



## Business Summary

301 Fayetteville St, Raleigh, North Carolina, 27601 2  
301 Fayetteville St, Raleigh, North Carolina, 27601  
Drive Time: 10 minute radii

Prepared by Esri  
Latitude: 35.77659  
Longitude: -78.63877

Data for all businesses in area		10 minutes			
Total Businesses:		8,952			
Total Employees:		134,716			
Total Residential Population:		138,601			
Employee/Residential Population Ratio (per 100 Residents)		97			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		115	1.3%	1,003	0.7%
Construction		457	5.1%	5,271	3.9%
Manufacturing		178	2.0%	2,728	2.0%
Transportation		192	2.1%	1,577	1.2%
Communication		106	1.2%	3,947	2.9%
Utility		19	0.2%	361	0.3%
Wholesale Trade		204	2.3%	3,116	2.3%
Retail Trade Summary		1,479	16.5%	16,183	12.0%
Home Improvement		65	0.7%	910	0.7%
General Merchandise Stores		63	0.7%	1,090	0.8%
Food Stores		151	1.7%	2,189	1.6%
Auto Dealers, Gas Stations, Auto Aftermarket		165	1.8%	1,338	1.0%
Apparel & Accessory Stores		79	0.9%	429	0.3%
Furniture & Home Furnishings		95	1.1%	577	0.4%
Eating & Drinking Places		505	5.6%	7,636	5.7%
Miscellaneous Retail		356	4.0%	2,013	1.5%
Finance, Insurance, Real Estate Summary		879	9.8%	6,678	5.0%
Banks, Savings & Lending Institutions		131	1.5%	1,025	0.8%
Securities Brokers		111	1.2%	879	0.7%
Insurance Carriers & Agents		101	1.1%	1,040	0.8%
Real Estate, Holding, Other Investment Offices		536	6.0%	3,734	2.8%
Services Summary		3,549	39.6%	68,799	51.1%
Hotels & Lodging		67	0.7%	1,456	1.1%
Automotive Services		172	1.9%	1,168	0.9%
Motion Pictures & Amusements		191	2.1%	2,572	1.9%
Health Services		303	3.4%	22,325	16.6%
Legal Services		323	3.6%	3,146	2.3%
Education Institutions & Libraries		271	3.0%	9,566	7.1%
Other Services		2,222	24.8%	28,565	21.2%
Government		437	4.9%	23,631	17.5%
Unclassified Establishments		1,338	14.9%	1,422	1.1%
Totals		8,952	100.0%	134,716	100.0%

**Source:** Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	23	0.3%	298	0.2%
Mining	5	0.1%	29	0.0%
Utilities	3	0.0%	125	0.1%
Construction	487	5.4%	5,637	4.2%
Manufacturing	184	2.1%	2,043	1.5%
Wholesale Trade	202	2.3%	3,114	2.3%
Retail Trade	927	10.4%	8,134	6.0%
Motor Vehicle & Parts Dealers	129	1.4%	1,171	0.9%
Furniture & Home Furnishings Stores	46	0.5%	254	0.2%
Electronics & Appliance Stores	46	0.5%	286	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	64	0.7%	910	0.7%
Food & Beverage Stores	146	1.6%	1,974	1.5%
Health & Personal Care Stores	62	0.7%	510	0.4%
Gasoline Stations	35	0.4%	167	0.1%
Clothing & Clothing Accessories Stores	94	1.1%	489	0.4%
Sport Goods, Hobby, Book, & Music Stores	66	0.7%	384	0.3%
General Merchandise Stores	63	0.7%	1,090	0.8%
Miscellaneous Store Retailers	133	1.5%	815	0.6%
Nonstore Retailers	44	0.5%	84	0.1%
Transportation & Warehousing	166	1.9%	1,433	1.1%
Information	245	2.7%	6,522	4.8%
Finance & Insurance	340	3.8%	3,166	2.4%
Central Bank/Credit Intermediation & Related Activities	116	1.3%	981	0.7%
Securities, Commodity Contracts & Other Financial	123	1.4%	950	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	102	1.1%	1,235	0.9%
Real Estate, Rental & Leasing	527	5.9%	3,107	2.3%
Professional, Scientific & Tech Services	1,130	12.6%	15,779	11.7%
Legal Services	342	3.8%	3,231	2.4%
Management of Companies & Enterprises	43	0.5%	123	0.1%
Administrative & Support & Waste Management & Remediation	271	3.0%	2,996	2.2%
Educational Services	293	3.3%	9,901	7.3%
Health Care & Social Assistance	505	5.6%	25,610	19.0%
Arts, Entertainment & Recreation	171	1.9%	2,626	1.9%
Accommodation & Food Services	584	6.5%	9,302	6.9%
Accommodation	67	0.7%	1,456	1.1%
Food Services & Drinking Places	517	5.8%	7,847	5.8%
Other Services (except Public Administration)	1,071	12.0%	9,438	7.0%
Automotive Repair & Maintenance	130	1.5%	691	0.5%
Public Administration	437	4.9%	23,911	17.7%
Unclassified Establishments	1,338	14.9%	1,422	1.1%
Total	8,952	100.0%	134,716	100.0%

