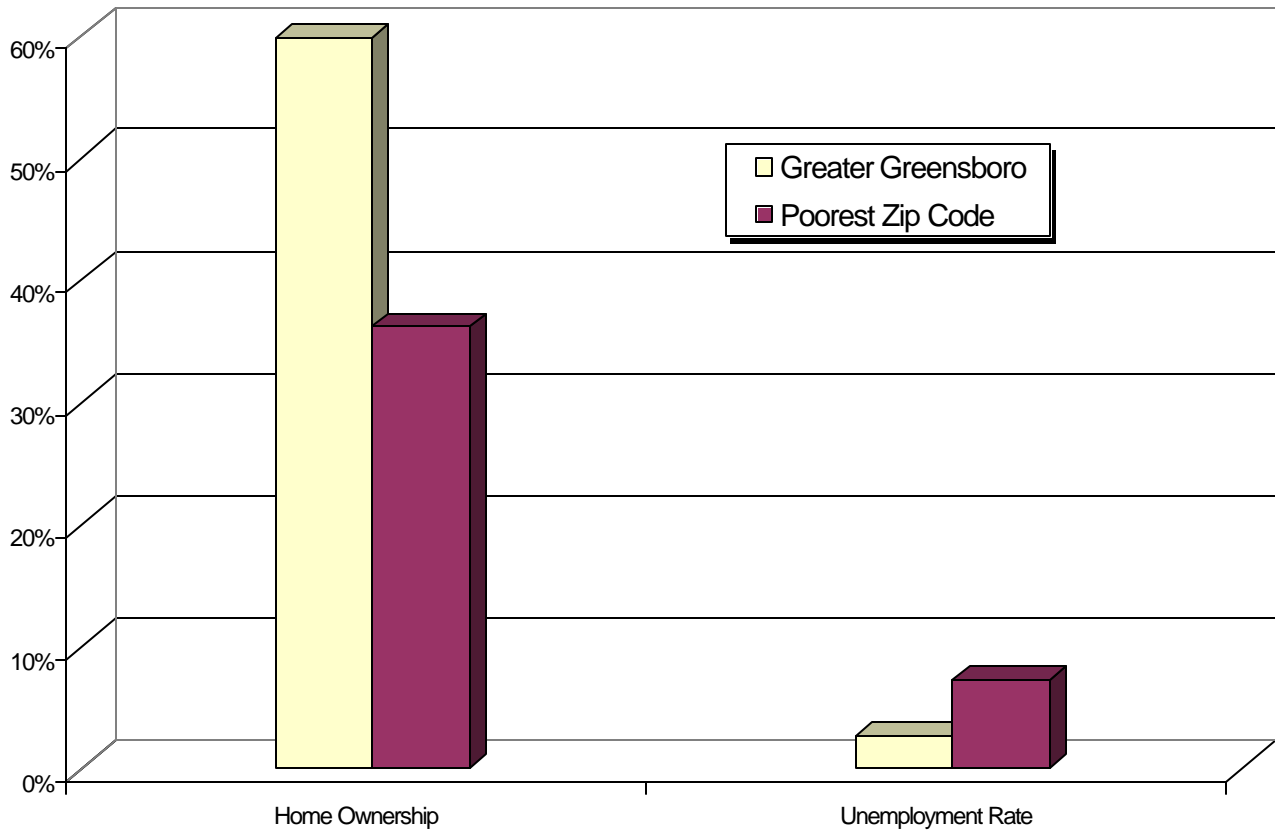
Table 3-26: Guilford County's Poverty Rate by 1990 Census Tract					
Census Tract	Poverty Rate	Census Tract	Poverty Rate	Census Tract	Poverty Rate
101	27.8%	126.04	7.8%	146	26.8%
102	16.0%	126.07	4.9%	151	8.4%
103	9.3%	126.08	14.8%	152	6.3%
104.01	11.2%	126.09	6.0%	153	6.1%
104.03	4.2%	126.10	1.6%	154	10.5%
104.04	2.8%	126.11	6.1%	155	10.0%
105	4.0%	126.12	3.7%	156	5.8%
106.01	9.3%	126.17	12.9%	157.01	5.0%
106.02	16.0%	127.03	9.1%	157.02	4.9%
107.01	14.4%	127.04	6.0%	157.03	3.7%
107.02	31.8%	127.05	17.7%	158	4.0%
108.01	37.7%	127.06	11.4%	159	8.8%
108.02	9.9%	127.07	17.8%	160.01	6.3%
109	13.8%	128.03	8.9%	160.02	3.0%
110	23.9%	128.04	2.4%	161.01	3.7%
111.01	42.2%	128.05	6.4%	161.02	7.1%
111.02	11.7%	136.01	6.8%	162.01	6.5%
112	26.8%	136.02	7.8%	162.02	5.1%
113	15.7%	137	5.6%	163	2.7%
114	40.2%	138	23.8%	164.01	5.1%
115	17.6%	139	27.6%	164.02	4.7%
116.01	11.7%	140	11.2%	165.01	3.6%
116.02	17.6%	142	16.3%	165.02	6.4%
119.04	13.3%	143	29.7%	166	5.5%
119.05	19.5%	144.02	4.8%	167	5.3%
125.03	4.1%	144.05	5.7%	168	4.8%
125.04	12.3%	144.06	14.4%	169	5.5%
125.05	1.6%	144.07	5.6%	170	3.6%
125.06	0.9%	144.08	33.6%	171	2.9%
125.08	3.6%	145.01	13.7%	172	5.2%
125.09	2.8%	145.02	21.0%		
126.01	14.5%	145.03	13.3%		

