

FULL DEMOGRAPHIC REPORT - POPSTATS

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

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 35.90707, -78.60007

9-Jun-2021

Falls Pointe Shopping Center

Raleigh, NC

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2020 Estimated Population	8,344	55,952	170,569	505,870	
	2020 Daytime Population	7,431	58,944	180,811	607,399	
	2025 Population Forecast	8,417	57,782	179,554	537,853	
	2010 Census Population	7,731	49,768	145,316	422,917	
	2000 Census Population	5,315	33,742	104,158	308,261	
	1990 Census Population	2,046	20,729	79,134	228,045	
	Historical Annual Growth, 1990 to 2000	10.02%	4.99%	2.79%	3.06%	
	Historical Annual Growth, 2000 to 2010	3.82%	3.96%	3.39%	3.21%	
	Estimated Annual Growth, 2010 to 2020	0.71%	1.10%	1.50%	1.68%	
	Projected Annual Growth, 2020 to 2025	0.17%	0.65%	1.03%	1.23%	
	HOUSEHOLDS	2020 Estimated Households	3,262	21,854	67,999	198,770
		2025 Households Forecast	3,290	22,546	71,335	210,956
2010 Census Households		3,015	19,431	58,259	165,932	
2000 Census Households		1,886	12,516	41,873	123,227	
1990 Census Households		728	7,578	31,832	92,648	
Historical Annual Growth, 1990 to 2000		9.98%	5.14%	2.78%	2.89%	
Historical Annual Growth, 2000 to 2010		4.81%	4.50%	3.36%	3.02%	
Estimated Annual Growth, 2010 to 2020		0.73%	1.10%	1.45%	1.69%	
Projected Annual Growth, 2020 to 2025		0.17%	0.62%	0.96%	1.20%	
2020 % Households With Children		36%	33%	31%	30%	
2020 Persons per Household		2.56	2.55	2.50	2.45	
INCOME 2020		HH Income \$500,000 or more	2.11%	2.19%	1.41%	1.57%
	HH Income \$250,000 to \$499,999	2.48%	2.62%	1.69%	1.89%	
	HH Income \$200,000 to \$249,999	5.81%	6.14%	3.96%	4.41%	
	HH Income \$175,000 to \$199,999	8.43%	6.56%	6.90%	6.66%	
	HH Income \$150,000 to \$174,999	8.85%	6.77%	6.09%	6.20%	
	HH Income \$100,000 to \$149,999	26.19%	20.44%	17.73%	18.22%	
	HH Income \$75,000 to \$99,999	13.31%	13.61%	13.21%	13.79%	
	HH Income \$50,000 to \$74,999	10.13%	14.19%	16.96%	16.74%	
	HH Income \$35,000 to \$49,999	9.78%	11.45%	13.17%	11.73%	
	HH Income \$25,000 to \$34,999	4.39%	6.08%	7.33%	7.08%	
	HH Income \$15,000 to \$24,999	3.72%	5.04%	6.58%	6.18%	
	HH Income \$0 to \$14,999	4.79%	4.91%	4.96%	5.53%	
	Average Household Income	\$126,099	\$122,630	\$106,230	\$107,948	
	Median Household Income	\$106,633	\$88,989	\$76,626	\$79,289	
Per Capita Income	\$49,354	\$48,053	\$42,484	\$42,842		
2000 Average Household Income	\$92,349	\$94,694	\$76,160	\$69,716		
2000 Median Household Income	\$72,525	\$71,341	\$60,051	\$54,888		
WRKPLACE 2020	Workplace Establishments	270	2,075	6,134	16,657	
	Workplace Employees (Full Time Employees)	2,628	26,267	88,520	308,786	

