

# Demographic Trends in Chapel Hill

Town of Chapel Hill

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# Overview

1. What are the big demographic stories?
2. Trends in Chapel Hill
3. Why?
4. Housing
5. Commuting
6. What makes Chapel Hill unique?

# What are the big demographic stories?

...and what's going on in Chapel Hill?



**Growth**



**Growth**



**Urbanization**



**Growth**



**Urbanization**



**Aging**



**Growth**



**Urbanization**



**Aging**



**Diversity**

# 14 municipalities passed 25K since 2000

## by 2010

- **Apex**
- Asheboro
- Garner
- **Huntersville**
- Indian Trail
- Matthews
- Mooresville
- New Bern
- Sanford
- Thomasville
- Wake Forest

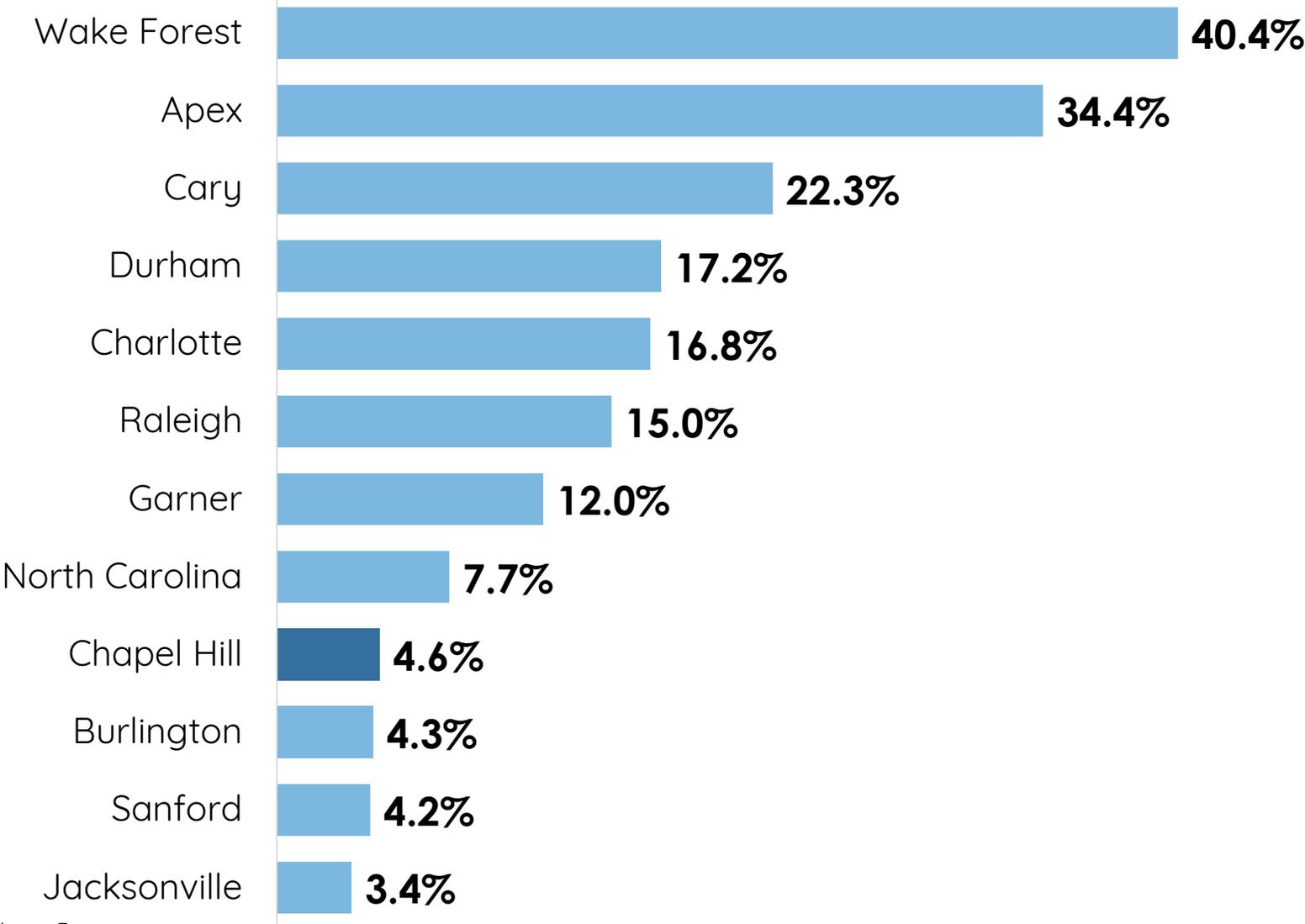
## by 2017

- Mint Hill
- Morrisville
- Statesville

**Apex** and **Huntersville** now >50K

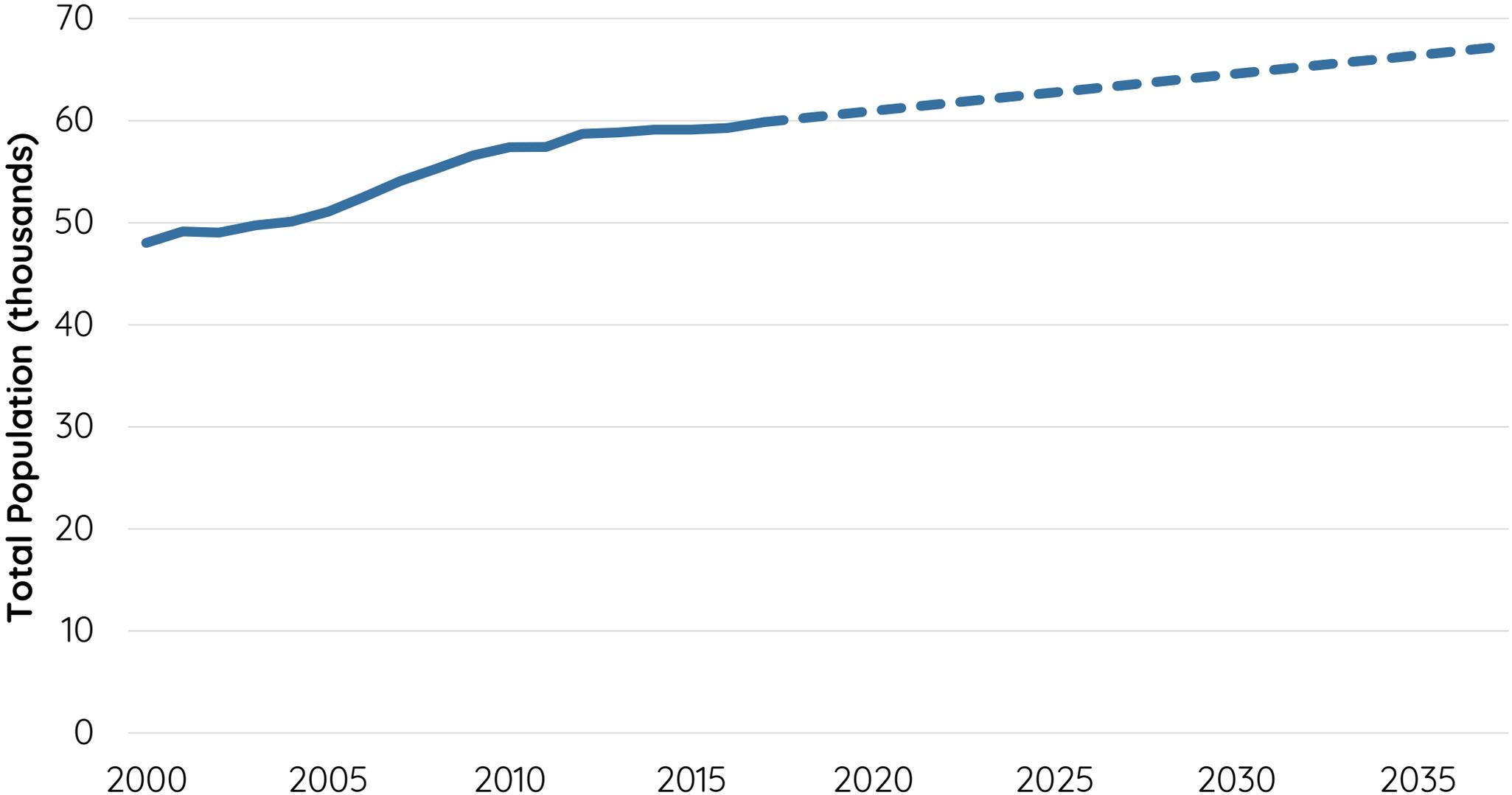
# Chapel Hill growing more slowly than NC

Population growth, 2010 to 2017



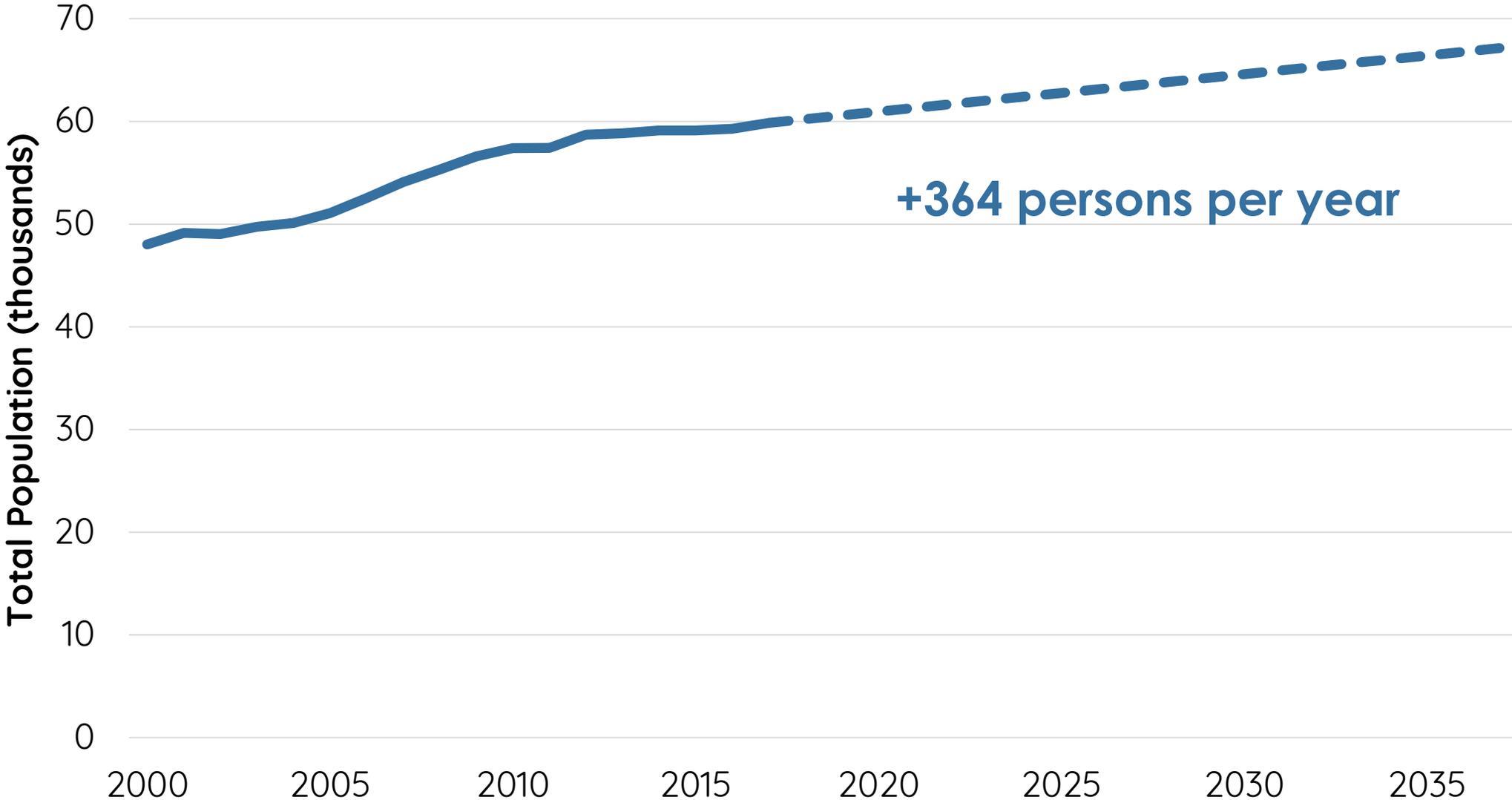
Data Source: U.S. Census Bureau Population Estimates

