

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 35.85883, -78.70367

12-Apr-2021

## 101770-Pleasant Valley Promenade

### Raleigh, NC

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
<b>POPULATION</b>	2020 Estimated Population	11,204	73,247	166,443	638,968	
	2020 Daytime Population	14,686	74,999	212,763	874,258	
	2025 Population Forecast	11,355	74,507	170,247	675,001	
	2010 Census Population	10,911	66,581	148,649	541,402	
	2000 Census Population	9,039	54,722	129,607	413,848	
	1990 Census Population	6,695	42,250	105,719	301,754	
	Historical Annual Growth, 1990 to 2000	3.05%	2.62%	2.06%	3.21%	
	Historical Annual Growth, 2000 to 2010	1.90%	1.98%	1.38%	2.72%	
	Estimated Annual Growth, 2010 to 2020	0.25%	0.89%	1.06%	1.55%	
	Projected Annual Growth, 2020 to 2025	0.27%	0.34%	0.45%	1.10%	
	<b>HOUSEHOLDS</b>	2020 Estimated Households	5,685	34,859	74,799	260,331
		2025 Households Forecast	5,774	35,497	76,597	275,491
2010 Census Households		5,477	31,566	66,454	218,873	
2000 Census Households		4,489	24,961	55,645	164,584	
1990 Census Households		3,355	18,137	44,320	121,895	
Historical Annual Growth, 1990 to 2000		2.95%	3.25%	2.30%	3.05%	
Historical Annual Growth, 2000 to 2010		2.01%	2.38%	1.79%	2.89%	
Estimated Annual Growth, 2010 to 2020		0.35%	0.93%	1.11%	1.63%	
Projected Annual Growth, 2020 to 2025		0.31%	0.36%	0.48%	1.14%	
2020 % Households With Children		19%	24%	24%	28%	
2020 Persons per Household		1.97	2.09	2.19	2.38	
<b>INCOME 2020</b>		HH Income \$500,000 or more	1.02%	1.84%	2.07%	1.64%
	HH Income \$250,000 to \$499,999	1.21%	2.20%	2.48%	1.97%	
	HH Income \$200,000 to \$249,999	2.82%	5.14%	5.80%	4.60%	
	HH Income \$175,000 to \$199,999	3.51%	6.63%	7.29%	6.22%	
	HH Income \$150,000 to \$174,999	5.04%	6.86%	6.91%	5.96%	
	HH Income \$100,000 to \$149,999	14.34%	17.92%	17.65%	17.85%	
	HH Income \$75,000 to \$99,999	12.15%	13.57%	13.18%	13.70%	
	HH Income \$50,000 to \$74,999	23.70%	17.18%	16.72%	16.98%	
	HH Income \$35,000 to \$49,999	15.78%	11.96%	11.33%	11.53%	
	HH Income \$25,000 to \$34,999	8.31%	6.70%	6.64%	7.40%	
	HH Income \$15,000 to \$24,999	6.40%	5.07%	5.53%	6.14%	
	HH Income \$0 to \$14,999	5.74%	4.91%	4.41%	6.03%	
Average Household Income	\$84,589	\$108,932	\$117,557	\$106,943		
Median Household Income	\$63,506	\$81,548	\$84,028	\$78,046		
Per Capita Income	\$42,952	\$52,138	\$53,192	\$43,937		
2000 Average Household Income	\$60,368	\$73,282	\$76,914	\$70,065		
2000 Median Household Income	\$50,509	\$60,144	\$60,810	\$55,202		
<b>WRKPLACE 2020</b>	Workplace Establishments	597	2,443	7,078	22,765	
	Workplace Employees (Full Time Employees)	10,960	44,469	125,581	478,222	

