

GROWTH & DEVELOPMENT TRENDS

MARCH 2026

FROM THE DIRECTOR

Since much of the census data we rely on for this report was late this year, as we finished preparing it spring was starting to bloom across Greensboro. Despite the crazy changes in temperature and the pollen, spring is a great reminder that Greensboro is a beautiful place to be, and the flowers, tree buds, and other new growth is a reminder that summer is just around the corner.

The data in this report tells us that the City is continuing to grow as well, and we are preparing for even greater change and growth as new jobs bring more people to our city. The “Road to 10,000” initiative is underway, and we are looking for a variety of ways to make sure we have the capacity to comfortably accommodate new neighbors. New housing will improve our tax base and help reduce the cost to current residents, will help bring private investment to areas that need it, and will help pay for the parks, services, sidewalks, and other that we need as a city.

New investment also allows us to address problems from some of the older patterns of development, like concentrated poverty, neighborhoods without a variety of transportation options, and areas without sufficient retail. We can add housing and community in areas that need it, like older commercial corridors, mixed-use walkable areas, and around campuses at a scale that makes sense for those areas and is a benefit to the City. We can provide housing options at a variety of price points across the City; we know that more people want to live in walkable, bikeable neighborhoods than we currently have.

With careful thought and planning the new investment we need does not mean wholesale change to the places that we already value. It does mean we can create new places, strengthen all of our neighborhoods, and create opportunity for all of our residents.

Planning for the best,
Russ Clegg, AICP
Interim Planning Director

INSIDE

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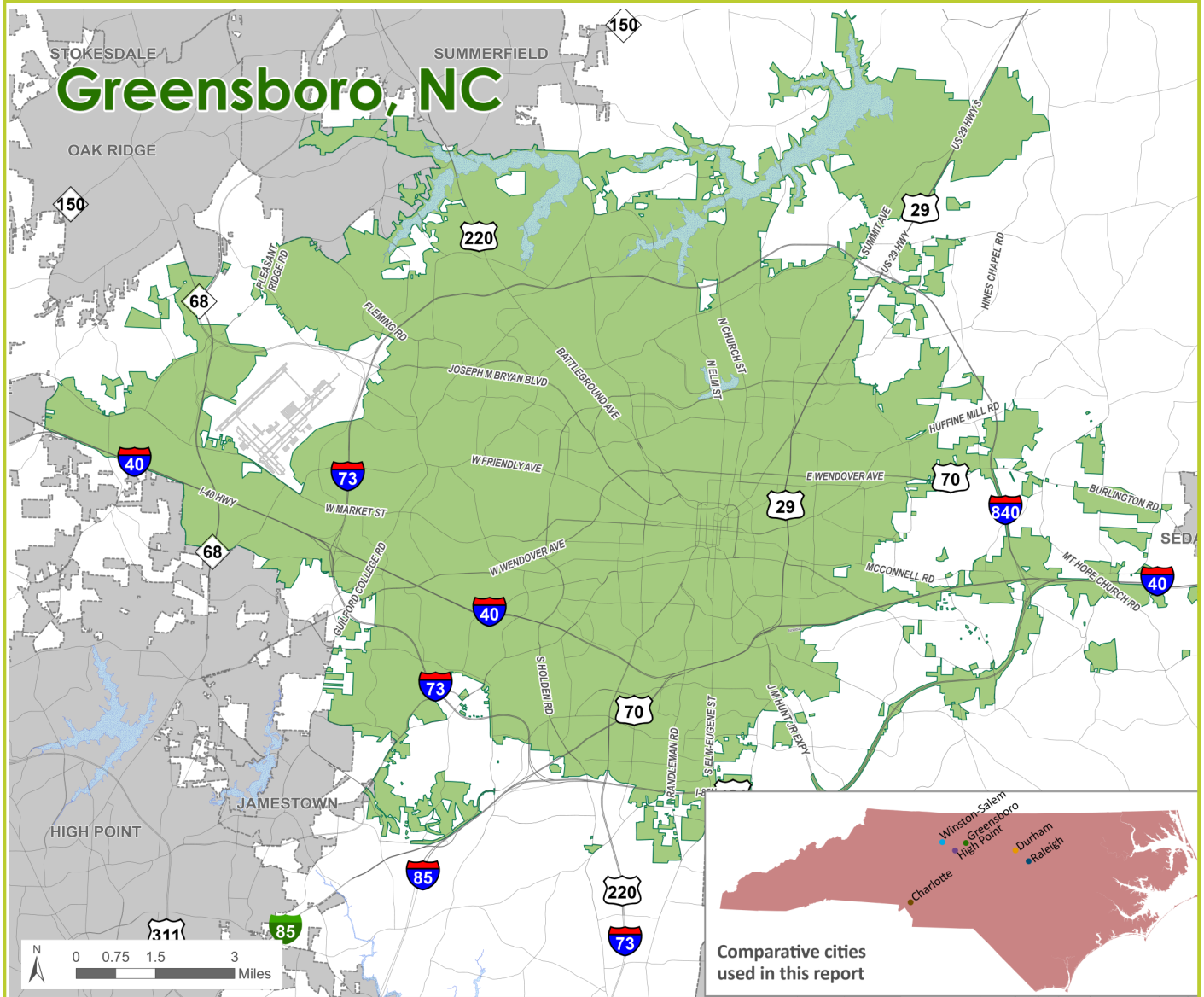


Planning Department

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Promoting Quality Growth Throughout Greensboro

about this report



This report examines trends and changes in Greensboro according to several key demographic and development variables. It also analyzes these variables against several comparative cities (Winston-Salem, High Point, Durham, Raleigh, and Charlotte) as well as state and nationwide data.

Information is sourced from a variety of federal, state, and local datasets, including:

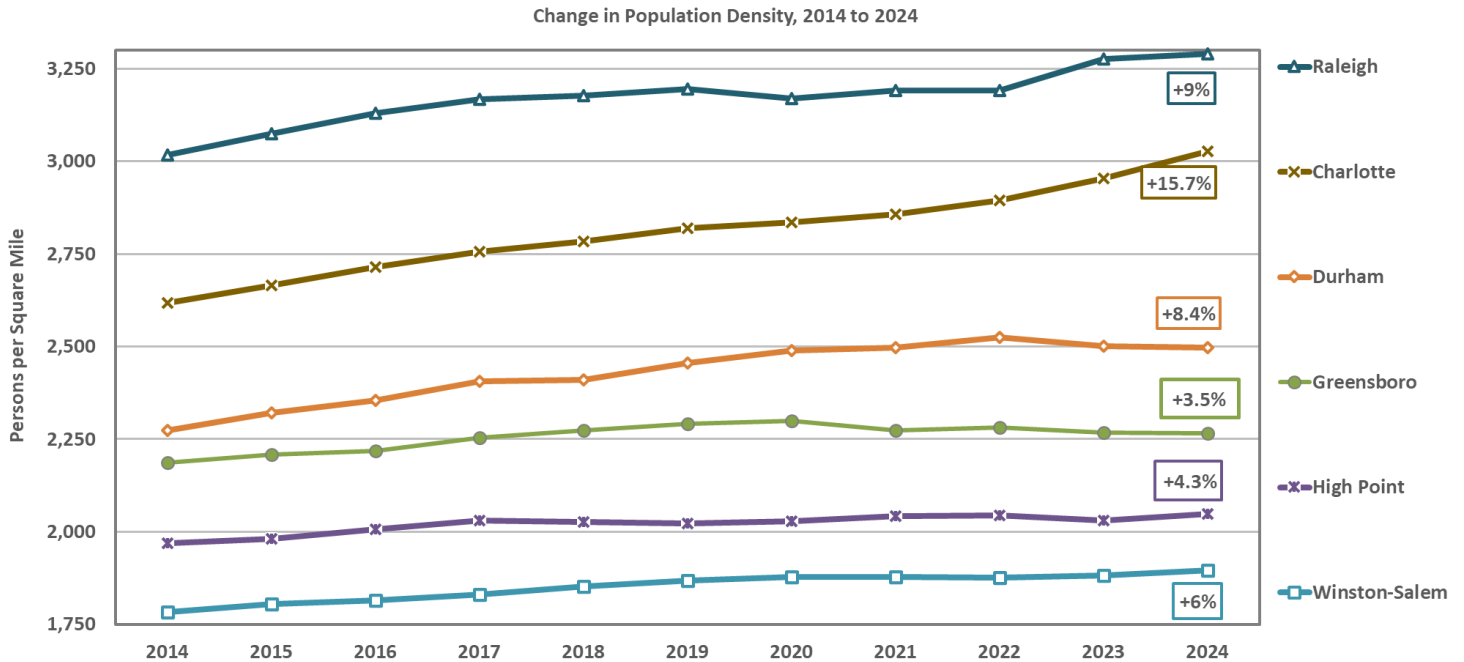
- US Census Bureau, American Community Survey (2023 5-Year Estimates) & Population Estimates
- Bureau of Labor Statistics
- NC Office of State Budget and Management
- NC Department of Public Instruction
- NC Department of Health and Human Services
- Comprehensive Annual Financial Reports from Municipalities
- City of Greensboro Planning and Engineering and Inspections Departments

