Community Profile

Tower Shopping Center
3685 New Bern Ave, Raleigh, North Carolina, 27610
Rings: 1, 3, 5 mile radii

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Population Summary	1 mile	3 miles	5 miles
2010 Total Population	6,825	66,413	178,993
2020 Total Population	7,071	73,298	208,937
2020 Group Quarters	201	1,521	7,183
2026 Total Population	7,007	76,293	231,942
2026 Group Quarters	208	1,573	7,484
2031 Total Population	7,142	80,299	253,194
2026-2031 Annual Rate	0.38%	1.03%	1.77%
2026 Total Daytime Population	9,857	110,346	313,818
Workers	6,165	73,250	209,396
Residents	3,692	37,096	104,422

Household Summary			
2010 Total Households	2,575	25,438	69,234
2010 Average Household Size	2.55	2.54	2.46
2020 Total Households	2,663	28,656	84,763
2020 Average Household Size	2.58	2.50	2.38
2026 Total Households	2,716	30,900	97,990
2026 Average Household Size	2.50	2.42	2.29
2031 Total Households	2,814	33,051	109,412
2031 Average Household Size	2.46	2.38	2.25
2026-2031 Annual Rate	0.71%	1.36%	2.23%
2026 Families	1,601	17,971	52,898
2026 Average Family Size	3.30	3.17	3.09
2031 Families	1,643	19,025	58,166
2031 Average Family Size	3.26	3.14	3.05
2026-2031 Growth Rate	0.52%	1.15%	1.92%

Median Household Income			
2026	$66,452	$81,637	$86,602
2031	$78,091	$95,946	$102,316

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$33,846	$43,885	$52,527
2031	$39,683	$51,408	$61,437

2026 Households by Income			
Household Income Base	2,718	30,899	97,992
<$10,000	5.2%	4.5%	3.9%
$10,000-14,999	3.3%	3.1%	2.9%
$15,000-19,999	0.8%	2.2%	2.1%
$20,000-24,999	3.5%	3.1%	3.1%
$25,000-29,999	1.5%	3.1%	2.5%
$30,000-34,999	4.1%	2.9%	2.8%
$35,000-39,999	3.9%	2.2%	2.6%
$40,000-44,999	5.0%	3.0%	3.2%
$45,000-49,999	4.7%	3.3%	2.9%
$50,000-59,999	12.7%	8.5%	7.7%
$60,000-74,999	10.7%	9.6%	9.3%
$75000-99999	13.7%	13.9%	13.0%
$100,000-124,999	9.8%	11.5%	11.3%
$125,000-149,999	5.6%	8.8%	8.3%
$150000-199999	9.2%	8.4%	8.9%
$200,000-249,999	3.3%	5.1%	5.7%
$250,000-299,999	1.3%	2.4%	3.1%
$300,000-399,999	1.0%	2.1%	3.2%
$400,000-499,999	0.3%	0.5%	0.7%
$500,000+	0.5%	1.7%	2.6%
Average Household Income	$87,016	$108,021	$123,708

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	92	95	88
Percent of Income for Mortgage	25.7%	24.9%	27.0%
Wealth Index	56	75	86

Median Home Value			
2026	$290,625	$345,948	$397,659
2031	$463,218	$437,923	$491,909

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,191	16,673	46,937
<$50,000	5.0%	2.8%	2.7%
$50,000 - $99,999	0.7%	1.1%	1.1%
$100,000 - $149,999	7.4%	4.0%	2.8%
$150,000 - $199,999	10.8%	7.9%	5.2%
$200,000 - $249,999	15.7%	11.9%	9.0%
$250,000 - $299,999	12.8%	11.0%	9.0%
$300,000 - $399,999	18.5%	24.6%	20.6%
$400,000 - $499,999	8.2%	13.2%	14.4%
$500,000 - $749,999	14.4%	15.6%	18.4%
$750,000 - $999,999	1.9%	4.5%	9.0%
$1,000,000 - $1,499,999	0.3%	1.7%	5.3%
$1,500,000 - $1,999,999	0.2%	1.1%	1.4%
$2,000,000 +	4.3%	0.6%	0.9%
Average Home Value	$409,530	$413,483	$502,650

