



DOWNTOWN DEMOGRAPHICS

W PEACE ST AT N BOYLAN AVE | RALEIGH, NC 27605



DowntownRaleigh

W PEACE ST AT N BOYLAN ST

latitude: 35.7886 longitude: -78.6488

RADIUS: 1.0 MILES

RADIUS: 3.0 MILES

RADIUS: 5.0 MILES



2000 Total Population	11,419	85,660	172,004
2000 Group Quarters	2,554	15,211	16,881
2005 Total Population	15,065	92,026	189,920
2010 Total Population	16,412	101,606	213,309
2005-2010 Annual Rate	1.73%	2.0%	2.35%



2000 Households	5,354	32,087	68,391
2000 Average Household Size	1.66	2.2	2.27
2005 Households	6,039	35,267	77,055
2005 Average Household Size	1.64	2.18	2.25
2010 Households	6,861	39,685	87,601
2010 Average Household Size	1.64	2.18	2.24
2005 - 2010 Annual Rate	2.59%	2.39%	2.6%
2000 Families	1,439	15,220	35,372
2000 Average Family Size	2.67	2.95	2.94
2005 Families	1,513	15,936	38,090
2005 Average Family Size	2.68	2.96	2.95
2010 Families	1,621	17,195	41,638
2010 Average Family Size	2.66	2.97	2.95
2005 - 2010 Annual Rate	1.39%	1.53%	1.8%



2000 Housing Units	5,854	34,442	73,073
Owner Occupied Housing Units	31.7%	41.5%	44.5%
Renter Occupied Housing Units	59.7%	51.8%	49.1%
Vacant Housing Units	8.7%	6.7%	6.4%
2005 Housing Units	6,677	38,197	83,181
Owner Occupied Housing Units	31.4%	41.4%	44.2%
Renter Occupied Housing Units	59.1%	50.9%	48.4%
Vacant Housing Units	9.6%	7.7%	7.4%
2010 Housing Units	7,624	43,179	95,021
Owner Occupied Housing Units	31.1%	41.6%	44.2%
Renter Occupied Housing Units	58.9%	50.3%	48.0%
Vacant Housing Units	10.0%	8.1%	7.8%

Median Household Income

2000	\$33,099	\$35,771	\$40,375
2005	\$39,363	\$41,558	\$46,518
2010	\$47,305	\$49,072	\$54,192

Median Home Value

2000	\$192,778	\$167,973	\$143,743
2005	\$230,248	\$197,434	\$172,028
2010	\$281,781	\$241,300	\$211,610

Per Capita Income

2000	\$26,328	\$21,751	\$22,693
2005	\$28,152	\$26,906	\$27,265
2010	\$34,398	\$32,178	\$32,131

Median Age

2000	34.1	29.5	30.6
2005	34.8	32.4	32.6
2010	36.5	33.5	33.7

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 total population. Detail may not sum to totals due to rounding. Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



2000 Households by Income

Household Income Base	5,390	32,123	68,413
< \$15,000	24.4%	20.5%	15.8%
\$15,000 - 24,999	12.8%	14.8%	13.4%
\$25,000 - 34,999	14.9%	13.7%	14.3%
\$35,000 - 49,999	15.0%	15.2%	16.6%
\$50,000 - 74,999	15.9%	15.1%	18.3%
\$75,000 - 99,999	6.4%	8.0%	9.5%
\$100,000 - 149,999	6.5%	7.1%	7.7%
\$150,000 - 199,999	1.9%	2.5%	2.1%
\$200,000+	2.2%	3.1%	2.4%
Average Household Income	\$49,337	\$54,270	\$54,995

2005 Households by Income

Household Income Base	6,036	35,265	77,052
< \$15,000	20.7%	17.4%	13.4%
\$15,000 - 24,999	10.6%	12.6%	11.1%
\$25,000 - 34,999	14.2%	12.6%	12.4%
\$35,000 - 49,999	14.5%	15.5%	16.6%
\$50,000 - 74,999	16.5%	16.0%	18.9%
\$75,000 - 99,999	9.4%	9.1%	11.0%
\$100,000 - 149,999	8.7%	9.4%	10.6%
\$150,000 - 199,999	2.3%	3.0%	2.7%
\$200,000+	3.0%	4.3%	3.2%
Average Household Income	\$58,306	\$64,074	\$64,410