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## Civilian Labor Force Profile

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2022 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	116,886	66,452	2,508	3.6%	59.0%	57
16-24	33,504	13,360	828	5.8%	42.3%	40
25-54	55,305	42,684	1,235	2.8%	79.4%	77
55-64	12,542	7,427	346	4.5%	62.0%	59
65+	15,536	2,981	100	3.2%	19.8%	19
Economic Dependency Ratio						
Total						102.3
Child (<16)						32.7
Working-Age (16-64)						51.1
Senior (65+)						18.6
Industry	Employed		Percent		US Percent	Location Quotient
Total	66,452		100.0%		100.0%	-
Agriculture/Forestry/Fishing	153		0.2%		1.2%	0.17
Mining/Quarrying/Oil & Gas	36		0.1%		0.4%	0.25
Construction	4,511		6.8%		7.1%	0.96
Manufacturing	3,624		5.5%		9.6%	0.57
Wholesale Trade	1,278		1.9%		2.5%	0.76
Retail Trade	6,316		9.5%		10.8%	0.88
Transportation/Warehousing	2,670		4.0%		5.5%	0.73
Utilities	439		0.7%		0.8%	0.88
Information	1,228		1.8%		1.9%	0.95
Finance/Insurance	3,072		4.6%		4.8%	0.96
Real Estate/Rental/Leasing	1,724		2.6%		2.0%	1.30
Professional/Scientific/Tech	9,352		14.1%		8.0%	1.76
Management of Companies	81		0.1%		0.1%	1.00
Admin/Support/Waste Management	3,687		5.5%		3.8%	1.45
Educational Services	6,600		9.9%		9.0%	1.10
Health Care/Social Assistance	6,809		10.2%		14.5%	0.70
Arts/Entertainment/Recreation	1,367		2.1%		1.8%	1.17
Accommodation/Food Services	7,061		10.6%		6.5%	1.63
Other Services (Excluding Public)	3,119		4.7%		4.7%	1.00
Public Administration	3,326		5.0%		4.9%	1.02

**Data Note:** Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

**Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.**

**Source:** Esri forecasts for 2022 and 2027.



## Civilian Labor Force Profile

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Occupation	Employed	Percent	US Percent	Location Quotient
Total	66,452	100.0%	100.0%	-
White Collar	44,498	67.0%	61.8%	1.08
Management	8,201	12.3%	11.5%	1.07
Business/Financial	4,826	7.3%	6.0%	1.22
Computer/Mathematical	3,394	5.1%	3.7%	1.38
Architecture/Engineering	1,606	2.4%	1.9%	1.26
Life/Physical/Social Sciences	1,301	2.0%	1.0%	2.00
Community/Social Service	1,177	1.8%	1.9%	0.95
Legal	1,478	2.2%	1.1%	2.00
Education/Training/Library	4,396	6.6%	5.9%	1.12
Arts/Design/Entertainment	2,085	3.1%	2.0%	1.55
Healthcare Practitioner	3,247	4.9%	6.5%	0.75
Sales and Sales Related	6,663	10.0%	9.2%	1.09
Office/Administrative Support	6,124	9.2%	11.1%	0.83
Blue Collar	10,767	16.2%	22.3%	0.73
Farming/Fishing/Forestry	72	0.1%	0.6%	0.17
Construction/Extraction	3,266	4.9%	5.2%	0.94
Installation/Maintenance/Repair	1,020	1.5%	3.0%	0.50
Production	1,768	2.7%	5.4%	0.50
Transportation/Material Moving	4,641	7.0%	8.1%	0.86
Services	11,185	16.8%	15.9%	1.07
Healthcare Support	1,901	2.9%	3.4%	0.85
Protective Service	976	1.5%	2.0%	0.75
Food Preparation/Serving	4,953	7.5%	5.0%	1.50
Building Maintenance	2,319	3.5%	3.6%	0.97
Personal Care/Service	1,036	1.6%	1.9%	0.84

**Data Note:** Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

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Population Summary	
2010 Total Population	121,217
2020 Total Population	135,101
2020 Group Quarters	16,147
2022 Total Population	138,601
2022 Group Quarters	16,147
2027 Total Population	149,434
2022-2027 Annual Rate	1.52%
2022 Total Daytime Population	210,503
Workers	140,419
Residents	70,084
Household Summary	
2010 Households	44,896
2010 Average Household Size	2.32
2020 Total Households	53,876
2020 Average Household Size	2.21
2022 Households	55,922
2022 Average Household Size	2.19
2027 Households	61,014
2027 Average Household Size	2.18
2022-2027 Annual Rate	1.76%
2010 Families	21,182
2010 Average Family Size	3.08
2022 Families	23,817
2022 Average Family Size	3.07
2027 Families	25,750
2027 Average Family Size	3.08
2022-2027 Annual Rate	1.57%
Housing Unit Summary	
2000 Housing Units	43,063
Owner Occupied Housing Units	40.6%
Renter Occupied Housing Units	52.5%
Vacant Housing Units	6.9%
2010 Housing Units	50,113
Owner Occupied Housing Units	38.1%
Renter Occupied Housing Units	51.5%
Vacant Housing Units	10.4%
2020 Housing Units	58,896
Vacant Housing Units	8.5%
2022 Housing Units	61,180
Owner Occupied Housing Units	37.0%
Renter Occupied Housing Units	54.4%
Vacant Housing Units	8.6%
2027 Housing Units	67,176
Owner Occupied Housing Units	36.0%
Renter Occupied Housing Units	54.9%
Vacant Housing Units	9.2%
Median Household Income	
2022	\$58,650
2027	\$75,235
Median Home Value	
2022	\$334,290
2027	\$386,155
Per Capita Income	
2022	\$38,341
2027	\$45,395
Median Age	
2010	28.1
2022	30.3
2027	30.7