Housing Unit Summary			
2010 Total Housing Units	2,771	27,639	75,568
Owner Occupied Housing Units	45.2%	59.2%	55.1%
Renter Occupied Housing Units	54.8%	40.8%	44.9%
Vacant Housing Units	7.1%	8.0%	8.4%
2020 Housing Units	2,849	30,151	90,471
Owner Occupied Housing Units	42.0%	54.4%	49.4%
Renter Occupied Housing Units	58.0%	45.6%	50.6%
Vacant Housing Units	5.5%	5.1%	6.4%
2026 Housing Units	2,911	32,875	106,373
Owner Occupied Housing Units	43.8%	54.0%	47.9%
Renter Occupied Housing Units	56.2%	46.0%	52.1%
Vacant Housing Units	6.7%	6.0%	7.9%
2031 Total Housing Units	3,095	35,685	119,023
Owner Occupied Housing Units	44.6%	54.2%	46.7%
Renter Occupied Housing Units	55.4%	45.8%	53.3%
Vacant Housing Units	9.1%	7.4%	8.1%

2026 Population by Sex	1 mile	3 miles	5 miles
Males	3,440	37,078	113,498
Females	3,567	39,215	118,444

Median Age			
2010	31.6	33.1	33.0
2020	33.9	35.2	34.7
2026	35.4	36.5	35.8
2031	36.9	37.8	36.8

2026 Population by Age			
Total	7,006	76,295	231,939
0 - 4	6.2%	5.9%	5.5%
5 - 9	6.2%	6.1%	5.7%
10 - 14	6.1%	5.9%	5.6%
15 - 24	15.5%	14.4%	14.7%
25 - 34	15.5%	15.3%	17.1%
35 - 44	14.5%	14.9%	15.0%
45 - 54	12.7%	13.4%	13.0%
55 - 64	9.6%	10.7%	10.3%
65 - 74	8.4%	8.3%	7.8%
75 - 84	4.3%	4.4%	4.1%
85 +	1.6%	1.4%	1.3%
18 +	77.5%	78.4%	79.5%

2026 Population 15+ by Marital Status			
Total	5,710	62,684	192,775
Never Married	43.3%	43.1%	44.9%
Married	40.2%	41.4%	41.4%
Widowed	3.9%	3.4%	3.5%
Divorced	12.6%	12.1%	10.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	4,623	51,664	158,609
Less than 9th Grade	5.2%	5.0%	4.1%
9th - 12th Grade, No Diploma	7.0%	4.8%	4.7%
High School Graduate	27.1%	20.4%	16.9%
GED/Alternative Credential	4.0%	2.9%	3.0%
Some College, No Degree	17.8%	16.4%	14.0%
Associate Degree	11.7%	9.7%	9.1%
Bachelor's Degree	18.0%	24.6%	28.9%
Graduate/Professional Degree	9.1%	16.2%	19.4%

2020 Population by Race/Ethnicity			
Total	7,071	73,298	208,937
White Alone	26.6%	34.3%	41.7%
Black Alone	37.8%	39.8%	35.4%
American Indian Alone	1.4%	0.8%	0.8%
Asian Alone	3.8%	3.9%	3.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	22.6%	13.7%	11.5%
Two or More Races	22.6%	13.7%	11.5%
Hispanic Origin	32.6%	20.7%	17.7%
Diversity Index	84.8	79.7	77.5

2026 Population by Race/Ethnicity			
Total	7,007	76,293	231,942
White Alone	25.5%	33.8%	40.7%
Black Alone	36.7%	38.7%	34.6%
American Indian Alone	1.4%	0.8%	0.8%
Asian Alone	4.7%	5.0%	4.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	23.5%	13.8%	11.8%
Two or More Races	8.1%	7.8%	7.5%
Hispanic Origin	33.4%	20.7%	18.1%
Diversity Index	85.4	80.4	78.4

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	3,496	41,745	132,296
White Collar	53.1%	63.3%	68.8%
Management/Business/Financial	16.3%	19.6%	21.9%
Professional	16.6%	23.1%	26.8%
Sales	8.2%	9.6%	9.2%
Administrative Support	12.0%	10.9%	10.9%
Services	21.7%	19.4%	16.2%