# Observed & projected Town population growth



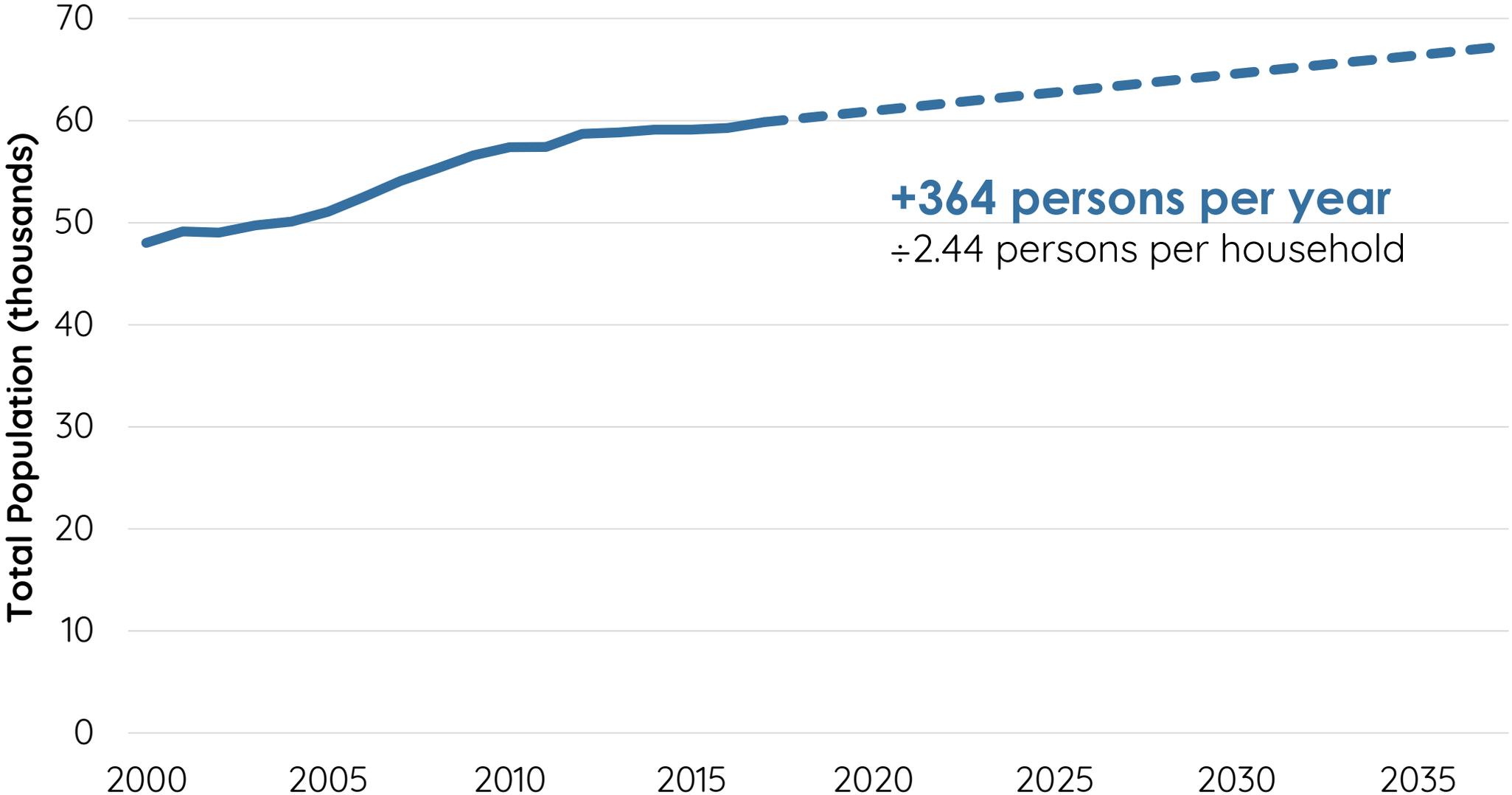
Data Sources: U.S. Census Bureau, Carolina Demography linear extrapolation of 2010-2017 population change

# Observed & projected Town population growth



Data Sources: U.S. Census Bureau, Carolina Demography linear extrapolation of 2010-2017 population change

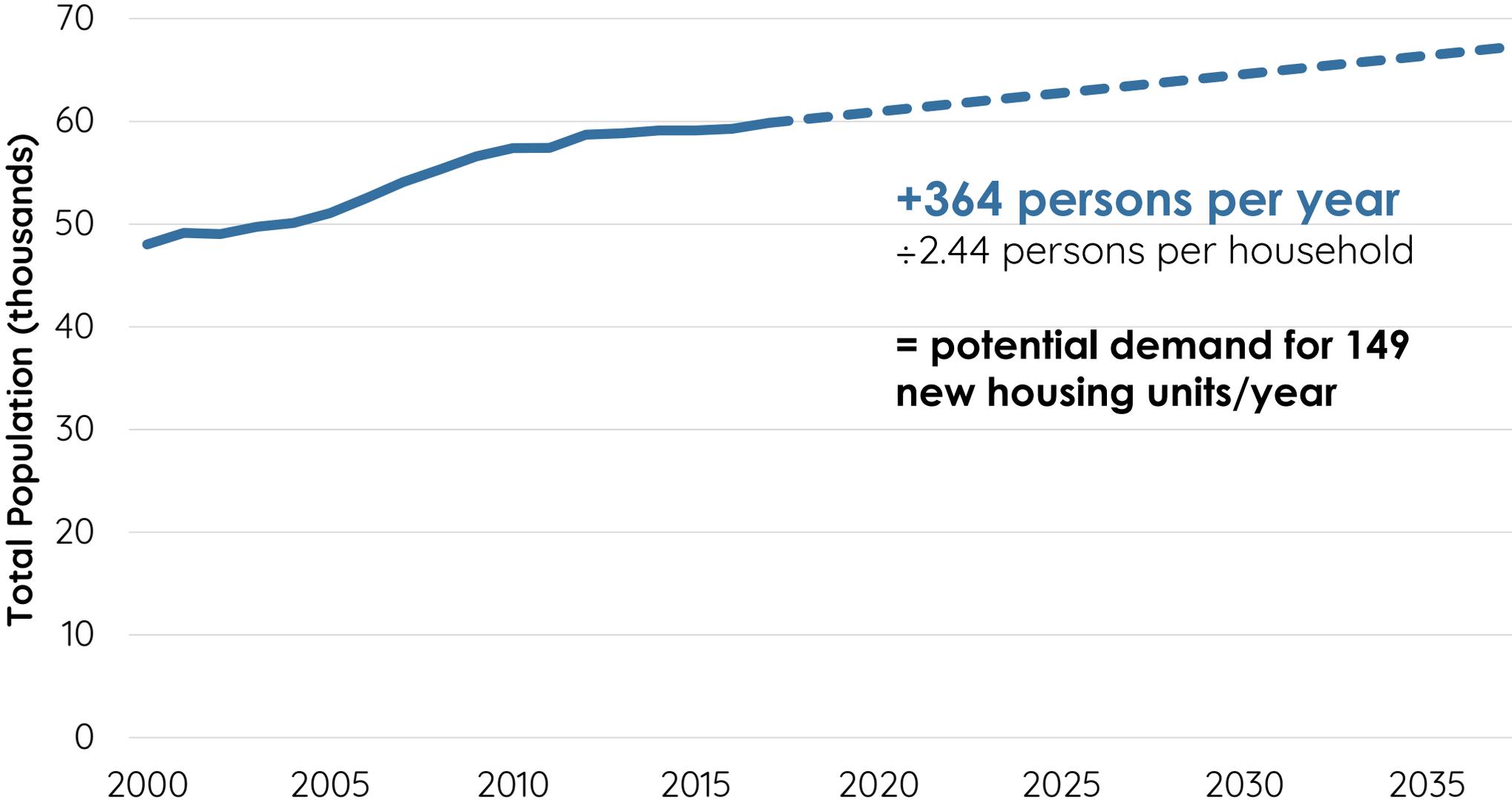
# Observed & projected Town population growth



**+364 persons per year**  
÷ 2.44 persons per household

Data Sources: U.S. Census Bureau, Carolina Demography linear extrapolation of 2010-2017 population change

# Observed & projected Town population growth

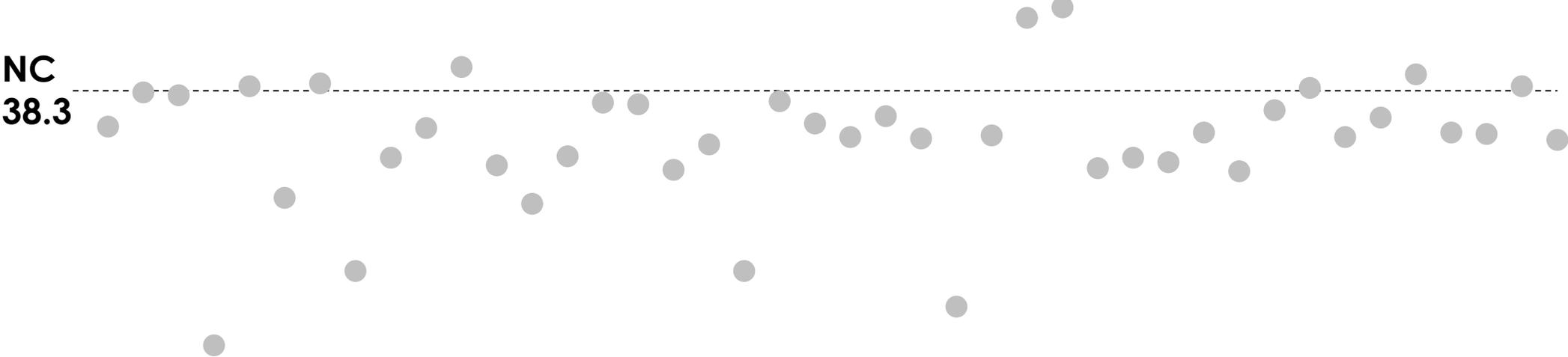


Data Sources: U.S. Census Bureau, Carolina Demography linear extrapolation of 2010-2017 population change