Greensboro-specific data is used when available. Visit our [Population and Statistics Web page](#) to learn more.

density & tax base

POPULATION DENSITY: PERSONS PER SQUARE MILE

Sources: NC Office of State Budget and Management, Municipal Growth Estimates and US Census Bureau, Population Estimates



Population density increased across all six cities between 2014 and 2024, reflecting steady growth in urbanization. Charlotte experienced the largest increase (+15.7%), indicating rapid expansion and rising development intensity compared to its peers. Raleigh remains the most densely populated city throughout the period, with consistent growth of about 9%. In contrast, Greensboro and other Triad cities show relatively modest gains, suggesting slower population growth and less pressure on land use.

TAX VALUE PER ACRE

Sources: Individual Municipality Comprehensive Annual Financial Reports (CAFR), NC Office of State Budget and Management

City	Total Taxable Assessed Value			Assessed Value per Acre		
	FY 2023	FY 2024	% Change	FY 2023	FY 2024	% Change
Charlotte	\$154,420,883,000	\$219,696,319,000	42.27%	\$774,879	\$1,101,654	42.17%
Durham	\$40,250,580,661	\$41,858,618,192	4.00%	\$529,894	\$545,489	2.94%
Greensboro	\$38,549,202,027	\$39,117,436,490	1.47%	\$449,042	\$454,431	1.20%
High Point	\$13,069,499,661	\$13,479,622,996	3.14%	\$355,700	\$366,932	3.16%
Raleigh	\$79,621,497,000	\$82,381,155,000	3.47%	\$829,850	\$847,403	2.12%
Winston-Salem	\$27,032,608,000	\$27,749,365,000	2.65%	\$316,192	\$324,296	2.56%

Total taxable assessed value is a key indicator of a municipality's revenue capacity, as it reflects the size of the property tax base. Between FY 2023 and FY 2024, most cities experienced modest growth in assessed values, generally ranging from 1% to 4%, consistent with typical market appreciation and incremental development. Charlotte stands out with a 42.7% increase in both total assessed value and value per acre. This sharp rise is primarily due to Mecklenburg County's property revaluation, which updates property values to align with current market conditions.

As seen in years past, municipalities in the Triad continue to have the lowest assessed value per acre. Looking at value on a per-acre basis provides a more accurate measure of land use intensity and development patterns across cities. These figures are based on 2024 land area data to ensure consistency and reflect the most current available information and do not reflect the most recent Guilford County valuations.

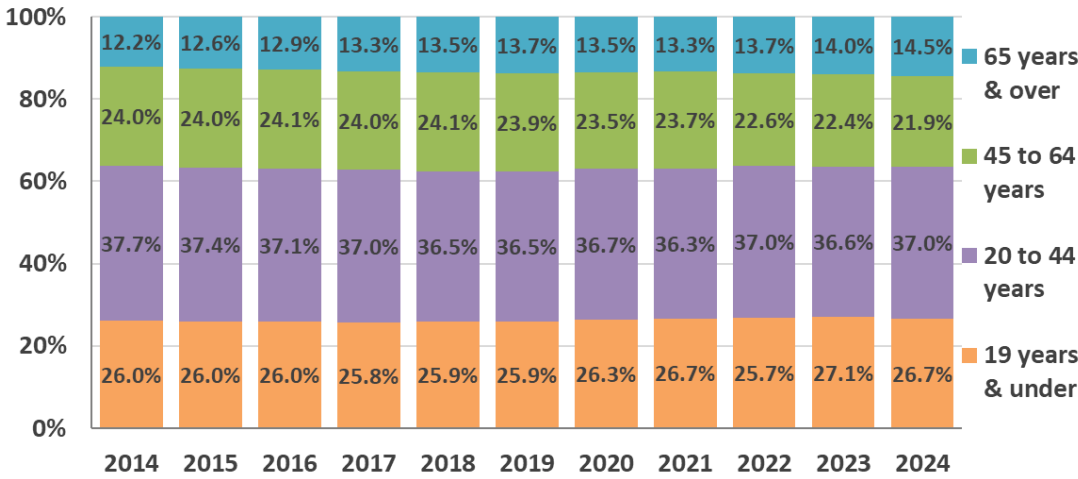
County	Year of Latest Reappraisal
Mecklenburg	2023
Durham	2019
Guilford*	2022
Wake	2024
Forsyth	2021

*Recently published reappraisal values will be used for the FY 2027 tax bills.

city trends

AGE (2014-2024)

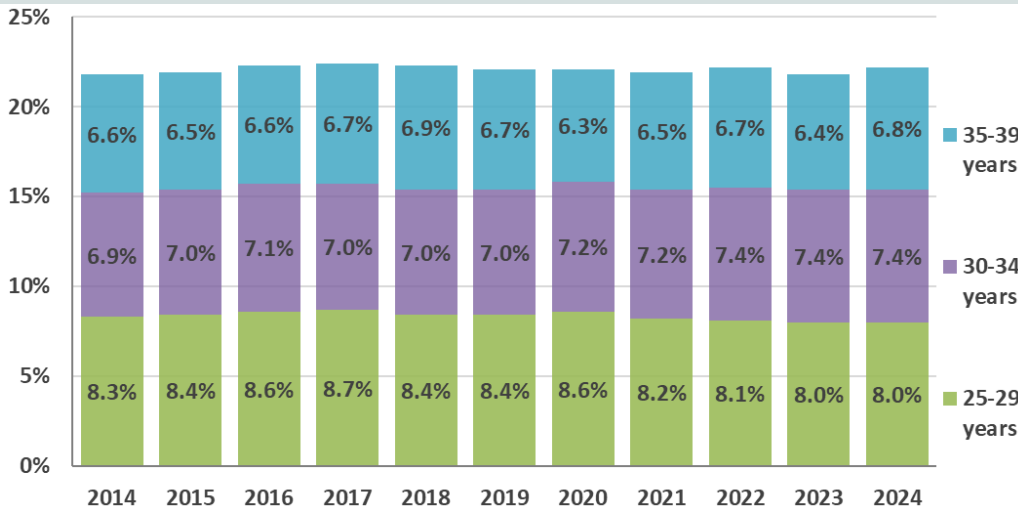
Source: US Census Bureau, American Community Survey 5-Year Estimates



Over the past decade, the share of residents aged 65 and over has steadily increased, while the 45–64 group has gradually declined. The 20–44 population has remained relatively stable, with only minor fluctuations, while the percentage of individuals aged 19 and under has shown a slight rise in recent years. These shifts point to a growing older adult population and a shrinking middle-aged cohort, trends that may influence future planning for services, housing, and workforce needs.

