

Thanks for checking out our Geography Lesson sample data page. You'll find that it's an up-to-date report of most everything you need to know to analyze a market, or a specific location. The complete list of data in the Lesson can be found in the table of contents on the next page.

In the next 25 pages, you'll see a complete **Single Zip Code Market Study by Census Tract** that evaluates the 28803 zip code. From this data, you can decide where in the area you want to further explore potential LPOs or depository offices.

The **Zip Code by Census Tract Report**, including bank office data (three year summary, current and projected deposits) is available from us for \$249.95 for the first zip code and \$99.95 for each additional – if ordered at the same time.

(You can download a sample of a **Zip Code by Census Tract Report** at appleadv.com/demostudy).

Let me know if you have questions or comments. Remember, you can have your own market study, just like this one, for \$349.95 for the first market, \$199 for each additional market if ordered at the same time – and you'll have the data delivered by email within 8 hours of your order.

Get your study started today. Call me at **800.521.0236, ext. 17**, or email gself@appleadv.com.

--George Self, CEO
Apple Advertising, Inc.





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DemographicsNow

Theme by X20060327156

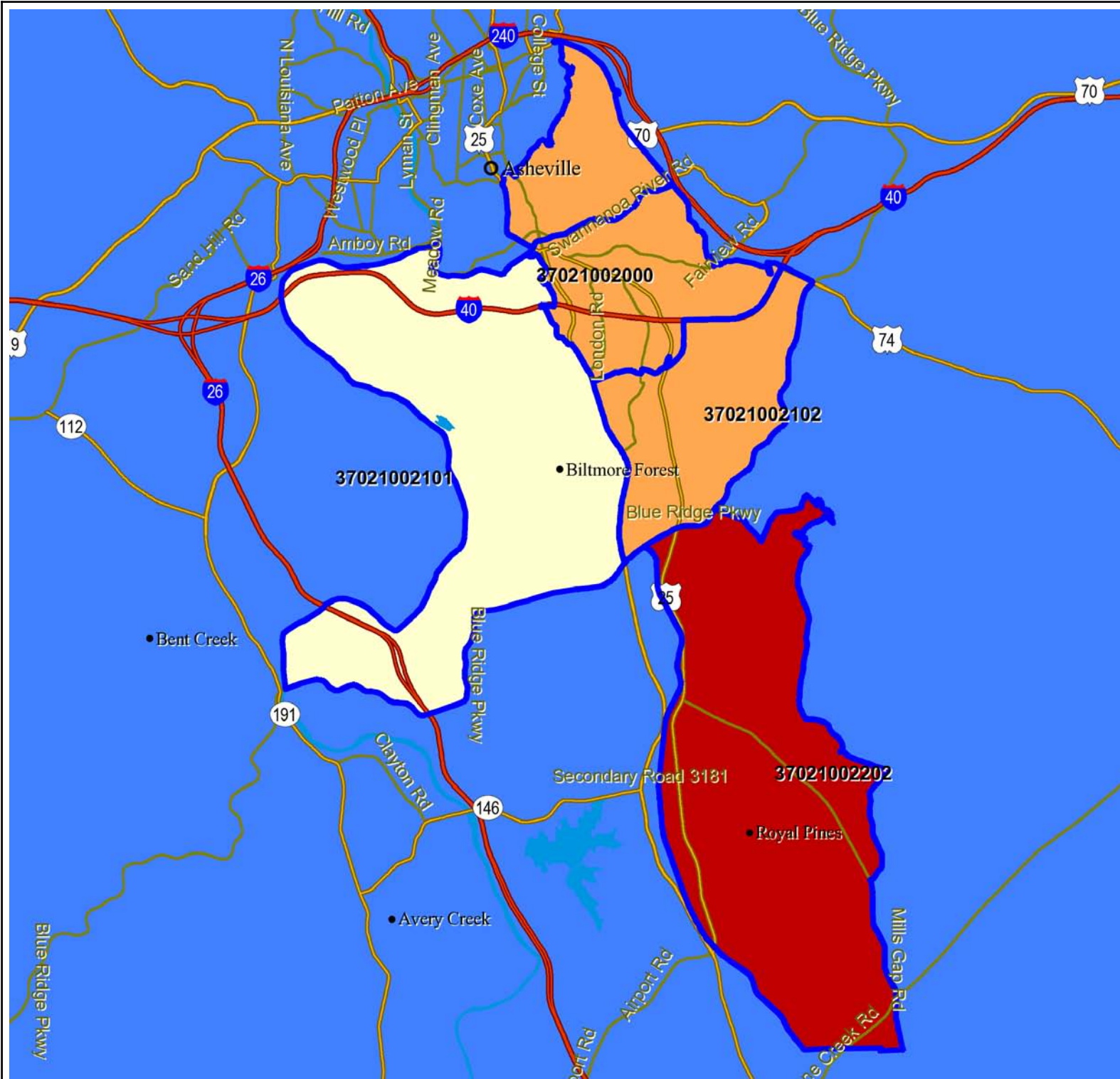
Theme Rank Information Rank
Results by Census Tracts

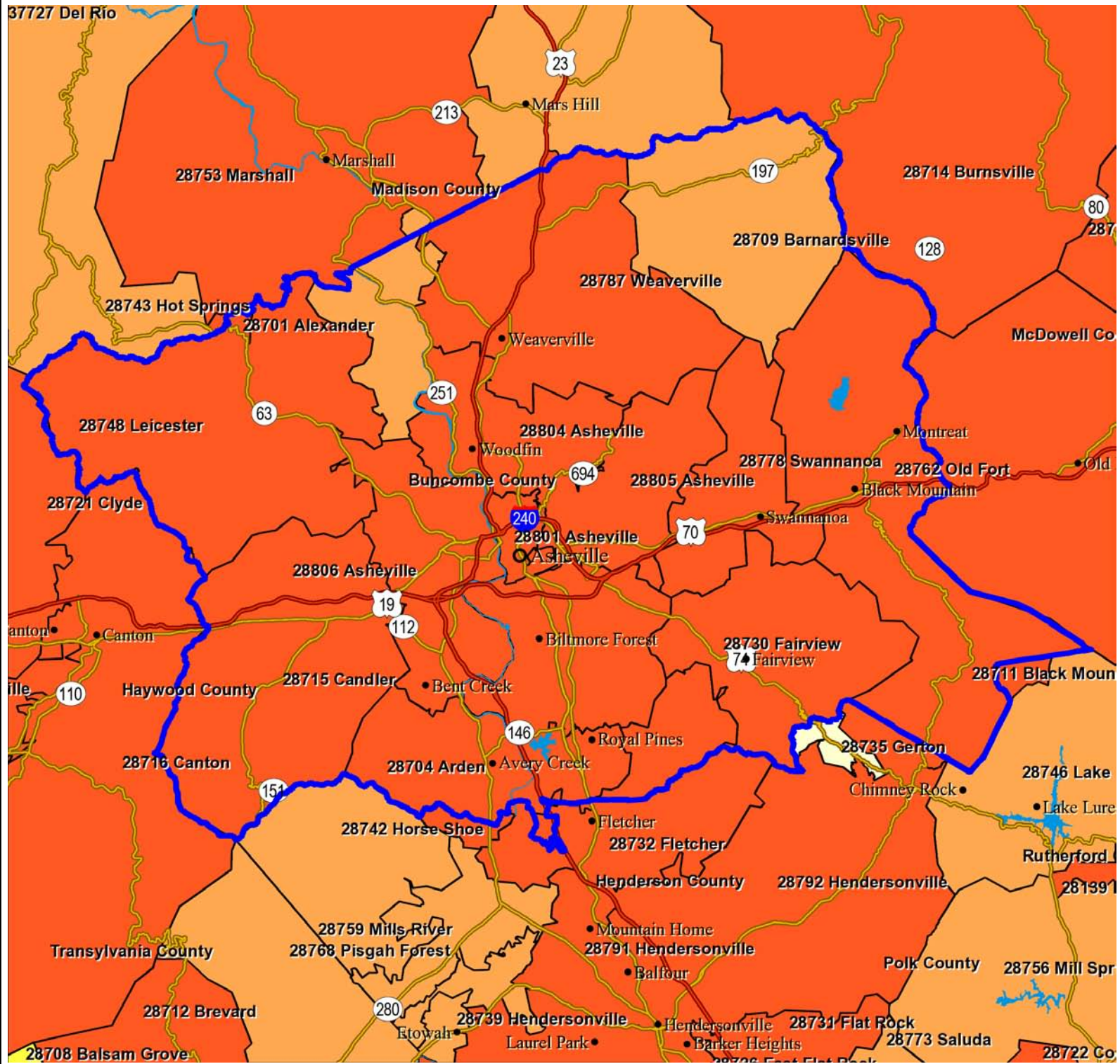
- Any Financial Assets
- Above 2700
- 1925 to 2700
- 1400 to 1925
- 1000 to 1400
- Below 1000

- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Water Bodies

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Date: 06/16/09





DemographicsNow

Theme by X20060327156

Theme Financial (2008) Asset
Type Owned (HH): Any
Financial Assets by ZIP Codes

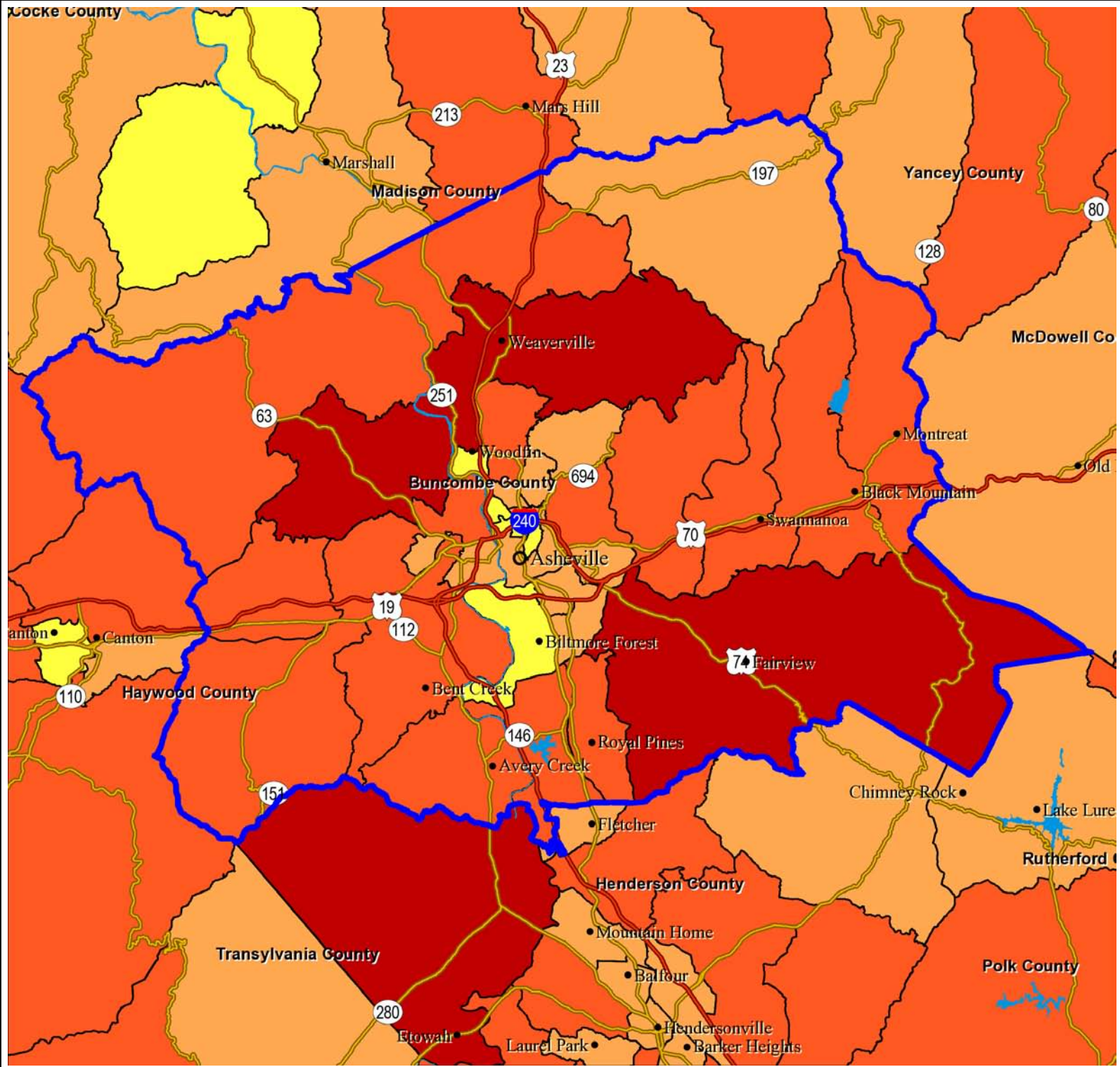
- Above 15250
- 2850 to 15250
- 530 to 2850
- 98 to 530
- Below 98

- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Water Bodies

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DemographicsNow

Theme by X20060327156

Theme Financial (2008) Asset
Type Owned (HH): Any
Financial Assets by Census
Tracts

- Above 4250
- 1950 to 4250
- 900 to 1950
- 410 to 900
- Below 410

- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Water Bodies

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Comparison of Census Tracts 37021000800, 371002000, 3721002101,
 37021002102, 37021002202 in Zip Code 28803 and Buncombe County

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
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Demographic Detail Comparison Report

2008 Demographics

Total Population	3,235	5,174	1,479	4,745	10,917	228,909
Total Households	1,545	2,119	591	1,927	4,444	93,751
Female Population	1,783	2,762	764	2,450	5,826	119,826
% Female	55.1%	53.4%	51.7%	51.6%	53.4%	52.4%
Male Population	1,452	2,412	715	2,295	5,091	109,083
% Male	44.9%	46.6%	48.3%	48.4%	46.6%	47.7%
Population Density (per Sq. Mi.)	1,761.9	1,772.1	158.3	1,387.5	1,154.3	346.8

Age:

Age 0 - 4	4.4%	7.6%	4.8%	6.4%	5.0%	5.8%
Age 5 - 14	7.9%	11.4%	12.2%	11.3%	12.4%	11.1%
Age 15 - 19	5.1%	6.5%	6.1%	6.5%	6.7%	6.4%
Age 20 - 24	6.1%	6.8%	1.6%	6.2%	3.2%	5.9%
Age 25 - 34	14.7%	12.8%	3.4%	16.0%	10.1%	13.0%
Age 35 - 44	13.6%	12.1%	11.0%	12.9%	14.7%	13.8%
Age 45 - 54	17.9%	13.9%	19.9%	14.0%	17.2%	15.3%
Age 55 - 64	11.5%	12.4%	20.4%	10.8%	13.3%	12.9%
Age 65 - 74	8.6%	7.6%	11.9%	8.4%	7.0%	8.0%
Age 75 - 84	7.1%	6.1%	6.8%	5.8%	6.3%	5.4%
Age 85 +	3.3%	3.0%	2.0%	1.6%	4.0%	2.4%
Median Age	44.0	39.6	50.8	37.8	43.8	41.0

Housing Units

Total Housing Units	1,831	2,476	697	2,205	5,070	109,166
Owner Occupied Housing Units	46.7%	48.8%	75.9%	52.7%	64.7%	58.3%
Renter Occupied Housing Units	37.7%	36.8%	8.9%	34.7%	22.9%	27.6%
Vacant Housing Units	15.6%	14.4%	15.2%	12.6%	12.4%	14.1%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.2%	0.2%	0.2%	0.2%	0.1%	0.3%
Asian	1.1%	1.5%	0.2%	1.5%	2.1%	0.9%
Black	17.4%	31.7%	0.3%	19.3%	3.3%	7.3%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
White	79.2%	62.8%	98.8%	70.4%	93.1%	88.9%
Other	0.6%	1.3%	0.2%	5.9%	0.4%	1.2%
Multi-Race	1.6%	2.5%	0.3%	2.7%	1.0%	1.3%
Hispanic Ethnicity	2.5%	4.1%	0.3%	18.2%	1.7%	4.4%
Not of Hispanic Ethnicity	97.5%	95.9%	99.7%	81.8%	98.3%	95.7%

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
Marital Status:						
Age 15 + Population	2,840	4,192	1,227	3,905	9,022	190,343
Divorced	11.4%	12.6%	3.5%	9.6%	8.1%	10.5%
Never Married	33.7%	29.5%	14.3%	29.8%	20.3%	22.7%
Now Married	41.8%	44.6%	74.5%	47.6%	60.2%	53.5%
Separated	4.8%	5.8%	1.6%	4.2%	3.5%	5.5%
Widowed	8.2%	7.4%	6.1%	8.9%	7.9%	7.7%
Educational Attainment:						
Total Population Age 25+	2,478	3,506	1,114	3,304	7,939	162,166
Grade K - 8	4.6%	6.8%	0.3%	6.8%	1.8%	4.9%
Grade 9 - 12	3.8%	10.5%	1.0%	10.3%	4.3%	8.0%
High School Graduate	16.8%	33.0%	5.3%	32.5%	20.7%	29.4%
Associates Degree	10.2%	7.7%	4.9%	7.2%	8.0%	7.5%
Bachelor's Degree	25.8%	14.1%	40.0%	14.5%	28.4%	19.6%
Graduate Degree	19.2%	7.5%	38.9%	9.4%	18.1%	12.9%
Some College, No Degree	19.7%	20.5%	9.6%	19.3%	18.7%	17.8%
Household Income:						
Income \$ 0 - \$9,999	6.2%	14.3%	0.8%	5.8%	4.4%	8.2%
Income \$ 10,000 - \$14,999	5.4%	6.2%	0.5%	4.8%	2.5%	5.0%
Income \$ 15,000 - \$24,999	11.8%	13.3%	2.5%	14.8%	7.8%	11.8%
Income \$ 25,000 - \$34,999	15.1%	12.6%	5.4%	14.8%	9.6%	13.0%
Income \$ 35,000 - \$49,999	17.9%	20.4%	3.6%	16.3%	15.8%	17.0%
Income \$ 50,000 - \$74,999	19.7%	23.4%	6.9%	21.6%	22.1%	20.5%
Income \$ 75,000 - \$99,999	12.3%	5.5%	10.3%	10.4%	11.1%	10.7%
Income \$100,000 - \$124,999	5.6%	2.2%	9.8%	5.5%	7.3%	5.6%
Income \$125,000 - \$149,999	2.7%	1.8%	8.6%	2.5%	7.5%	3.1%
Income \$150,000 +	3.2%	0.3%	51.4%	3.5%	11.8%	5.1%
Average Household Income	\$56,815	\$34,998	\$239,694	\$48,617	\$71,191	\$54,845
Median Household Income	\$43,831	\$37,809	\$155,168	\$43,423	\$59,907	\$45,446
Per Capita Income	\$28,407	\$14,789	\$95,780	\$19,744	\$29,408	\$23,174
Vehicles Available:						
0 Vehicles Available	5.1%	11.4%	1.4%	6.8%	4.5%	5.8%
1 Vehicle Available	36.8%	34.1%	16.9%	35.6%	26.5%	29.7%
2+ Vehicles Available	58.1%	54.5%	81.7%	57.6%	69.0%	64.5%
Average Vehicles Per Household	1.80	1.80	2.30	1.80	2.00	1.90
Total Vehicles Available	2,759	3,744	1,371	3,382	8,943	180,407
Business and Employment:						
Number of Employees	12,681	12,563	643	2,904	2,838	147,198
Number of Establishments	455	448	81	280	233	10,777

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
2013 Demographics						
Total Population	3,450	5,394	1,483	4,999	11,616	242,598
Total Households	1,631	2,196	588	2,014	4,701	98,579
Female Population	1,910	2,892	769	2,593	6,222	127,464
% Female	55.4%	53.6%	51.9%	51.9%	53.6%	52.5%
Male Population	1,540	2,502	714	2,406	5,394	115,134
% Male	44.6%	46.4%	48.2%	48.1%	46.4%	47.5%
Age:						
Age 0 - 4	4.7%	8.2%	5.1%	6.9%	5.5%	6.3%
Age 5 - 14	7.7%	10.9%	11.3%	11.1%	12.0%	10.7%
Age 15 - 19	4.8%	5.9%	5.6%	6.0%	6.1%	5.9%
Age 20 - 24	6.6%	7.4%	1.7%	6.8%	3.6%	6.4%
Age 25 - 34	13.2%	11.6%	3.0%	14.6%	9.3%	11.9%
Age 35 - 44	12.8%	11.1%	9.9%	12.0%	13.6%	12.9%
Age 45 - 54	17.2%	13.4%	18.9%	13.4%	16.7%	14.7%
Age 55 - 64	12.4%	13.2%	21.9%	11.7%	14.4%	13.9%
Age 65 - 74	10.4%	9.3%	14.0%	10.2%	8.6%	9.7%
Age 75 - 84	6.8%	5.9%	6.5%	5.6%	6.0%	5.1%
Age 85 +	3.3%	3.1%	2.0%	1.7%	4.2%	2.4%
Median Age	45.1	40.4	52.4	38.5	45.0	41.8
Housing Units Trend						
Total Housing Units	1,992	2,648	716	2,380	5,538	118,424
Owner Occupied Housing Units	44.7%	46.2%	71.8%	49.5%	61.1%	55.5%
Renter Occupied Housing Units	37.2%	36.8%	10.3%	35.1%	23.8%	27.8%
Vacant Housing Units	18.1%	17.1%	17.9%	15.4%	15.1%	16.8%
Race and Ethnicity						
American Indian, Eskimo, Aleut	0.1%	0.2%	0.2%	0.1%	0.1%	0.2%
Asian	1.2%	1.7%	0.3%	1.7%	2.4%	1.1%
Black	17.4%	31.7%	0.5%	19.6%	3.5%	7.2%
Hawaiian/Pacific Islander	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
White	80.0%	63.6%	98.5%	66.0%	93.0%	88.8%
Other	0.5%	0.9%	0.1%	8.9%	0.4%	1.5%
Multi-Race	0.8%	1.7%	0.3%	3.6%	0.7%	1.1%
Hispanic Ethnicity	3.0%	4.9%	0.4%	22.4%	2.0%	5.2%
Not of Hispanic Ethnicity	97.0%	95.1%	99.6%	77.6%	98.0%	94.8%
Marital Status:						
Age 15 + Population	3,021	4,365	1,240	4,101	9,584	201,398
Divorced	11.4%	12.7%	3.6%	9.6%	8.1%	10.5%
Never Married	33.1%	29.4%	14.4%	30.0%	20.3%	22.6%
Now Married	42.7%	44.7%	74.4%	47.1%	60.3%	53.8%
Separated	4.7%	5.8%	1.5%	4.3%	3.5%	5.4%
Widowed	8.2%	7.5%	6.1%	9.0%	7.9%	7.7%