# Cities 25K+ generally younger than state

Median age, 2016

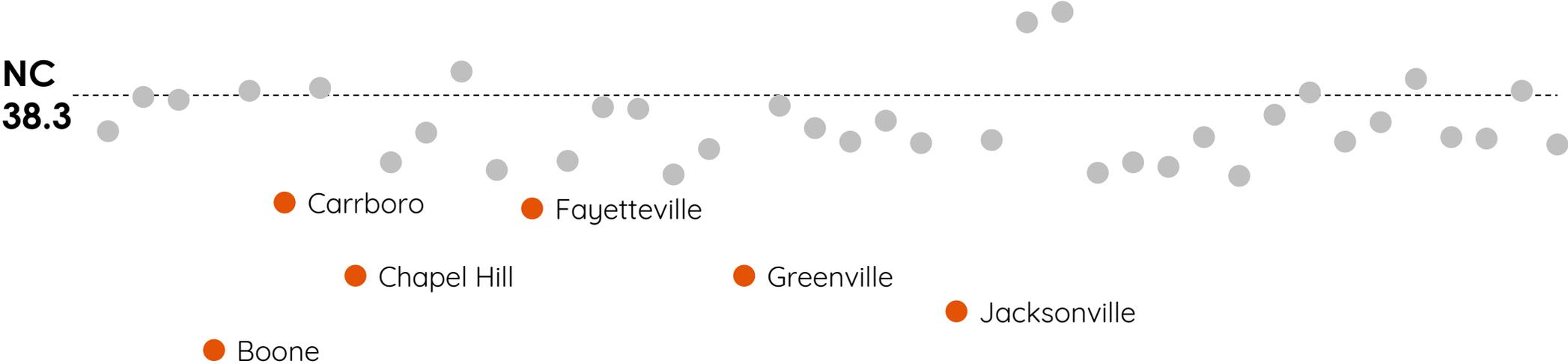
\*Includes Boone and Carrboro



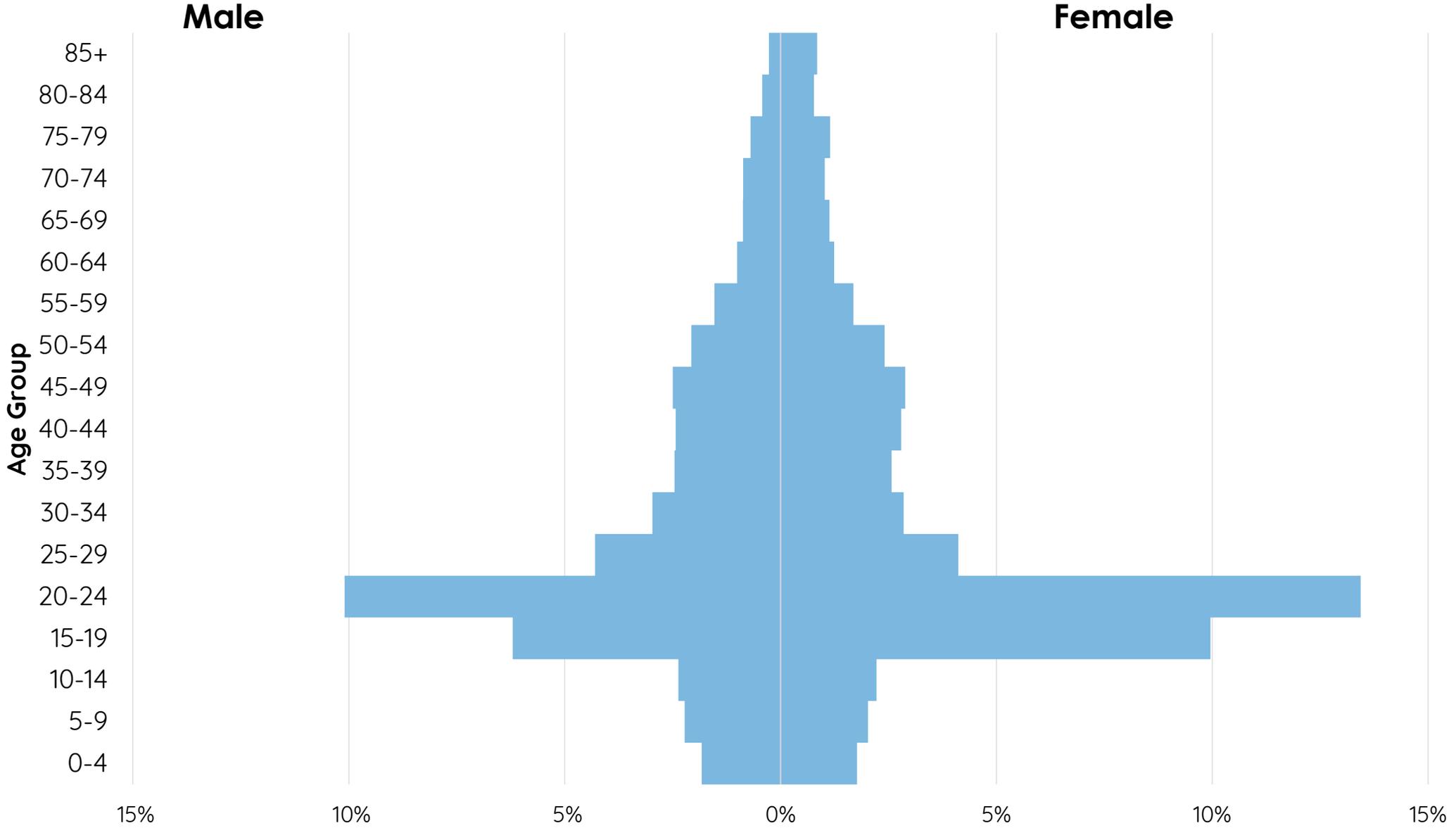
# College towns, military bases very young