MILLENNIALS (2014-2024)

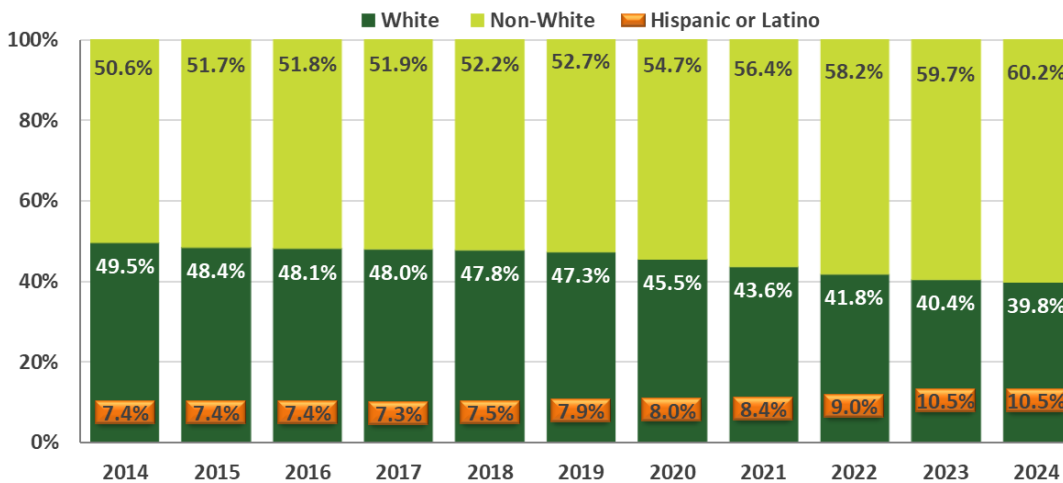
Source: US Census Bureau, American Community Survey 5-Year Estimates



Between 2014 and 2024, the 25–29 age group consistently held the largest share, peaking at 8.7% in 2017 before gradually declining to 8.0% by 2024. The 30–34 group showed modest growth, rising from 6.9% in 2014 to 7.4% in recent years. The 35–39 group fluctuated slightly, starting at 6.6%, dipping to 6.3% in 2020, and ending at 6.8% in 2024. Overall, age distribution remained relatively stable, with minor shifts across the decade.

RACE AND ETHNICITY (2024)

Source: US Census Bureau, American Community Survey 5-Year Estimates

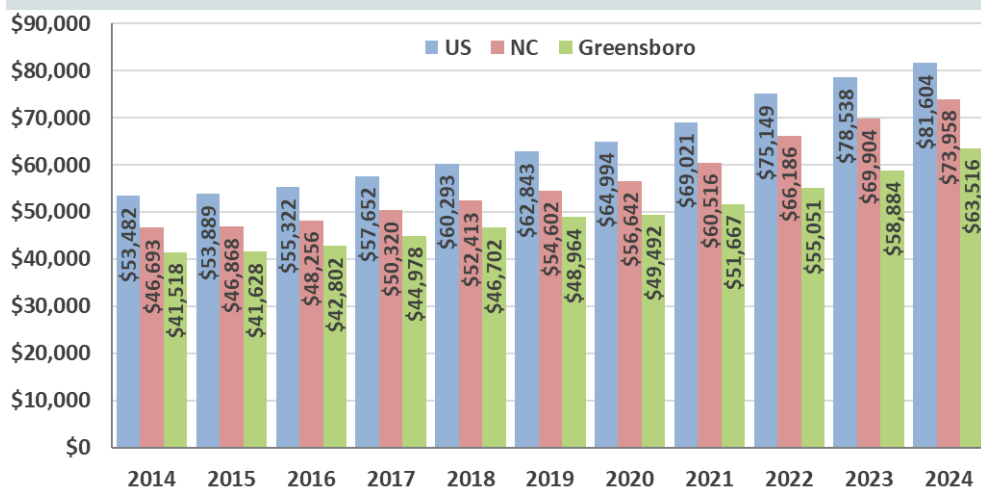


The chart shows a steady demographic shift from 2014 to 2024. The percentage of White individuals declines each year, dropping from just under half the population to below 40 percent by 2024. Over the same period, the Non-White population grows consistently, surpassing 60 percent by the end of the decade. The Hispanic or Latino share also rises gradually, increasing from about 7 percent to more than 10 percent. Overall, the population becomes increasingly diverse across the ten-year span.

city trends

MEDIAN HOUSEHOLD INCOME (2024)

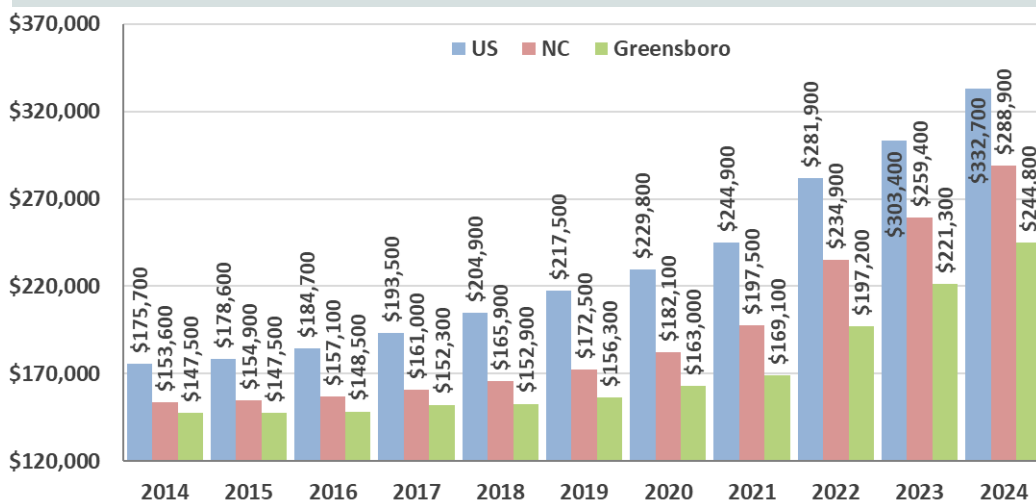
Source: US Census Bureau, American Community Survey 5-Year Estimates



From 2014 to 2024, median household income rose steadily across all three regions—Greensboro, North Carolina, and the United States. The national median consistently led the pack, climbing from \$53,482 to \$81,604. North Carolina followed a similar upward path, increasing from \$46,693 to \$73,958. Greensboro, while starting lower at \$41,518, showed dramatic growth, reaching \$63,516 in 2024. This suggests significant economic gains for Greensboro over the decade.

MEDIAN VALUE OF OWNER-OCCUPIED HOUSING (2024)

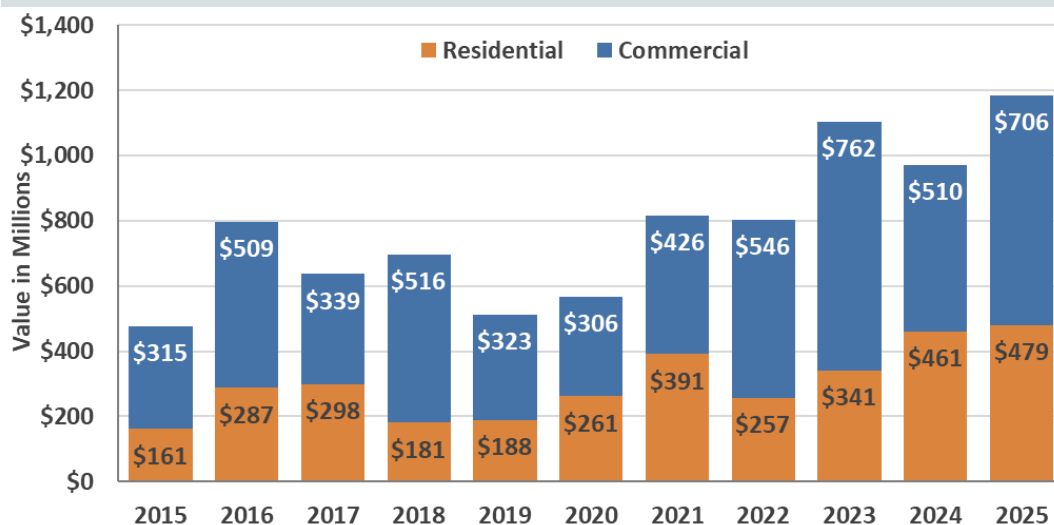
Source: US Census Bureau, American Community Survey 5-Year Estimates



Median home values rose steadily across all three geographies from 2014 to 2024, but at different speeds. National values climbed the fastest overall, increasing from about \$176K to \$332K. North Carolina followed a similar upward trajectory, rising from roughly \$147K to \$321K. Greensboro started lower than both but showed strong, consistent growth, moving from \$145K to nearly \$269K by 2024. Greensboro's home values experienced a decade of solid appreciation and remains more affordable than national or state values.