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POPULATION BY AGE 2020	Count of Pop 0 to 4 years	456	3,316	10,704	31,905
	Count of Pop 5 to 14 years	1,015	6,699	21,099	60,895
	Count of Pop 14 to 22 years	1,034	6,730	19,656	66,093
	Count of Pop 22 to 30 years	816	5,591	16,507	48,986
	Count of Pop 30 to 45 years	1,216	8,912	30,109	94,224
	Count of Pop 45 to 60 years	2,052	12,558	37,069	106,515
	Count of Pop 60 to 75 years	1,370	9,317	26,694	73,446
	Count of Pop 75+ years	386	2,829	8,730	23,805
	Population 0 to 4 Years	5.46%	5.93%	6.28%	6.31%
	Population 5 to 13 Years	12.17%	11.97%	12.37%	12.04%
	Population 14 to 21 Years	12.39%	12.03%	11.52%	13.07%
	Population 22 to 29 Years	9.78%	9.99%	9.68%	9.68%
	Population 30 to 44 Years	14.58%	15.93%	17.65%	18.63%
	Population 45 to 59 Years	24.59%	22.44%	21.73%	21.06%
	Population 60 to 74 Years	16.41%	16.65%	15.65%	14.52%
	Population 74 Years Plus	4.63%	5.06%	5.12%	4.71%
Median Age	41.7	40.5	39.5	37.9	
GENDER 2020	Male Population	4,006	26,528	81,455	244,969
	Female Population	4,339	29,425	89,114	260,901
RACE 2020	2020 Estimated Population	8,344	55,952	170,569	505,870
	White	82.81%	71.29%	65.32%	66.67%
	Black or African American	9.62%	17.78%	22.19%	22.19%
	Asian or Pacific Islander	3.41%	3.96%	3.84%	3.49%
	Other Races	4.15%	6.97%	8.64%	7.65%
HISPANIC	2020 Hispanic Population	345	4,545	18,222	48,587
	2020 Hispanic Population %	4.13%	8.12%	10.68%	9.60%
	2025 Hispanic Population Forecast	356	4,880	19,392	52,063
	2025 Hispanic Population % Projected	4.23%	8.45%	10.80%	9.68%
	2000 Hispanic Population %	2.77%	3.34%	6.17%	5.54%
1990 Hispanic Population %	0.98%	1.11%	1.10%	1.02%	
EDUCATION (AGE 25+) 2020	Adult Population (25 Years or Older)	5,513	36,975	112,621	326,722
	Elementary	0.88%	1.85%	3.10%	3.21%
	Some High School	1.97%	3.41%	3.62%	3.93%
	High School Graduate	13.68%	12.74%	14.03%	14.49%
	Some College	16.13%	17.26%	18.52%	17.30%
	Associates Degree	6.81%	7.82%	8.24%	8.03%
	Bachelors Degree	40.48%	38.82%	34.81%	33.99%
	Graduate Degree	20.07%	18.10%	17.68%	19.05%
	% College (4+)	60.55%	56.92%	52.49%	53.04%
HOUSING 2020	Total Housing Units	3,407	23,020	72,074	213,373
	Owner Occupied Percent	70.76%	68.02%	60.99%	59.01%
	Renter Occupied Percent	24.98%	26.91%	33.36%	34.14%
	Vacant Housing Percent	4.26%	5.07%	5.65%	6.84%

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HOMES BUILT BY YEAR 2020	Homes Built 2010 or later	0.00%	0.51%	0.36%	0.46%
	Homes Built 2000 to 2009	30.58%	32.24%	27.25%	26.85%
	Homes Built 1990 to 1999	45.86%	31.07%	23.36%	22.90%
	Homes Built 1980 to 1989	19.89%	23.93%	27.25%	20.34%
	Homes Built 1970 to 1979	3.47%	9.67%	14.34%	11.44%
	Homes Built 1960 to 1979	0.21%	1.65%	5.39%	7.57%
	Homes Built 1950 to 1959	0.00%	0.44%	1.42%	4.87%
	Homes Built 1940 to 1949	0.00%	0.02%	0.22%	2.24%
	Homes Built 1939 or earlier	0.00%	0.46%	0.41%	3.33%
HOME VALUE (OWNER OCCUPIED) 2020	Property Value \$1,000,000 or more	2.33%	3.06%	2.39%	3.24%
	Property Value \$750,000 to \$999,999	5.02%	6.82%	4.86%	6.43%
	Property Value \$500,000 to \$749,999	15.20%	15.99%	14.55%	14.95%
	Property Value \$400,000 to \$499,999	25.49%	17.93%	16.78%	15.32%
	Property Value \$300,000 to \$399,999	30.43%	20.13%	21.47%	19.52%
	Property Value \$200,000 to \$299,999	18.54%	20.03%	22.10%	22.79%
	Property Value \$150,000 to \$199,999	1.11%	8.84%	9.29%	9.03%
	Property Value \$100,000 to \$149,999	0.38%	3.85%	4.30%	4.13%
	Property Value \$60,000 to \$99,999	0.01%	0.50%	1.44%	1.32%
	Property Value \$40,000 to \$59,999	0.57%	0.22%	0.32%	0.41%
	Property Value \$0 to \$39,999	0.01%	0.47%	1.16%	1.49%
	Median Home Value	\$395,054	\$374,555	\$349,923	\$352,006
Median Rent per Month (Census 2000)	\$768	\$770	\$761	\$722	
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020	Employed Civilian Population 16+ by Occupation	4,488	28,868	88,225	259,204
	Managerial/Executive	27.71%	24.83%	22.24%	22.73%
	Professional Specialty	32.86%	29.90%	27.61%	28.80%
	Healthcare Support	0.42%	1.38%	2.00%	2.06%
	Sales	11.29%	12.32%	12.41%	11.76%
	Office & Administrative Support	7.93%	9.78%	10.43%	9.82%
	Protective Service	0.96%	1.26%	1.49%	1.38%
	Food Preparation	2.88%	3.95%	4.70%	4.85%
	Building Maintenance & Cleaning	3.10%	2.39%	2.81%	2.75%
	Personal Care	2.84%	2.87%	2.63%	2.55%
	Farming, Fishing, & Forestry	0.00%	0.03%	0.07%	0.15%
	Construction	6.01%	5.73%	6.28%	5.86%
	Production & Transportation	4.00%	5.58%	7.33%	7.29%
	Percent White Collar	80.21%	78.21%	74.69%	75.17%
	Percent Blue Collar	19.79%	21.79%	25.31%	24.83%
Median Employee Salary	46,742	42,889	42,765	43,835	
Average Employee Salary	57,713	54,075	53,959	55,444	
UNEMPLOYMENT	2000 Census Unemployed (Age 16 and Up)	67	538	1,789	7,061
	2020 Estimated Unemployed (Age 16 and Up)	209	2,012	6,073	17,045
	2020 Estimated Unemployed Rate (Age 16 and Up)	4.40%	5.89%	6.49%	6.15%