Median age, 2016

\*Includes Boone and Carrboro

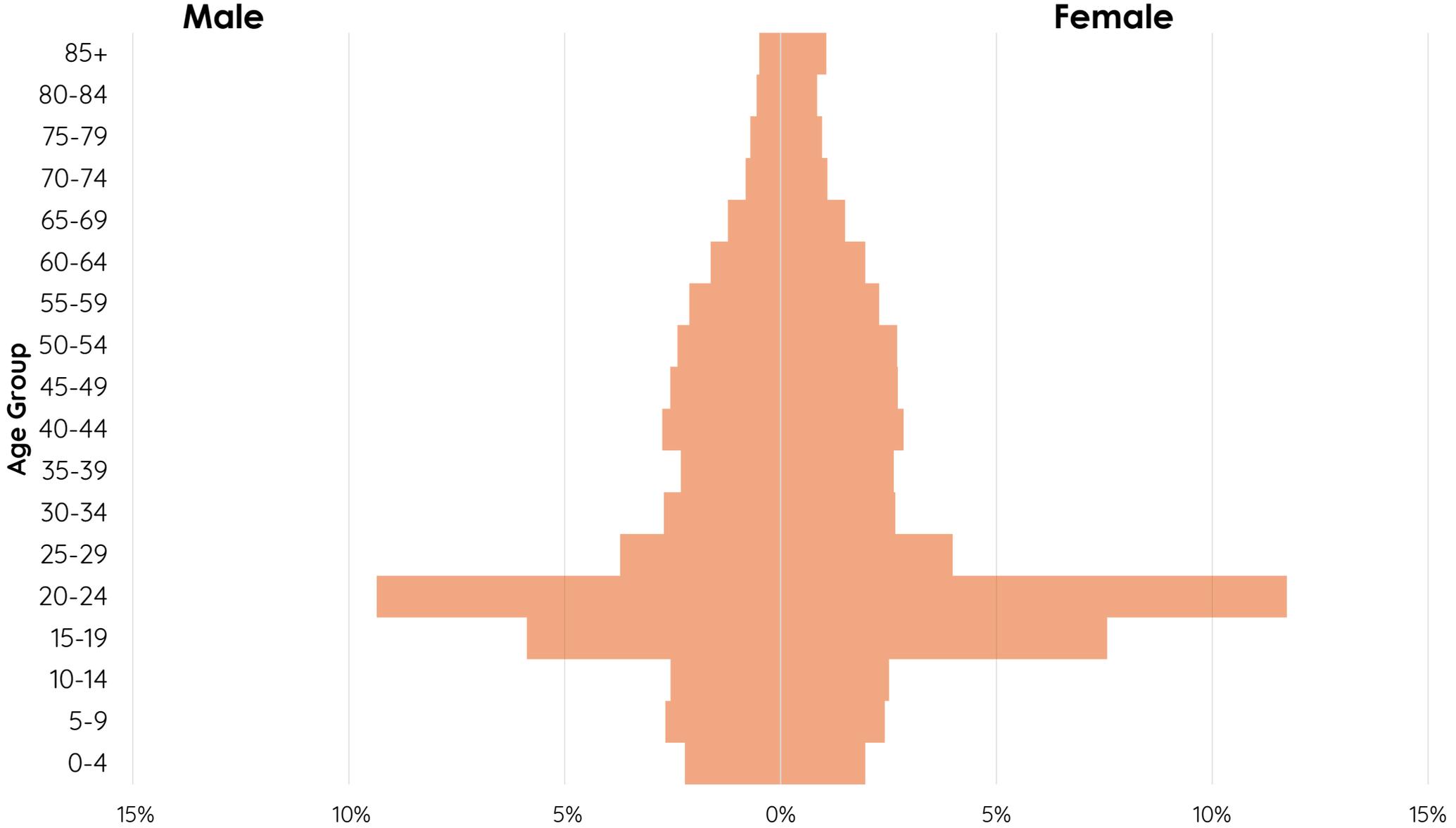


# Age Composition of Chapel Hill, 2000



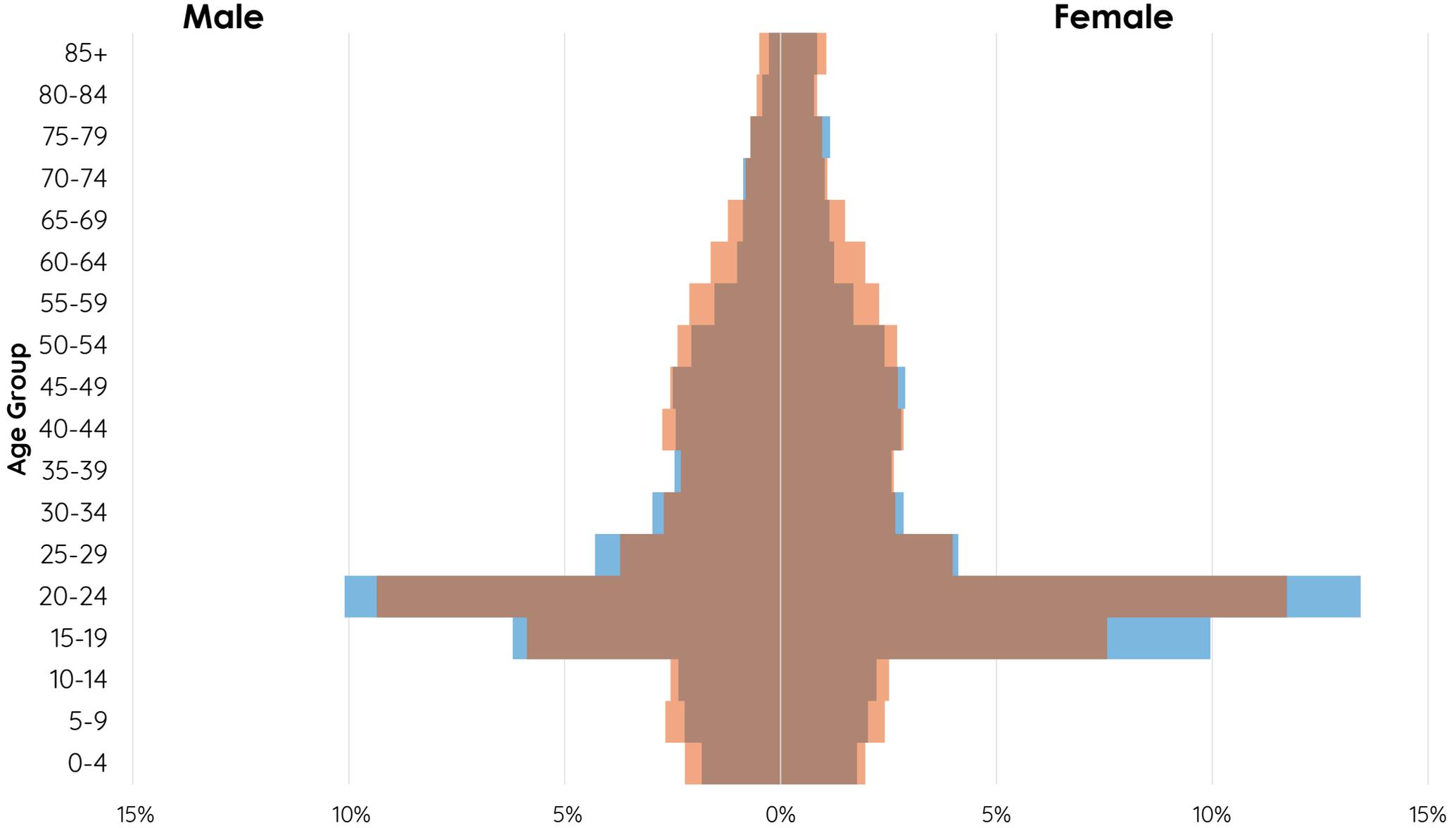
Data Source: U.S. Census Bureau

# Age Composition of Chapel Hill, 2010



Data Source: U.S. Census Bureau

# Age Composition of Chapel Hill, 2010

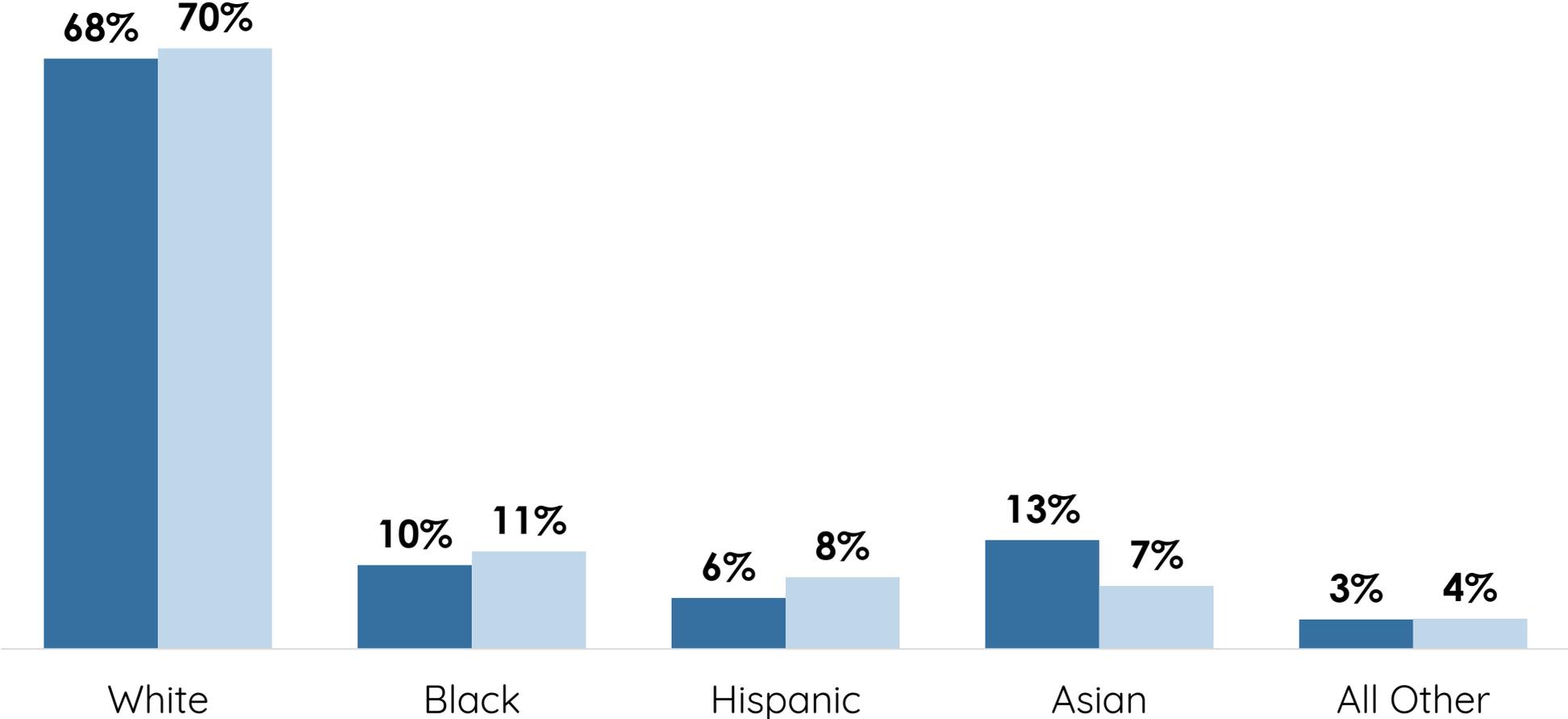


Data Source: U.S. Census Bureau

# Chapel Hill population distinct from Orange

Racial/ethnic composition of population, 2016

■ Chapel Hill ■ Orange

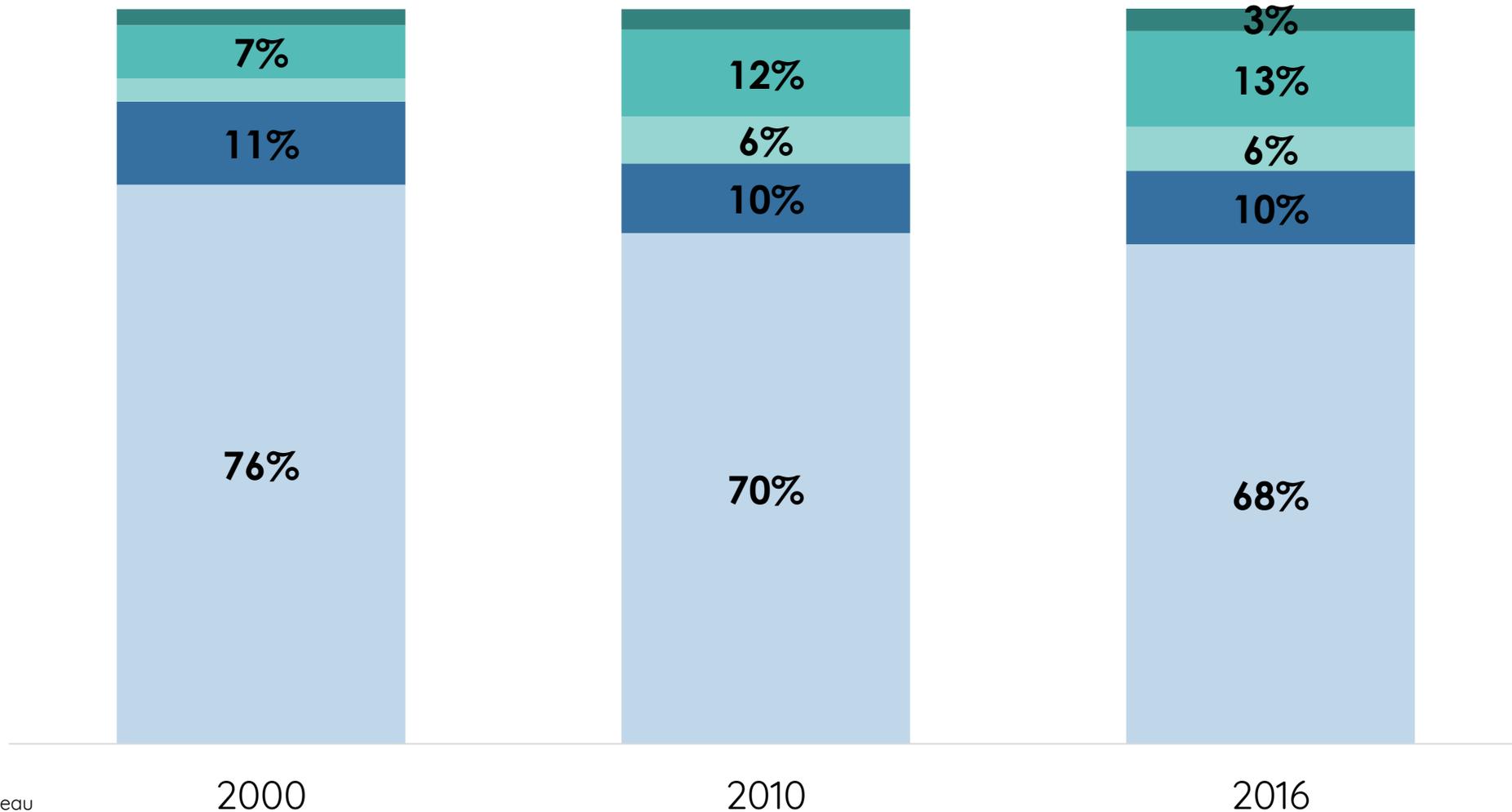


Data Source: U.S. Census Bureau 2016 5-Year ACS

# ...and diversity is increasing

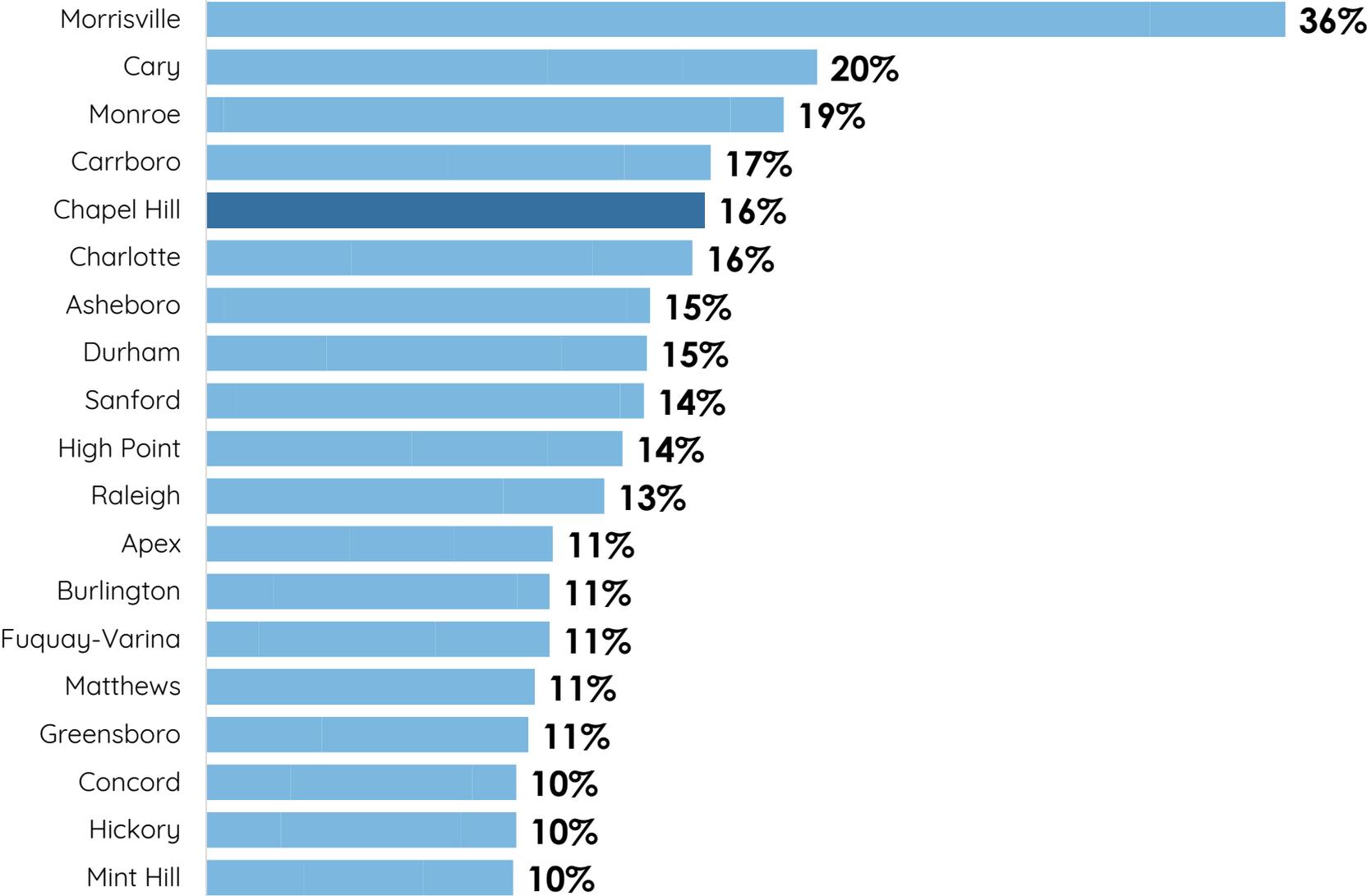
Racial/ethnic composition of Chapel Hill, 2000-2016

White Black Hispanic Asian All Other



# Immigrant impact greatest in major metros

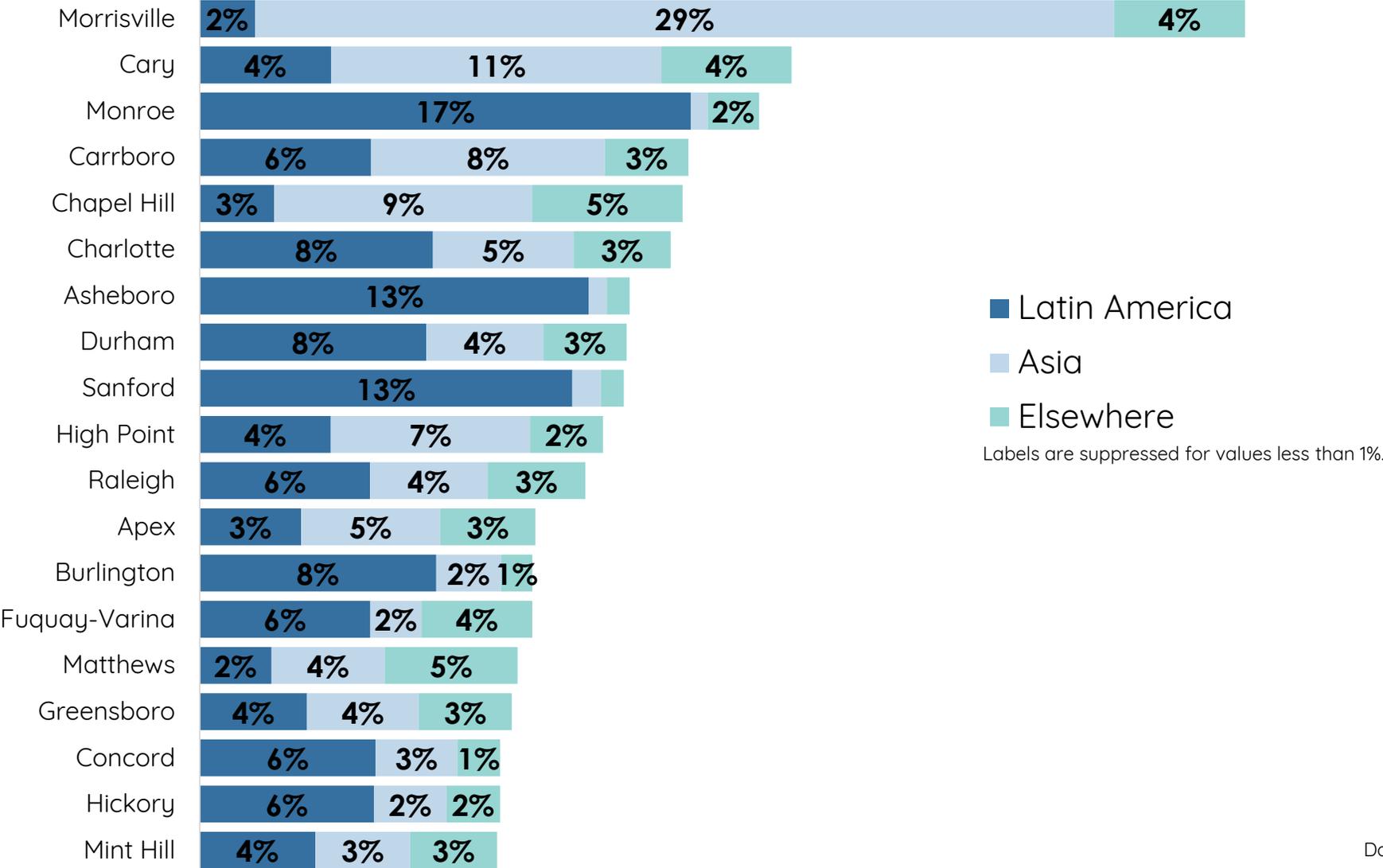