VALUE OF CONSTRUCTION (2025)

Source: City of Greensboro Engineering and Inspections

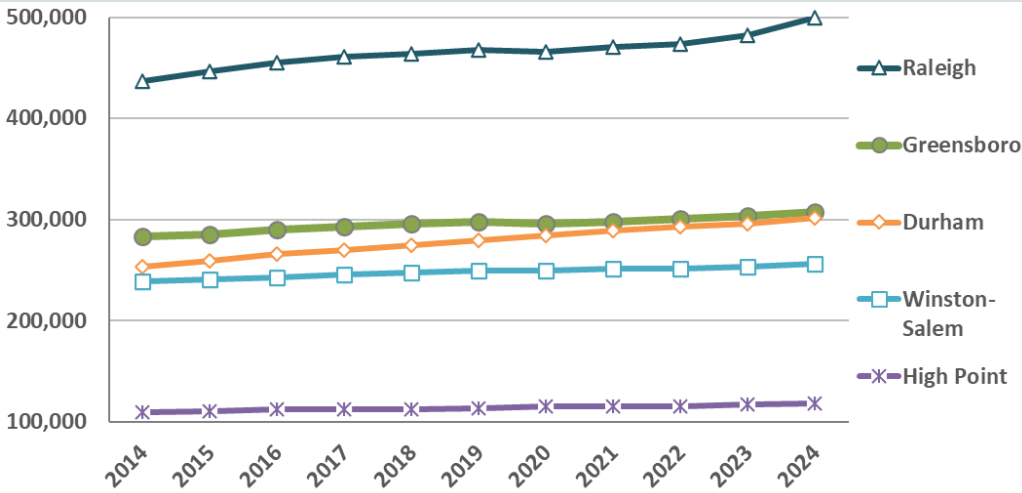


The chart shows a decade of steady growth in both residential and commercial values, but with noticeable swings year to year. Commercial activity generally dominates, reaching especially high peaks in 2016, 2018, and a dramatic jump in 2023. Residential values rise more gradually, with a few standout years. By the end of the period, both sectors are trending upward, with 2025 showing the strongest combined total in the series at \$1.185 billion in value.

comparisons

POPULATION CHANGE (2014-2024)

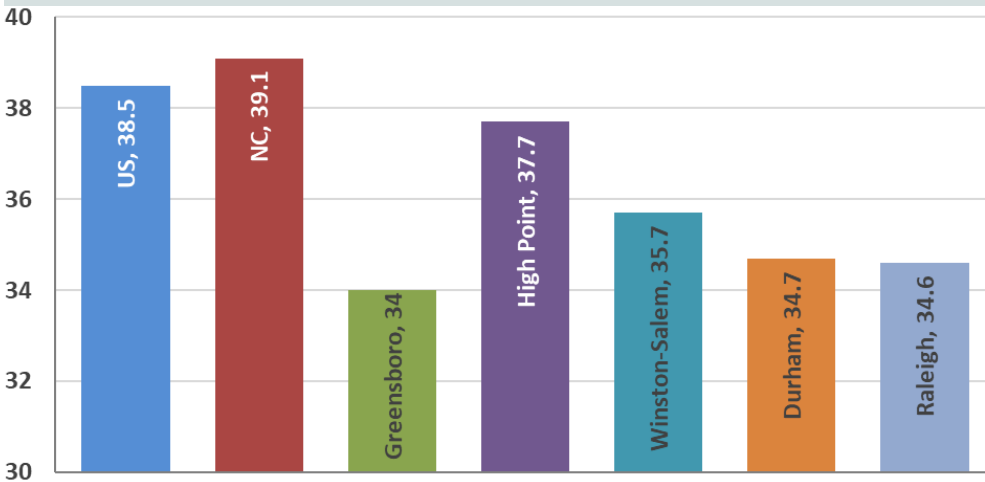
Source: US Census Bureau, Population Estimates



Greensboro maintained the second-highest population among the five cities throughout the entire ten-year period. The city experienced consistent, steady growth, starting at approximately 283,000 in 2014 and reaching over 308,000 by 2024. While its growth remained stable, the gap between Greensboro and Durham narrowed significantly as Durham's population increased at a faster rate.

MEDIAN AGE (2024)

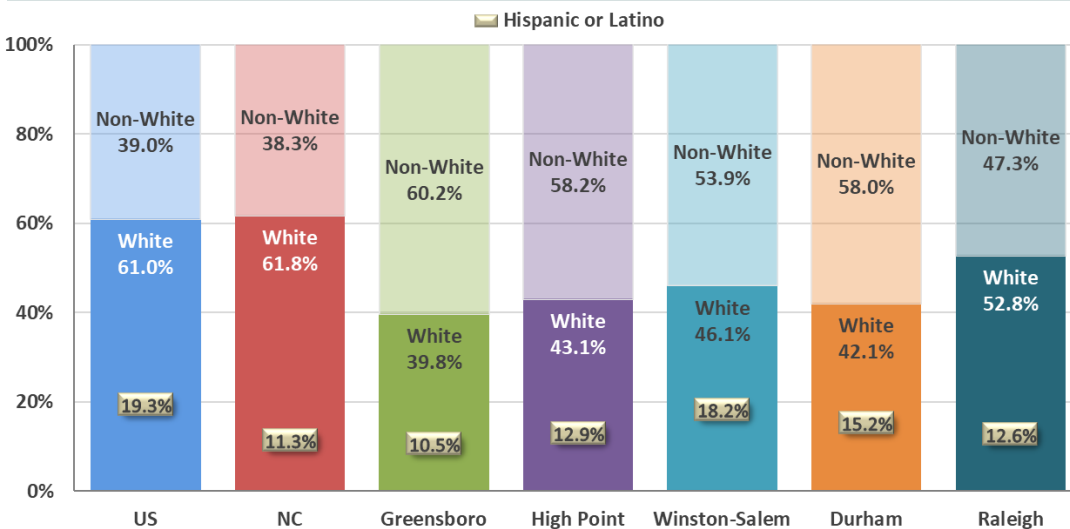
Source: US Census Bureau, American Community Survey 5-Year Estimates



The chart shows that average age varies noticeably across the regions, with North Carolina as a whole skewing slightly older at 39.1. The U.S. average sits just below that at 38.5. Among the cities, Greensboro has the youngest average age at 34, closely followed by Raleigh and Durham in the mid 34 range. High Point and Winston-Salem trend older, landing in the upper 30s. Overall, the Triad and Triangle cities lean younger than the state and national averages.

RACE AND ETHNICITY (2024)

Source: US Census Bureau, American Community Survey 5-Year Estimates



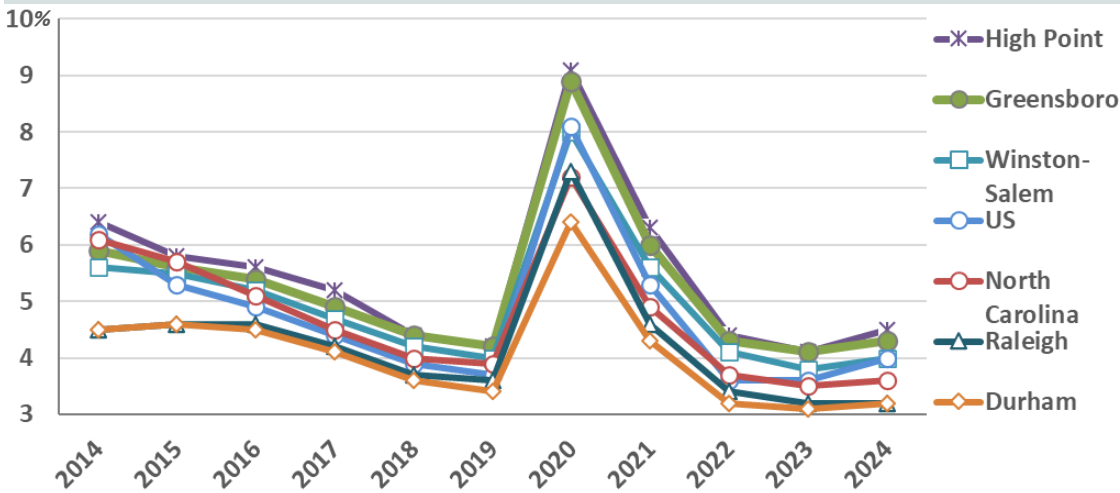
Greensboro maintains a higher level of racial diversity than the state, the U.S., and all other comparison cities in the state, with a non-white population of 60.2%.