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
Educational Attainment:						
Total Population Age 25+	2,629	3,643	1,131	3,462	8,459	171,673
Grade K - 9	3.8%	5.7%	0.3%	5.8%	1.6%	4.1%
Grade 9 - 12	3.0%	8.0%	0.7%	8.0%	3.4%	6.2%
High School Graduate	17.5%	33.8%	5.2%	33.1%	21.0%	29.8%
Associates Degree	9.6%	8.0%	4.5%	7.4%	7.9%	7.5%
Bachelor's Degree	27.6%	16.5%	40.1%	16.7%	29.7%	21.5%
Graduate Degree	21.8%	9.7%	41.5%	11.6%	20.4%	15.1%
Some College, No Degree	16.7%	18.3%	7.8%	17.4%	16.1%	15.8%
Household Income:						
Income \$ 0 - \$9,999	5.2%	13.1%	0.9%	5.1%	4.0%	7.3%
Income \$ 10,000 - \$14,999	4.7%	5.8%	0.5%	4.3%	2.3%	4.5%
Income \$ 15,000 - \$24,999	10.0%	11.4%	1.9%	11.9%	6.1%	10.0%
Income \$ 25,000 - \$34,999	13.1%	11.9%	4.9%	14.4%	8.3%	11.7%
Income \$ 35,000 - \$49,999	17.4%	17.9%	4.3%	16.4%	14.6%	16.0%
Income \$ 50,000 - \$74,999	20.8%	25.1%	5.6%	21.8%	20.9%	21.1%
Income \$ 75,000 - \$99,999	13.3%	8.7%	8.0%	11.5%	13.1%	12.0%
Income \$100,000 - \$124,999	6.9%	3.1%	8.0%	6.3%	7.4%	6.5%
Income \$125,000 - \$149,999	3.8%	1.9%	8.8%	3.8%	6.7%	4.1%
Income \$150,000 +	4.9%	1.0%	57.1%	4.6%	16.6%	6.9%
Average Household Income	\$60,497	\$37,058	\$245,195	\$51,137	\$76,941	\$58,094
Median Household Income	\$49,657	\$42,042	\$175,240	\$47,816	\$66,748	\$50,549
Per Capita Income	\$29,912	\$15,551	\$97,218	\$20,602	\$31,576	\$24,336
Vehicles Available						
0 Vehicles Available	4.4%	9.4%	1.2%	5.7%	3.8%	4.8%
1 Vehicle Available	33.2%	31.5%	16.2%	32.8%	24.7%	27.2%
2+ Vehicles Available	62.5%	59.2%	82.7%	61.5%	71.5%	68.1%
Average Vehicles Per Household	2.00	1.90	2.40	1.90	2.20	2.10
Total Vehicles Available	3,064	4,089	1,404	3,690	9,807	198,173

Demographic Trend Comparison Report

Percent Change from 2008 to 2013:

Population	6.6%	4.3%	0.3%	5.4%	6.4%	6.0%
Household	5.6%	3.6%	-0.5%	4.5%	5.8%	5.1%
Median Age	2.7%	1.9%	3.2%	1.9%	2.6%	1.9%
Owner Occupied Housing	4.2%	1.2%	-2.8%	1.6%	3.1%	3.2%
Renter Occupied Housing	7.2%	6.9%	19.4%	9.0%	13.3%	9.3%

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
Percent Change from 1990 to 2000:						
Population	-5.4%	-4.0%	6.2%	15.6%	30.5%	18.1%
Household	-2.8%	-0.4%	5.9%	14.8%	32.4%	21.2%
Median Age	7.6%	-1.3%	6.0%	2.0%	9.2%	5.6%
Owner Occupied Housing	-2.1%	-0.2%	7.5%	15.2%	34.0%	21.2%
Renter Occupied Housing	-3.6%	-0.8%	-9.1%	14.1%	27.7%	21.3%
2008 Demographics:						
Total Population	3,235	5,174	1,479	4,745	10,917	228,909
Total Households	1,545	2,119	591	1,927	4,444	93,751
Female Population	1,783	2,762	764	2,450	5,826	119,826
% Female	55.1%	53.4%	51.7%	51.6%	53.4%	52.4%
Male Population	1,452	2,412	715	2,295	5,091	109,083
% Male	44.9%	46.6%	48.3%	48.4%	46.6%	47.7%
Age						
Age 0 - 4	4.4%	7.6%	4.8%	6.4%	5.0%	5.8%
Age 5 - 14	7.9%	11.4%	12.2%	11.3%	12.4%	11.1%
Age 15 - 19	5.1%	6.5%	6.1%	6.5%	6.7%	6.4%
Age 20 - 24	6.1%	6.8%	1.6%	6.2%	3.2%	5.9%
Age 25 - 34	14.7%	12.8%	3.4%	16.0%	10.1%	13.0%
Age 35 - 44	13.6%	12.1%	11.0%	12.9%	14.7%	13.8%
Age 45 - 54	17.9%	13.9%	19.9%	14.0%	17.2%	15.3%
Age 55 - 64	11.5%	12.4%	20.4%	10.8%	13.3%	12.9%
Age 65 - 74	8.6%	7.6%	11.9%	8.4%	7.0%	8.0%
Age 75 - 84	7.1%	6.1%	6.8%	5.8%	6.3%	5.4%
Age 85 +	3.3%	3.0%	2.0%	1.6%	4.0%	2.4%
Median Age	44.0	39.6	50.8	37.8	43.8	41.0
Housing Units						
Total Housing Units	1,831	2,476	697	2,205	5,070	109,166
Owner Occupied Housing Units	46.7%	48.8%	75.9%	52.7%	64.7%	58.3%
Renter Occupied Housing Units	37.7%	36.8%	8.9%	34.7%	22.9%	27.6%
Vacant Housing Units	15.6%	14.4%	15.2%	12.6%	12.4%	14.1%
Race and Ethnicity						
American Indian, Eskimo, Aleut Population	0.2%	0.2%	0.2%	0.2%	0.1%	0.3%
Asian	1.1%	1.5%	0.2%	1.5%	2.1%	0.9%
Black Population	17.4%	31.7%	0.3%	19.3%	3.3%	7.3%
Hawaiian or Pacific Islander Population	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Multi-Race Population	1.6%	2.5%	0.3%	2.7%	1.0%	1.3%
Other Population	0.6%	1.3%	0.2%	5.9%	0.4%	1.2%
White Population	79.2%	62.8%	98.8%	70.4%	93.1%	88.9%
Hispanic Ethnicity	2.5%	4.1%	0.3%	18.2%	1.7%	4.4%
Not of Hispanic Ethnicity	97.5%	95.9%	99.7%	81.8%	98.3%	95.7%

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
Household Income						
\$ 0 - \$ 14,999	11.65%	20.53%	1.35%	10.59%	6.95%	13.18%
\$ 15,000 - \$24,999	11.84%	13.31%	2.54%	14.84%	7.81%	11.80%
\$ 25,000 - \$34,999	15.15%	12.60%	5.41%	14.79%	9.63%	13.03%
\$ 35,000 - \$49,999	17.93%	20.39%	3.55%	16.29%	15.77%	16.99%
\$ 50,000 - \$74,999	19.68%	23.36%	6.94%	21.64%	22.14%	20.53%
\$ 75,000 - \$99,999	12.30%	5.52%	10.32%	10.38%	11.14%	10.68%
\$100,000 - \$124,999	5.57%	2.17%	9.81%	5.45%	7.25%	5.63%
\$125,000 - \$149,999	2.65%	1.79%	8.63%	2.54%	7.54%	3.12%
\$150,000 - \$200,000	0.97%	0.33%	10.66%	1.76%	6.46%	2.31%
\$200,000 to \$249,999	0.00%	0.00%	6.09%	0.67%	2.32%	0.75%
\$250,000 +	2.27%	0.00%	34.69%	1.04%	2.99%	1.99%
Average Household Income	\$56,815	\$34,998	\$239,694	\$48,617	\$71,191	\$54,845
Median Household Income	\$43,831	\$37,809	\$155,168	\$43,423	\$59,907	\$45,446
Per Capita Income	\$28,407	\$14,789	\$95,780	\$19,744	\$29,408	\$23,174
2013 Demographics:						
Total Population	3,450	5,394	1,483	4,999	11,616	242,598
Total Households	1,631	2,196	588	2,014	4,701	98,579
Female Population	1,910	2,892	769	2,593	6,222	127,464
% Female	55.4%	53.6%	51.9%	51.9%	53.6%	52.5%
Male Population	1,540	2,502	714	2,406	5,394	115,134
% Male	44.6%	46.4%	48.2%	48.1%	46.4%	47.5%
Age						
Age 0 - 4	4.7%	8.2%	5.1%	6.9%	5.5%	6.3%
Age 5 - 14	7.7%	10.9%	11.3%	11.1%	12.0%	10.7%
Age 15 - 19	4.8%	5.9%	5.6%	6.0%	6.1%	5.9%
Age 20 - 24	6.6%	7.4%	1.7%	6.8%	3.6%	6.4%
Age 25 - 34	13.2%	11.6%	3.0%	14.6%	9.3%	11.9%
Age 35 - 44	12.8%	11.1%	9.9%	12.0%	13.6%	12.9%
Age 45 - 54	17.2%	13.4%	18.9%	13.4%	16.7%	14.7%
Age 55 - 64	12.4%	13.2%	21.9%	11.7%	14.4%	13.9%
Age 65 - 74	10.4%	9.3%	14.0%	10.2%	8.6%	9.7%
Age 75 - 84	6.8%	5.9%	6.5%	5.6%	6.0%	5.1%
Age 85 +	3.3%	3.1%	2.0%	1.7%	4.2%	2.4%
Median Age	45.1	40.4	52.4	38.5	45.0	41.8
Housing Units Trend						
Total Housing Units	1,992	2,648	716	2,380	5,538	118,424
Owner Occupied Housing Units	44.7%	46.2%	71.8%	49.5%	61.1%	55.5%
Renter Occupied Housing Units	37.2%	36.8%	10.3%	35.1%	23.8%	27.8%
Vacant Housing Units	18.1%	17.1%	17.9%	15.4%	15.1%	16.8%