Share of population foreign-born (vs. 7.7% statewide), 2016



Data Source: U.S. Census Bureau 2016 5-Year ACS

# Most immigrants from Latin America, Asia

Share of population by region of origin, 2016



Data Source: U.S. Census Bureau 2016 5-Year ACS

# 20.5%

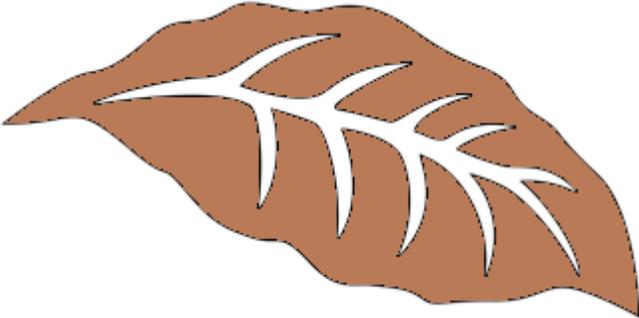
of Chapel Hill's population 5 and older  
spoke language other than English  
at home in 2016

6.4%

of Chapel Hill's population 5 and older  
were limited English proficient in 2016

# **Metros Driving Growth**

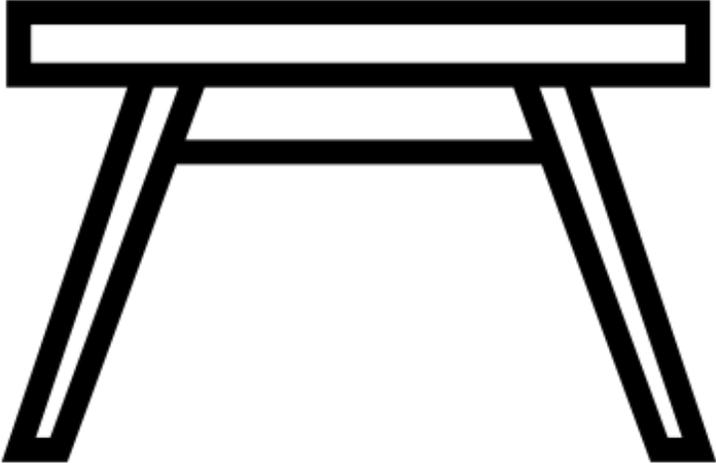
# Decline of the “Big Three” industries



Tobacco



Textiles

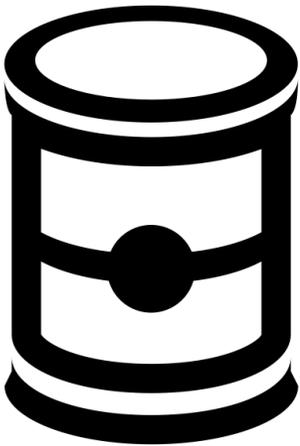


Furniture  
manufacturing

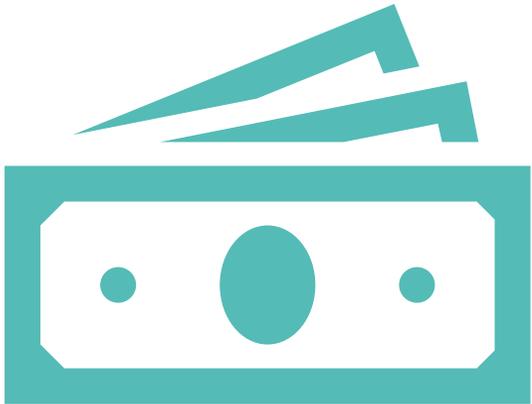
# Rise of North Carolina's new industries