The proportion of Greensboro's population identifying as Hispanic or Latino is 10.5%, which is lower than the corresponding figures for the state, nation, and comparable cities within the state.

comparisons

UNEMPLOYMENT RATE (2014-2024)

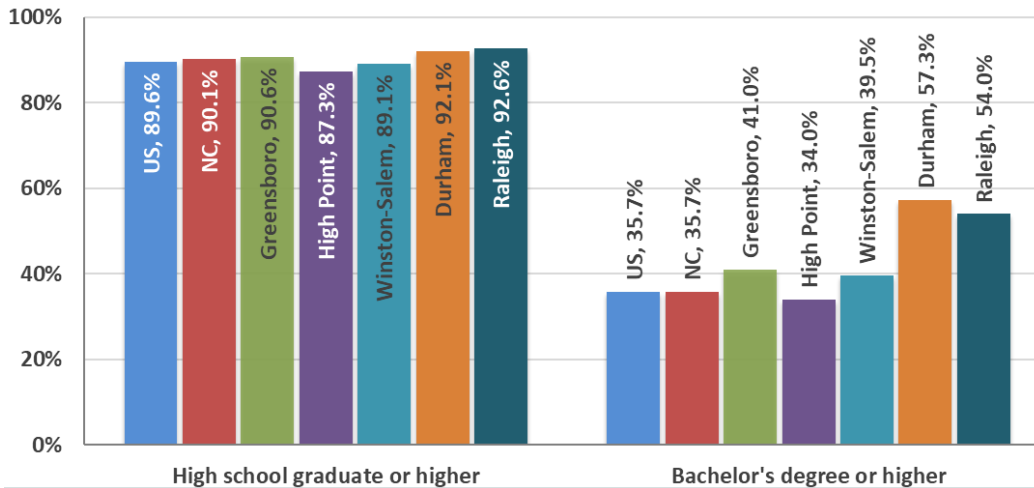
Source: Bureau of Labor Statistics



All locations show a steady decrease from 2014, culminating in a sharp peak in 2020, with High Point, Greensboro, and Winston-Salem reaching the highest values. After 2020, every line drops quickly and levels off by 2022, followed by only slight increases through 2024. Durham remains consistently lowest across the entire period, while the U.S. and North Carolina averages track in the mid-range with the same overall pattern.

EDUCATIONAL ATTAINMENT (2024)

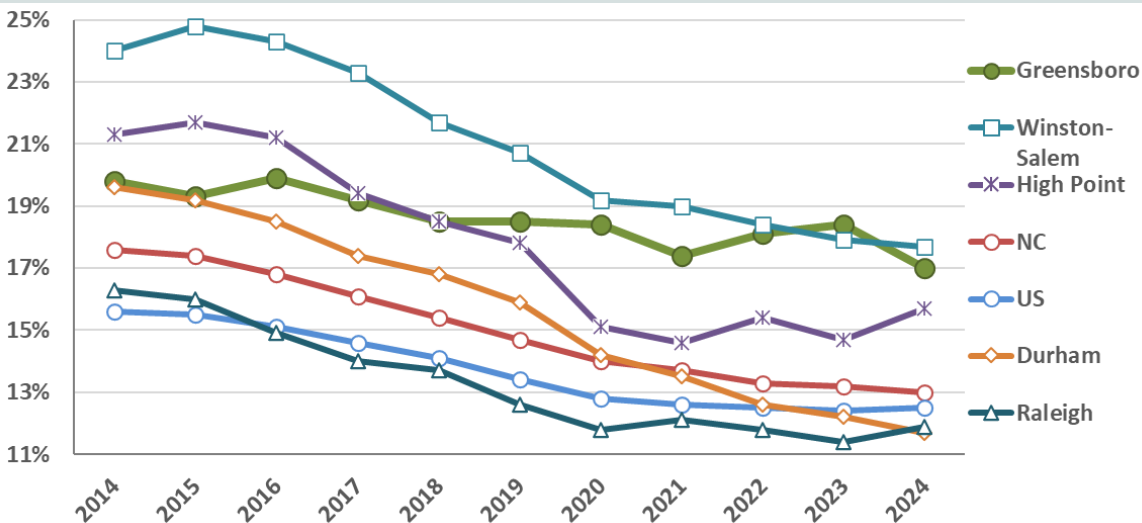
Source: US Census Bureau, American Community Survey 5-Year Estimates



In 2024, Greensboro surpassed national and state averages for higher education, with Greensboro reaching a 41.0% bachelor's attainment rate. While Greensboro's high school graduation rate (90.6%) slightly leads the national and state averages, High Point and Winston-Salem fall just behind. Despite these gains, both cities still trail Durham and Raleigh, where over half of residents hold at least a bachelor's degree.

POVERTY RATE (2014-2024)

Source: US Census Bureau, American Community Survey 5-Year Estimates

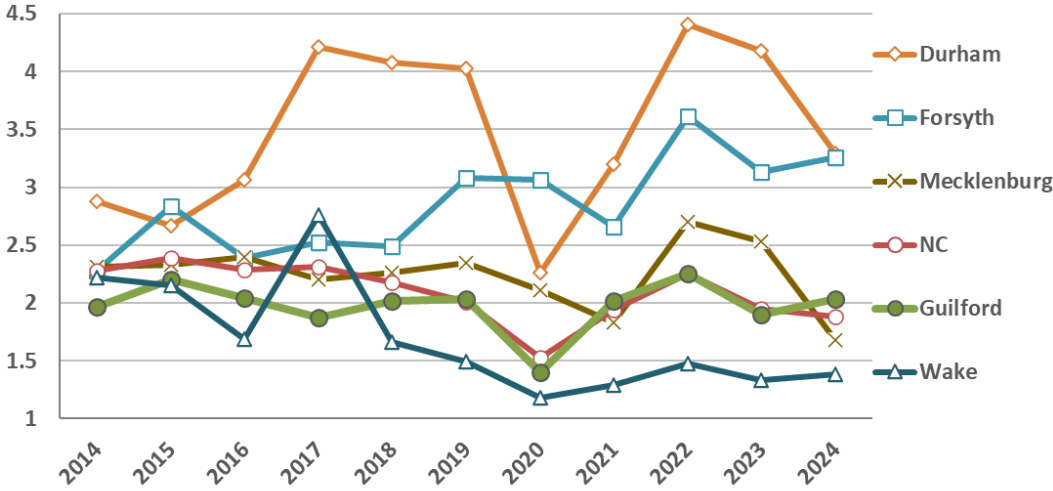


Greensboro's poverty rate remains relatively stable from 2014 to 2024, showing only modest year-to-year movement compared with the sharper declines seen in nearby cities. While all comparison areas trend downward over the decade, Greensboro trends downward at a slower rate.

comparisons

HIGH SCHOOL DROPOUT RATE (2024)

Source: NC Department of Public Instruction, Consolidated Data Report

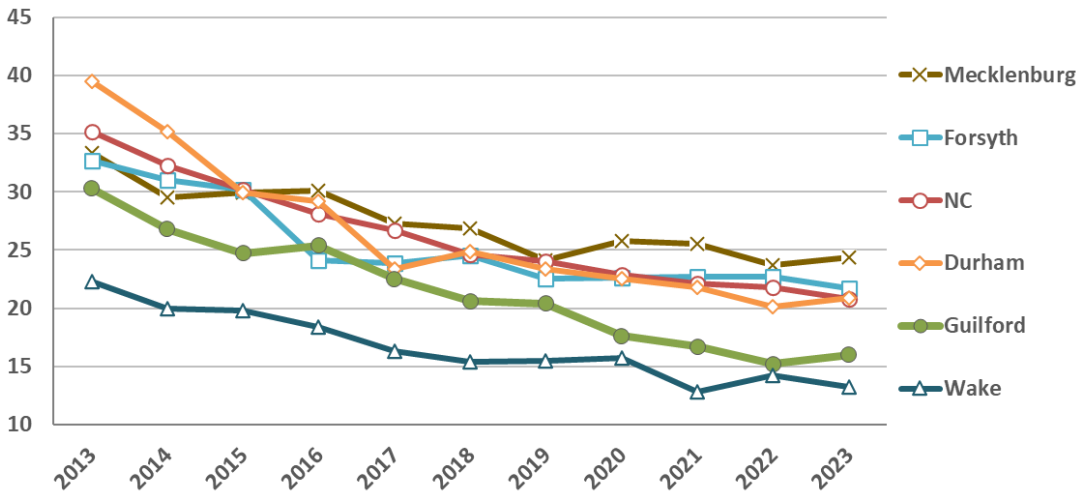


During the 2023-24 school year, Guilford County Schools reported a dropout rate (2.03) higher than the statewide rate of 1.88 and remaining below other comparison counties. This rate is determined by measuring dropout events per every 100 high school students.