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
Race and Ethnicity						
American Indian, Eskimo, Aleut Population	0.1%	0.2%	0.2%	0.1%	0.1%	0.2%
Asian	1.3%	1.7%	0.3%	1.7%	2.4%	1.1%
Black Population	17.4%	31.7%	0.5%	19.6%	3.5%	7.2%
Hawaiian or Pacific Islander Population	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
Multi-Race Population	0.8%	1.7%	0.3%	3.6%	0.7%	1.1%
Other Population	0.5%	1.0%	0.1%	8.9%	0.4%	1.5%
White Population	80.0%	63.6%	98.5%	66.0%	93.0%	88.8%
Hispanic Ethnicity	2.5%	4.1%	0.3%	18.2%	1.7%	4.4%
Not of Hispanic Ethnicity	97.5%	95.9%	99.7%	81.8%	98.3%	95.7%
Household Income						
\$ 0 - \$ 14,999	9.93%	18.90%	1.36%	9.33%	6.30%	11.76%
\$ 15,000 to \$ 24,999	9.99%	11.43%	1.87%	11.87%	6.11%	9.99%
\$ 25,000 to \$ 34,999	13.06%	11.93%	4.93%	14.40%	8.34%	11.69%
\$ 35,000 to \$49,999	17.35%	17.94%	4.25%	16.43%	14.61%	16.00%
\$ 50,000 to \$74,999	20.78%	25.09%	5.61%	21.80%	20.91%	21.14%
\$ 75,000 to \$ 99,999	13.30%	8.65%	7.99%	11.47%	13.12%	12.04%
\$100,000 to \$124,999	6.87%	3.14%	7.99%	6.31%	7.36%	6.47%
\$125,000 to \$149,999	3.80%	1.91%	8.84%	3.82%	6.66%	4.05%
\$150,000 to \$199,999	2.21%	0.96%	12.59%	2.43%	9.00%	3.38%
\$200,000 to \$249,999	0.18%	0.05%	6.63%	0.89%	3.36%	1.11%
\$250,000+	2.51%	0.00%	37.93%	1.24%	4.23%	2.37%
Average Household Income	\$60,497	\$37,058	\$245,195	\$51,137	\$76,941	\$58,094
Median Household Income	\$49,657	\$42,042	\$175,240	\$47,816	\$66,748	\$50,549
Per Capita Income	\$29,912	\$15,551	\$97,218	\$20,602	\$31,576	\$24,336

Financial Comparison Report

Financial Demographics

Aggregate Debt By Type (\$000's):

Total Debts	\$107,589	\$119,749	\$97,886	\$134,779	\$443,405	\$7,163,977
Credit Card Debt	\$12,612	\$15,449	\$7,152	\$15,600	\$42,561	\$783,704
Installment Loan Debt	\$8,634	\$8,297	\$13,986	\$10,927	\$44,754	\$617,121
Investment Real Estate Debt	\$3,411	\$4,235	\$1,757	\$4,219	\$11,357	\$211,932
Lines of Credit Debt	\$757	\$710	\$1,177	\$953	\$3,798	\$52,412
Mortgage Debt	\$80,463	\$89,245	\$71,574	\$100,903	\$332,945	\$5,380,398
Other Debt	\$1,712	\$1,812	\$2,240	\$2,178	\$7,991	\$118,409

Aggregate Value of Asset By Type (\$000's):

Any Financial Assets	\$246,714	\$248,959	\$350,647	\$313,469	\$1,204,446	\$17,310,536
Any Non-Financial Assets	\$446,246	\$476,869	\$558,805	\$566,025	\$2,049,459	\$30,891,592

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
Bonds (Not US Savings)	\$12,281	\$10,731	\$25,198	\$15,861	\$71,686	\$916,596
Business Equity	\$107,984	\$101,937	\$199,912	\$138,541	\$592,695	\$7,949,854
Cash Value Life Ins	\$7,487	\$8,139	\$9,239	\$9,512	\$33,814	\$514,948
Certificates of Deposit	\$9,679	\$11,506	\$8,133	\$12,180	\$36,742	\$628,681
Home Equity	\$231,150	\$262,258	\$218,691	\$291,808	\$959,646	\$15,547,575
Investment Property Equity	\$31,017	\$31,396	\$46,949	\$39,654	\$153,626	\$2,192,876
Mutual Funds	\$35,192	\$35,012	\$55,032	\$44,880	\$179,115	\$2,518,664
Other Financial Assets	\$5,280	\$5,326	\$8,156	\$6,674	\$26,096	\$370,204
Other Managed Accounts	\$19,968	\$20,720	\$25,476	\$25,270	\$92,729	\$1,367,780
Other Non-Financial Assets	\$6,490	\$6,679	\$9,442	\$8,251	\$31,557	\$454,273
Retirement Accounts	\$80,534	\$80,897	\$105,180	\$101,831	\$386,286	\$5,605,461
Savings Bonds	\$1,487	\$1,709	\$1,145	\$1,851	\$5,654	\$95,826
Stocks	\$41,248	\$38,767	\$74,158	\$53,180	\$224,212	\$3,022,138
Transaction Accounts	\$33,558	\$36,152	\$38,930	\$42,230	\$148,111	\$2,270,239
Vehicles Owned	\$24,584	\$29,120	\$17,748	\$30,668	\$91,139	\$1,582,557
Households By Debt Type:						
Credit Card Debt	686	894	278	849	2,070	41,652
Installment Payment Debt	56	61	55	69	234	3,685
Investment Real Estate Debt	686	907	262	850	2,050	41,751
Mortgage Debt	580	782	399	783	2,344	43,587
Other Debt	114	144	56	140	363	6,974
Other Lines of Credit Debt	24	31	12	30	78	1,467
Households By Asset Type:						
Bonds	26	28	30	33	117	1,778
Business Assets	158	185	132	198	615	10,358
Certificates of Deposit	181	227	105	227	617	11,436
Investment Real Estate	116	138	86	145	436	7,543
Life Insurance with Cash Value	353	451	190	441	1,167	22,185
Mutual Funds	212	247	161	265	807	13,716
Other Financial Assets	156	203	70	192	469	9,407
Other Managed Assets	104	129	64	130	367	6,630
Other Non-Financial Assets	109	135	68	136	375	6,867
Primary Residence	855	1,208	529	1,161	3,282	63,651
Retirement Accounts	703	845	424	872	2,478	44,436
Savings Bonds	257	312	148	319	893	16,189
Stocks	294	341	224	366	1,117	18,986
Transaction Accounts	1,383	1,856	572	1,723	4,120	84,427
Vehicle Assets	1,293	1,724	540	1,611	3,886	79,114
Aggregate Net Worth (\$000's)	\$585,372	\$606,080	\$811,566	\$744,715	\$2,810,500	\$41,038,151
Average Household Net Worth	\$378,882	\$286,022	\$1,373,209	\$386,463	\$632,426	\$437,736

DemographicsNow

Theme by X20060327156

Theme Basic Variables (2008)