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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### 2022 Households by Income

Household Income Base	55,917
<\$15,000	11.9%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	14.6%
\$150,000 - \$199,999	7.0%
\$200,000+	8.4%
Average Household Income	\$94,234

### 2027 Households by Income

Household Income Base	61,009
<\$15,000	8.7%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	14.0%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	9.9%
\$200,000+	9.5%
Average Household Income	\$110,544

### 2022 Owner Occupied Housing Units by Value

Total	22,635
<\$50,000	2.2%
\$50,000 - \$99,999	3.7%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	10.5%
\$200,000 - \$249,999	12.4%
\$250,000 - \$299,999	10.0%
\$300,000 - \$399,999	15.8%
\$400,000 - \$499,999	12.7%
\$500,000 - \$749,999	16.2%
\$750,000 - \$999,999	6.7%
\$1,000,000 - \$1,499,999	3.3%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.4%
Average Home Value	\$413,027

### 2027 Owner Occupied Housing Units by Value

Total	24,134
<\$50,000	1.1%
\$50,000 - \$99,999	1.1%
\$100,000 - \$149,999	2.1%
\$150,000 - \$199,999	5.7%
\$200,000 - \$249,999	11.5%
\$250,000 - \$299,999	11.7%
\$300,000 - \$399,999	19.5%
\$400,000 - \$499,999	17.0%
\$500,000 - \$749,999	18.4%
\$750,000 - \$999,999	7.5%
\$1,000,000 - \$1,499,999	3.7%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.3%
Average Home Value	\$456,124

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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### 2010 Population by Age

Total	121,218
0 - 4	6.2%
5 - 9	5.1%
10 - 14	4.6%
15 - 24	28.1%
25 - 34	17.3%
35 - 44	12.3%
45 - 54	10.6%
55 - 64	8.1%
65 - 74	4.0%
75 - 84	2.5%
85 +	1.3%
18 +	81.3%

### 2022 Population by Age

Total	138,602
0 - 4	5.3%
5 - 9	4.9%
10 - 14	4.6%
15 - 24	25.1%
25 - 34	18.0%
35 - 44	12.2%
45 - 54	9.7%
55 - 64	9.0%
65 - 74	6.5%
75 - 84	3.3%
85 +	1.4%
18 +	82.3%

### 2027 Population by Age

Total	149,434
0 - 4	5.4%
5 - 9	4.7%
10 - 14	4.5%
15 - 24	24.5%
25 - 34	17.5%
35 - 44	12.8%
45 - 54	9.6%
55 - 64	8.6%
65 - 74	6.8%
75 - 84	4.0%
85 +	1.6%
18 +	82.5%

### 2010 Population by Sex

Males	61,429
Females	59,789

### 2022 Population by Sex

Males	70,879
Females	67,722

### 2027 Population by Sex

Males	76,148
Females	73,286

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### 2010 Population by Race/Ethnicity

Total	121,217
White Alone	49.9%
Black Alone	37.8%
American Indian Alone	0.5%
Asian Alone	3.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.0%
Two or More Races	2.2%
Hispanic Origin	11.1%
Diversity Index	68.1

### 2020 Population by Race/Ethnicity

Total	135,101
White Alone	51.6%
Black Alone	28.5%
American Indian Alone	0.6%
Asian Alone	4.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.9%
Two or More Races	6.5%
Hispanic Origin	12.7%
Diversity Index	71.9

### 2022 Population by Race/Ethnicity

Total	138,600
White Alone	51.4%
Black Alone	28.7%
American Indian Alone	0.6%
Asian Alone	4.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.1%
Two or More Races	6.7%
Hispanic Origin	12.9%
Diversity Index	72.2

### 2027 Population by Race/Ethnicity

Total	149,434
White Alone	51.1%
Black Alone	28.4%
American Indian Alone	0.6%
Asian Alone	4.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.3%
Two or More Races	7.1%
Hispanic Origin	12.9%
Diversity Index	72.4

### 2010 Population by Relationship and Household Type

Total	121,217
In Households	85.8%
In Family Households	56.2%
Householder	17.4%
Spouse	10.0%
Child	22.4%
Other relative	4.0%
Nonrelative	2.4%
In Nonfamily Households	29.6%
In Group Quarters	14.2%
Institutionalized Population	3.8%
Noninstitutionalized Population	10.5%

**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.

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### 2022 Population 25+ by Educational Attainment

Total	83,382
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	6.1%
High School Graduate	14.8%
GED/Alternative Credential	3.9%
Some College, No Degree	15.3%
Associate Degree	6.9%
Bachelor's Degree	29.5%
Graduate/Professional Degree	19.9%

