



Community Profile

Rings: 1, 3, 5 mile radii

3669 New Bern Ave, Raleigh, NC 27610,

Latitude: 35.7989

Longitude: -78.57979

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	5,975	52,201	141,295
2010 Total Population	7,438	66,800	179,002
2021 Total Population	7,878	74,574	216,907
2021 Group Quarters	370	1,993	9,149
2026 Total Population	8,153	79,946	239,074
2021-2026 Annual Rate	0.69%	1.40%	1.97%
2021 Total Daytime Population	7,723	90,441	255,814
Workers	3,638	53,923	152,275
Residents	4,085	36,518	103,539
Household Summary			
2000 Households	2,313	20,272	56,183
2000 Average Household Size	2.43	2.50	2.38
2010 Households	2,795	25,554	68,983
2010 Average Household Size	2.54	2.54	2.47
2021 Households	2,899	28,385	84,336
2021 Average Household Size	2.59	2.56	2.46
2026 Households	2,995	30,466	93,504
2026 Average Household Size	2.60	2.56	2.46
2021-2026 Annual Rate	0.65%	1.43%	2.09%
2010 Families	1,710	15,987	41,063
2010 Average Family Size	3.12	3.16	3.15
2021 Families	1,730	17,332	48,080
2021 Average Family Size	3.22	3.21	3.20
2026 Families	1,778	18,481	52,694
2026 Average Family Size	3.24	3.22	3.21
2021-2026 Annual Rate	0.55%	1.29%	1.85%
Housing Unit Summary			
2000 Housing Units	2,450	21,659	60,280
Owner Occupied Housing Units	45.2%	58.1%	51.9%
Renter Occupied Housing Units	49.2%	35.5%	41.3%
Vacant Housing Units	5.6%	6.4%	6.8%
2010 Housing Units	2,982	27,829	75,371
Owner Occupied Housing Units	34.7%	54.2%	50.7%
Renter Occupied Housing Units	59.0%	37.6%	40.8%
Vacant Housing Units	6.3%	8.2%	8.5%
2021 Housing Units	3,139	30,710	92,697
Owner Occupied Housing Units	34.0%	53.1%	47.0%
Renter Occupied Housing Units	58.4%	39.3%	43.9%
Vacant Housing Units	7.6%	7.6%	9.0%
2026 Housing Units	3,254	33,025	102,277
Owner Occupied Housing Units	34.5%	53.8%	46.9%
Renter Occupied Housing Units	57.5%	38.4%	44.5%
Vacant Housing Units	8.0%	7.7%	8.6%
Median Household Income			
2021	\$45,728	\$55,922	\$59,986
2026	\$50,711	\$63,334	\$69,120
Median Home Value			
2021	\$184,635	\$198,159	\$231,652
2026	\$215,052	\$239,660	\$270,900
Per Capita Income			
2021	\$21,713	\$27,826	\$33,474
2026	\$24,482	\$31,655	\$37,992
Median Age			
2010	30.5	33.0	33.0
2021	32.3	35.2	34.9
2026	32.0	35.1	34.6