2026 Employed Pop 16+ by Occupation			
Total	3,496	41,745	132,296
Blue Collar	25.2%	17.4%	14.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	8.6%	4.9%	4.3%
Installation/Maintenance/Repair	1.0%	2.0%	1.3%
Production	3.3%	3.0%	2.7%
Transportation/Material Moving	12.3%	7.3%	6.5%
White Collar	53.1%	63.3%	68.8%
Management/Business/Financial	16.3%	19.6%	21.9%
Professional	16.6%	23.1%	26.8%
Sales	8.2%	9.6%	9.2%
Administrative Support	12.0%	10.9%	10.9%
Services	21.7%	19.4%	16.2%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,496	41,745	132,296
Population 16+ Employed	96.5%	95.5%	95.7%
Population 16+ Unemployment rate	3.5%	4.5%	4.3%
Population 16-24 Employed	15.8%	13.8%	14.2%
Population 16-24 Unemployment rate	5.6%	7.7%	7.7%
Population 25-54 Employed	65.3%	64.4%	64.0%
Population 25-54 Unemployment rate	3.1%	3.8%	3.6%
Population 55-64 Employed	12%	14%	13%
Population 55-64 Unemployment rate	3.9%	3.8%	3.4%
Population 65+ Employed	3%	4%	5%
Population 65+ Unemployment rate	0.9%	6.0%	5.5%

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2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	3,372	39,862	126,625
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	10.4%	6.9%	6.6%
Manufacturing	7.0%	6.1%	6.0%
Wholesale Trade	0.9%	1.7%	1.6%
Retail Trade	14.9%	11.4%	9.4%
Transportation/Utilities	3.7%	4.2%	5.2%
Information	1%	2%	2%
Finance/Insurance/Real Estate	12.8%	8.3%	9.0%
Services	45.9%	54.5%	55.5%
Public Administration	3.8%	4.4%	4.0%

2026 Consumer Spending			
Apparel & Services: Total $	$5,125,417	$71,974,661	$263,983,280
Average Spent	$1,887.12	$2,329.28	$2,693.98
Spending Potential Index	74	91	106
Education: Total $	$3,677,755	$53,241,359	$195,468,356
Average Spent	$1,354.11	$1,723.02	$1,994.78
Spending Potential Index	68	86	100
Entertainment/Recreation: Total $	$8,108,401	$115,282,260	$413,426,140
Average Spent	$2,985.42	$3,730.82	$4,219.06
Spending Potential Index	69	87	98
Food at Home: Total $	$15,628,075	$219,032,710	$792,042,432
Average Spent	$5,754.08	$7,088.44	$8,082.89
Spending Potential Index	73	90	103
Food Away from Home: Total $	$8,937,543	$125,166,895	$459,807,275
Average Spent	$3,290.70	$4,050.71	$4,692.39
Spending Potential Index	74	91	105
Health Care: Total $	$15,258,172	$215,434,577	$756,711,710
Average Spent	$5,617.88	$6,971.99	$7,722.34
Spending Potential Index	70	87	96
HH Furnishings & Equipment: Total $	$5,487,391	$77,313,436	$277,883,795
Average Spent	$2,020.39	$2,502.05	$2,835.84
Spending Potential Index	71	88	100
Personal Care Products & Services: Total $	$2,268,743	$31,742,859	$115,834,235
Average Spent	$835.33	$1,027.28	$1,182.10
Spending Potential Index	73	90	104

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$54,638,467	$761,962,188	$2,810,432,649
Average Spent	$20,117.26	$24,658.97	$28,680.81
Spending Potential Index	73	89	104
Support Payments/Gifts in Kind: Total $	$5,751,773	$80,943,447	$283,501,654
Average Spent	$2,117.74	$2,619.53	$2,893.17
Spending Potential Index	70	86	95
Travel: Total $	$6,616,063	$94,556,293	$341,156,594
Average Spent	$2,435.96	$3,060.07	$3,481.54
Spending Potential Index	67	84	95
Vehicle Maintenance & Repairs: Total $	$2,448,136	$34,089,476	$122,324,972
Average Spent	$901.38	$1,103.22	$1,248.34
Spending Potential Index	73	89	101

Top Tapestry Segment

1 mile

Moderate Metros (C6):

This segment is characterized by young, suburban households with moderate incomes.

Learn more about this segment...

3 miles

Up and Coming Families (G2):

This segment is characterized by Southern suburbanites with diverse family structures, education, and employment.

Learn more about this segment...

5 miles

Metro Renters (D4):

This segment is characterized by young, educated professionals in urban rentals.

Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.