2010 Households by Income

Household Income Base	6,859	39,680	87,599
< \$15,000	17.8%	15.0%	11.5%
\$15,000 - 24,999	9.5%	10.5%	9.1%
\$25,000 - 34,999	10.3%	11.1%	10.6%
\$35,000 - 49,999	14.7%	14.2%	14.7%
\$50,000 - 74,999	16.9%	16.8%	19.2%
\$75,000 - 99,999	10.8%	10.6%	12.6%
\$100,000 - 149,999	11.6%	11.9%	13.8%
\$150,000 - 199,999	4.4%	4.3%	4.2%
\$200,000+	4.1%	5.5%	4.3%
Average Household Income	\$70,331	\$76,179	\$75,530

2000 Owner Occupied HUs by Value

Total	1,840	14,252	32,466
< \$50,000	0.9%	2.7%	3.2%
\$50,000 - 99,999	9.1%	20.9%	19.9%
\$100,000 - 149,999	17.9%	20.7%	31.0%
\$150,000 - 199,999	24.9%	15.3%	19.1%
\$200,000 - 299,999	21.4%	17.4%	13.6%
\$300,000 - 499,999	18.3%	15.1%	8.7%
\$500,000 - 999,999	5.8%	7.2%	4.1%
\$1,000,000+	1.7%	0.8%	0.6%
Average Home Value	\$258,113	\$230,543	\$190,250

2000 Specified Renter Occupied HUs by Contract Rent

Total	3,516	17,797	35,837
With Cash Rent	97.7%	97.4%	97.7%
No Cash Rent	2.3%	2.6%	2.3%
Median Rent	\$496	\$518	\$587
Average Rent	\$504	\$521	\$586

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. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

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latitude: 35.7886 longitude: -78.6488

RADIUS: 1.0 MILES

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2000 Population by Age

Total	11,420	85,658	172,004
0 - 4	2.8%	5.1%	5.6%
5 - 9	2.3%	4.8%	5.3%
10 - 14	2.2%	4.6%	5.0%
15 - 24	18.2%	26.7%	22.6%
25 - 34	26.7%	18.3%	19.0%
35 - 44	16.7%	13.8%	14.3%
45 - 54	12.6%	10.9%	11.3%
55 - 64	7.2%	5.9%	6.7%
65 - 74	5.1%	4.6%	5.2%
75 - 84	4.6%	4.0%	3.7%
85+	1.6%	1.3%	1.2%
18+	91.2%	83.0%	81.3%

2005 Population by Age

Total	15,067	92,029	189,923
0 - 4	3.4%	5.4%	5.7%
5 - 9	3.0%	5.1%	5.3%
10 - 14	2.8%	5.1%	5.3%
15 - 24	18.4%	22.1%	19.8%
25 - 34	22.9%	16.7%	18.1%
35 - 44	17.4%	14.8%	14.7%
45 - 54	12.5%	12.2%	12.2%
55 - 64	8.6%	8.1%	8.3%
65 - 74	5.0%	4.6%	5.1%
75 - 84	4.2%	4.2%	4.1%
85+	1.7%	1.7%	1.5%
18+	88.9%	80.9%	80.3%

2010 Population by Age

Total	16,410	101,609	213,310
0 - 4	3.3%	5.4%	5.8%
5 - 9	2.8%	4.6%	4.9%
10 - 14	2.9%	5.0%	5.2%
15 - 24	18.8%	22.7%	20.5%
25 - 34	19.3%	14.3%	15.7%
35 - 44	18.0%	14.8%	14.8%
45 - 54	13.4%	12.9%	12.9%
55 - 64	9.4%	9.6%	9.5%
65 - 74	5.8%	4.9%	5.2%
75 - 84	4.2%	3.6%	3.9%
85+	2.2%	2.0%	1.8%
18+	89.3%	81.5%	81.0%



2000 Population by Sex

Males	55.6%	50.5%	49.9%
Females	44.4%	49.5%	50.1%

2005 Population by Sex

Males	54.6%	49.9%	49.7%
Females	45.4%	50.1%	50.3%

2010 Population by Sex

Males	54.7%	50.1%	49.8%
Females	45.3%	49.9%	50.2%



2000 Population by Race/Ethnicity

Total	11,419	85,660	172,005
White Alone	71.9%	57.3%	58.8%
Black Alone	23.6%	35.0%	32.3%
American Indian Alone	0.6%	0.4%	0.4%
Asian or Pacific Islander Alone	1.4%	2.6%	3.1%
Some Other Race Alone	0.9%	2.9%	3.6%
Two or More Races	1.6%	1.8%	1.8%
Hispanic Origin	3.1%	5.8%	7.5%
Diversity Index	46.1	59.8	61.2