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	2,899	28,385	84,336
<\$15,000	8.4%	8.0%	8.3%
\$15,000 - \$24,999	12.0%	9.8%	9.0%
\$25,000 - \$34,999	18.1%	12.1%	10.8%
\$35,000 - \$49,999	14.9%	13.7%	13.0%
\$50,000 - \$74,999	22.8%	19.7%	18.0%
\$75,000 - \$99,999	9.6%	13.7%	13.2%
\$100,000 - \$149,999	9.5%	15.2%	14.7%
\$150,000 - \$199,999	2.4%	3.9%	6.2%
\$200,000+	2.4%	3.7%	6.8%
Average Household Income	\$60,332	\$72,938	\$86,089
2026 Households by Income			
Household Income Base	2,995	30,466	93,504
<\$15,000	6.9%	6.7%	6.9%
\$15,000 - \$24,999	10.5%	8.4%	7.6%
\$25,000 - \$34,999	17.2%	10.6%	9.6%
\$35,000 - \$49,999	14.4%	12.1%	11.4%
\$50,000 - \$74,999	22.7%	19.5%	17.5%
\$75,000 - \$99,999	10.4%	14.9%	14.1%
\$100,000 - \$149,999	11.7%	18.4%	17.5%
\$150,000 - \$199,999	3.3%	5.2%	7.8%
\$200,000+	2.9%	4.3%	7.5%
Average Household Income	\$68,353	\$82,947	\$97,091
2021 Owner Occupied Housing Units by Value			
Total	1,062	16,315	43,597
<\$50,000	4.4%	2.5%	2.6%
\$50,000 - \$99,999	1.6%	3.5%	3.6%
\$100,000 - \$149,999	18.1%	13.4%	10.8%
\$150,000 - \$199,999	37.4%	31.8%	22.9%
\$200,000 - \$249,999	20.8%	18.6%	16.1%
\$250,000 - \$299,999	9.7%	9.5%	11.3%
\$300,000 - \$399,999	4.4%	11.3%	13.3%
\$400,000 - \$499,999	0.3%	4.2%	7.0%
\$500,000 - \$749,999	3.3%	4.6%	7.4%
\$750,000 - \$999,999	0.0%	0.5%	3.3%
\$1,000,000 - \$1,499,999	0.0%	0.1%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$201,177	\$237,149	\$304,865
2026 Owner Occupied Housing Units by Value			
Total	1,120	17,766	47,975
<\$50,000	2.6%	1.4%	1.4%
\$50,000 - \$99,999	0.7%	1.5%	1.8%
\$100,000 - \$149,999	9.3%	6.8%	5.6%
\$150,000 - \$199,999	29.6%	23.7%	17.3%
\$200,000 - \$249,999	25.8%	20.9%	17.7%
\$250,000 - \$299,999	14.8%	13.8%	14.8%
\$300,000 - \$399,999	8.6%	16.6%	17.4%
\$400,000 - \$499,999	0.8%	6.7%	9.3%
\$500,000 - \$749,999	7.8%	7.7%	8.9%
\$750,000 - \$999,999	0.0%	0.6%	3.4%
\$1,000,000 - \$1,499,999	0.0%	0.2%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.0%	0.0%	0.4%
Average Home Value	\$245,647	\$280,751	\$343,501

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	7,437	66,800	179,004
0 - 4	10.0%	8.2%	7.8%
5 - 9	7.4%	7.1%	7.1%
10 - 14	6.5%	6.7%	6.5%
15 - 24	15.7%	14.4%	14.6%
25 - 34	18.0%	17.1%	17.5%
35 - 44	14.3%	15.0%	15.5%
45 - 54	12.0%	13.1%	13.0%
55 - 64	7.4%	9.4%	9.2%
65 - 74	4.0%	5.0%	4.9%
75 - 84	2.9%	2.8%	2.8%
85 +	1.9%	1.2%	1.2%
18 +	72.3%	73.9%	74.7%
2021 Population by Age			
Total	7,877	74,573	216,907
0 - 4	8.1%	7.0%	6.6%
5 - 9	7.8%	6.8%	6.5%
10 - 14	7.6%	6.5%	6.4%
15 - 24	14.3%	13.5%	14.1%
25 - 34	16.6%	15.9%	16.6%
35 - 44	13.9%	14.5%	14.7%
45 - 54	11.0%	11.9%	12.2%
55 - 64	9.4%	11.0%	10.7%
65 - 74	5.9%	7.6%	7.3%
75 - 84	3.3%	3.7%	3.5%
85 +	2.1%	1.5%	1.4%
18 +	72.6%	76.2%	77.0%
2026 Population by Age			
Total	8,154	79,946	239,073
0 - 4	8.2%	7.0%	6.7%
5 - 9	7.3%	6.5%	6.3%
10 - 14	7.0%	6.4%	6.2%
15 - 24	15.9%	13.7%	14.2%
25 - 34	15.8%	16.1%	17.4%
35 - 44	13.4%	14.0%	14.2%
45 - 54	10.9%	11.8%	11.7%
55 - 64	9.2%	10.3%	10.0%
65 - 74	6.4%	8.0%	7.7%
75 - 84	3.8%	4.5%	4.2%
85 +	2.2%	1.7%	1.5%
18 +	73.5%	76.4%	77.4%
2010 Population by Sex			
Males	3,529	31,843	86,071
Females	3,909	34,957	92,931
2021 Population by Sex			
Males	3,738	35,659	104,814
Females	4,140	38,914	112,093
2026 Population by Sex			
Males	3,873	38,331	115,813
Females	4,280	41,615	123,260

