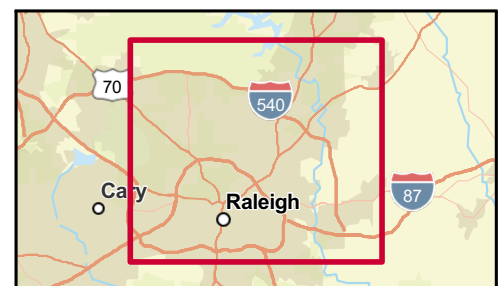
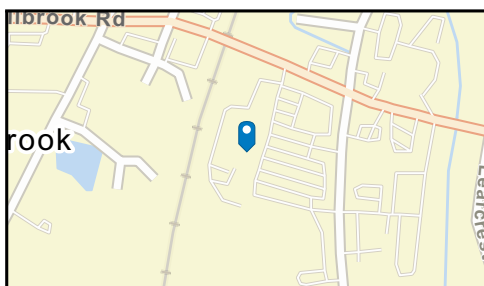
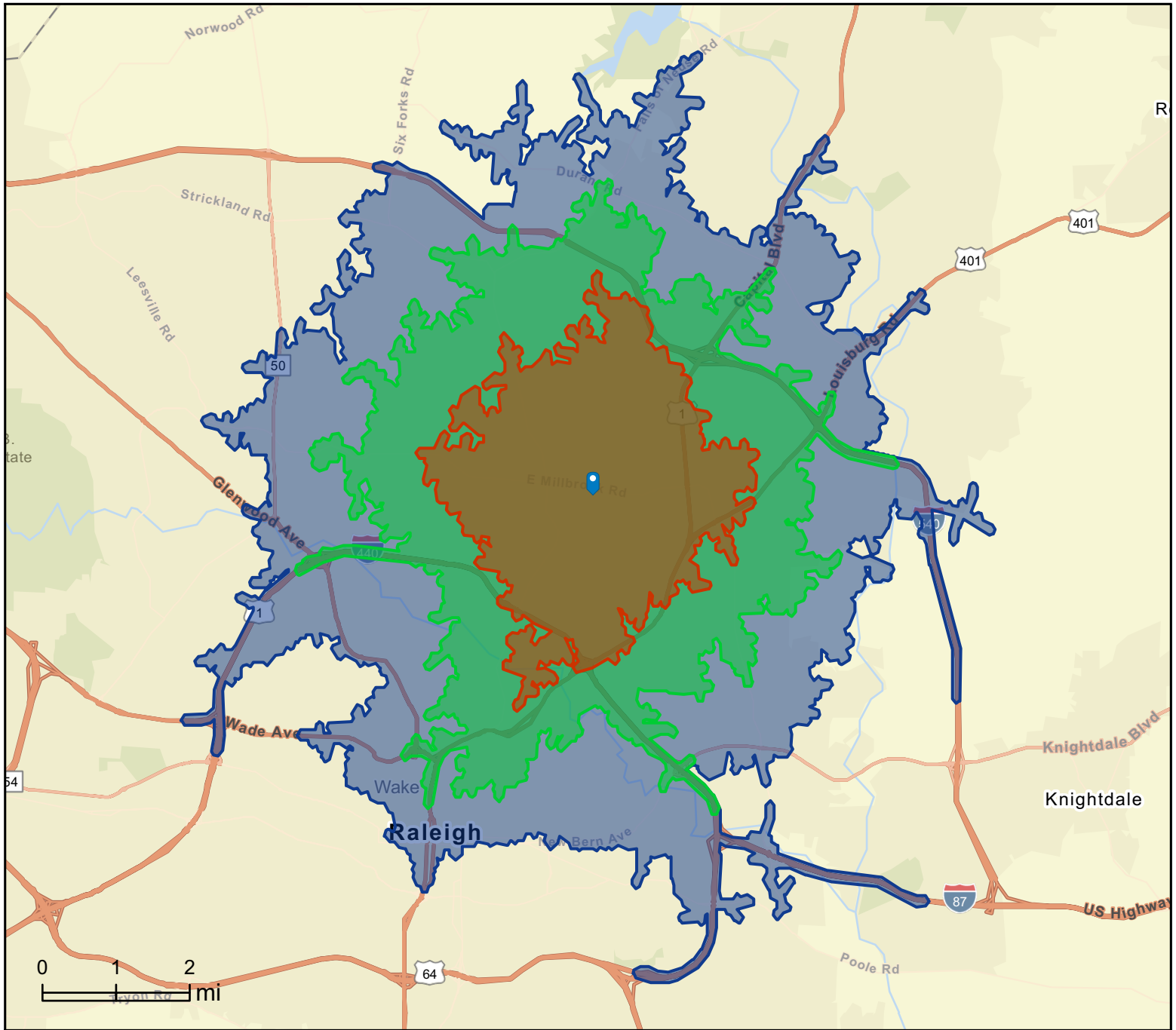