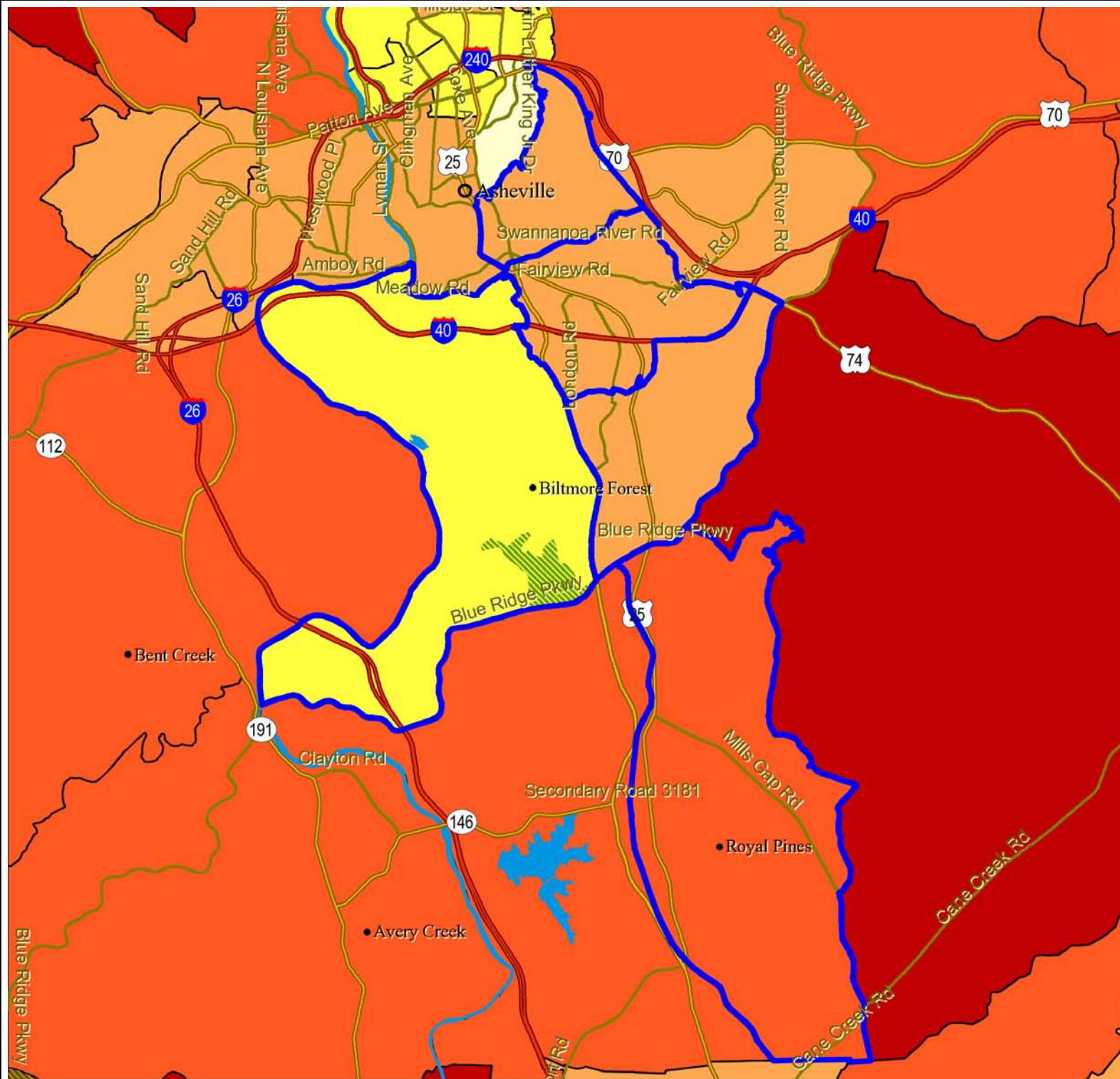
Population by Census Tracts

- Above 11125
- 5500 to 11125
- 2700 to 5500
- 1300 to 2700
- Below 1300

- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Water Bodies
- Parks

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Date: 06/16/09



DemographicsNow

Theme by X20060327156

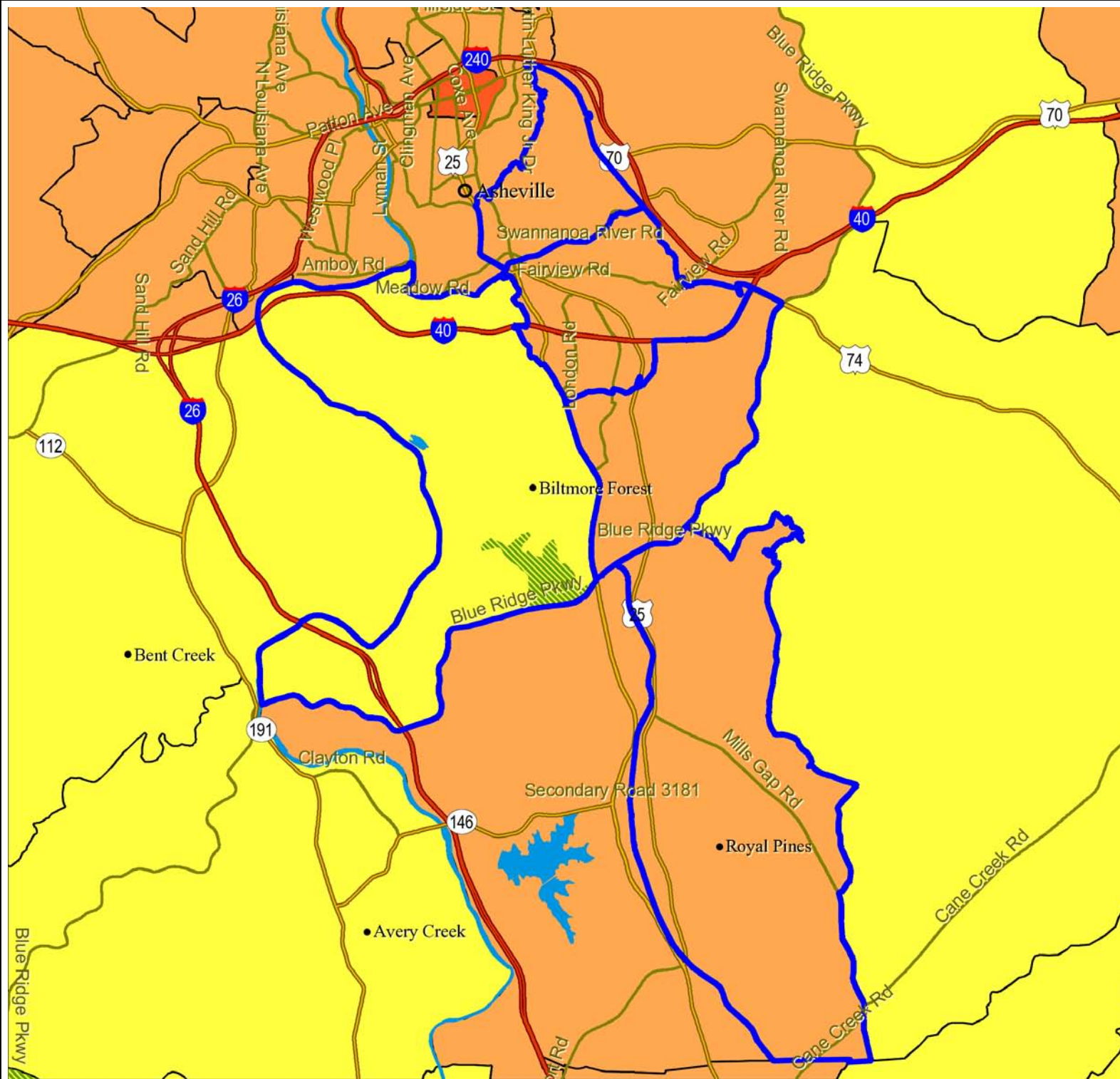
Theme Basic Variables (2008)
Population Density by Census Tracts

- Above 32000
- 3400 to 32000
- 365 to 3400
- 39 to 365
- Below 39

- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Water Bodies
- Parks

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Theme Basic Variables (2013)

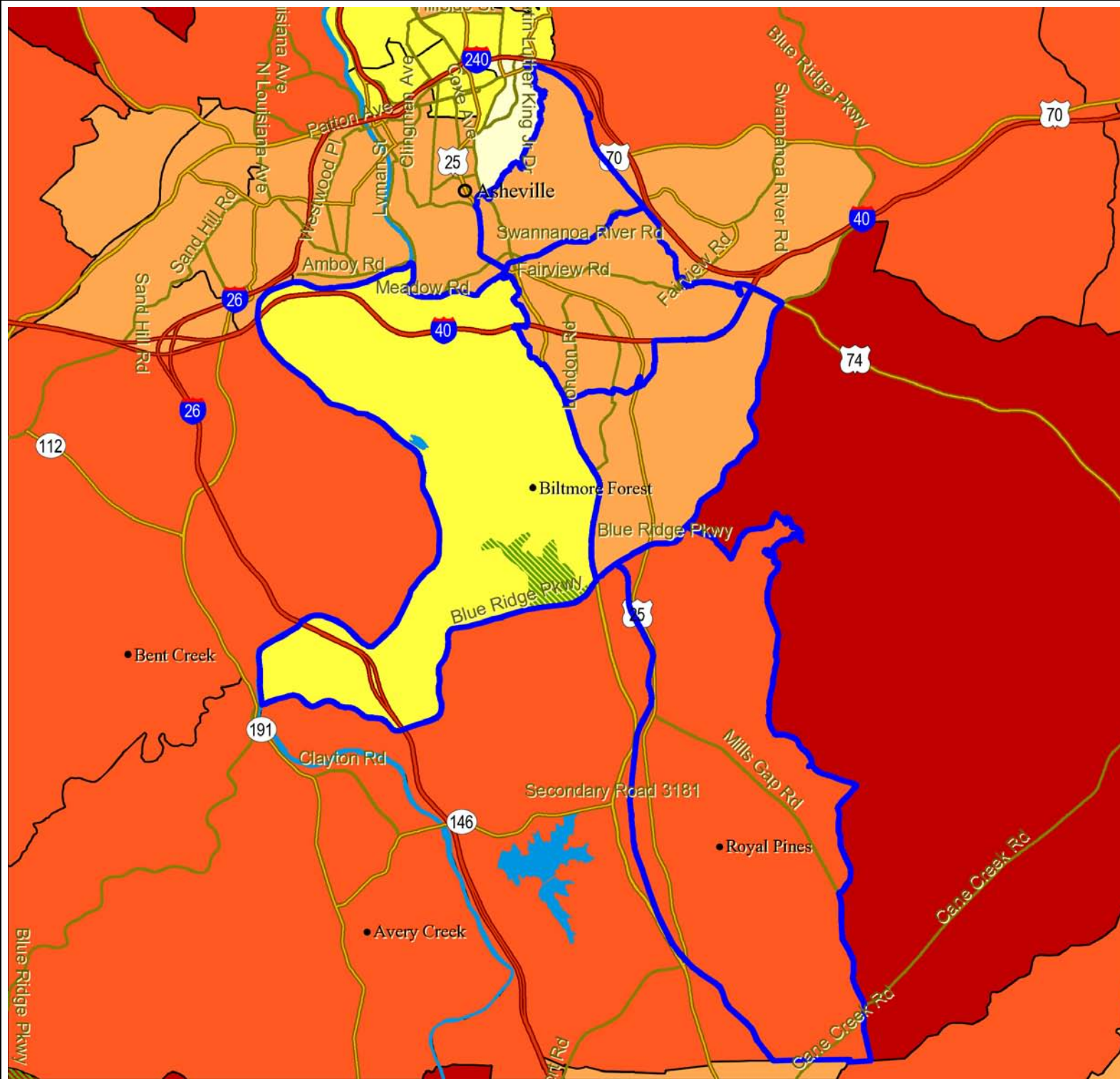
Population by Census Tracts

- Above 11875
- 5700 to 11875
- 2700 to 5700
- 1300 to 2700
- Below 1300

- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Water Bodies
- Parks

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Date: 06/16/09



37021000800 37021002000 37021002101 37021002102 37021002202 Buncombe County

Income Comparison Report

2008 Household Income:

Total Households	1,545	2,119	591	1,927	4,444	93,751
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2008 Household Income:

\$ 0 - \$9,999	6.2%	14.3%	0.8%	5.8%	4.4%	8.2%
\$ 10,000 - \$19,999	11.7%	12.7%	1.4%	11.2%	5.8%	10.9%
\$ 20,000 - \$29,999	13.3%	13.2%	4.7%	16.0%	8.8%	12.3%
\$ 30,000 - \$39,999	14.2%	12.6%	4.1%	13.1%	10.9%	12.3%
\$ 40,000 - \$49,999	11.2%	13.9%	1.9%	10.4%	10.2%	11.3%
\$ 50,000 - \$59,999	9.3%	10.4%	3.4%	10.9%	9.9%	9.4%
\$ 60,000 - \$74,999	10.4%	13.0%	3.6%	10.8%	12.2%	11.1%
\$ 75,000 - \$99,999	12.3%	5.5%	10.3%	10.4%	11.1%	10.7%
\$100,000 - \$124,999	5.6%	2.2%	9.8%	5.5%	7.3%	5.6%
\$125,000 - \$149,999	2.7%	1.8%	8.6%	2.5%	7.5%	3.1%
\$150,000 +	3.2%	0.3%	51.4%	3.5%	11.8%	5.1%

Average Household Income	\$56,815	\$34,998	\$239,694	\$48,617	\$71,191	\$54,845
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Median Household Income	\$43,831	\$37,809	\$155,168	\$43,423	\$59,907	\$45,446
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Per Capita Income	\$28,407	\$14,789	\$95,780	\$19,744	\$29,408	\$23,174
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2008 Disposable Household Income:

\$ 0 - \$9,999	7.1%	15.3%	1.0%	6.6%	4.9%	9.0%
\$ 10,000 - \$19,999	12.3%	13.4%	1.9%	12.5%	6.5%	11.6%
\$ 20,000 - \$29,999	17.5%	16.1%	6.3%	19.5%	11.7%	15.9%
\$ 30,000 - \$39,999	16.2%	17.5%	3.6%	14.7%	13.7%	14.8%
\$ 40,000 - \$49,999	13.1%	15.4%	3.9%	14.4%	13.5%	13.5%
\$ 50,000 - \$59,999	9.7%	12.1%	3.1%	10.0%	11.3%	10.3%
\$ 60,000 - \$74,999	11.8%	5.4%	9.6%	9.9%	10.7%	10.2%
\$ 75,000 - \$99,999	7.1%	3.3%	12.2%	7.0%	9.9%	7.3%
\$100,000 - \$124,999	2.5%	1.3%	10.0%	2.4%	8.0%	3.2%
\$125,000 - \$149,999	0.5%	0.1%	7.3%	1.1%	4.1%	1.4%
\$150,000 +	2.3%	0.0%	41.3%	1.9%	5.6%	2.8%