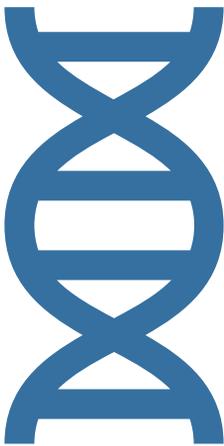
Information Technology



Food Production



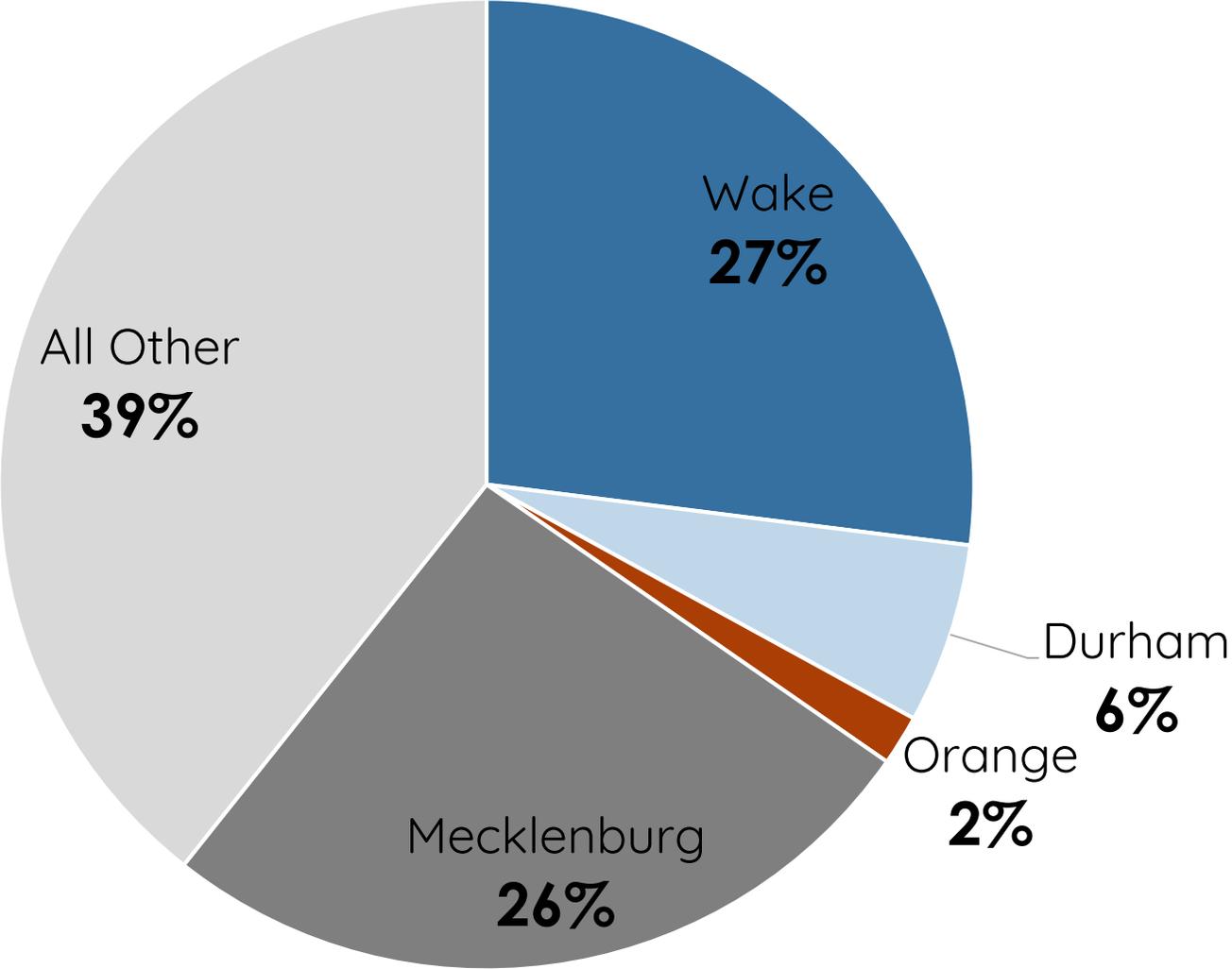
Banks and Finance



Biotechnology

# 35% of new establishments in Triangle

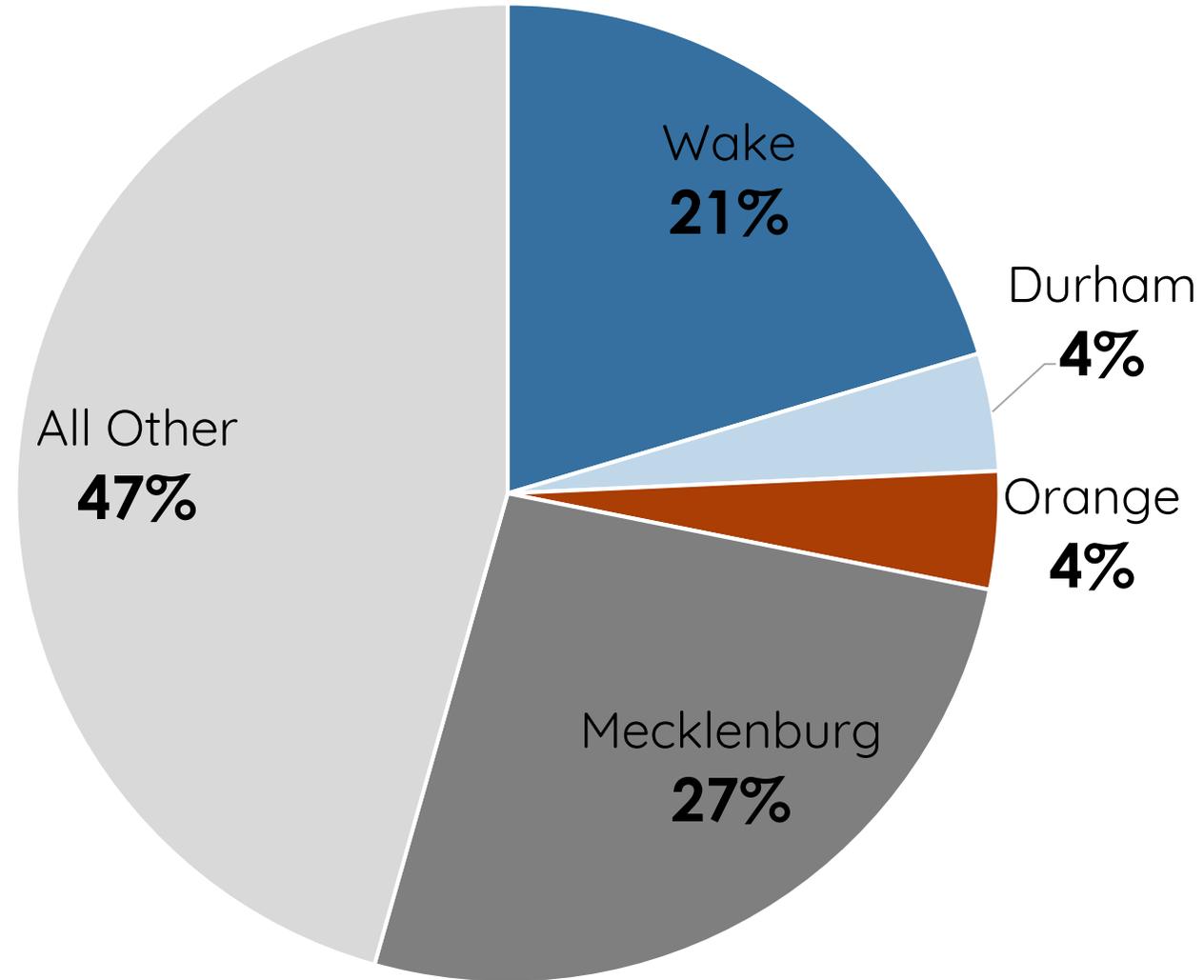
NC firm growth, 2010-2017



Data Source: Quarterly Census of Employment and Wages (QCEW)