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<b>POPULATION BY AGE 2020</b>	Count of Pop 0 to 4 years	1,055	5,583	11,342	43,128
	Count of Pop 5 to 14 years	1,730	9,606	20,053	78,713
	Count of Pop 14 to 22 years	753	5,832	17,363	82,773
	Count of Pop 22 to 30 years	656	4,935	12,887	56,039
	Count of Pop 30 to 45 years	3,346	17,286	34,819	133,325
	Count of Pop 45 to 60 years	2,056	14,400	32,719	127,317
	Count of Pop 60 to 75 years	1,219	11,525	27,435	89,312
	Count of Pop 75+ years	389	4,080	9,825	28,362
	Population 0 to 4 Years	9.42%	7.62%	6.81%	6.75%
	Population 5 to 13 Years	15.45%	13.11%	12.05%	12.32%
	Population 14 to 21 Years	6.72%	7.96%	10.43%	12.95%
	Population 22 to 29 Years	5.85%	6.74%	7.74%	8.77%
	Population 30 to 44 Years	29.86%	23.60%	20.92%	20.87%
	Population 45 to 59 Years	18.35%	19.66%	19.66%	19.93%
	Population 60 to 74 Years	10.88%	15.74%	16.48%	13.98%
	Population 74 Years Plus	3.47%	5.57%	5.90%	4.44%
Median Age	37.1	39.6	39.6	37.2	
<b>GENDER 2020</b>	Male Population	5,350	34,963	79,823	311,869
	Female Population	5,854	38,284	86,620	327,099
<b>RACE 2020</b>	2020 Estimated Population	11,204	73,247	166,443	638,968
	White	67.37%	77.01%	78.20%	63.22%
	Black or African American	19.34%	12.84%	12.11%	21.69%
	Asian or Pacific Islander	3.16%	3.71%	3.91%	7.58%
	Other Races	10.13%	6.44%	5.78%	7.51%
<b>HISPANIC</b>	2020 Hispanic Population	1,386	5,299	11,021	62,388
	2020 Hispanic Population %	12.37%	7.23%	6.62%	9.76%
	2025 Hispanic Population Forecast	1,389	5,365	11,205	66,130
	2025 Hispanic Population % Projected	12.24%	7.20%	6.58%	9.80%
	2000 Hispanic Population %	6.22%	4.10%	4.64%	5.92%
1990 Hispanic Population %	1.25%	1.17%	1.12%	1.16%	
<b>EDUCATION (AGE 25+) 2020</b>	Adult Population (25 Years or Older)	7,418	50,336	112,570	411,497
	Elementary	1.62%	1.67%	1.87%	3.33%
	Some High School	0.74%	1.80%	1.80%	3.75%
	High School Graduate	11.90%	10.39%	10.44%	13.57%
	Some College	16.64%	14.18%	14.12%	16.04%
	Associates Degree	8.34%	7.74%	7.12%	7.30%
	Bachelors Degree	43.05%	40.25%	40.11%	34.50%
	Graduate Degree	17.71%	23.98%	24.54%	21.51%
	% College (4+)	60.76%	64.23%	64.64%	56.02%
<b>HOUSING 2020</b>	Total Housing Units	6,034	37,151	79,745	279,188
	Owner Occupied Percent	41.77%	51.99%	55.96%	54.21%
	Renter Occupied Percent	52.46%	41.84%	37.84%	39.03%
	Vacant Housing Percent	5.77%	6.17%	6.20%	6.75%

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<b>HOMES BUILT BY YEAR 2020</b>				
Homes Built 2010 or later	1.51%	0.51%	0.34%	0.58%
Homes Built 2000 to 2009	16.82%	19.45%	17.29%	25.55%
Homes Built 1990 to 1999	23.43%	23.09%	20.90%	23.00%
Homes Built 1980 to 1989	35.19%	33.50%	28.93%	21.03%
Homes Built 1970 to 1979	10.53%	13.86%	15.05%	12.64%
Homes Built 1960 to 1979	10.52%	7.45%	9.07%	7.75%
Homes Built 1950 to 1959	0.84%	1.63%	4.56%	4.81%
Homes Built 1940 to 1949	0.64%	0.24%	1.91%	1.98%
Homes Built 1939 or earlier	0.52%	0.27%	1.95%	2.66%
<b>HOME VALUE (OWNER OCCUPIED) 2020</b>				
Property Value \$1,000,000 or more	1.12%	3.57%	5.64%	3.20%
Property Value \$750,000 to \$999,999	3.90%	7.48%	9.02%	6.64%
Property Value \$500,000 to \$749,999	10.30%	17.84%	18.57%	15.04%
Property Value \$400,000 to \$499,999	12.29%	19.76%	18.07%	15.22%
Property Value \$300,000 to \$399,999	23.46%	21.63%	20.15%	19.51%
Property Value \$200,000 to \$299,999	31.32%	20.44%	17.41%	22.58%
Property Value \$150,000 to \$199,999	11.09%	5.58%	5.26%	9.01%
Property Value \$100,000 to \$149,999	4.60%	2.16%	2.36%	4.47%
Property Value \$60,000 to \$99,999	0.95%	0.38%	0.72%	1.32%
Property Value \$40,000 to \$59,999	0.08%	0.16%	0.21%	0.44%
Property Value \$0 to \$39,999	0.19%	0.43%	0.51%	1.29%
Median Home Value	\$306,058	\$395,087	\$412,965	\$352,532
Median Rent per Month (Census 2000)	\$768	\$799	\$777	\$739
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020</b>				
Employed Civilian Population 16+ by Occupation	6,058	39,387	88,159	332,418
Managerial/Executive	22.87%	24.40%	25.71%	22.38%
Professional Specialty	31.93%	33.32%	32.68%	31.19%
Healthcare Support	1.62%	1.69%	1.94%	2.08%
Sales	9.97%	12.32%	12.58%	10.89%
Office & Administrative Support	12.67%	9.29%	9.37%	9.42%
Protective Service	1.81%	1.29%	1.11%	1.21%
Food Preparation	5.29%	4.54%	4.34%	4.89%
Building Maintenance & Cleaning	1.99%	1.33%	1.52%	2.59%
Personal Care	1.93%	2.27%	2.20%	2.61%
Farming, Fishing, & Forestry	0.00%	0.05%	0.08%	0.11%
Construction	4.77%	4.28%	3.50%	5.29%
Production & Transportation	5.15%	5.23%	4.97%	7.35%
Percent White Collar	79.06%	81.01%	82.28%	75.96%
Percent Blue Collar	20.94%	18.99%	17.72%	24.04%
Median Employee Salary	40,580	42,159	43,775	44,082
Average Employee Salary	51,383	54,147	56,477	56,031
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	130	954	2,743	10,443
2020 Estimated Unemployed (Age 16 and Up)	249	1,617	4,239	20,225
2020 Estimated Unemployed Rate (Age 16 and Up)	4.20%	4.38%	4.67%	5.67%