Note: Special caution should be taken when comparing data from the 2019-20 and 2020-21 school years as a result of the COVID-19 pandemic and its impacts.

TEEN PREGNANCY RATE (2023)

Source: NC Department of Health and Human Services, Resident Pregnancy Rates

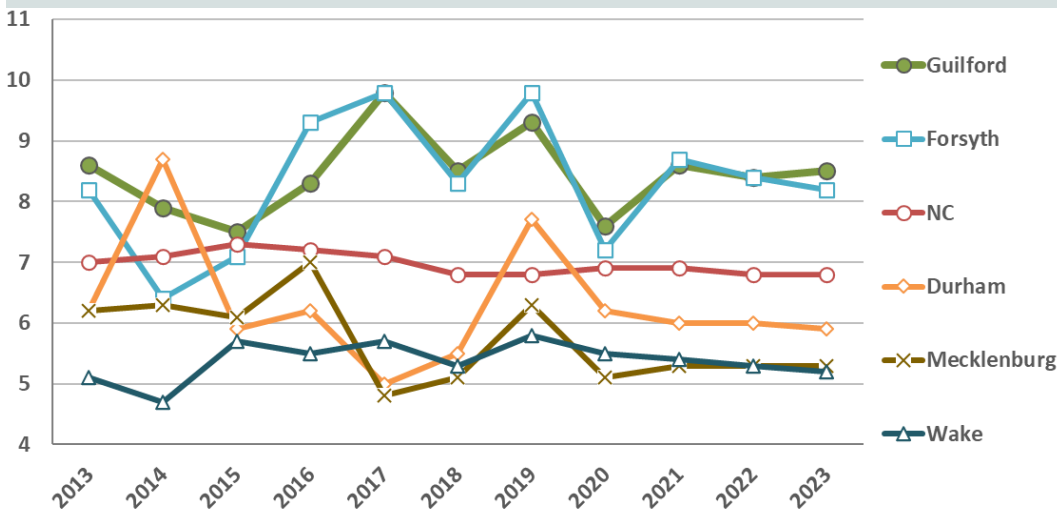


In Guilford County, the rate of teen pregnancies is 16 per 1,000, down 55% since the start of the decade. Over the past decade, the state and other comparison counties have seen a marked decrease in teen pregnancies. Teen pregnancy rate is the number of pregnancies per 1,000 women ages 15-19.

As with many other measures of health outcomes, teen pregnancy rates in Guilford County display significant disparities based on race and ethnicity.

INFANT MORTALITY RATE (2023)

Source: NC Department of Health and Human Services, Infant Mortality Report



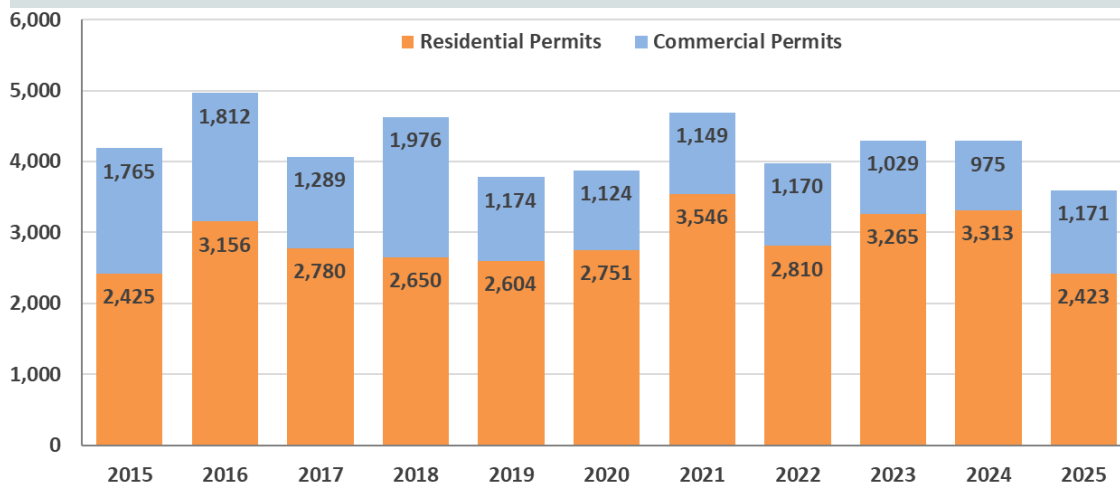
There are no discernable trends across the past decade despite a relative stabilization since 2020 among some comparison counties. In Guilford County, the current infant mortality rate is 8.5 per 1,000 births.

As with many other measures of health outcomes, infant mortality rates in Guilford County display significant disparities based on race and ethnicity.

growth and development

DEVELOPMENT PERMITS (2025)

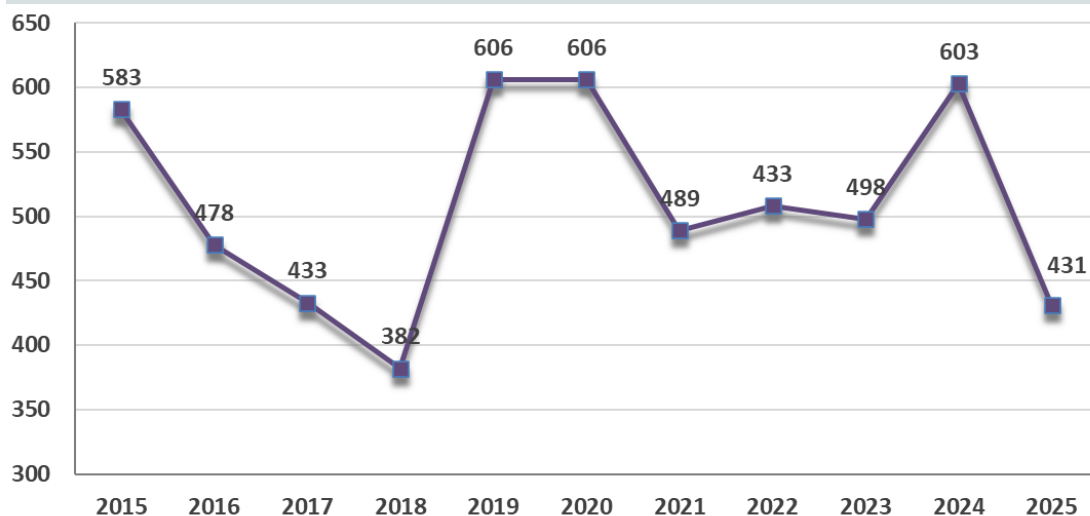
Source: City of Greensboro Engineering and Inspections



The total number of building permits issued in 2025 (3,594) is lower than the amount issued in 2024 (4,288). However, in spite of the decrease in amount of permits issued, Greensboro continues to see investment in both residential and commercial construction.