### 2022 Population 15+ by Marital Status

Total	118,134
Never Married	56.9%
Married	30.9%
Widowed	3.5%
Divorced	8.7%

### 2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	68,960
Population 16+ Employed	96.4%
Population 16+ Unemployment rate	3.6%
Population 16-24 Employed	20.1%
Population 16-24 Unemployment rate	5.8%
Population 25-54 Employed	64.2%
Population 25-54 Unemployment rate	2.8%
Population 55-64 Employed	11.2%
Population 55-64 Unemployment rate	4.5%
Population 65+ Employed	4.5%
Population 65+ Unemployment rate	3.2%

### 2022 Employed Population 16+ by Industry

Total	66,452
Agriculture/Mining	0.3%
Construction	6.8%
Manufacturing	5.5%
Wholesale Trade	1.9%
Retail Trade	9.5%
Transportation/Utilities	4.7%
Information	1.8%
Finance/Insurance/Real Estate	7.2%
Services	57.3%
Public Administration	5.0%

### 2022 Employed Population 16+ by Occupation

Total	66,450
White Collar	67.0%
Management/Business/Financial	19.6%
Professional	28.1%
Sales	10.0%
Administrative Support	9.2%
Services	16.8%
Blue Collar	16.2%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	1.5%
Production	2.7%
Transportation/Material Moving	7.0%

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2010 Households by Type	
Total	44,897
Households with 1 Person	35.5%
Households with 2+ People	64.5%
Family Households	47.2%
Husband-wife Families	27.2%
With Related Children	12.5%
Other Family (No Spouse Present)	19.9%
Other Family with Male Householder	4.4%
With Related Children	2.2%
Other Family with Female Householder	15.6%
With Related Children	10.8%
Nonfamily Households	17.3%
All Households with Children	25.9%
Multigenerational Households	3.2%
Unmarried Partner Households	7.3%
Male-female	6.3%
Same-sex	1.0%
2010 Households by Size	
Total	44,896
1 Person Household	35.5%
2 Person Household	30.6%
3 Person Household	14.9%
4 Person Household	10.8%
5 Person Household	4.5%
6 Person Household	2.0%
7 + Person Household	1.7%
2010 Households by Tenure and Mortgage Status	
Total	44,897
Owner Occupied	42.5%
Owned with a Mortgage/Loan	33.5%
Owned Free and Clear	9.0%
Renter Occupied	57.5%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	81
Percent of Income for Mortgage	30.0%
Wealth Index	71
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	50,113
Housing Units Inside Urbanized Area	99.8%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.2%
2010 Population By Urban/ Rural Status	
Total Population	121,217
Population Inside Urbanized Area	99.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.1%

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 14, 2022



## Market Profile

301 Fayetteville St, Raleigh, North Carolina, 27601 2  
301 Fayetteville St, Raleigh, North Carolina, 27601  
Drive Time: 10 minute radii

Prepared by Esri  
Latitude: 35.77659  
Longitude: -78.63877

10 minutes

### Top 3 Tapestry Segments

1. College Towns (14B)
2. Emerald City (8B)
3. Metro Renters (3B)

### 2022 Consumer Spending

Apparel & Services: Total \$	\$128,259,928
Average Spent	\$2,293.55
Spending Potential Index	95
Education: Total \$	\$107,459,905
Average Spent	\$1,921.60
Spending Potential Index	98
Entertainment/Recreation: Total \$	\$181,635,716
Average Spent	\$3,248.02
Spending Potential Index	88
Food at Home: Total \$	\$316,723,559
Average Spent	\$5,663.67
Spending Potential Index	91
Food Away from Home: Total \$	\$228,848,213
Average Spent	\$4,092.28
Spending Potential Index	95
Health Care: Total \$	\$341,184,812
Average Spent	\$6,101.08
Spending Potential Index	86
HH Furnishings & Equipment: Total \$	\$126,964,382
Average Spent	\$2,270.38
Spending Potential Index	89
Personal Care Products & Services: Total \$	\$52,567,774
Average Spent	\$940.02
Spending Potential Index	92
Shelter: Total \$	\$1,199,352,586
Average Spent	\$21,446.88
Spending Potential Index	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$126,755,188
Average Spent	\$2,266.64
Spending Potential Index	83
Travel: Total \$	\$137,900,803
Average Spent	\$2,465.95
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$65,149,811
Average Spent	\$1,165.01
Spending Potential Index	93