# 29% of new jobs in Triangle

NC firm growth, 2010-2017



**Housing**

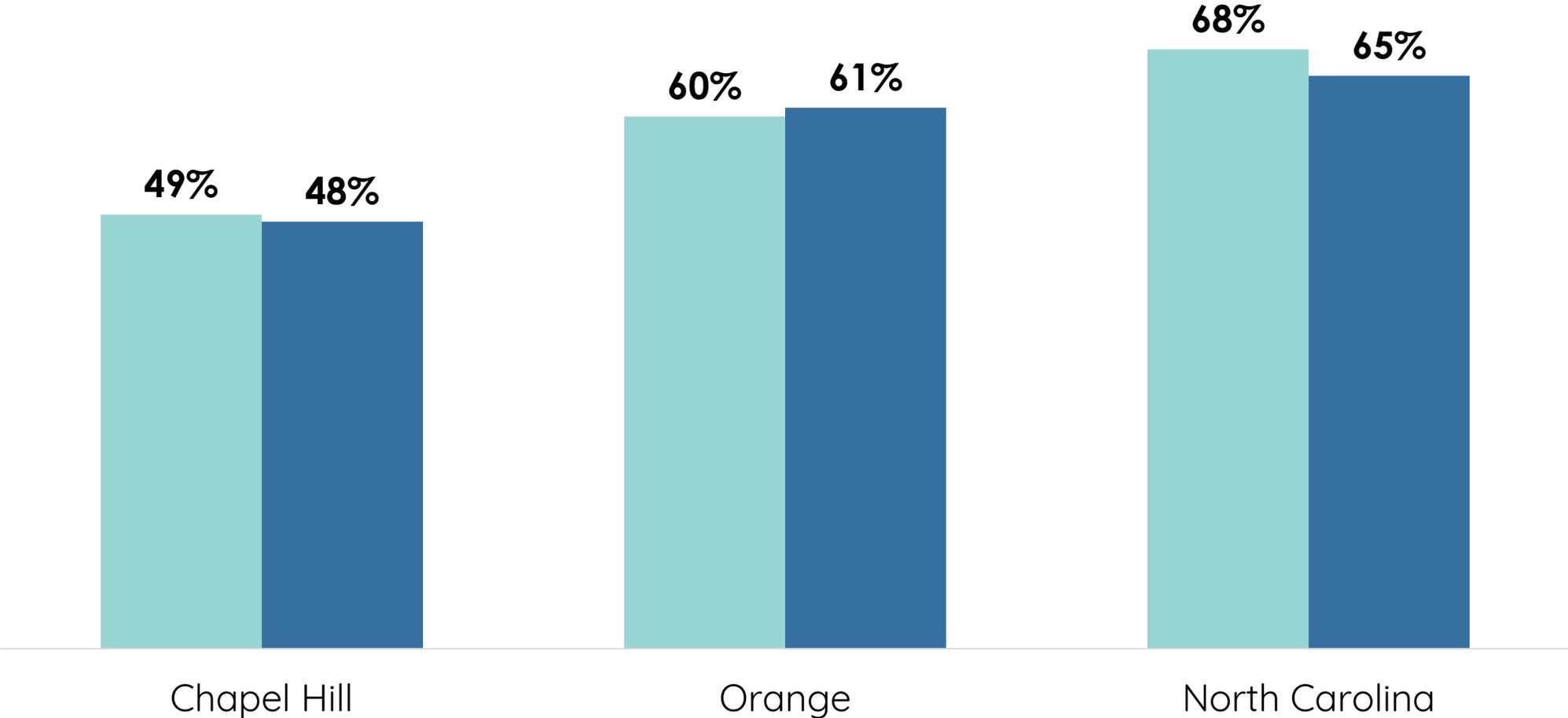
# 1985

Median year housing structures  
were built in Chapel Hill

# Low levels of home ownership in Chapel Hill

Share of owner-occupied housing, 2011 vs. 2016

■ 2011 ■ 2016



Data Source: U.S. Census Bureau 2011 and 2016 5-Year ACS

# Over 1 in 3

Chapel Hill homeowners were  
“free and clear” of mortgage debt in 2016

**Commuting**

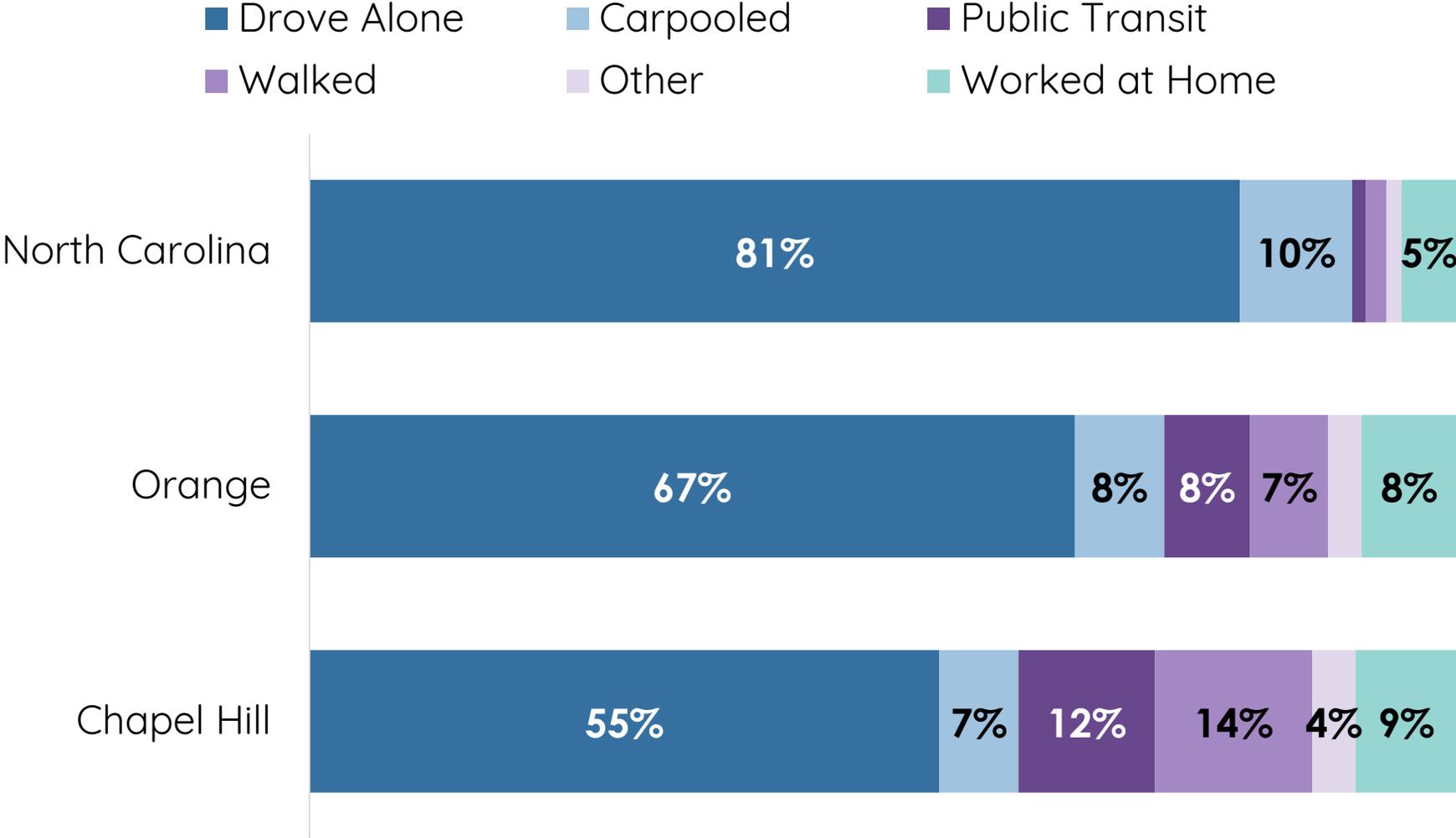
19.8

vs. 24.1 statewide

average one-way  
commute time, in minutes

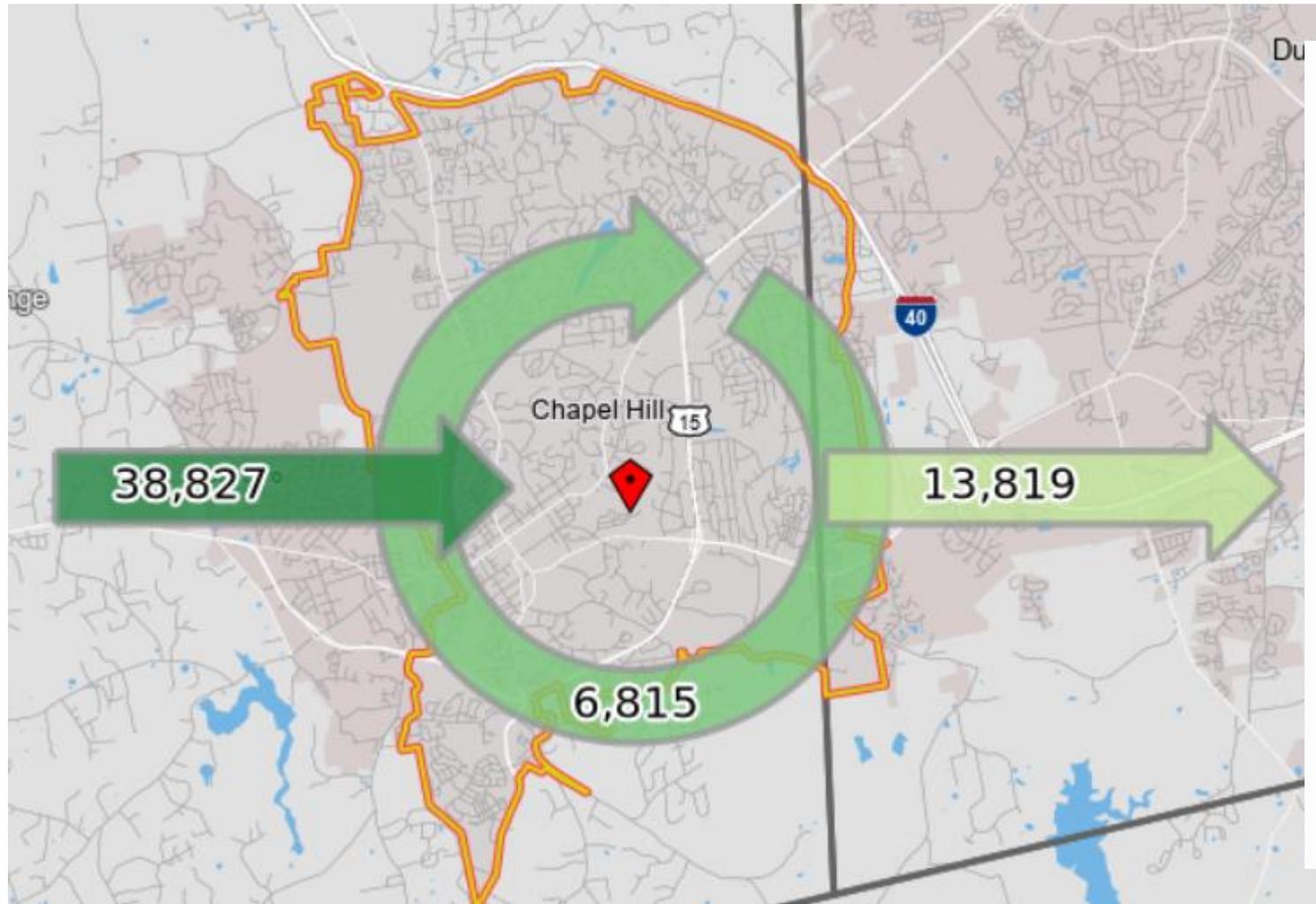
# Town workers more likely to walk, use transit, work at home

Means of transportation to work, Chapel Hill vs. Orange and NC, 2016



Data Source: U.S. Census Bureau 2016 5-Year ACS; values less than 3% not labeled

# Large inflows & outflows of workers



Inflow/Outflow Job Counts in 2015



Data Source: U.S. Census Bureau LODES

# Daytime Population (2015)

**59,117** residents

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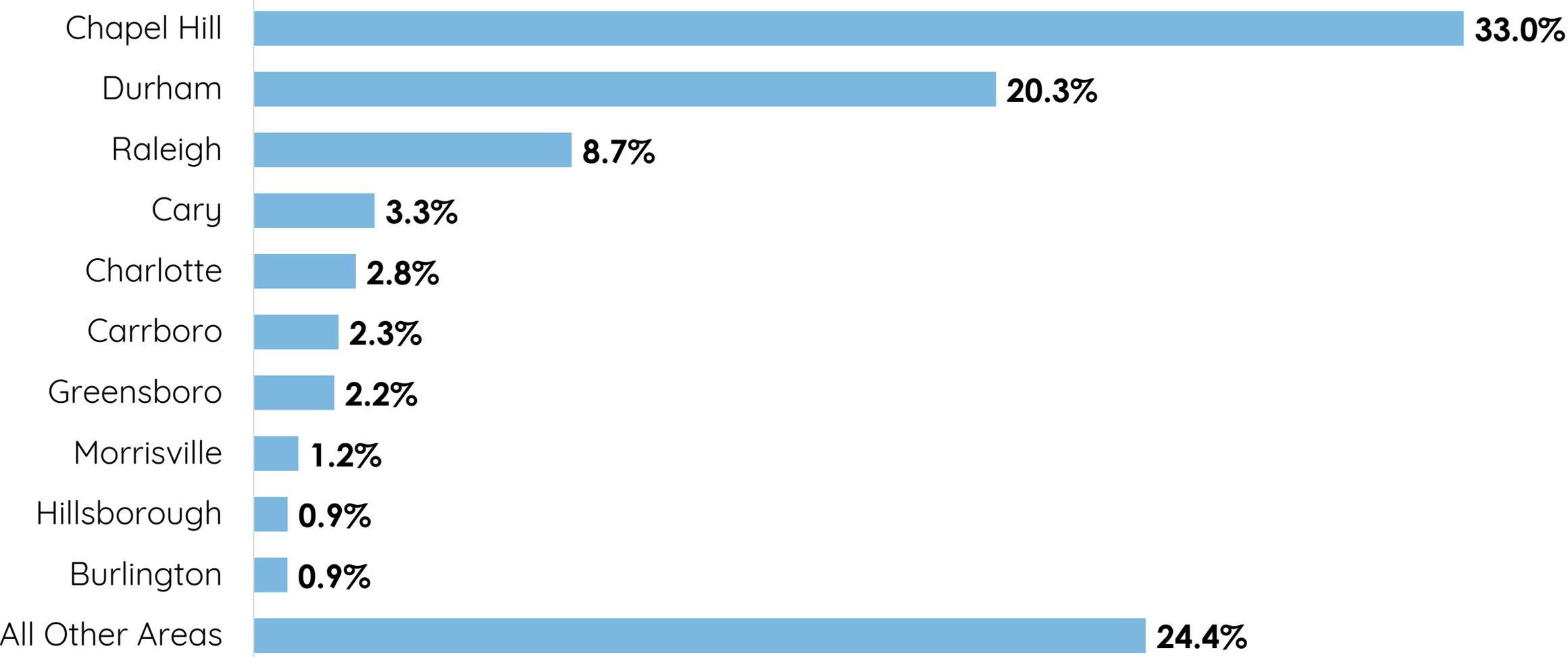
+ **38,227** in-commuters