Site Map

Millbrook Collections
4701 Atlantic Ave, Raleigh, North Carolina, 27604
Drive time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 35.84824
Longitude: -78.60338



Community Profile

Millbrook Collections
 4701 Atlantic Ave, Raleigh, North Carolina, 27604
 Drive time: 7, 10, 13 minute radii

Prepared by Esri
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	7 minutes	10 minutes	13 minutes
Population Summary			
2010 Total Population	38,986	90,977	174,877
2020 Total Population	42,555	101,837	196,505
2020 Group Quarters	227	577	2,505
2024 Total Population	42,949	106,091	205,587
2024 Group Quarters	229	561	2,390
2029 Total Population	43,933	112,465	219,145
2024-2029 Annual Rate	0.45%	1.17%	1.29%
2024 Total Daytime Population	69,443	178,839	328,498
Workers	51,135	134,167	241,299
Residents	18,308	44,672	87,199
Household Summary			
2010 Households	16,403	38,803	73,193
2010 Average Household Size	2.36	2.32	2.34
2020 Total Households	18,709	45,156	85,892
2020 Average Household Size	2.26	2.24	2.26
2024 Households	19,061	47,729	91,182
2024 Average Household Size	2.24	2.21	2.23
2029 Households	19,649	51,159	98,331
2029 Average Household Size	2.22	2.19	2.20
2024-2029 Annual Rate	0.61%	1.40%	1.52%
2010 Families	9,587	22,747	42,993
2010 Average Family Size	2.99	2.98	3.01
2024 Families	10,139	25,587	49,328
2024 Average Family Size	2.97	2.96	2.99
2029 Families	10,468	27,345	52,756
2029 Average Family Size	2.94	2.93	2.97
2024-2029 Annual Rate	0.64%	1.34%	1.35%
Housing Unit Summary			
2000 Housing Units	15,719	36,655	65,653
Owner Occupied Housing Units	46.4%	52.8%	56.1%
Renter Occupied Housing Units	47.3%	41.1%	38.1%
Vacant Housing Units	6.3%	6.0%	5.8%
2010 Housing Units	17,862	41,851	79,235
Owner Occupied Housing Units	43.0%	49.7%	53.2%
Renter Occupied Housing Units	48.8%	43.0%	39.1%
Vacant Housing Units	8.2%	7.3%	7.6%
2020 Housing Units	19,843	47,788	91,696
Owner Occupied Housing Units	39.1%	45.0%	48.2%
Renter Occupied Housing Units	55.2%	49.5%	45.5%
Vacant Housing Units	5.8%	5.6%	6.3%
2024 Housing Units	20,176	51,073	97,982
Owner Occupied Housing Units	40.0%	44.4%	48.0%
Renter Occupied Housing Units	54.5%	49.1%	45.0%
Vacant Housing Units	5.5%	6.5%	6.9%
2029 Housing Units	20,898	54,825	105,665
Owner Occupied Housing Units	40.2%	42.7%	46.1%
Renter Occupied Housing Units	53.9%	50.6%	47.0%
Vacant Housing Units	6.0%	6.7%	6.9%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