TRC REVIEWS (2025)

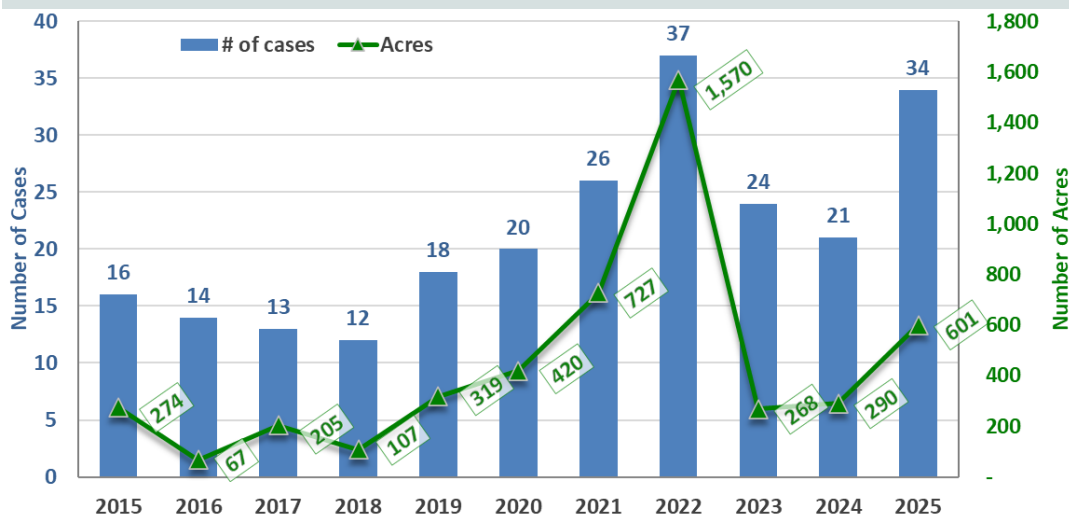
Source: City of Greensboro Planning Department



The Technical Review Committee (TRC) oversees the preparation of plans before development occurs, reviewing subdivisions and site plans for compliance with state and local requirements. In the last three years there have been an average 536 reviews annually. In 2025, the TRC received 431 reviews, dropping 172 reviews from a near a high of 603 in 2024.

ANNEXATION (2025)

Source: City of Greensboro Planning Department, Annual Boundary and Annexation Survey



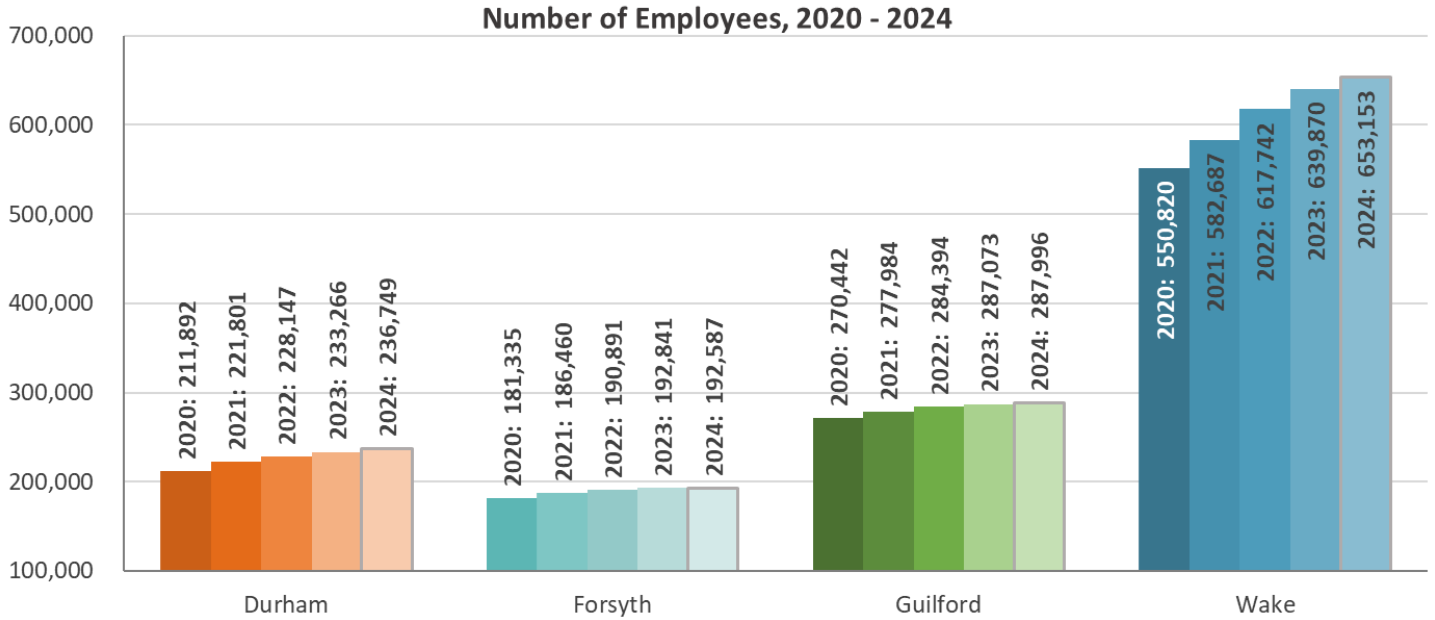
Through annexation, the city expanded by 601 acres and is currently 140.8 square miles.

Additional details on recent annexations will be available in the Planning Department's "Growing Greensboro" report, which will be available [here](#) in April 2026.

workforce

WORKFORCE

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages



Guilford County's employment data from 2020 to 2024 shows a steady and consistent upward trajectory. The county's workforce grew by approximately 6.5% over the five-year period, increasing to 287,996 in 2024. The county's workforce experienced modest growth between 2023 and 2024, adding 923 jobs for a total of 287,996 employees.

	US	NC	Durham	Forsyth	Guilford	Wake
# Change, 2023-2024	1,849,542	71,093	3,483	(254)	923	13,283
% Change, 2023-2024	1.2%	1.5%	1.5%	-0.1%	0.3%	2.1%
% Change, 2020-2024	11.4%	13.4%	11.7%	6.2%	6.5%	18.6%

The Education, Health & Social Assistance sector remains the county's largest employer and saw the highest numerical increase with 1,421 new positions. While Public Administration saw the fastest percentage growth rates, several key sectors like Manufacturing and Retail Trade faced slight declines. The most significant drop occurred in Transportation, Warehousing, & Utilities, which lost nearly 1,400 jobs, marking a 5.9% decrease. Overall, the data reflects a shifting labor market where gains in service and government roles are balancing out losses in industrial and logistical sectors.