2005 Population by Race/Ethnicity

Total	15,066	92,027	189,921
White Alone	70.5%	55.5%	56.9%
Black Alone	23.9%	35.1%	32.3%
American Indian Alone	0.6%	0.5%	0.4%
Asian or Pacific Islander Alone	1.7%	3.1%	3.7%
Some Other Race Alone	1.5%	3.7%	4.7%
Two or More Races	1.8%	2.0%	2.1%
Hispanic Origin	4.0%	7.2%	9.1%
Diversity Index	48.8	62.5	64.2

2010 Population by Race/Ethnicity

Total	16,412	101,606	213,309
White Alone	69.3%	54.0%	55.3%
Black Alone	24.2%	35.3%	32.3%
American Indian Alone	0.6%	0.4%	0.4%
Asian or Pacific Islander Alone	2.0%	3.7%	4.4%
Some Other Race Alone	1.8%	4.3%	5.3%
Two or More Races	2.0%	2.3%	2.3%
Hispanic Origin	4.6%	8.2%	10.3%
Diversity Index	50.8%	64.5	66.4%



2000 Population 3+ by School Enrollment

Total	11,165	83,007	166,147
Enrolled in Nursery/Preschool	0.8%	1.5%	1.7%
Enrolled in Kindergarten	0.5%	1.1%	1.2%
Enrolled in Grade 1 - 8	3.8%	8.0%	8.7%
Enrolled in Grade 9 - 12	2.3%	3.4%	3.8%
Enrolled in College	14.3%	20.5%	14.8%
Enrolled in Grad/Prof School	3.9%	2.9%	2.5%
Not Enrolled in School	74.4	62.9%	67.3%

2000 Population 25+ by Educational Attainment

Total	8,435	50,156	105,440
Less than 9th Grade	5.2%	6.0%	5.7%
9th - 12th Grade, No Diploma	11.3%	11.5%	9.7%
High School Graduate	13.2%	17.6%	18.6%
Some College, No Degree	18.7%	18.6%	20.0%
Associate Degree	3.3%	4.4%	5.5%
Bachelor's Degree	29.5%	25.8%	25.9%
Master's/Prof/Doctorate Degree	18.9%	16.1%	14.6%

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.



2000 Population 15+ by Sex & Marital Status

Total	10,558	73,290	144,638
Females	44.3 %	49.8%	50.6%
Never Married	22.1%	20.8%	19.1%
Married, Not Separated	11.8%	17.7%	19.8%
Married, Separated	1.3%	1.8%	1.9%
Widowed	4.2%	4.5%	4.4%
Divorced	4.8%	4.9%	5.5%
Males	55.7%	50.2%	49.4%
Never Married	23.3%	24.1%	22.3%
Married, Not Separated	24.4%	20.4%	21.6%
Married, Separated	1.7%	1.3%	1.3%
Widowed	1.3%	1.0%	0.9%
Divorced	5.1%	3.3%	3.4%



2000 Population 16+ by Employment Status

Total	10,536	72,555	143,036
In Labor Force	62.7%	64.8%	68.6%
Civilian Employed	60.2%	58.4%	63.7%
Civilian Unemployed	2.4%	6.3%	4.8%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	37.3%	35.2%	31.4%
2005 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	90.5%	91.6%
Civilian Unemployed	4.8%	9.5%	8.4%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	95.6%	91.0%	92.1%
Civilian Unemployed	4.4%	9.0%	7.9%

2000 Females 16+ by Employment Status and Age of Children

Total	4,659	36,110	72,272
Own Children < 6 Only	4.1%	5.8%	6.2%
Employed/in Armed Forces	2.9%	3.4%	3.6%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	0.9%	2.1%	2.4%
Own Children < 6 and 6 - 17 Only	2.9%	3.9%	4.5%
Employed/in Armed Forces	1.4%	2.0%	2.5%
Unemployed	0.0%	0.3%	0.3%
Not in Labor Force	1.4%	1.6%	1.7%
Own Children 6 - 17 Only	5.9%	10.1%	12.0%
Employed/in Armed Forces	4.6%	7.1%	8.9%
Unemployed	0.1%	0.5%	0.4%
Not in Labor Force	1.2%	2.5%	2.6%
No Own Children < 18	87.1%	80.2%	77.3%
Employed/in Armed Forces	53.4%	41.6%	43.6%
Unemployed	2.3%	4.4%	3.2%
Not in Labor Force	31.4%	34.3%	30.5%