Community Profile

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2024 Households by Income			
Household Income Base	19,061	47,729	91,182
<\$15,000	8.0%	6.2%	5.9%
\$15,000 - \$24,999	5.1%	4.2%	3.9%
\$25,000 - \$34,999	7.3%	7.0%	6.1%
\$35,000 - \$49,999	12.7%	10.4%	9.2%
\$50,000 - \$74,999	20.6%	20.0%	18.6%
\$75,000 - \$99,999	15.3%	13.7%	12.7%
\$100,000 - \$149,999	17.0%	17.9%	18.2%
\$150,000 - \$199,999	6.9%	9.5%	10.7%
\$200,000+	7.0%	11.2%	14.7%
Average Household Income	\$93,178	\$110,912	\$124,904
2029 Households by Income			
Household Income Base	19,649	51,159	98,331
<\$15,000	6.1%	4.7%	4.4%
\$15,000 - \$24,999	3.8%	2.9%	2.7%
\$25,000 - \$34,999	5.8%	5.3%	4.6%
\$35,000 - \$49,999	10.8%	8.8%	7.7%
\$50,000 - \$74,999	19.9%	18.8%	17.2%
\$75,000 - \$99,999	16.1%	13.9%	12.7%
\$100,000 - \$149,999	20.3%	20.5%	20.7%
\$150,000 - \$199,999	9.1%	12.2%	13.5%
\$200,000+	8.1%	12.9%	16.5%
Average Household Income	\$107,114	\$127,250	\$142,084
2024 Owner Occupied Housing Units by Value			
Total	8,058	22,664	47,038
<\$50,000	1.2%	1.7%	1.7%
\$50,000 - \$99,999	2.8%	1.4%	1.0%
\$100,000 - \$149,999	4.3%	2.6%	1.8%
\$150,000 - \$199,999	5.4%	4.4%	3.4%
\$200,000 - \$249,999	8.0%	6.2%	5.0%
\$250,000 - \$299,999	8.3%	9.9%	8.3%
\$300,000 - \$399,999	23.5%	20.6%	19.2%
\$400,000 - \$499,999	17.6%	16.2%	17.1%
\$500,000 - \$749,999	17.2%	20.6%	23.3%
\$750,000 - \$999,999	8.4%	9.3%	11.5%
\$1,000,000 - \$1,499,999	2.0%	5.1%	5.6%
\$1,500,000 - \$1,999,999	0.8%	1.3%	1.4%
\$2,000,000 +	0.3%	0.5%	0.8%
Average Home Value	\$448,470	\$506,530	\$546,026
2029 Owner Occupied Housing Units by Value			
Total	8,381	23,406	48,648
<\$50,000	0.4%	0.5%	0.7%
\$50,000 - \$99,999	1.3%	0.6%	0.4%
\$100,000 - \$149,999	1.1%	0.6%	0.4%
\$150,000 - \$199,999	2.0%	1.7%	1.2%
\$200,000 - \$249,999	5.2%	3.5%	2.6%
\$250,000 - \$299,999	7.4%	7.7%	6.0%
\$300,000 - \$399,999	24.5%	20.8%	18.2%
\$400,000 - \$499,999	19.9%	18.2%	18.8%
\$500,000 - \$749,999	21.9%	25.8%	28.6%
\$750,000 - \$999,999	10.9%	11.7%	13.8%
\$1,000,000 - \$1,499,999	2.9%	6.1%	6.5%
\$1,500,000 - \$1,999,999	1.6%	1.9%	1.8%
\$2,000,000 +	0.9%	0.9%	1.1%
Average Home Value	\$530,032	\$580,936	\$609,548