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 14, 2022



## Tapestry Segmentation Area Profile

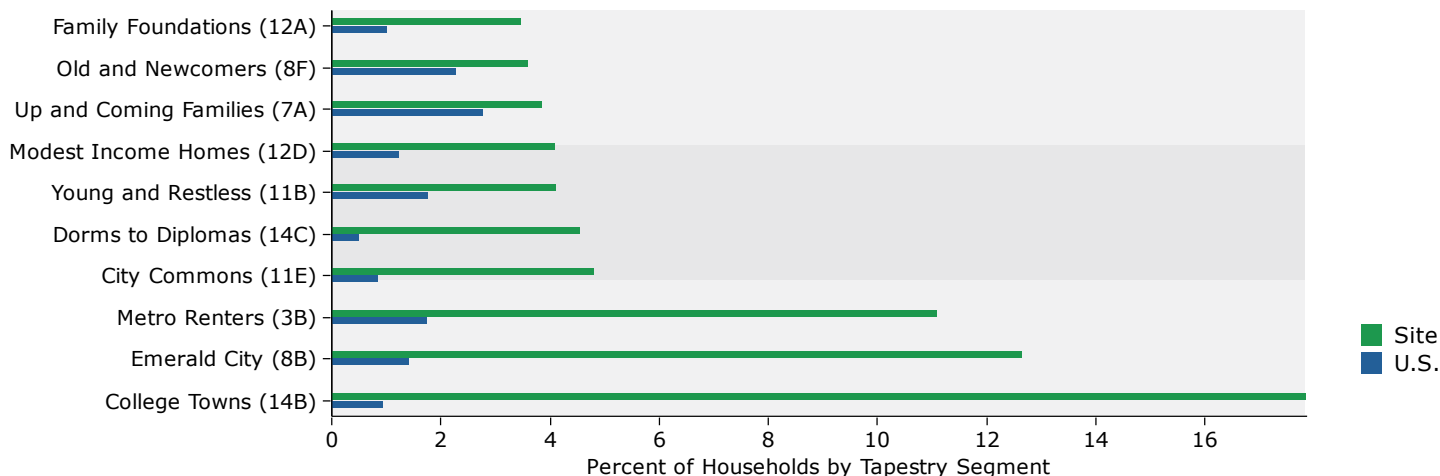
301 Fayetteville St, Raleigh, North Carolina, 27601 2  
301 Fayetteville St, Raleigh, North Carolina, 27601  
Drive Time: 10 minute radius

Prepared by Esri  
Latitude: 35.77659  
Longitude: -78.63877

### Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	College Towns (14B)	17.9%	17.9%	1.0%	1.0%	1867
2	Emerald City (8B)	12.7%	30.5%	1.4%	2.4%	886
3	Metro Renters (3B)	11.1%	41.7%	1.8%	4.2%	630
4	City Commons (11E)	4.8%	46.5%	0.9%	5.0%	552
5	Dorms to Diplomas (14C)	4.6%	51.1%	0.5%	5.5%	900
Subtotal		51.1%		5.6%		
6	Young and Restless (11B)	4.1%	55.2%	1.8%	7.3%	232
7	Modest Income Homes (12D)	4.1%	59.3%	1.2%	8.6%	331
8	Up and Coming Families (7A)	3.9%	63.2%	2.8%	11.3%	139
9	Old and Newcomers (8F)	3.6%	66.8%	2.3%	13.6%	158
10	Family Foundations (12A)	3.5%	70.3%	1.0%	14.7%	339
Subtotal		19.2%		9.1%		
11	Social Security Set (9F)	3.2%	73.5%	0.8%	15.5%	385
12	Urban Chic (2A)	3.2%	76.7%	1.3%	16.8%	246
13	Top Tier (1A)	3.1%	79.8%	1.6%	18.4%	193
14	Front Porches (8E)	2.8%	82.6%	1.6%	20.0%	180
15	Hometown Heritage (8G)	2.8%	85.4%	1.2%	21.2%	236
Subtotal		15.1%		6.5%		
16	NeWest Residents (13C)	2.6%	88.1%	0.8%	22.0%	330
17	Set to Impress (11D)	2.5%	90.6%	1.4%	23.4%	181
18	Bright Young Professionals (8C)	1.4%	92.0%	2.3%	25.7%	61
19	Rustbelt Traditions (5D)	1.1%	93.1%	2.1%	27.8%	53
20	Metro Fusion (11C)	1.1%	94.2%	1.5%	29.3%	76
Subtotal		8.7%		8.1%		
Total		94.2%		29.3%		322

### Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

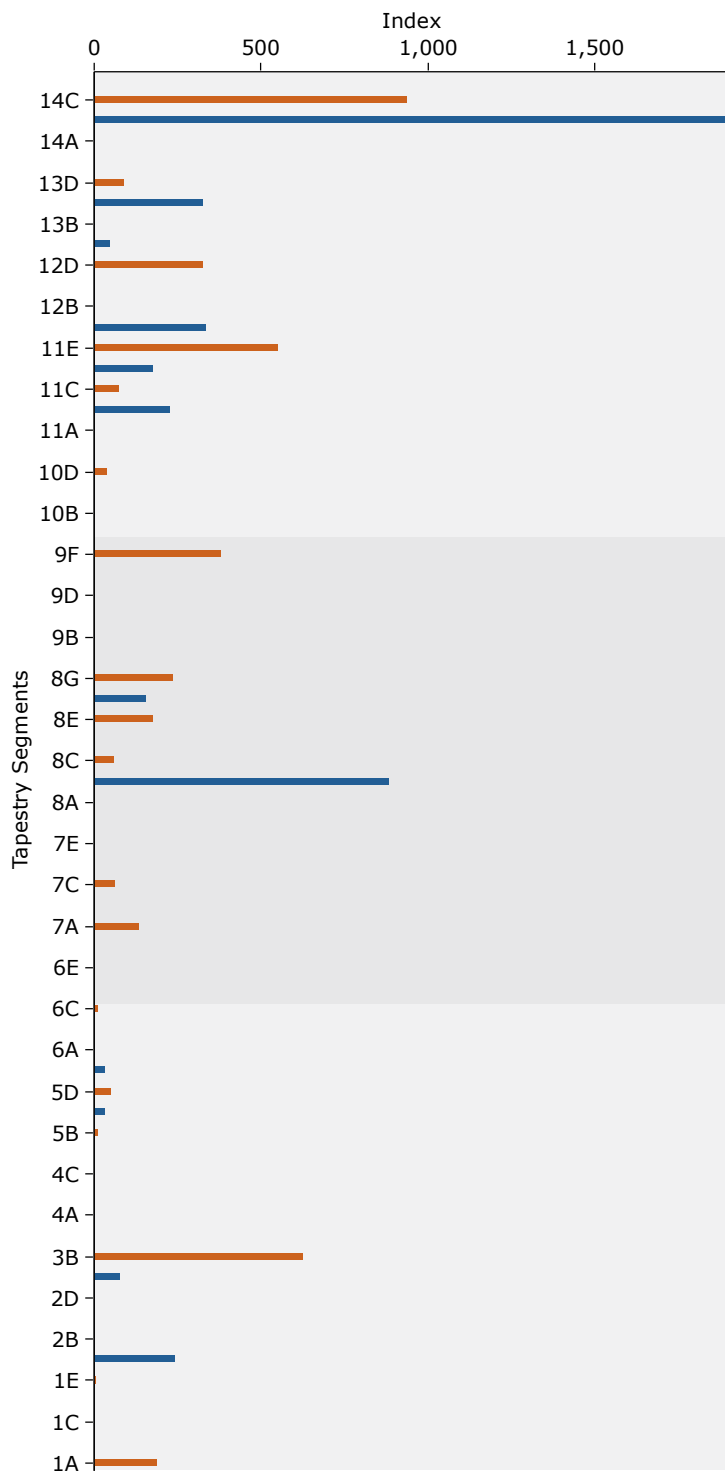


## Tapestry Segmentation Area Profile

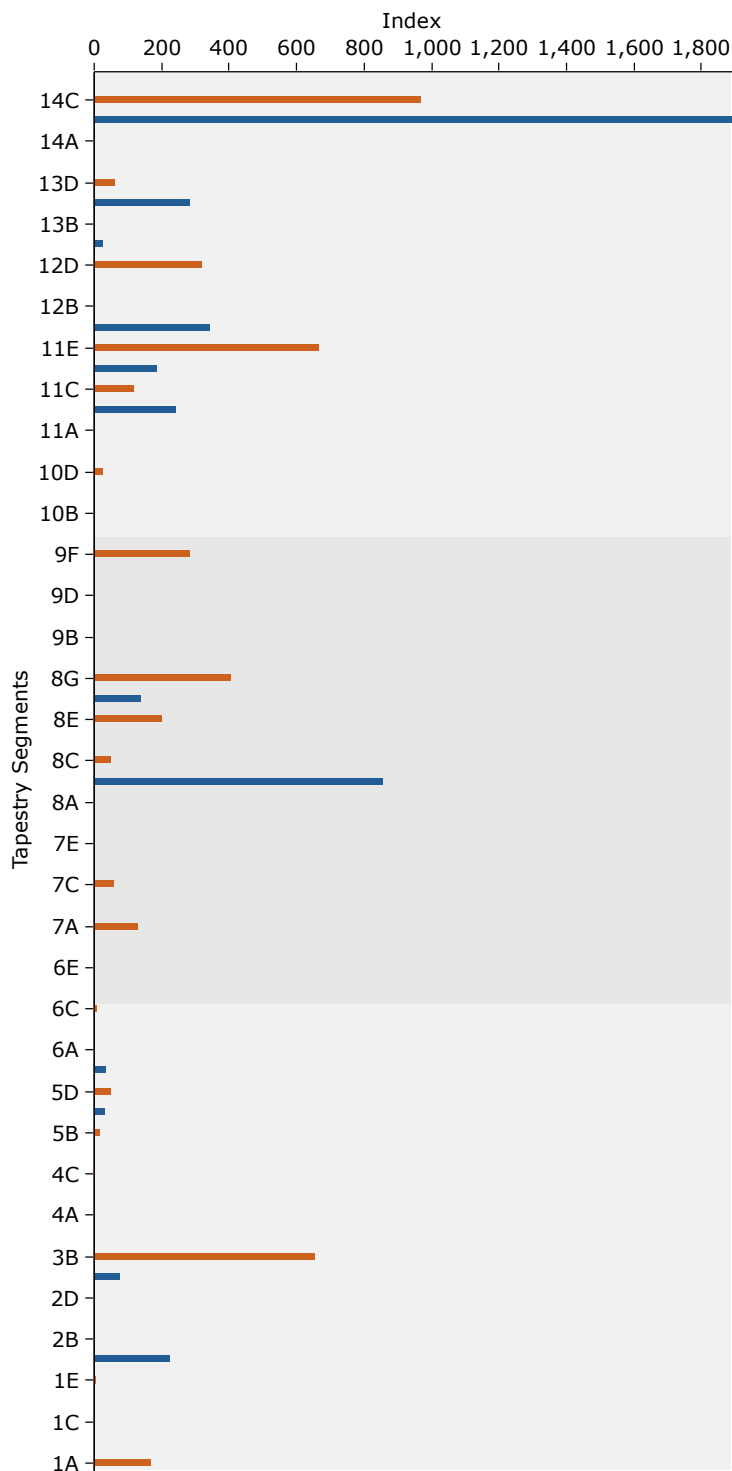
301 Fayetteville St, Raleigh, North Carolina, 27601 2  
301 Fayetteville St, Raleigh, North Carolina, 27601  
Drive Time: 10 minute radius

