

Income

- The majority of households in the UC Trade Area north of I-85 earn \$50,000+ and the average household income is significantly higher than University City at \$70,453.
- The average household income within the 30-minute drive time that includes neighborhoods at Lake Norman and South of Center City is \$78,601.
- University City has a concentrated density of households earning below \$50,000 in areas flanking I-85 and North Tryon St. The majority of households earn less than \$50,000 annually, though the average is slightly higher at \$53,215.
- University City is surrounded by higher income residents, although household income levels within the area are below average. Household incomes are increasing faster within the UCP Trade Area faster than most of the surrounding areas, with increases of 9% + projected for the area surrounding the UNCC between North Tryon and University City Boulevard and North of I-85 and Harris Boulevard.
- Income levels are forecast to increase 9% or greater in University City between North Tryon and University City Blvd, and also north of I-85 and Harris Blvd.

By the Numbers

University City

- **\$53,215** - Average HH Income
- **\$44,753** - Median HH Income
- **41.1%** - HHs Earning Greater than \$50,000
- **22.3%** - Greatest concentration of residents earn between \$35,000 and \$50,000

University Trade Area

- **\$70,453** - Average HH Income
- **\$63,188** - Median HH Income
- **58.9%** - HHs Earning Greater than \$50,000
- **20.9%** - Greatest percentage of residents earn between \$50,000 and \$75,000

Ethnicity

University City has the greatest concentration of Asian residents of any area in Charlotte 14.4%. There are less Hispanic and Black residents than the surrounding UCP Trade Area. The majority of residents in both University City (56.4%) and the UCP Trade area (52.4%) are nonwhite, while the majority of residents within a 30 mile drive time are white, 62%.