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

Community Profile

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Prepared by Esri
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	7 minutes	10 minutes	13 minutes
Median Household Income			
2024	\$68,846	\$78,195	\$85,683
2029	\$79,352	\$90,445	\$101,179
Median Home Value			
2024	\$384,960	\$418,738	\$457,012
2029	\$440,582	\$480,063	\$515,375
Per Capita Income			
2024	\$41,791	\$49,343	\$55,283
2029	\$48,435	\$57,208	\$63,730
Median Age			
2010	33.6	34.4	35.0
2020	35.6	36.0	36.5
2024	36.1	36.4	36.8
2029	37.4	37.9	38.3
2020 Population by Age			
Total	42,555	101,837	196,505
0 - 4	6.2%	6.1%	5.7%
5 - 9	6.2%	6.1%	5.8%
10 - 14	5.9%	6.0%	6.0%
15 - 24	12.4%	12.0%	12.4%
25 - 34	18.4%	18.3%	17.9%
35 - 44	14.3%	14.6%	14.2%
45 - 54	11.8%	12.2%	12.4%
55 - 64	10.5%	11.0%	11.3%
65 - 74	8.0%	7.9%	8.5%
75 - 84	4.4%	4.2%	4.2%
85 +	1.8%	1.6%	1.7%
18 +	78.3%	78.3%	79.0%
2024 Population by Age			
Total	42,947	106,093	205,587
0 - 4	6.1%	5.9%	5.6%
5 - 9	5.7%	5.8%	5.6%
10 - 14	5.5%	5.5%	5.4%
15 - 24	12.8%	12.5%	12.6%
25 - 34	18.3%	18.0%	18.0%
35 - 44	14.7%	15.1%	14.8%
45 - 54	11.9%	12.2%	12.2%
55 - 64	10.5%	10.6%	10.8%
65 - 74	8.0%	8.0%	8.5%
75 - 84	4.8%	4.6%	4.8%
85 +	1.9%	1.8%	1.7%
18 +	79.4%	79.5%	80.2%
2029 Population by Age			
Total	43,934	112,462	219,144
0 - 4	5.9%	5.7%	5.4%
5 - 9	5.5%	5.5%	5.2%
10 - 14	5.3%	5.5%	5.4%
15 - 24	12.9%	12.4%	12.1%
25 - 34	16.2%	16.0%	16.3%
35 - 44	15.7%	16.0%	15.7%
45 - 54	12.0%	12.4%	12.4%
55 - 64	10.1%	10.3%	10.6%
65 - 74	8.4%	8.5%	9.0%
75 - 84	5.7%	5.6%	5.8%
85 +	2.1%	2.0%	2.0%
18 +	79.9%	80.0%	80.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

Community Profile

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	7 minutes	10 minutes	13 minutes
2020 Population by Sex			
Males	20,508	48,770	94,175
Females	22,047	53,067	102,330
2024 Population by Sex			
Males	21,006	51,715	100,176
Females	21,943	54,376	105,411
2029 Population by Sex			
Males	21,430	54,663	106,391
Females	22,503	57,802	112,754
2020 Population by Race/Ethnicity			
Total	38,986	90,977	174,877
White Alone	50.1%	57.0%	59.4%
Black Alone	31.5%	27.7%	27.3%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	3.2%	3.4%	3.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	11.4%	8.5%	6.8%
Two or More Races	3.1%	2.8%	2.6%
Hispanic Origin	20.9%	16.2%	13.3%
Diversity Index	75.6	70.1	66.6
2020 Population by Race/Ethnicity			
Total	42,555	101,837	196,505
White Alone	45.7%	52.3%	56.2%
Black Alone	27.8%	24.4%	23.0%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	4.2%	4.3%	4.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	13.0%	10.4%	8.6%
Two or More Races	8.3%	7.7%	7.4%
Hispanic Origin	20.8%	17.0%	14.7%
Diversity Index	79.1	74.7	71.3
2024 Population by Race/Ethnicity			
Total	42,949	106,091	205,587
White Alone	44.5%	51.4%	55.0%
Black Alone	27.8%	24.2%	23.1%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	4.7%	4.9%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	13.5%	10.8%	8.9%
Two or More Races	8.7%	8.0%	7.8%
Hispanic Origin	21.5%	17.5%	15.1%
Diversity Index	79.9	75.6	72.4
2029 Population by Race/Ethnicity			
Total	43,931	112,466	219,145
White Alone	43.2%	50.3%	53.8%
Black Alone	27.7%	24.0%	23.0%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	5.2%	5.4%	5.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	13.9%	11.1%	9.2%
Two or More Races	9.1%	8.4%	8.2%
Hispanic Origin	22.2%	18.1%	15.7%
Diversity Index	80.8	76.6	73.5