Median Hhld Disposable Income	\$37,920	\$33,202	\$120,987	\$37,603	\$49,694	\$39,131
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2013 Household Income:

Total Households	1,631	2,196	588	2,014	4,701	98,579
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2013 Household Income:

\$ 0 - \$9,999	5.2%	13.1%	0.9%	5.1%	4.0%	7.3%
\$ 10,000 - \$19,999	10.7%	11.8%	1.2%	9.7%	5.0%	9.9%
\$ 20,000 - \$29,999	9.9%	11.4%	3.2%	13.8%	7.4%	10.1%
\$ 30,000 - \$39,999	13.6%	11.2%	4.9%	13.5%	9.2%	11.9%
\$ 40,000 - \$49,999	10.9%	12.7%	2.2%	10.1%	9.7%	10.2%
\$ 50,000 - \$59,999	10.1%	11.7%	2.6%	9.6%	10.4%	10.4%
\$ 60,000 - \$74,999	10.7%	13.4%	3.1%	12.2%	10.5%	10.8%
\$ 75,000 - \$99,999	13.3%	8.7%	8.0%	11.5%	13.1%	12.0%
\$100,000 - \$124,999	6.9%	3.1%	8.0%	6.3%	7.4%	6.5%
\$125,000 - \$149,999	3.8%	1.9%	8.8%	3.8%	6.7%	4.1%
\$150,000 +	4.9%	1.0%	57.1%	4.6%	16.6%	6.9%

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
Average Household Income	\$60,497	\$37,058	\$245,195	\$51,137	\$76,941	\$58,094
Median Household Income	\$49,657	\$42,042	\$175,240	\$47,816	\$66,748	\$50,549
Per Capita Income	\$29,912	\$15,551	\$97,218	\$20,602	\$31,576	\$24,336
2013 Disposable Household Income:						
\$ 0 - \$9,999	6.0%	14.2%	1.0%	5.8%	4.4%	8.0%
\$ 10,000 - \$19,999	11.0%	12.2%	1.4%	10.6%	5.5%	10.4%
\$ 20,000 - \$29,999	14.3%	14.5%	5.1%	17.5%	9.9%	13.6%
\$ 30,000 - \$39,999	15.7%	15.1%	4.3%	14.9%	12.5%	14.0%
\$ 40,000 - \$49,999	14.0%	16.2%	3.4%	13.2%	13.8%	14.1%
\$ 50,000 - \$59,999	9.8%	12.5%	2.9%	11.4%	9.7%	10.0%
\$ 60,000 - \$74,999	12.3%	8.7%	6.8%	10.9%	12.4%	11.4%
\$ 75,000 - \$99,999	9.0%	4.2%	10.7%	8.3%	10.0%	8.5%
\$100,000 - \$124,999	3.8%	2.0%	10.2%	3.7%	8.2%	4.3%
\$125,000 - \$149,999	1.4%	0.4%	9.0%	1.5%	5.7%	2.1%
\$150,000 +	2.6%	0.0%	45.2%	2.2%	7.9%	3.6%
Median Hhld Disposable Income	\$42,062	\$36,494	\$136,107	\$40,920	\$54,987	\$42,856

Mature Market Comparison Report

2008 Population by Age

Total Population	3,235	5,174	1,479	4,745	10,917	228,909
Age 55 - 59	6.2%	6.6%	10.8%	5.3%	8.0%	7.1%
Age 60 - 64	5.3%	5.8%	9.6%	5.6%	5.4%	5.9%
Age 65 - 69	4.5%	4.3%	6.4%	4.7%	4.1%	4.7%
Age 70 - 74	4.1%	3.3%	5.5%	3.7%	2.9%	3.4%
Age 75 - 79	3.7%	3.6%	3.9%	3.4%	2.8%	2.8%
Age 80 - 84	3.5%	2.5%	2.8%	2.5%	3.5%	2.6%
Age 85 Plus	3.3%	3.0%	2.0%	1.6%	4.0%	2.4%
Age 55 Plus	30.5%	29.0%	41.0%	26.7%	30.7%	28.8%
Age 65 Plus	19.0%	16.6%	20.6%	15.9%	17.3%	15.8%
Total Population Median Age	44.0	39.6	50.8	37.8	43.8	41.0
Total Population 55+ Median Age	69.1	67.3	65.1	67.6	67.3	66.4
Age: Male						
Male Total Pop	1,452	2,412	715	2,295	5,091	109,083
Age 55 - 59	5.3%	5.9%	10.2%	4.7%	8.0%	6.8%
Age 60 - 64	4.6%	6.1%	10.4%	5.1%	5.3%	5.7%
Age 65 - 69	4.3%	3.6%	6.4%	3.8%	4.3%	4.4%
Age 70 - 74	4.1%	2.9%	5.2%	2.9%	2.8%	3.1%
Age 75 - 79	3.2%	3.2%	4.6%	2.8%	2.4%	2.5%
Age 80 - 84	2.6%	1.7%	2.8%	2.1%	2.4%	2.0%
Age 85 Plus	2.4%	1.7%	1.4%	1.1%	2.3%	1.4%
Males Age 55 Plus	26.4%	25.1%	41.0%	22.4%	27.5%	25.9%
Males Age 65 Plus	16.5%	13.1%	20.4%	12.6%	14.2%	13.4%
Median Age Males	40.8	36.2	50.7	34.5	42.0	38.8
Median Age 55+ Males	68.8	65.7	65.0	66.7	65.5	65.5

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
Age: Female						
Female Population	1,783	2,762	764	2,450	5,826	119,826
Age 55 - 59	6.9%	7.2%	11.3%	5.8%	8.0%	7.4%
Age 60 - 64	5.9%	5.5%	8.9%	6.0%	5.4%	6.1%
Age 65 - 69	4.6%	5.0%	6.4%	5.5%	3.9%	4.9%
Age 70 - 74	4.1%	3.6%	5.8%	4.5%	3.1%	3.6%
Age 75 - 79	4.0%	3.9%	3.3%	3.9%	3.2%	3.1%
Age 80 - 84	4.3%	3.2%	2.9%	2.9%	4.4%	3.1%
Age 85 Plus	3.9%	4.0%	2.5%	2.2%	5.5%	3.2%
Females Age 55 Plus	33.7%	32.3%	41.0%	30.8%	33.4%	31.4%
Females Age 65 Plus	20.9%	19.6%	20.8%	18.9%	20.1%	18.0%
Median Age Females	46.0	42.6	50.8	41.7	45.3	43.0
Median Age 55+ Females	68.8	68.1	65.3	68.0	68.6	67.0

2008 Income by Age of Head of Household/Percentage of all Households

Age of Head of Household 55 - 64

\$ 0 - \$9,999	5.6%	13.6%	0.6%	5.1%	3.6%	7.7%
\$ 10,000 - \$14,999	4.6%	5.0%	0.0%	3.7%	1.9%	4.0%
\$ 15,000 - \$19,999	4.6%	4.7%	0.6%	4.8%	2.2%	4.3%
\$ 20,000 - \$24,999	5.6%	6.8%	1.3%	8.5%	3.7%	5.6%
\$ 25,000 - \$29,999	6.0%	5.5%	1.9%	6.1%	3.3%	5.2%
\$ 30,000 - \$34,999	7.4%	6.3%	1.3%	6.8%	4.8%	6.3%
\$ 35,000 - \$39,999	7.4%	6.8%	1.3%	5.8%	5.3%	5.9%
\$ 40,000 - \$49,999	10.2%	13.4%	1.3%	9.5%	8.9%	10.3%
\$ 50,000 - \$59,999	9.3%	11.5%	2.5%	10.9%	9.4%	9.2%
\$ 60,000 - \$74,999	9.7%	13.9%	2.5%	10.9%	10.5%	11.0%
\$ 75,000 - \$99,999	12.0%	5.8%	7.0%	10.5%	9.9%	10.5%
\$100,000 - \$124,999	7.9%	3.4%	10.1%	7.8%	9.6%	7.9%
\$125,000 - \$149,999	4.2%	2.9%	9.5%	3.7%	10.6%	4.6%
\$150,000 - \$199,999	1.9%	0.5%	10.1%	2.4%	7.8%	3.1%
\$200,000 Plus	3.7%	0.0%	50.0%	3.1%	8.5%	4.5%
Median 55 - 64	\$84,102	\$74,125	\$164,920	\$86,790	\$107,769	\$87,049

Age of Head of Household 65 - 74

\$ 0 - \$9,999	7.2%	18.2%	1.0%	7.6%	5.7%	10.2%
\$ 10,000 - \$14,999	7.2%	9.1%	1.0%	7.3%	3.8%	7.4%
\$ 15,000 - \$19,999	6.7%	7.4%	1.0%	7.3%	4.0%	6.6%
\$ 20,000 - \$24,999	6.1%	8.2%	2.1%	9.5%	5.7%	6.8%
\$ 25,000 - \$29,999	7.8%	5.6%	4.2%	7.3%	5.1%	6.4%
\$ 30,000 - \$34,999	8.3%	6.1%	3.1%	8.4%	6.6%	7.3%
\$ 35,000 - \$39,999	6.1%	5.6%	2.1%	5.7%	6.0%	5.6%
\$ 40,000 - \$49,999	10.0%	12.1%	2.1%	9.2%	10.0%	10.0%
\$ 50,000 - \$59,999	8.9%	9.1%	4.2%	9.2%	9.2%	8.1%
\$ 60,000 - \$74,999	10.0%	10.8%	4.2%	9.5%	11.5%	9.7%
\$ 75,000 - \$99,999	11.1%	4.3%	12.5%	9.2%	11.1%	9.8%
\$100,000 - \$124,999	5.6%	2.2%	10.4%	5.0%	7.0%	5.3%
\$125,000 - \$149,999	1.7%	0.9%	7.3%	1.9%	4.9%	2.2%
\$150,000 - \$199,999	0.6%	0.0%	10.4%	1.5%	5.5%	2.1%
\$200,000 Plus	2.2%	0.0%	34.4%	1.5%	4.0%	2.5%
Median 65 - 74	\$69,463	\$51,405	\$144,229	\$60,345	\$89,490	\$64,123