Prepared by Esri  
Latitude: 35.77659  
Longitude: -78.63877

### 2022 Tapestry Indexes by Households



### 2022 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



## Tapestry Segmentation Area Profile

301 Fayetteville St, Raleigh, North Carolina, 27601 2  
301 Fayetteville St, Raleigh, North Carolina, 27601  
Drive Time: 10 minute radius

Prepared by Esri  
Latitude: 35.77659  
Longitude: -78.63877

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	55,923	100.0%		114,136	100.0%	
<b>1. Affluent Estates</b>	<b>1,785</b>	<b>3.2%</b>	<b>33</b>	<b>3,451</b>	<b>3.0%</b>	<b>28</b>
Top Tier (1A)	1,756	3.1%	193	3,411	3.0%	170
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	29	0.1%	3	40	0.0%	2
<b>2. Upscale Avenues</b>	<b>1,764</b>	<b>3.2%</b>	<b>57</b>	<b>3,256</b>	<b>2.9%</b>	<b>48</b>
Urban Chic (2A)	1,764	3.2%	246	3,256	2.9%	229
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>6,704</b>	<b>12.0%</b>	<b>306</b>	<b>11,296</b>	<b>9.9%</b>	<b>303</b>
Laptops and Lattes (3A)	487	0.9%	80	814	0.7%	78
Metro Renters (3B)	6,217	11.1%	630	10,482	9.2%	658
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>7</b>	<b>0.0%</b>	<b>0</b>	<b>26</b>	<b>0.0%</b>	<b>0</b>
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	7	0.0%	0	26	0.0%	1
<b>5. GenXurban</b>	<b>1,678</b>	<b>3.0%</b>	<b>27</b>	<b>3,504</b>	<b>3.1%</b>	<b>28</b>
Comfortable Empty Nesters (5A)	1	0.0%	0	12	0.0%	0
In Style (5B)	183	0.3%	15	438	0.4%	18
Parks and Rec (5C)	371	0.7%	34	762	0.7%	34
Rustbelt Traditions (5D)	640	1.1%	53	1,275	1.1%	55
Midlife Constants (5E)	483	0.9%	36	1,017	0.9%	38
<b>6. Cozy Country Living</b>	<b>135</b>	<b>0.2%</b>	<b>2</b>	<b>234</b>	<b>0.2%</b>	<b>2</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	135	0.2%	16	234	0.2%	13
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Sprouting Explorers</b>	<b>2,726</b>	<b>4.9%</b>	<b>32</b>	<b>5,658</b>	<b>5.0%</b>	<b>59</b>
Up and Coming Families (7A)	2,170	3.9%	139	4,480	3.9%	134
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	556	1.0%	66	1,178	1.0%	61
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

September 14, 2022



## Tapestry Segmentation Area Profile

301 Fayetteville St, Raleigh, North Carolina, 27601 2  
301 Fayetteville St, Raleigh, North Carolina, 27601  
Drive Time: 10 minute radius

Prepared by Esri  
Latitude: 35.77659  
Longitude: -78.63877

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	55,923	100.0%		114,136	100.0%	
<b>8. Middle Ground</b>	<b>13,041</b>	<b>23.3%</b>	<b>214</b>	<b>25,256</b>	<b>22.1%</b>	<b>218</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	7,082	12.7%	886	12,130	10.6%	857
Bright Young Professionals (8C)	791	1.4%	61	1,289	1.1%	54
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,593	2.8%	180	3,558	3.1%	205
Old and Newcomers (8F)	2,022	3.6%	158	3,178	2.8%	139
Hometown Heritage (8G)	1,553	2.8%	236	5,101	4.5%	410
<b>9. Senior Styles</b>	<b>1,801</b>	<b>3.2%</b>	<b>56</b>	<b>2,311</b>	<b>2.0%</b>	<b>39</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	1,801	3.2%	385	2,311	2.0%	288
<b>10. Rustic Outposts</b>	<b>280</b>	<b>0.5%</b>	<b>6</b>	<b>403</b>	<b>0.4%</b>	<b>4</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	280	0.5%	43	403	0.4%	30
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>7,027</b>	<b>12.6%</b>	<b>200</b>	<b>14,091</b>	<b>12.3%</b>	<b>225</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,302	4.1%	232	4,048	3.5%	248
Metro Fusion (11C)	616	1.1%	76	1,816	1.6%	121
Set to Impress (11D)	1,403	2.5%	181	2,505	2.2%	188
City Commons (11E)	2,706	4.8%	552	5,722	5.0%	666
<b>12. Hometown</b>	<b>4,250</b>	<b>7.6%</b>	<b>128</b>	<b>8,356</b>	<b>7.3%</b>	<b>132</b>
Family Foundations (12A)	1,952	3.5%	339	4,102	3.6%	345
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,298	4.1%	331	4,254	3.7%	324
<b>13. Next Wave</b>	<b>2,171</b>	<b>3.9%</b>	<b>99</b>	<b>3,610</b>	<b>3.2%</b>	<b>75</b>
Diverse Convergence (13A)	351	0.6%	50	465	0.4%	30
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,478	2.6%	330	2,656	2.3%	289
Fresh Ambitions (13D)	342	0.6%	93	489	0.4%	64
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>12,554</b>	<b>22.4%</b>	<b>1,428</b>	<b>32,684</b>	<b>28.6%</b>	<b>1,272</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	9,993	17.9%	1,914	21,653	19.0%	1,893
Dorms to Diplomas (14C)	2,561	4.6%	938	11,031	9.7%	970
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