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024

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	7 minutes	10 minutes	13 minutes
2020 Population by Relationship and Household Type			
Total	42,555	101,837	196,505
In Households	99.5%	99.4%	98.7%
Householder	44.2%	43.8%	43.6%
Opposite-Sex Spouse	14.2%	15.8%	16.6%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	3.3%	3.1%	2.9%
Same-Sex Unmarried Partner	0.3%	0.3%	0.2%
Biological Child	24.9%	25.1%	24.8%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	0.9%	0.8%	0.8%
Grandchild	1.4%	1.3%	1.3%
Brother or Sister	1.7%	1.4%	1.3%
Parent	1.3%	1.2%	1.1%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	1.7%	1.4%	1.2%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	4.4%	4.0%	3.8%
In Group Quarters	0.5%	0.6%	1.3%
Institutionalized	0.1%	0.3%	0.4%
Noninstitutionalized	0.4%	0.3%	0.8%
2024 Population 25+ by Educational Attainment			
Total	30,025	74,617	145,638
Less than 9th Grade	5.4%	4.2%	3.0%
9th - 12th Grade, No Diploma	3.9%	3.2%	2.8%
High School Graduate	18.0%	15.7%	13.8%
GED/Alternative Credential	3.4%	2.7%	2.3%
Some College, No Degree	15.7%	13.6%	13.4%
Associate Degree	7.8%	7.3%	7.2%
Bachelor's Degree	31.0%	35.3%	36.7%
Graduate/Professional Degree	14.8%	18.0%	20.8%
2024 Population 15+ by Marital Status			
Total	35,516	87,850	171,527
Never Married	41.8%	38.3%	38.0%
Married	42.3%	47.4%	47.8%
Widowed	4.8%	4.2%	4.1%
Divorced	11.1%	10.1%	10.1%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	26,373	64,926	124,497
Population 16+ Employed	95.1%	96.1%	96.3%
Population 16+ Unemployment rate	4.9%	3.9%	3.7%
Population 16-24 Employed	13.0%	12.3%	11.6%
Population 16-24 Unemployment rate	9.7%	8.2%	8.4%
Population 25-54 Employed	65.9%	66.7%	66.8%
Population 25-54 Unemployment rate	4.0%	3.3%	2.9%
Population 55-64 Employed	13.4%	13.6%	14.2%
Population 55-64 Unemployment rate	5.5%	3.5%	3.4%
Population 65+ Employed	7.8%	7.4%	7.4%
Population 65+ Unemployment rate	3.2%	3.0%	3.3%

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2024 Employed Population 16+ by Industry			
Total	25,084	62,384	119,946
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	7.8%	8.2%	7.3%
Manufacturing	7.2%	7.0%	6.8%
Wholesale Trade	2.1%	2.2%	2.2%
Retail Trade	8.2%	9.2%	9.0%
Transportation/Utilities	6.1%	5.1%	4.8%
Information	2.2%	2.0%	2.3%
Finance/Insurance/Real Estate	9.2%	9.2%	9.0%
Services	53.4%	52.8%	53.7%
Public Administration	3.6%	4.0%	4.6%
2024 Employed Population 16+ by Occupation			
Total	25,086	62,385	119,946
White Collar	64.1%	68.7%	71.4%
Management/Business/Financial	21.7%	22.7%	24.2%
Professional	22.1%	26.0%	28.2%
Sales	9.6%	9.8%	9.5%
Administrative Support	10.7%	10.3%	9.5%
Services	18.0%	15.0%	13.8%
Blue Collar	18.0%	16.3%	14.8%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	5.3%	5.7%	5.0%
Installation/Maintenance/Repair	1.5%	1.5%	1.5%
Production	3.7%	3.5%	2.8%
Transportation/Material Moving	7.3%	5.5%	5.4%
2020 Households by Type			
Total	18,709	45,156	85,892
Married Couple Households	32.7%	36.8%	38.6%
With Own Children <18	12.7%	15.1%	15.6%
Without Own Children <18	20.1%	21.7%	23.1%
Cohabiting Couple Households	8.1%	7.6%	7.2%
With Own Children <18	2.5%	2.0%	1.8%
Without Own Children <18	5.6%	5.6%	5.5%
Male Householder, No Spouse/Partner	23.2%	21.4%	20.9%
Living Alone	15.7%	14.9%	14.8%
65 Years and over	3.2%	2.7%	2.8%
With Own Children <18	2.1%	1.8%	1.6%
Without Own Children <18, With Relatives	2.6%	2.3%	2.1%
No Relatives Present	2.8%	2.5%	2.3%
Female Householder, No Spouse/Partner	36.0%	34.2%	33.3%
Living Alone	20.5%	20.3%	20.2%
65 Years and over	7.6%	7.2%	7.3%
With Own Children <18	7.5%	6.3%	5.7%
Without Own Children <18, With Relatives	6.3%	5.7%	5.4%
No Relatives Present	1.7%	1.9%	1.9%
2020 Households by Size			
Total	18,709	45,156	85,892
1 Person Household	36.2%	35.3%	35.0%
2 Person Household	32.7%	32.8%	33.2%
3 Person Household	14.5%	14.3%	13.9%
4 Person Household	10.0%	10.9%	11.0%
5 Person Household	4.3%	4.4%	4.6%
6 Person Household	1.5%	1.5%	1.5%
7 + Person Household	0.8%	0.9%	0.8%