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	7,438	66,799	179,002
White Alone	29.9%	36.3%	43.0%
Black Alone	47.4%	48.5%	42.7%
American Indian Alone	1.0%	0.6%	0.6%
Asian Alone	3.1%	3.3%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	15.6%	8.6%	8.5%
Two or More Races	3.0%	2.7%	2.6%
Hispanic Origin	27.0%	15.5%	15.4%
Diversity Index	80.9	72.9	72.8
2021 Population by Race/Ethnicity			
Total	7,878	74,573	216,907
White Alone	27.6%	34.6%	42.2%
Black Alone	46.0%	46.9%	40.9%
American Indian Alone	0.9%	0.5%	0.5%
Asian Alone	4.6%	5.2%	4.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	17.3%	9.6%	9.2%
Two or More Races	3.5%	3.2%	3.1%
Hispanic Origin	29.5%	17.1%	16.7%
Diversity Index	83.1	75.5	75.0
2026 Population by Race/Ethnicity			
Total	8,153	79,946	239,074
White Alone	26.5%	33.7%	41.6%
Black Alone	45.2%	46.2%	40.2%
American Indian Alone	0.9%	0.5%	0.5%
Asian Alone	4.9%	5.6%	4.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	18.7%	10.4%	9.8%
Two or More Races	3.8%	3.5%	3.4%
Hispanic Origin	31.4%	18.4%	17.8%
Diversity Index	84.2	76.9	76.2
2010 Population by Relationship and Household Type			
Total	7,438	66,800	179,002
In Households	95.4%	97.2%	95.2%
In Family Households	76.6%	78.8%	75.2%
Householder	22.5%	24.0%	22.9%
Spouse	11.5%	14.2%	14.2%
Child	31.0%	31.5%	30.1%
Other relative	6.7%	5.9%	5.1%
Nonrelative	4.9%	3.2%	2.8%
In Nonfamily Households	18.8%	18.4%	20.0%
In Group Quarters	4.6%	2.8%	4.8%
Institutionalized Population	4.5%	0.9%	2.4%
Noninstitutionalized Population	0.2%	1.9%	2.4%

Data Note: 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	4,897	49,351	144,029
Less than 9th Grade	7.0%	6.1%	4.9%
9th - 12th Grade, No Diploma	7.7%	7.1%	5.9%
High School Graduate	26.5%	19.4%	16.8%
GED/Alternative Credential	2.6%	3.5%	3.2%
Some College, No Degree	23.1%	20.1%	18.5%
Associate Degree	10.1%	9.1%	8.1%
Bachelor's Degree	17.6%	22.3%	27.0%
Graduate/Professional Degree	5.5%	12.4%	15.8%
2021 Population 15+ by Marital Status			
Total	6,021	59,443	174,696
Never Married	48.2%	45.9%	45.4%
Married	33.6%	38.1%	39.9%
Widowed	6.4%	4.4%	3.8%
Divorced	11.8%	11.5%	11.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,014	40,479	117,350
Population 16+ Employed	95.9%	94.9%	95.0%
Population 16+ Unemployment rate	4.1%	5.1%	5.0%
Population 16-24 Employed	15.1%	12.3%	12.2%
Population 16-24 Unemployment rate	9.6%	9.4%	10.5%
Population 25-54 Employed	70.5%	68.0%	68.3%
Population 25-54 Unemployment rate	1.6%	3.8%	3.8%
Population 55-64 Employed	11.5%	14.2%	13.8%
Population 55-64 Unemployment rate	10.2%	8.0%	5.7%
Population 65+ Employed	3.0%	5.5%	5.7%
Population 65+ Unemployment rate	5.8%	3.3%	4.7%
2021 Employed Population 16+ by Industry			
Total	3,851	38,403	111,501
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	21.6%	11.2%	9.3%
Manufacturing	5.8%	5.1%	6.2%
Wholesale Trade	2.2%	2.2%	2.5%
Retail Trade	10.5%	9.9%	9.3%
Transportation/Utilities	6.0%	7.1%	5.6%
Information	2.0%	1.6%	1.9%
Finance/Insurance/Real Estate	3.8%	8.3%	8.6%
Services	42.9%	47.6%	50.0%
Public Administration	5.3%	6.8%	6.4%
2021 Employed Population 16+ by Occupation			
Total	3,853	38,403	111,503
White Collar	46.2%	60.8%	66.3%
Management/Business/Financial	11.3%	18.7%	20.3%
Professional	14.2%	22.1%	25.7%
Sales	9.1%	8.8%	9.7%
Administrative Support	11.5%	11.2%	10.7%
Services	17.2%	16.2%	14.4%
Blue Collar	36.7%	23.0%	19.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	20.6%	9.2%	6.9%
Installation/Maintenance/Repair	1.5%	2.2%	2.0%
Production	4.5%	3.0%	3.1%
Transportation/Material Moving	10.1%	8.5%	7.2%