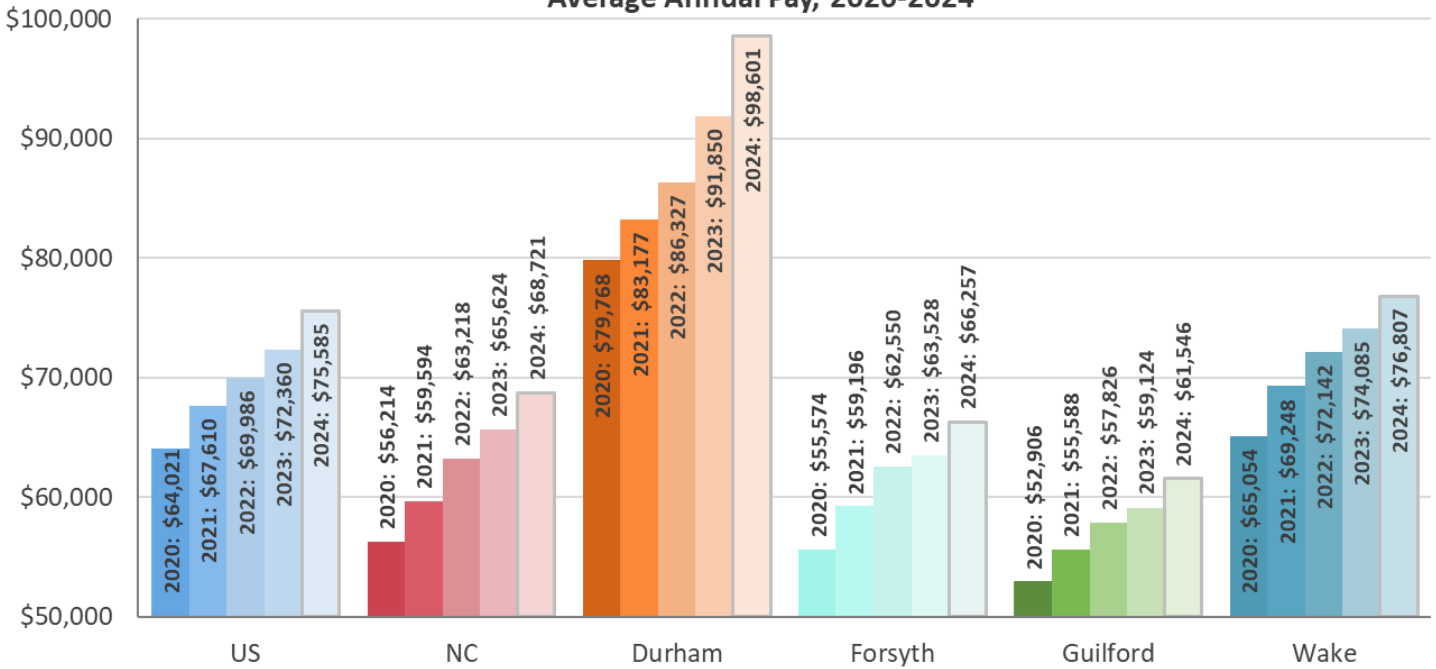
Guilford County Employees by Industry <i>(ordered by size of sector)</i>					
Industry Sector	2023	2024	# Change	% Change	
Education, Health & Social Assistance	59,956	61,377	1,421	2.4%	
Professional, Scientific, & Technical Services	41,280	41,644	364	0.9%	
Retail Trade	32,145	32,052	-93	-0.3%	
Manufacturing	31,474	31,087	-387	-1.2%	
Arts, Entertainment, Recreation, & Food Services	30,338	30,698	360	1.2%	
Transportation, Warehousing, & Utilities	23,544	22,146	-1,398	-5.9%	
Wholesale Trade	17,937	18,054	117	0.7%	
Financial, Insurance, & Real Estate	14,867	14,386	-481	-3.2%	
Construction	13,709	14,110	401	2.9%	
Public Administration	10,616	11,368	752	7.1%	
Other Services (except Public Administration)	7,330	7,260	-70	-1.0%	
Information	3,484	3,369	-115	-3.3%	
Agriculture, Mining, Fishing, & Logging	361	392	31	8.6%	
All Industries	287,073	287,996	923	0.3%	



AVERAGE ANNUAL PAY

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Average Annual Pay, 2020-2024



From 2020 to 2024, Guilford County’s 16.3% wage growth was the lowest among comparison areas, despite a 4.1% increase (\$2,422) in the final year.

Average annual wages in Guilford County increased across all industries between 2023 and 2024, with overall wages rising by 4.1% to \$61,546. Financial, Insurance, & Real Estate saw the largest dollar increase (+\$6,831) and the fastest growth rate (7.7%), indicating strong demand and expansion in that sector. Lower-wage sectors such as Retail Trade and Arts, Entertainment, & Food Services saw smaller increases, suggesting more limited wage growth at the lower end of the pay scale. Public Administration had the slowest growth (0.8%), indicating relatively stable but less dynamic wage changes in government roles. Overall, the data suggests broad-based wage growth, with higher-paying industries pulling further ahead and widening the gap between sectors.

	US	NC	Durham	Forsyth	Guilford	Wake
# Change, 2023-2024	\$3,225	\$3,097	\$6,751	\$2,729	\$2,422	\$2,722
% Change, 2023-2024	4.5%	4.7%	7.4%	4.3%	4.1%	3.7%
% Change, 2020-2024	18.1%	22.2%	23.6%	19.2%	16.3%	18.1%

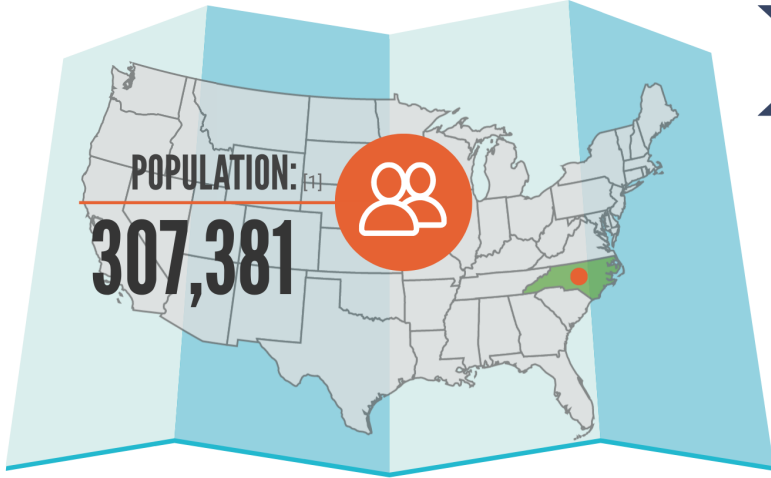
Guilford County Average Annual Wage by Industry*				
<i>(ordered by size of sector)</i>				
Industry Sector	2023	2024	# Change	% Change
Education, Health & Social Assistance	\$59,182	\$61,170	\$1,988	3.4%
Professional, Scientific, & Technical Services	\$66,111	\$68,849	\$2,739	4.1%
Retail Trade	\$40,939	\$41,604	\$665	1.6%
Manufacturing	\$73,443	\$77,474	\$4,031	5.5%
Arts, Entertainment, Recreation, & Food Services	\$23,346	\$24,435	\$1,090	4.7%
Transportation, Warehousing, & Utilities	\$55,500	\$59,188	\$3,688	6.6%
Wholesale Trade	\$80,819	\$82,736	\$1,917	2.4%
Financial, Insurance, & Real Estate	\$88,795	\$95,626	\$6,831	7.7%
Construction	\$73,407	\$76,979	\$3,572	4.9%
Public Administration	\$62,835	\$63,317	\$482	0.8%
Other Services (except Public Administration)	\$45,506	\$47,264	\$1,758	3.9%
Information	\$74,029	\$77,299	\$3,270	4.4%
Agriculture, Mining, Fishing, & Logging	\$43,994	\$46,444	\$2,449	5.6%
All Industries	\$59,124	\$61,546	\$2,422	4.1%

*Average wage by industry differs due to rounding.



CITY OF GREENSBORO FACT SHEET

2026



City Infrastructure ^[2]

PAVED STREETS - 1,065 miles

SIDEWALKS - 684 miles

WATER LINES - 1,939 miles

↳ CITY MAINTAINED WATER LINES - 1,566 miles

SEWER LINES - 1,716 miles

↳ CITY MAINTAINED SEWER LINES - 1,480 miles

WATER METERS - 105,486

FIRE HYDRANTS - 13,571

GARBAGE COLLECTED - 114,754 tons

RECYCLING COLLECTED - 17,336 tons

FULL-TIME CITY EMPLOYEES - 3,222

TRAILS AND GREENWAYS - 114 miles

BICYCLE FACILITIES - 127 miles

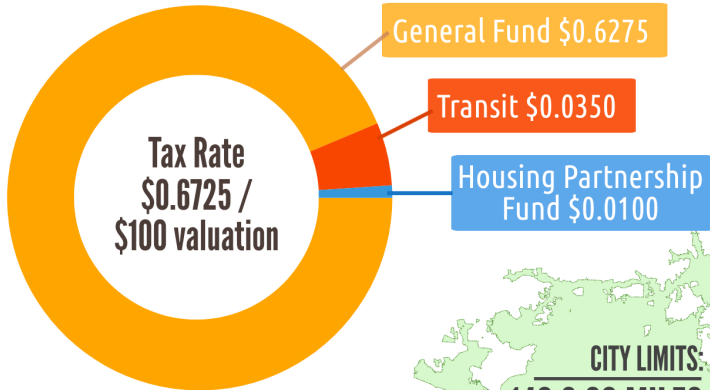
= Buffered and bike lanes, shared lane markings, edgelines

POTHOLES REPAIRED - 4,044

Fiscal ^[3]

TAX VALUATION - \$40,103,700,000

TOTAL BUDGET - \$830,557,660



Sources:
 [1] US Census Bureau, Population Estimates, 2024
 [2] Internal City data
 [3] Adopted City Budget, 2025-2026