Source: US Census Bureau, 1990 Census of Population & Housing, & STF3A File.



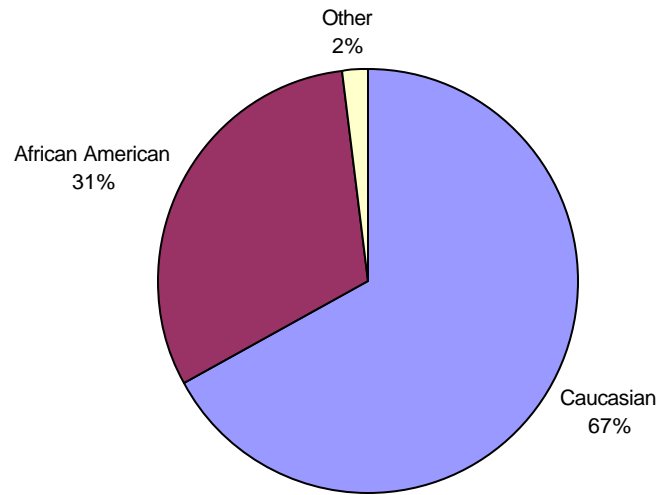
Table 3-27: Poverty & Demographics Measurements, 2000		
Measurement	Greater Greensboro	Poorest Zip Code
Home Ownership	59.8%	36.1%
Unemployment Rate	2.6%	7.2%
Race		
Caucasian	67%	25%
African American	31%	73%
Other	2%	2%
Highest Level of Educational Attainment Achieved		
Below High School Diploma	15%	23%
High School Diploma	27%	29%
Some College	25%	24%
College Degree & Above	33%	26%
Source: McKinsey & Co., Building Consensus for Greensboro's Future, 2000; Editor & Publisher Co., Market Guide, 2000.		

Figure 3-19: Homeownership & Unemployment in Greater Greensboro, 2000



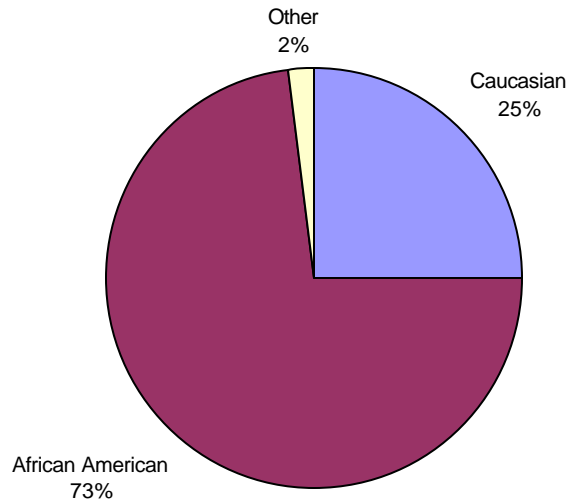
Source: McKinsey & Co., Building Consensus for Greensboro's Future, 2000; Editor & Publisher Co., Market Guide, 2000.