- **13,410** out-commuters

= **83,934** daytime population  
(42% increase)

# Where Chapel Hill residents work

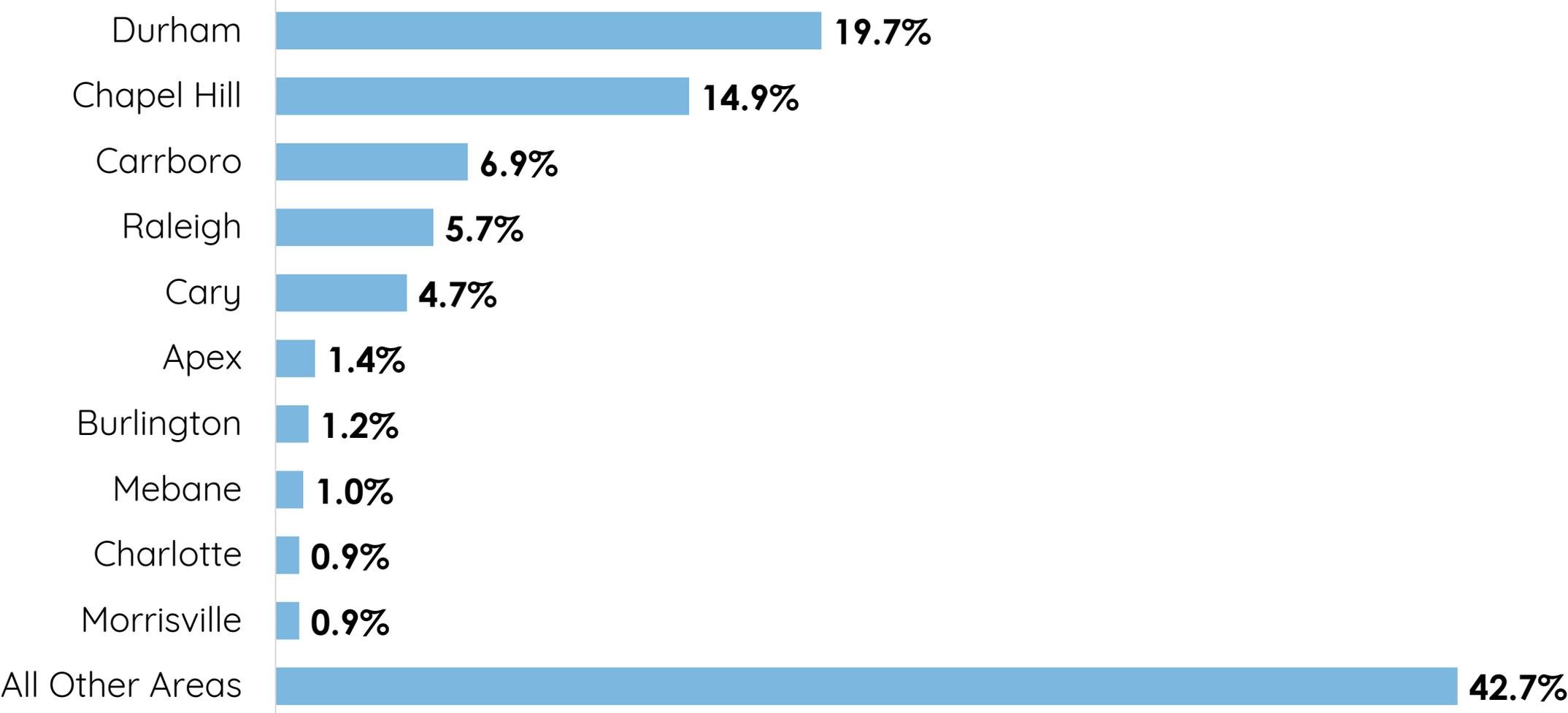
Top 10 places of work for Chapel Hill residents, 2015



Data Source: U.S. Census Bureau LODES

# Where Chapel Hill workers live

Top 10 places of residence for Chapel Hill workers, 2015



Data Source: U.S. Census Bureau LODES

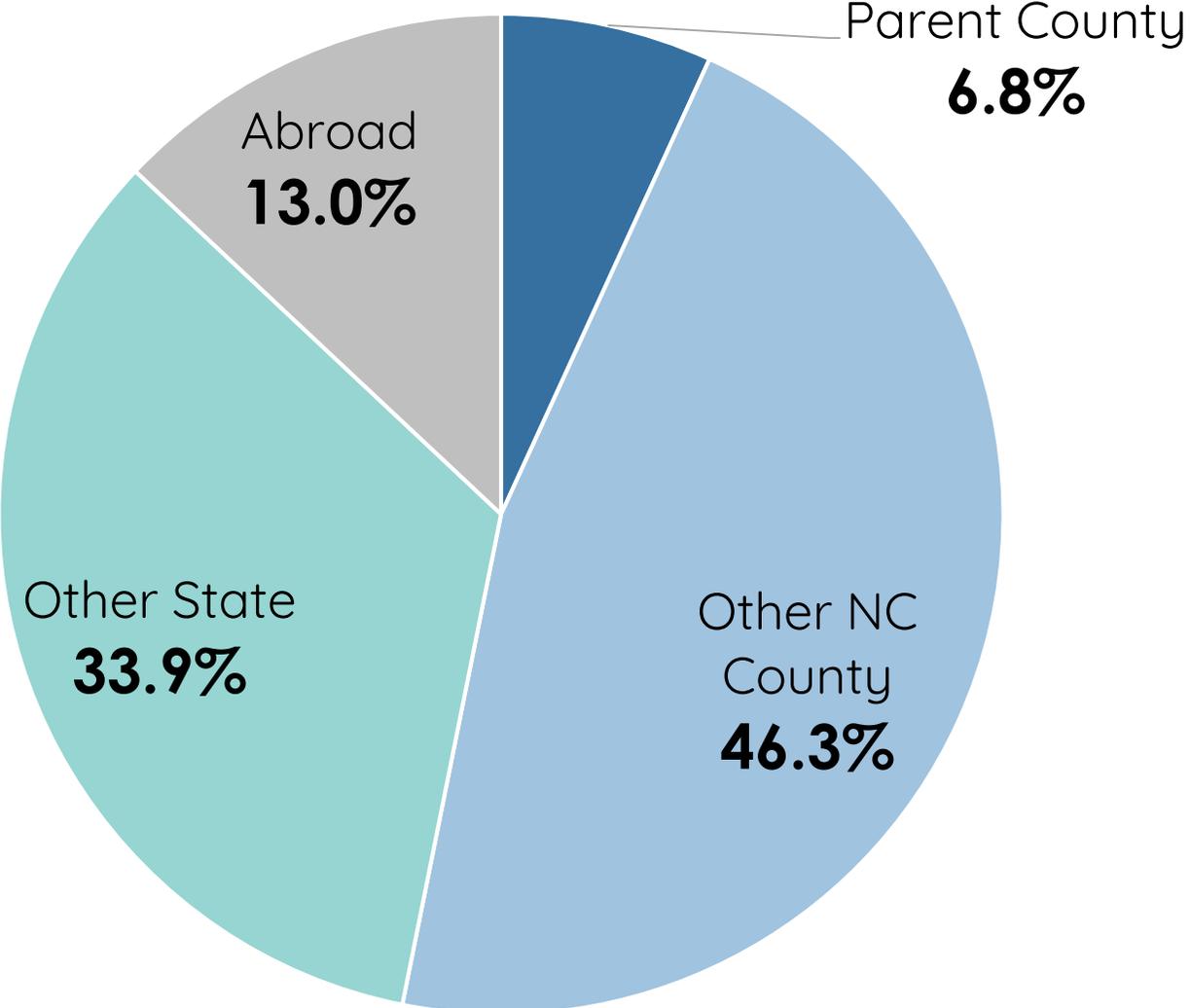
# 22%

versus 0.6% average annual growth rate

average share of Town  
residents who moved into  
town in last 12 months

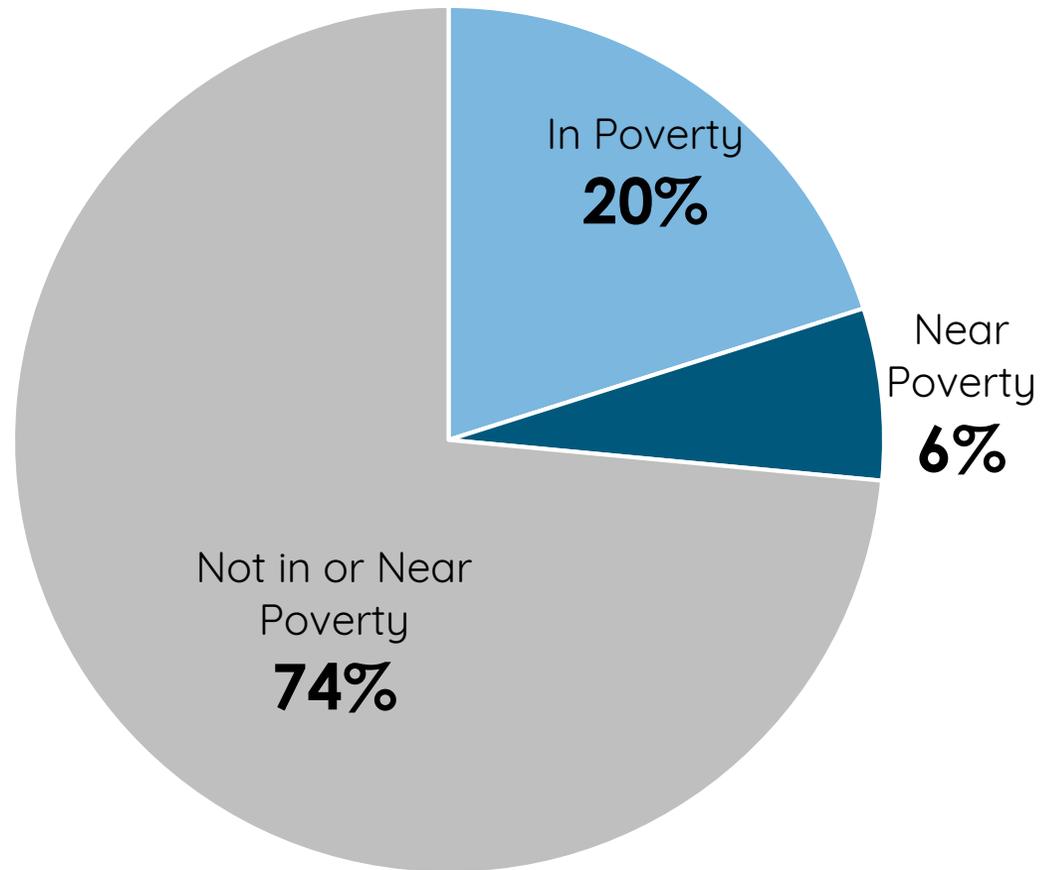
# New residents arrive from many places

Previous residence of in-migrants to Chapel Hill in past year, 2016



Data Source: U.S. Census Bureau 2016 5-Year ACS

## Share of Chapel Hill's population living in or near poverty, 2016



## Share of Chapel Hill's population collecting SNAP benefits in the past 12 months, 2016

**5.3%**

**What does this  
mean for you?**

# Contact

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