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2010 Households by Type			
Total	2,796	25,554	68,982
Households with 1 Person	30.5%	29.4%	31.8%
Households with 2+ People	69.5%	70.6%	68.2%
Family Households	61.2%	62.6%	59.5%
Husband-wife Families	31.3%	37.0%	36.8%
With Related Children	17.3%	18.4%	18.6%
Other Family (No Spouse Present)	29.8%	25.5%	22.7%
Other Family with Male Householder	6.8%	5.5%	4.8%
With Related Children	4.2%	3.0%	2.7%
Other Family with Female Householder	23.0%	20.1%	17.9%
With Related Children	18.4%	14.3%	12.9%
Nonfamily Households	8.4%	8.1%	8.6%
All Households with Children	40.9%	36.3%	34.6%
Multigenerational Households	3.7%	4.6%	3.9%
Unmarried Partner Households	9.0%	7.5%	7.0%
Male-female	8.3%	6.6%	6.1%
Same-sex	0.8%	0.9%	0.9%
2010 Households by Size			
Total	2,795	25,555	68,982
1 Person Household	30.5%	29.4%	31.8%
2 Person Household	27.1%	30.7%	30.1%
3 Person Household	17.4%	16.9%	15.8%
4 Person Household	13.2%	12.1%	11.8%
5 Person Household	6.4%	6.0%	5.9%
6 Person Household	3.0%	2.7%	2.6%
7 + Person Household	2.5%	2.2%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	2,795	25,554	68,983
Owner Occupied	37.0%	59.0%	55.4%
Owned with a Mortgage/Loan	29.4%	49.2%	45.5%
Owned Free and Clear	7.6%	9.8%	9.9%
Renter Occupied	63.0%	41.0%	44.6%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	136	156	142
Percent of Income for Mortgage	16.9%	14.9%	16.2%
Wealth Index	44	60	76
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,982	27,829	75,371
Housing Units Inside Urbanized Area	100.0%	99.2%	99.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.8%	0.6%
2010 Population By Urban/ Rural Status			
Total Population	7,438	66,800	179,002
Population Inside Urbanized Area	100.0%	99.2%	99.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.8%	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	NeWest Residents (13C)	Bright Young Professionals (8C)	Up and Coming Families (7A)
2.	Urban Edge Families (7C)	Up and Coming Families (7A)	Bright Young Professionals (8C)
3.	Bright Young Professionals (8C)	Emerald City (8B)	Emerald City (8B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,321,379	\$49,158,390	\$172,213,154
Average Spent	\$1,490.64	\$1,731.84	\$2,041.99
Spending Potential Index	70	82	96
Education: Total \$	\$3,320,696	\$36,887,570	\$134,357,081
Average Spent	\$1,145.46	\$1,299.54	\$1,593.12
Spending Potential Index	66	75	92
Entertainment/Recreation: Total \$	\$5,896,731	\$71,861,263	\$249,560,518
Average Spent	\$2,034.06	\$2,531.66	\$2,959.12
Spending Potential Index	63	78	92
Food at Home: Total \$	\$10,903,273	\$124,114,324	\$430,787,963
Average Spent	\$3,761.05	\$4,372.53	\$5,108.00
Spending Potential Index	69	80	94
Food Away from Home: Total \$	\$7,793,518	\$87,671,396	\$308,090,754
Average Spent	\$2,688.35	\$3,088.65	\$3,653.13
Spending Potential Index	71	81	96
Health Care: Total \$	\$11,150,436	\$139,649,951	\$476,237,460
Average Spent	\$3,846.30	\$4,919.85	\$5,646.91
Spending Potential Index	62	79	91
HH Furnishings & Equipment: Total \$	\$4,267,515	\$51,351,602	\$178,293,005
Average Spent	\$1,472.06	\$1,809.11	\$2,114.08
Spending Potential Index	65	80	94
Personal Care Products & Services: Total \$	\$1,750,441	\$20,608,059	\$71,874,704
Average Spent	\$603.81	\$726.02	\$852.24
Spending Potential Index	67	81	95
Shelter: Total \$	\$40,297,142	\$455,496,124	\$1,614,816,864
Average Spent	\$13,900.36	\$16,047.07	\$19,147.42
Spending Potential Index	69	80	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,250,368	\$53,968,505	\$186,423,356
Average Spent	\$1,466.15	\$1,901.30	\$2,210.48
Spending Potential Index	61	80	92
Travel: Total \$	\$4,540,565	\$55,585,500	\$195,613,949
Average Spent	\$1,566.25	\$1,958.27	\$2,319.46
Spending Potential Index	62	77	92
Vehicle Maintenance & Repairs: Total \$	\$2,182,848	\$25,893,139	\$88,820,322
Average Spent	\$752.97	\$912.21	\$1,053.17
Spending Potential Index	68	82	95

Data Note: 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: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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