September 14, 2022



## Tapestry Segmentation Area Profile

301 Fayetteville St, Raleigh, North Carolina, 27601 2  
301 Fayetteville St, Raleigh, North Carolina, 27601  
Drive Time: 10 minute radius

Prepared by Esri  
Latitude: 35.77659  
Longitude: -78.63877

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	55,923	100.0%		114,136	100.0%	
<b>1. Principal Urban Center</b>	<b>8,524</b>	<b>15.2%</b>	<b>208</b>	<b>14,441</b>	<b>12.7%</b>	<b>187</b>
Laptops and Lattes (3A)	487	0.9%	80	814	0.7%	78
Metro Renters (3B)	6,217	11.1%	630	10,482	9.2%	658
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,478	2.6%	330	2,656	2.3%	289
Fresh Ambitions (13D)	342	0.6%	93	489	0.4%	64
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>7,204</b>	<b>12.9%</b>	<b>53</b>	<b>14,379</b>	<b>12.6%</b>	<b>72</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	640	1.1%	53	1,275	1.1%	55
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	556	1.0%	66	1,178	1.0%	61
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	791	1.4%	61	1,289	1.1%	54
Metro Fusion (11C)	616	1.1%	76	1,816	1.6%	121
Family Foundations (12A)	1,952	3.5%	339	4,102	3.6%	345
Modest Income Homes (12D)	2,298	4.1%	331	4,254	3.7%	324
Diverse Convergence (13A)	351	0.6%	50	465	0.4%	30
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>33,199</b>	<b>59.4%</b>	<b>328</b>	<b>71,675</b>	<b>62.8%</b>	<b>374</b>
In Style (5B)	183	0.3%	15	438	0.4%	18
Emerald City (8B)	7,082	12.7%	886	12,130	10.6%	857
Front Porches (8E)	1,593	2.8%	180	3,558	3.1%	205
Old and Newcomers (8F)	2,022	3.6%	158	3,178	2.8%	139
Hometown Heritage (8G)	1,553	2.8%	236	5,101	4.5%	410
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	1,801	3.2%	385	2,311	2.0%	288
Young and Restless (11B)	2,302	4.1%	232	4,048	3.5%	248
Set to Impress (11D)	1,403	2.5%	181	2,505	2.2%	188
City Commons (11E)	2,706	4.8%	552	5,722	5.0%	666
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	9,993	17.9%	1,914	21,653	19.0%	1,893
Dorms to Diplomas (14C)	2,561	4.6%	938	11,031	9.7%	970

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

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September 14, 2022





## Tapestry Segmentation Area Profile

301 Fayetteville St, Raleigh, North Carolina, 27601 2  
301 Fayetteville St, Raleigh, North Carolina, 27601  
Drive Time: 10 minute radius

Prepared by Esri  
Latitude: 35.77659  
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Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	55,923	100.0%		114,136	100.0%	
<b>4. Suburban Periphery</b>	<b>6,574</b>	<b>11.8%</b>	<b>37</b>	<b>12,978</b>	<b>11.4%</b>	<b>34</b>
Top Tier (1A)	1,756	3.1%	193	3,411	3.0%	170
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	29	0.1%	3	40	0.0%	2
Urban Chic (2A)	1,764	3.2%	246	3,256	2.9%	229
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1	0.0%	0	12	0.0%	0
Parks and Rec (5C)	371	0.7%	34	762	0.7%	34
Midlife Constants (5E)	483	0.9%	36	1,017	0.9%	38
Up and Coming Families (7A)	2,170	3.9%	139	4,480	3.9%	134
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>287</b>	<b>0.5%</b>	<b>6</b>	<b>429</b>	<b>0.4%</b>	<b>4</b>
Middleburg (4C)	7	0.0%	0	26	0.0%	1
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	280	0.5%	43	403	0.4%	30
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>135</b>	<b>0.2%</b>	<b>1</b>	<b>234</b>	<b>0.2%</b>	<b>1</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	135	0.2%	16	234	0.2%	13
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

September 14, 2022