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	7 minutes	10 minutes	13 minutes
2020 Households by Tenure and Mortgage Status			
Total	18,709	45,156	85,892
Owner Occupied	41.4%	47.6%	51.4%
Owned with a Mortgage/Loan	30.8%	36.4%	39.4%
Owned Free and Clear	10.7%	11.2%	12.0%
Renter Occupied	58.6%	52.4%	48.6%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	71	75	75
Percent of Income for Mortgage	35.0%	33.5%	33.4%
Wealth Index	72	86	102
2020 Housing Units By Urban/ Rural Status			
Total	19,843	47,788	91,696
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	42,555	101,837	196,505
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	7 minutes	10 minutes	13 minutes
Top 3 Tapestry Segments			
1.	Bright Young Professionals	Bright Young Professionals	Bright Young Professionals
2.	Young and Restless (11B)	Young and Restless (11B)	Up and Coming Families (7A)
3.	In Style (5B)	Exurbanites (1E)	In Style (5B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$40,918,698	\$119,940,031	\$252,988,716
Average Spent	\$2,146.72	\$2,512.94	\$2,774.55
Spending Potential Index	90	106	116
Education: Total \$	\$26,600,917	\$80,557,377	\$176,712,573
Average Spent	\$1,395.57	\$1,687.81	\$1,938.02
Spending Potential Index	81	98	112
Entertainment/Recreation: Total \$	\$62,858,315	\$187,546,030	\$404,184,179
Average Spent	\$3,297.74	\$3,929.39	\$4,432.72
Spending Potential Index	81	96	108
Food at Home: Total \$	\$120,398,492	\$352,499,576	\$745,780,848
Average Spent	\$6,316.48	\$7,385.44	\$8,179.04
Spending Potential Index	87	101	112
Food Away from Home: Total \$	\$66,155,600	\$195,249,909	\$413,919,510
Average Spent	\$3,470.73	\$4,090.80	\$4,539.49
Spending Potential Index	89	105	117
Health Care: Total \$	\$115,808,176	\$342,565,052	\$734,053,433
Average Spent	\$6,075.66	\$7,177.29	\$8,050.42
Spending Potential Index	79	93	105
HH Furnishings & Equipment: Total \$	\$50,138,766	\$148,569,889	\$317,445,548
Average Spent	\$2,630.44	\$3,112.78	\$3,481.45
Spending Potential Index	83	98	110
Personal Care Products & Services: Total \$	\$16,616,149	\$48,961,854	\$104,057,975
Average Spent	\$871.74	\$1,025.83	\$1,141.21
Spending Potential Index	88	103	115
Shelter: Total \$	\$434,122,045	\$1,285,480,243	\$2,746,845,606
Average Spent	\$22,775.41	\$26,932.90	\$30,124.87
Spending Potential Index	85	101	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$50,745,950	\$152,052,912	\$329,648,717
Average Spent	\$2,662.29	\$3,185.76	\$3,615.28
Spending Potential Index	76	91	103
Travel: Total \$	\$45,939,833	\$138,403,627	\$301,190,481
Average Spent	\$2,410.15	\$2,899.78	\$3,303.18
Spending Potential Index	79	96	109
Vehicle Maintenance & Repairs: Total \$	\$24,345,309	\$71,186,488	\$150,106,289
Average Spent	\$1,277.23	\$1,491.47	\$1,646.23
Spending Potential Index	86	101	111

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 15, 2024