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
Age of Head of Household 75 Plus						
\$ 0 - \$9,999	12.3%	24.1%	2.1%	10.9%	8.9%	14.5%
\$ 10,000 - \$14,999	11.0%	11.0%	1.1%	9.3%	5.8%	9.5%
\$ 15,000 - \$19,999	8.7%	7.7%	1.1%	9.3%	6.1%	7.8%
\$ 20,000 - \$24,999	6.4%	7.3%	3.2%	9.7%	6.5%	7.0%
\$ 25,000 - \$29,999	7.3%	5.8%	4.2%	7.3%	5.4%	6.1%
\$ 30,000 - \$34,999	6.9%	5.5%	3.2%	7.3%	5.4%	6.2%
\$ 35,000 - \$39,999	6.9%	5.8%	2.1%	6.1%	5.5%	5.6%
\$ 40,000 - \$49,999	10.1%	11.0%	2.1%	8.9%	8.8%	9.7%
\$ 50,000 - \$59,999	5.9%	6.9%	3.2%	7.3%	8.1%	6.1%
\$ 60,000 - \$74,999	6.9%	8.4%	3.2%	7.7%	8.5%	7.5%
\$ 75,000 - \$99,999	9.1%	3.7%	9.5%	7.3%	9.1%	7.8%
\$100,000 - \$124,999	4.1%	1.5%	7.4%	4.0%	4.5%	3.8%
\$125,000 - \$149,999	2.3%	1.8%	8.4%	2.4%	6.6%	3.2%
\$150,000 - \$199,999	0.9%	0.0%	10.5%	1.6%	6.3%	2.4%
\$200,000 Plus	2.3%	0.0%	39.0%	1.6%	5.2%	3.1%
Median 75 Plus	\$52,857	\$38,923	\$117,014	\$51,327	\$68,058	\$51,472

2000 Age by Race

Asian

Age 55 to 59	0	19	0	0	0	62
Age 60 and 61	0	17	0	0	0	26
Age 62 to 64	0	0	0	0	0	12
Age 65 and 66	0	0	0	0	0	24
Age 67 to 69	0	0	0	0	0	9
Age 70 to 74	0	6	0	4	0	26
Age 75 to 79	0	0	0	0	6	11
Age 80 to 84	0	0	0	0	0	5
Age 85 Plus	5	0	0	0	0	5

Hispanic

Age 55 to 59	0	0	0	0	0	139
Age 60 and 61	0	0	0	0	8	62
Age 62 to 64	0	0	0	0	0	16
Age 65 and 66	0	0	0	0	0	12
Age 67 to 69	0	0	0	0	9	40
Age 70 to 74	0	0	0	0	0	13
Age 75 to 79	0	0	0	0	7	37
Age 80 to 84	0	0	0	0	0	27
Age 85 Plus	0	0	0	0	0	8

Multiple Race

Age 55 to 59	0	0	0	0	8	86
Age 60 and 61	0	13	0	0	0	48
Age 62 to 64	0	0	0	0	0	11
Age 65 and 66	0	0	0	0	0	0
Age 67 to 69	0	0	0	0	0	18
Age 70 to 74	0	0	5	0	0	70
Age 75 to 79	0	0	0	0	0	41
Age 80 to 84	0	0	0	5	0	14
Age 85 Plus	0	0	0	0	0	5

	37021000800	37021002000	37021002101	37021002102	37021002202	Buncombe County
Native American						
Age 55 to 59	0	0	0	0	0	16
Age 60 and 61	0	0	0	0	8	8
Age 62 to 64	0	0	0	0	0	15
Age 65 and 66	0	0	0	0	0	0
Age 67 to 69	0	0	0	0	0	12
Age 70 to 74	0	0	0	0	0	16
Age 75 to 79	0	0	0	0	0	0
Age 80 to 84	0	0	0	0	0	13
Age 85 Plus	0	0	0	0	0	0
Native Hawaiian Pacific Islander						
Age 55 to 59	0	0	0	0	0	6
Age 60 and 61	0	0	0	0	0	0
Age 62 to 64	0	0	0	0	0	0
Age 65 and 66	0	0	0	0	0	0
Age 67 to 69	0	0	0	0	0	0
Age 70 to 74	0	0	0	0	0	0
Age 75 to 79	0	0	0	0	0	0
Age 80 to 84	0	0	0	0	0	0
Age 85 Plus	0	0	0	0	0	0
Other Race						
Age 55 to 59	0	0	0	0	0	22
Age 60 and 61	0	0	0	0	0	24
Age 62 to 64	0	0	0	0	0	0
Age 65 and 66	0	0	0	0	0	0
Age 67 to 69	0	0	0	0	0	0
Age 70 to 74	0	0	0	0	0	0
Age 75 to 79	0	0	0	0	0	0
Age 80 to 84	0	0	0	0	0	0
Age 85 Plus	0	0	0	0	0	0
White						
Age 55 to 59	138	264	144	136	560	11,426
Age 60 and 61	38	50	50	84	208	3,700
Age 62 to 64	64	56	36	124	214	5,340
Age 65 and 66	48	74	32	110	116	2,998
Age 67 to 69	56	92	48	66	274	5,266
Age 70 to 74	110	152	92	168	344	8,818
Age 75 to 79	114	270	60	200	444	7,810
Age 80 to 84	102	46	44	68	314	5,560
Age 85 Plus	58	94	30	34	446	5,050

* The current geography selection may have crossed one or more related geography boundaries. In this case, we have chosen to incorporate the geography related to your selection with the largest area.

Current year data is for the year 2008, 5 year projected data is for the year 2013. More About Our Data.
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DemographicsNow

Theme by X20060327156

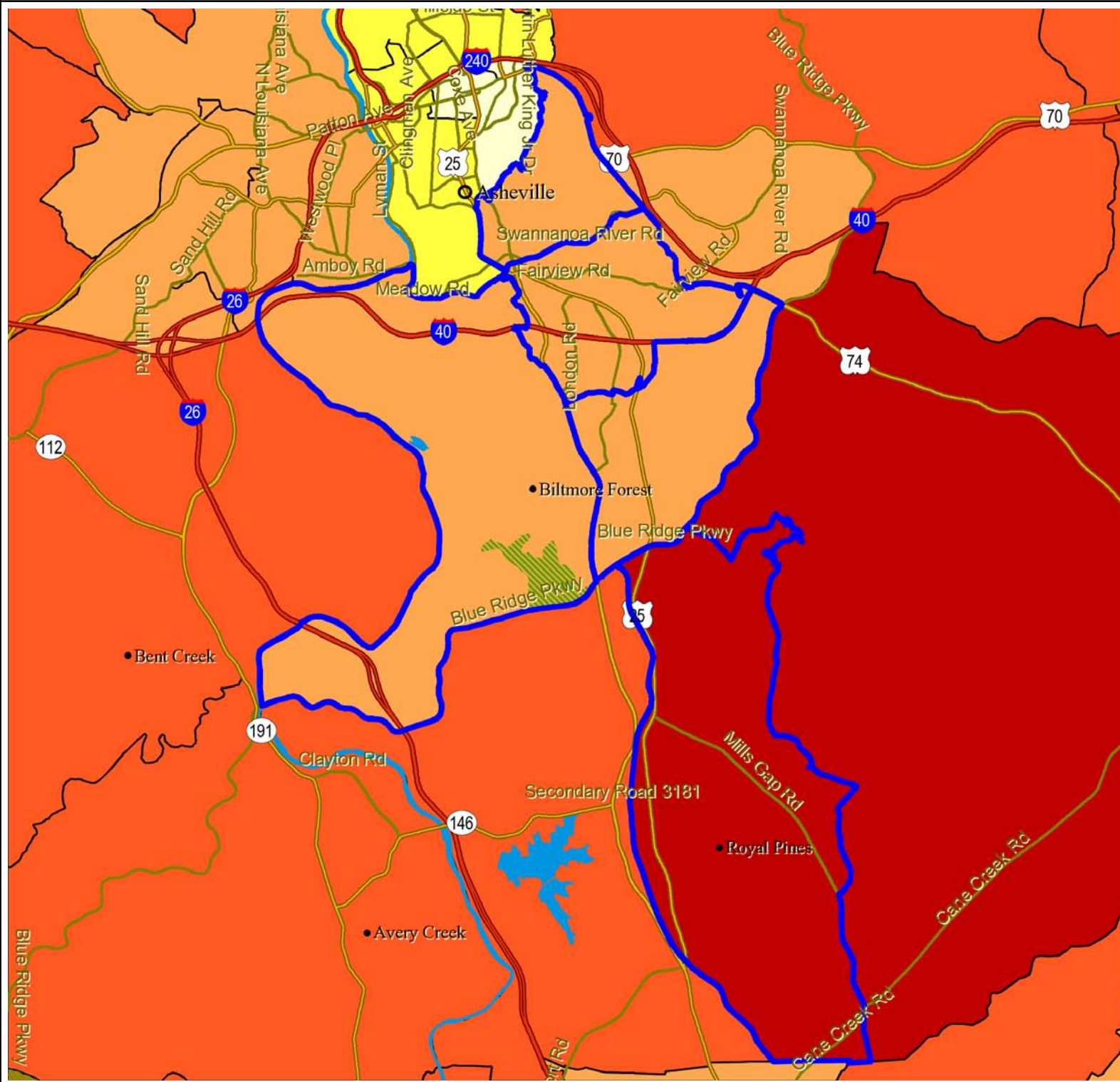
Theme Financial (2008) Net Worth (HH): Aggregate Net Worth by Census Tracts

- Above 2650000000
- 1025000000 to 2650000000
- 395000000 to 1025000000
- 152500000 to 395000000
- Below 152500000

- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Water Bodies
- Parks

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Date: 06/16/09



DemographicsNow

Theme by X20060327156

Theme Basic Variables (2008)