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<b>TRANSPORTATION TO WORK 2020</b>				
Drive to Work Alone	82.56%	82.64%	81.55%	79.33%
Drive to Work Carpool	9.89%	7.91%	7.86%	9.37%
Travel to Work by Public Transportation	1.29%	0.76%	0.81%	1.65%
Drive to Work on Motorcycle	0.00%	0.24%	0.16%	0.16%
Drive to Work on Bicycle	0.21%	0.49%	0.67%	0.50%
Walk to Work	0.73%	0.81%	1.34%	1.87%
Other Means	0.63%	0.74%	0.58%	0.69%
Work at Home	4.69%	6.33%	6.96%	6.16%
<b>TRAVEL TIME TO WORK 2020</b>				
Travel Time in Less than 5 minutes	1.87%	2.38%	2.46%	2.57%
Travel to Work in 5 to 9 minutes	6.83%	8.34%	10.09%	9.91%
Travel to Work in 10 to 14 minutes	16.93%	14.39%	16.14%	16.04%
Travel to Work in 15 to 19 minutes	25.80%	22.99%	21.33%	20.11%
Travel to Work in 20 to 29 minutes	33.74%	33.40%	30.54%	27.97%
Travel to Work in 30 to 44 minutes	11.16%	13.46%	14.02%	16.95%
Travel to Work in 45 to 59 minutes	1.25%	1.92%	2.32%	3.20%
Travel to Work in 60 minutes or more	2.41%	3.13%	3.10%	3.25%
Average Travel Time to Work	20.6	21.2	20.9	21.5
<b>SPENDING PATTERNS 2020</b>				
Grocery Store Market Basket Weekly Per Capita Spending	\$56.97	\$57.90	\$58.08	\$57.59
Apparel and Related Services	\$14.76	\$15.73	\$15.85	\$15.42
Transportation	\$82.62	\$87.93	\$88.76	\$86.44
Healthcare	\$49.92	\$53.35	\$53.76	\$51.90
Entertainment	\$21.38	\$23.04	\$23.26	\$22.45
<b>LIFESTYLE SEGMENTATION 2020</b>				
Category A - Crème de la Crème	3	10,168	35,296	88,956
Category B - Urban Cliff Climbers	0	1,542	2,701	15,553
Category C - Urban Cliff Dwellers	0	0	0	1,471
Category D - Seasoned Urban Dwellers	0	0	1,811	4,644
Category E - Thriving Alone	5,943	30,064	40,721	106,779
Category F - Going it Alone	0	2,559	7,826	25,826
Category G - Struggling Alone	0	0	0	2,991
Category H - Single in the Suburbs	4,189	8,257	19,359	101,510
Category I - Married in the Suburbs	760	13,808	36,671	141,573
Category J - Retired in the Suburbs	0	2,882	11,590	38,927
Category K - Living with Nature	0	0	0	0
Category L - Working with Nature	0	0	0	10,222
Category M - Harlem Gateway	0	0	0	51,405
Category N - Espaniola	0	0	753	10,782
Category O - Specialties	300	3,515	6,931	18,690

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