**Figure 3-20: Population by Race for Greater Greensboro, 2000**



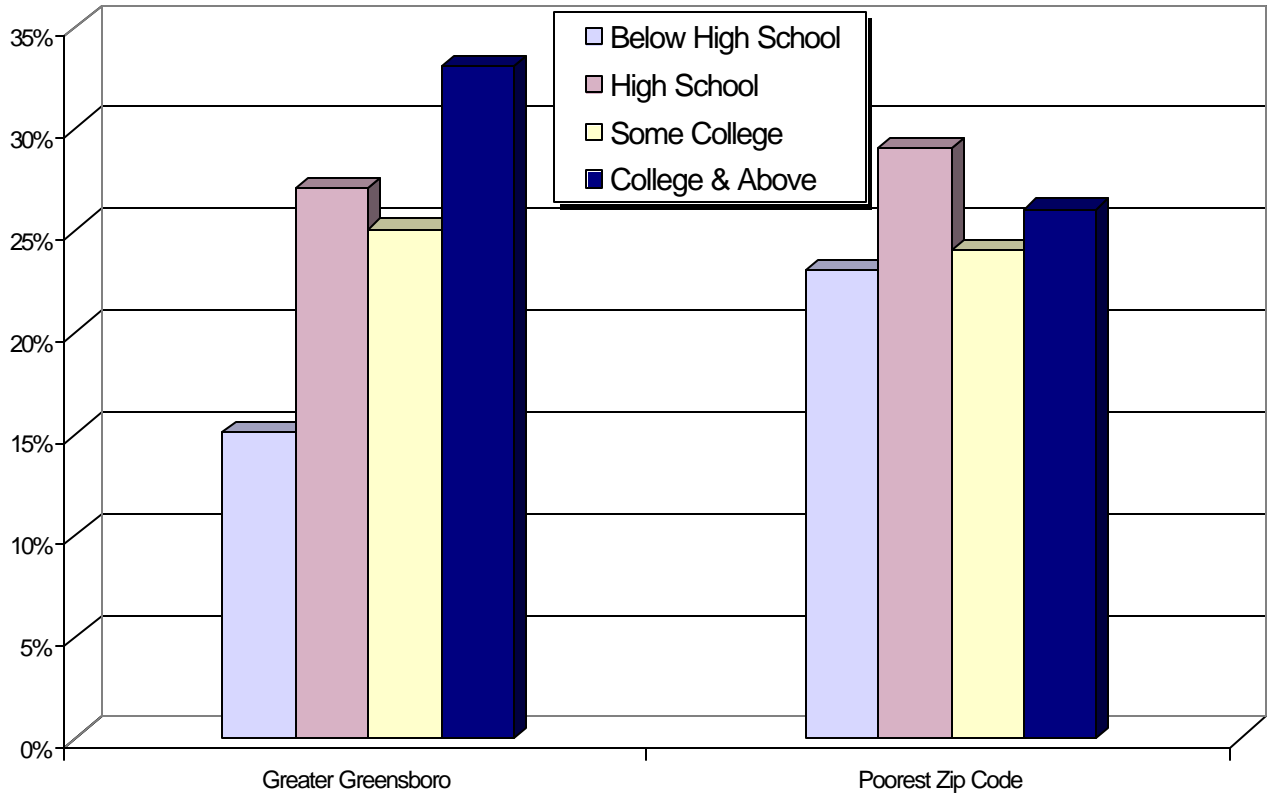
Source: McKinsey & Co., Building Consensus for Greensboro's Future, 2000; Editor & Publisher Co., Market Guide, 2000.

**Figure 3-21: Population by Race for the Poorest Zip Code in Greater Greensboro, 2000**



Source: McKinsey & Co., Building Consensus for Greensboro's Future, 2000; Editor & Publisher Co., Market Guide, 2000.

Figure 3-22: Highest Level of Educational Attainment Achieved in Greater Greensboro, 2000



Source: McKinsey & Co., Building Consensus for Greensboro's Future, 2000; Editor & Publisher Co., Market Guide, 2000.