2005 Employed Population 16+ by Industry

Total	6,642	41,945	92,026
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	6.7%	8.5%	8.3%
Manufacturing	6.3%	6.3%	6.5%
Wholesale Trade	2.6%	2.6%	3.0%
Retail Trade	9.0%	10.5%	10.5%
Transportation/Utilities	2.1%	3.0%	3.2%
Information	3.9%	2.8%	3.1%
Finance/Insurance/Real Estate	6.7%	5.9%	6.4%
Services	56.4%	54.1%	52.3%
Public Administration	6.0%	6.1%	6.4%

2005 Employed Population 16+ by Occupation

Total	6,642	41,948	92,026
White Collar	73.2%	64.5%	65.6%
Management/Business/Financial	17.8%	13.3%	14.1%
Professional	33.3%	27.1%	26.7%
Sales	9.4%	11.4%	10.6%
Administrative Support	12.7%	12.7%	14.2%
Services	15.1%	18.3%	17.2%
Blue Collar	11.8%	17.2%	17.2%
Farming/Forestry/Fishing	0.5%	0.2%	0.2%
Construction/Extraction	5.2%	6.8%	6.5%
Installation/Maintenance/Repair	0.9%	1.8%	2.1%
Production	2.7%	3.8%	3.6%
Transportation/Material Moving	2.4%	4.6%	4.7%



2000 Workers 16+ by Means of

Transportation to Work

Total	6,283	41,357	89,315
Drove Alone - Car, Truck or Van	70.3%	70.4%	74.3%
Carpooled - Car, Truck or Van	8.7%	12.3%	13.2%
Public Transportation	2.9%	5.1%	3.7%
Walked	12.5%	7.0%	4.2%
Other Means	1.2%	1.6%	1.4%
Worked at Home	4.4%	3.7%	3.2%

2000 Workers 16+ by Travel Time to Work

Total	6,283	41,358	89,314
Did Not Work at Home	95.6%	96.3%	96.8%
Less than 5 Minutes	4.8%	3.4%	2.8%
5 to 9 Minutes	19.8%	15.2%	12.2%
10 to 19 Minutes	36.6%	39.7%	38.7%
20 to 24 Minutes	10.6%	13.0%	15.4%
25 to 34 Minutes	14.3%	14.4%	16.6%
35 to 44 Minutes	3.4%	2.9%	3.2%
45 to 59 Minutes	2.3%	3.6%	3.8%
60 to 89 Minutes	1.9%	2.5%	2.4%
90 or More Minutes	2.0%	1.6%	1.6%
Worked at Home	4.4%	3.7%	3.2%
Average Travel Time to Work (in min)	18.8	19.9	20.9

2000 Households by Vehicles Available

Total	5,357	32,059	68,335
None	15.7%	12.7%	9.2%
1	51.9%	43.1%	42.0%
2	25.2%	32.1%	35.3%
3	5.5%	8.8%	10.1%
4	1.3%	2.4%	2.6%
5+	0.4%	0.7%	0.8%
Average Number of Vehicles Available	1.3	1.5	1.6



2000 Households by Type

Total	5,354	32,087	68,391
Family Households	26.9%	47.4%	51.7%
Married-Couple Family	19.5%	30.1%	35.1%
With Related Children	6.4%	12.5%	14.8%
Other Family (No Spouse)	7.4%	17.3%	16.6%
With Related Children	4.0%	11.3%	10.6%
Nonfamily Households	73.1%	52.6%	48.3%
Householder Living Alone	59.5%	38.5%	34.6%
Householder Not Living Alone	13.6%	14.1%	13.6%
Households with Related Children	10.5%	23.8%	25.4%
Households with Persons 65+	17.8%	19.2%	18.0%

2000 Households by Size

Total	5,354	32,087	68,391
1 Person Household	59.5%	38.5%	34.6%
2 Person Household	27.1%	32.5%	33.8%
3 Person Household	6.8%	13.6%	14.7%
4 Person Household	4.2%	9.0%	9.9%
5 Person Household	1.4%	3.7%	4.1%
6 Person Household	0.5%	1.5%	1.6%
7+ Person Household	0.4%	1.3%	1.3%