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TRANSPORTATION TO WORK 2020	Drive to Work Alone	87.03%	82.97%	80.97%	79.79%
	Drive to Work Carpool	5.58%	8.23%	9.25%	8.97%
	Travel to Work by Public Transportation	0.54%	0.45%	0.61%	1.23%
	Drive to Work on Motorcycle	0.00%	0.02%	0.05%	0.10%
	Drive to Work on Bicycle	0.00%	0.15%	0.28%	0.49%
	Walk to Work	0.41%	0.85%	0.95%	1.83%
	Other Means	0.09%	0.26%	0.48%	0.60%
	Work at Home	6.34%	7.05%	7.08%	6.72%
TRAVEL TIME TO WORK 2020	Travel Time in Less than 5 minutes	1.61%	1.81%	1.93%	2.44%
	Travel to Work in 5 to 9 minutes	5.57%	6.38%	7.87%	9.07%
	Travel to Work in 10 to 14 minutes	15.90%	12.90%	12.88%	14.17%
	Travel to Work in 15 to 19 minutes	14.13%	15.66%	16.00%	18.10%
	Travel to Work in 20 to 29 minutes	27.81%	28.69%	28.96%	26.81%
	Travel to Work in 30 to 44 minutes	25.17%	26.84%	24.19%	20.96%
	Travel to Work in 45 to 59 minutes	5.13%	4.86%	5.03%	4.84%
	Travel to Work in 60 minutes or more	4.69%	2.86%	3.15%	3.62%
Average Travel Time to Work	23.8	23.4	23.1	22.8	
SPENDING PATTERNS 2020	Grocery Store Market Basket Weekly Per Capita Spending	\$58.29	\$58.14	\$57.75	\$57.72
	Apparel and Related Services	\$16.27	\$15.96	\$15.40	\$15.48
	Transportation	\$91.40	\$89.55	\$86.98	\$87.02
	Healthcare	\$54.59	\$53.72	\$52.67	\$52.53
	Entertainment	\$23.93	\$23.38	\$22.50	\$22.61
LIFESTYLE SEGMENTATION 2020	Category A - Crème de la Crème	859	4,628	21,556	58,166
	Category B - Urban Cliff Climbers	0	0	5,339	25,276
	Category C - Urban Cliff Dwellers	0	0	0	25
	Category D - Seasoned Urban Dwellers	0	0	1,811	4,644
	Category E - Thriving Alone	6	2,379	4,576	61,583
	Category F - Going it Alone	0	1,535	8,033	23,207
	Category G - Struggling Alone	0	8	8	1,676
	Category H - Single in the Suburbs	52	11,853	33,693	72,332
	Category I - Married in the Suburbs	6,699	20,566	51,229	132,756
	Category J - Retired in the Suburbs	719	10,379	16,618	29,079
	Category K - Living with Nature	0	0	0	7,309
	Category L - Working with Nature	0	733	4,040	16,510
	Category M - Harlem Gateway	0	2,828	11,649	36,648
	Category N - Espaniola	0	0	5,640	7,652
	Category O - Specialties	0	763	5,658	10,657

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