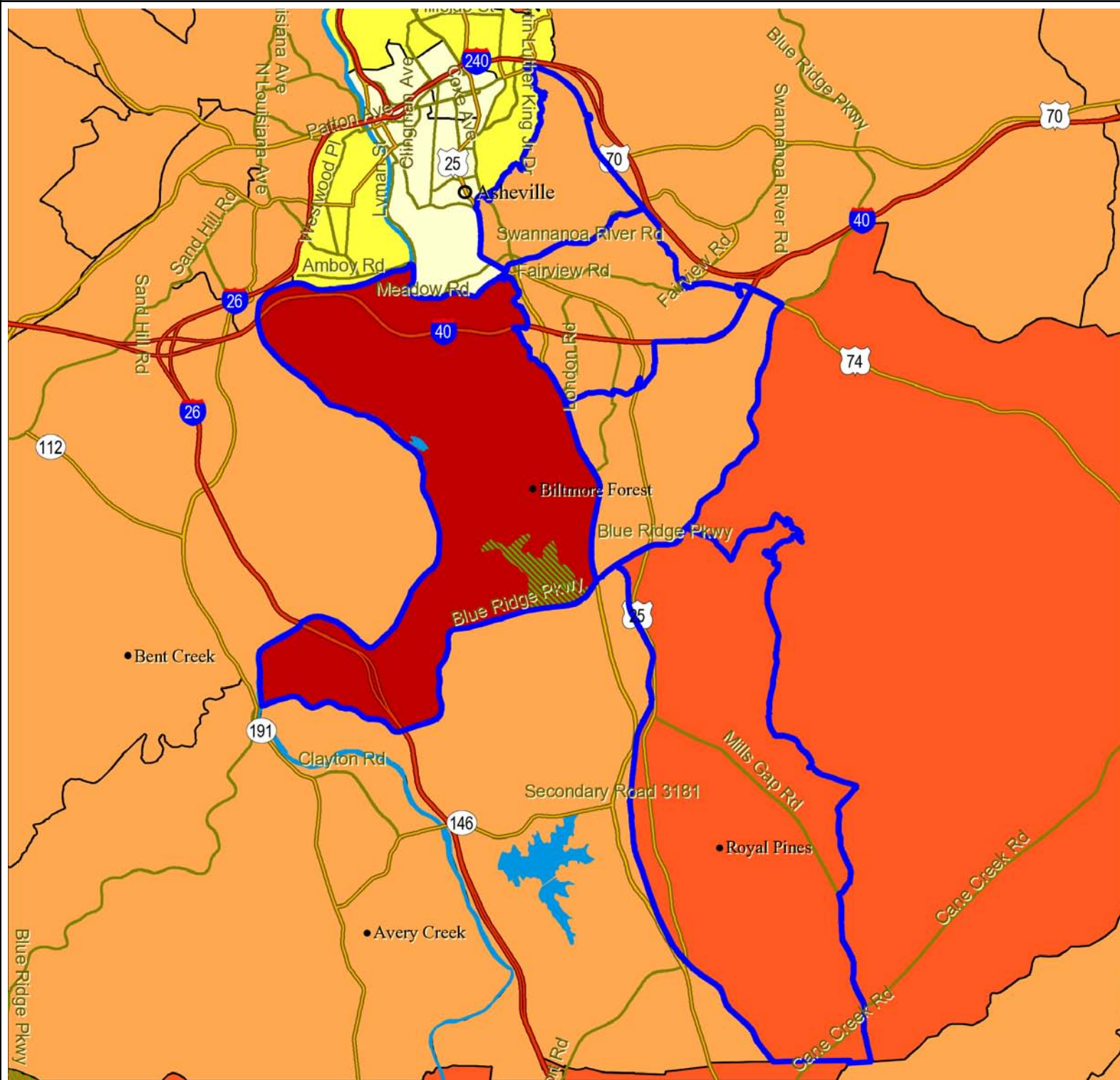
Income:Household Income:
Median Household Income by
Census Tracts

- Above 86000
- 54000 to 86000
- 34000 to 54000
- 21500 to 34000
- Below 21500

- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Water Bodies
- Parks

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DemographicsNow

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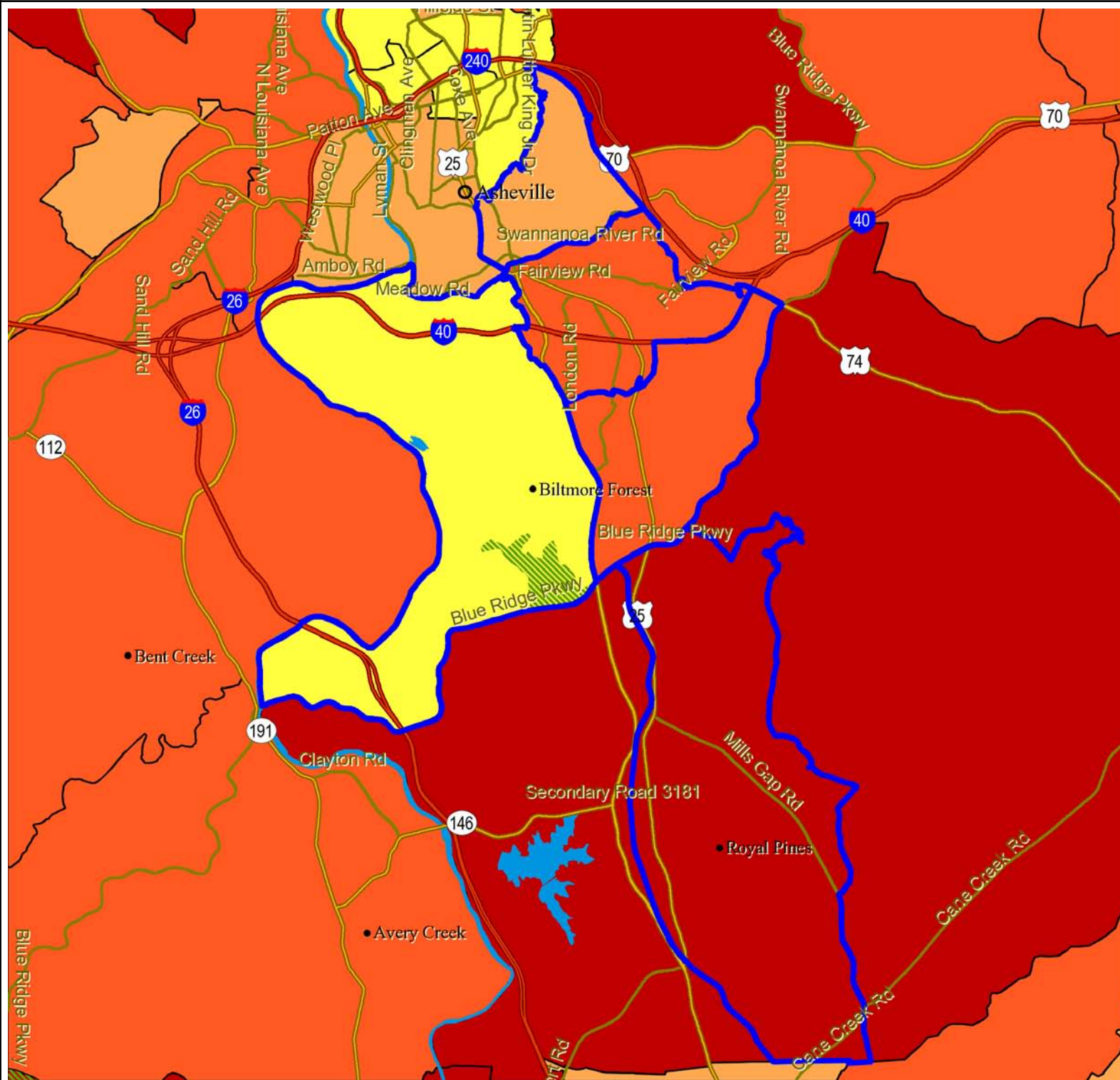
Theme Basic Variables (2008)
Age: Total (Pop): Age 65 Plus by
Census Tracts

- Above 1500
- 690 to 1500
- 320 to 690
- 150 to 320
- Below 150

- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Water Bodies
- Parks

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Date: 06/16/09



Comparison of Census Tracts 37021000800, 371002000, 3721002101,
 37021002102, 37021002202 in Zip Code 28803 and Buncombe County

Rank Information

Rank	Name	Financial 2008 Asset Type Owned (HH)	Business Summary 2008 Establishments
		Any Financial Assets	Total Establishments
1	37021002202	4,210	233
	Subtotal of High	4,210	233
2	37021002000	1,921	448
3	37021002102	1,775	280
4	37021000800	1,424	455
	Subtotal of Average	5,120	1,183
5	37021002101	578	81
	Subtotal of Below Average	578	81
	Grand Total	9,908	1,497

Current year data is for the year 2008, 5 year projected data is for the year 2013. More About Our Data.
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Comparison of Census Tracts 37021000800, 371002000,
 3721002101, 37021002102, 37021002202 in Zip Code
 28803 and Buncombe County

BranchSource Full

By Branch		2008 Deposits (\$000)	2013 Projected Deposits (\$000)	Historical Deposit Growth Rates			% Market Share			
Inst Type	Branch	June	Primary Market Area	Market Area	One Year	Three Years	Five Years	All Insts in Geo	Same Inst Type in Geo	% Share of Parent Inst
BK	Bank of America NA									
	124 Hendersonville Road Asheville, 28803	\$32,256	\$36,147	U	-3.64	-0.16	2.03	14.55	14.55	0.00
BK	Capital Bk									
	1310 Hendersonville Road Asheville, 28803	\$34,037	\$38,143	U	11.30	6.28	0.21	15.35	15.35	2.87
BK	First-Citizens B&TC									
	768 Hendersonville Road Asheville, 28803	\$31,156	\$34,914	U	4.54	-3.31	-0.82	14.05	14.05	0.24
BK	Pisgah Community Bank									
	1089 Hendersonville Road Asheville, 28813	\$11,579	\$12,976	U	N/A	N/A	N/A	5.22	5.22	0.28
BK	RBC Bank USA									
	900 Hendersonville Road, Suite 107 Asheville, 28803	\$4,662	\$5,224	U	-81.87	-6.23	11.68	2.10	2.10	0.03
BK	SunTrust Bk									
	One Angle Street Asheville, 28803	\$27,651	\$30,987	U	-10.17	-3.24	0.49	12.47	12.47	0.02
BK	Wachovia Bk NA									
	11 Kitchen Place Asheville, 28803	\$80,415	\$90,116	U	-3.50	3.31	4.89	36.26	36.26	0.02

Comparison of Census Tracts 37021000800, 371002000,
 3721002101, 37021002102, 37021002202 in Zip Code
 28803 and Buncombe County

BranchSource Full

Inst Type	Institution Name	Number of Branches	June	Primary Market Area	One Year	Three Years	Five Years	All Insts in Geo	Same Inst Type in Geo	% Share of Parent Inst
BK	Bank of America NA	1	\$32,256	\$36,147	-3.64	-0.16	2.03	14.55	14.55	0.00
BK	Capital Bk	1	\$34,037	\$38,143	11.30	6.28	0.21	15.35	15.35	2.87
BK	First-Citizens B&TC	1	\$31,156	\$34,914	4.54	-3.31	-0.82	14.05	14.05	0.24
BK	Pisgah Community Bank	1	\$11,579	\$12,976	N/A	N/A	N/A	5.22	5.22	0.28
BK	RBC Bank USA	1	\$4,662	\$5,224	-81.87	-6.23	11.68	2.10	2.10	0.03
BK	SunTrust Bk	1	\$27,651	\$30,987	-10.17	-3.24	0.49	12.47	12.47	0.02
BK	Wachovia Bk NA	1	\$80,415	\$90,116	-3.50	3.31	4.89	36.26	36.26	0.02

By Institution Type		2008 Deposits (\$000)	2013 Projected Deposits (\$000)	Historical Deposit Growth Rates (Includes deposits of closed branches)			% Market Share
Inst Type	# of Open Branches	June	Primary Market Area	One Year	Three Years	Five Years	All Insts in Geo
Commercial Banks	7	\$221,756	\$248,507	-5.11	2.76	3.32	100.00
Savings and Loans	0	\$0	N/A	N/A	N/A	N/A	N/A
Credit Unions	0	\$0	N/A	N/A	N/A	N/A	N/A
Savings Banks	0	\$0	N/A	N/A	N/A	N/A	N/A

Totals	2008 Deposits (\$000)	2013 Projected Deposits (\$000)	Historical Deposit Growth Rates (Includes deposits of closed branches)		
# of Open Branches	June	Primary Market Area	One Year	Three Years	Five Years
7	\$221,756	\$248,507	-5.11	2.76	3.32

Current year data is for the year 2008, 5 year projected data is for the year 2013. [More About Our Data.](#)
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