2000 Households by Year Householder Moved In

Total	5,358	32,061	68,335
Moved in 1999 to March 2000	30.6%	28.1%	29.3%
Moved in 1995 to 1998	38.3%	32.7%	31.6%
Moved in 1990 to 1994	12.3%	12.0%	12.7%
Moved in 1980 to 1989	9.9%	10.6%	10.5%
Moved in 1970 to 1979	4.4%	6.8%	7.4%
Moved in 1969 or Earlier	4.5%	9.6%	8.5%
Median Year Householder Moved In	1997	1996	1996



2000 Housing Units by Units in Structure

Total	5,858	34,351	73,021
1, Detached	29.0%	49.7%	47.8%
1, Attached	5.7%	5.1%	6.6%
2	9.0%	7.3%	5.0%
3 or 4	12.7%	11.5%	9.0%
5 to 9	16.2%	11.2%	12.1%
10 to 19	9.5%	7.3%	10.6%
20+	17.8%	7.4%	7.6%
Mobile Home	0.0%	0.4%	1.2%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure built

Total	5,851	34,380	73,014
1999 to March 2000	1.3%	1.3%	2.2%
1995 to 1998	1.8%	3.4%	6.4%
1990 to 1994	1.6%	3.7%	6.3%
1980 to 1989	13.5%	13.6%	19.0%
1970 to 1979	7.8%	13.3%	19.3%
1969 or Earlier	74.0%	64.7%	46.8%
Median Year Structure Built	1949	1961	1972

W PEACE ST AT N BOYLAN ST

latitude: 35.7886 longitude: -78.6488

RADIUS: 1.0 MILES

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RADIUS: 5.0 MILES

Top 3 Tapestry Segments

1	Metro Renters	Metropolitans	Young & Restless
2	College Towns	Urban Chic	Metropolitans
3	Young & Restless	Dorms to Diplomas	College towns



2005 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$14,902,986	\$94,617,790	\$206,790,862
Average Spent	\$2,467.79	\$2,682.90	\$2,683.68
Spending Potential Index	89	97	97
Computers & Accessories: Total \$	\$1,513,136	\$9,815,310	\$21,327,613
Average Spent	\$250.56	\$278.31	\$276.78
Spending Potential Index	91	101	100
Education: Total \$	\$6,539,017	\$44,191,523	\$91,847,253
Average Spent	\$1,082.80	\$1,253.06	\$1,191.97
Spending Potential Index	102	118	112
Entertainment/Recreation: Total \$	\$15,588,235	\$100,840,821	\$221,221,210
Average Spent	\$2,581.26	\$2,859.35	\$2,870.82
Spending Potential Index	83	92	92
Food at Home: Total \$	\$24,865,522	\$157,247,487	\$344,685,678
Average Spent	\$4,117.49	\$4,458.77	\$4,473.24
Spending Potential Index	87	94	94
Food Away from Home: Total \$	\$17,258,006	\$109,431,441	\$239,349,024
Average Spent	\$2,857.76	\$3,102.94	\$3,106.21
Spending Potential Index	90	98	98
Health Care: Total \$	\$15,939,395	\$103,812,609	\$227,641,706
Average Spent	\$2,639.41	\$2,943.62	\$2,954.28
Spending Potential Index	76	85	85
HH Furnishings & Equipment: Total \$	\$10,525,359	\$68,832,325	\$151,617,150
Average Spent	\$1,742.90	\$1,951.75	\$1,967.65
Spending Potential Index	82	92	93
Investments: Total \$	\$47,637,039	\$297,390,134	\$627,047,206
Average Spent	\$7,888.23	\$8,432.53	\$8,137.66
Spending Potential Index	95	101	98
Retail Goods: Total \$	\$125,627,682	\$809,431,401	\$1,781,549,835
Average Spent	\$20,802.73	\$22,951.52	\$23,120.50
Spending Potential Index	83	92	92
Shelter: Total \$	\$75,008,384	\$471,129,359	\$1,031,329,723
Average Spent	\$12,420.66	\$13,358.93	\$13,384.33
Spending Potential Index	90	97	97
TV/Video/Sound Equipment: Total \$	\$5,573,230	\$35,351,601	\$77,272,658
Average Spent	\$922.87	\$1,002.40	\$1,002.82
Spending Potential Index	90	97	97
Travel: Total \$	\$8,983,146	\$58,943,888	\$128,286,436
Average Spent	\$1,487.52	\$1,671.36	\$1,664.87
Spending Potential Index	82	92	92
Vehicle Maintenance & Repairs: Total \$	\$5,405,706	\$34,546,052	\$76,065,202
Average Spent	\$895.13	\$979.56	\$987.15
Spending Potential Index	86	95	95

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.