



# Community Profile

44677-Bent Tree Plaza  
 7901 Falls of Neuse Rd  
 Rings: 1, 3, 5 mile radii

Property Capsule 1  
 Latitude: 35.89249  
 Longitude: -78.62646

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	5,447	60,563	137,191
2010 Total Population	5,200	65,769	167,853
2019 Total Population	5,512	70,478	190,503
2019 Group Quarters	2	463	807
2024 Total Population	5,859	74,417	206,239
2019-2024 Annual Rate	1.23%	1.09%	1.60%
2019 Total Daytime Population	6,556	80,777	214,375
Workers	3,950	48,223	127,782
Residents	2,606	32,554	86,593
<b>Household Summary</b>			
2000 Households	2,044	25,233	56,475
2000 Average Household Size	2.66	2.39	2.42
2010 Households	2,077	28,845	70,268
2010 Average Household Size	2.50	2.26	2.38
2019 Households	2,187	30,933	79,090
2019 Average Household Size	2.52	2.26	2.40
2024 Households	2,322	32,661	85,356
2024 Average Household Size	2.52	2.26	2.41
2019-2024 Annual Rate	1.21%	1.09%	1.54%
2010 Families	1,467	17,556	43,939
2010 Average Family Size	2.98	2.88	2.99
2019 Families	1,534	18,400	48,577
2019 Average Family Size	3.01	2.91	3.04
2024 Families	1,621	19,271	52,151
2024 Average Family Size	3.02	2.93	3.06
2019-2024 Annual Rate	1.11%	0.93%	1.43%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,103	26,711	59,693
Owner Occupied Housing Units	77.8%	61.4%	58.3%
Renter Occupied Housing Units	19.4%	33.1%	36.3%
Vacant Housing Units	2.8%	5.5%	5.4%
2010 Housing Units	2,148	30,703	74,925
Owner Occupied Housing Units	77.5%	58.9%	57.0%
Renter Occupied Housing Units	19.2%	35.0%	36.8%
Vacant Housing Units	3.3%	6.1%	6.2%
2019 Housing Units	2,266	32,974	84,538
Owner Occupied Housing Units	75.2%	56.9%	53.7%
Renter Occupied Housing Units	21.2%	36.9%	39.8%
Vacant Housing Units	3.5%	6.2%	6.4%
2024 Housing Units	2,406	34,802	91,133
Owner Occupied Housing Units	75.8%	57.5%	54.5%
Renter Occupied Housing Units	20.8%	36.3%	39.1%
Vacant Housing Units	3.5%	6.2%	6.3%
<b>Median Household Income</b>			
2019	\$99,353	\$75,502	\$75,845
2024	\$105,745	\$82,947	\$84,075
<b>Median Home Value</b>			
2019	\$342,067	\$296,040	\$309,943
2024	\$357,738	\$315,673	\$326,326
<b>Per Capita Income</b>			
2019	\$54,730	\$46,953	\$44,703
2024	\$58,902	\$51,543	\$49,245
<b>Median Age</b>			
2010	41.5	39.1	36.6
2019	43.7	41.1	38.5
2024	44.7	42.0	38.9

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

44677-Bent Tree Plaza  
 7901 Falls of Neuse Rd  
 Rings: 1, 3, 5 mile radii

Property Capsule 1  
 Latitude: 35.89249  
 Longitude: -78.62646

	1 mile	3 miles	5 miles
<b>2019 Households by Income</b>			
Household Income Base	2,187	30,933	79,090
<\$15,000	2.7%	4.0%	4.4%
\$15,000 - \$24,999	3.2%	6.4%	6.3%
\$25,000 - \$34,999	5.7%	7.2%	7.4%
\$35,000 - \$49,999	8.9%	12.8%	13.2%
\$50,000 - \$74,999	18.7%	19.3%	18.1%
\$75,000 - \$99,999	11.2%	13.4%	13.2%
\$100,000 - \$149,999	21.4%	17.0%	17.3%
\$150,000 - \$199,999	11.0%	9.3%	9.0%
\$200,000+	17.3%	10.7%	11.0%
Average Household Income	\$136,389	\$107,495	\$107,401
<b>2024 Households by Income</b>			
Household Income Base	2,322	32,661	85,356
<\$15,000	2.2%	3.0%	3.3%
\$15,000 - \$24,999	2.5%	5.2%	5.2%
\$25,000 - \$34,999	4.7%	6.0%	6.2%
\$35,000 - \$49,999	7.8%	11.6%	11.8%
\$50,000 - \$74,999	17.8%	18.9%	17.7%
\$75,000 - \$99,999	11.2%	13.7%	13.6%
\$100,000 - \$149,999	22.7%	18.7%	19.3%
\$150,000 - \$199,999	13.7%	11.7%	11.3%
\$200,000+	17.5%	11.1%	11.7%
Average Household Income	\$146,588	\$118,054	\$118,668
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,705	18,764	45,401
<\$50,000	0.8%	1.0%	1.0%
\$50,000 - \$99,999	1.5%	1.6%	1.8%
\$100,000 - \$149,999	6.0%	7.3%	8.1%
\$150,000 - \$199,999	5.4%	10.7%	11.3%
\$200,000 - \$249,999	10.4%	15.8%	12.4%
\$250,000 - \$299,999	15.7%	14.8%	13.3%
\$300,000 - \$399,999	24.4%	21.1%	21.5%
\$400,000 - \$499,999	13.3%	11.7%	13.7%
\$500,000 - \$749,999	15.4%	10.4%	11.4%
\$750,000 - \$999,999	4.2%	3.9%	3.6%
\$1,000,000 - \$1,499,999	0.8%	0.9%	1.1%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.3%
\$2,000,000 +	2.1%	0.7%	0.6%
Average Home Value	\$421,791	\$361,841	\$367,300
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,823	20,025	49,707
<\$50,000	0.5%	0.7%	0.7%
\$50,000 - \$99,999	1.0%	1.3%	1.6%
\$100,000 - \$149,999	4.5%	6.3%	7.0%
\$150,000 - \$199,999	4.1%	8.9%	10.1%
\$200,000 - \$249,999	8.8%	14.3%	11.3%
\$250,000 - \$299,999	15.1%	15.0%	13.3%
\$300,000 - \$399,999	27.6%	23.1%	22.9%
\$400,000 - \$499,999	14.5%	13.0%	15.1%
\$500,000 - \$749,999	16.1%	11.3%	12.2%
\$750,000 - \$999,999	4.4%	4.2%	3.8%
\$1,000,000 - \$1,499,999	0.8%	1.0%	1.1%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.4%
\$2,000,000 +	2.2%	0.8%	0.6%
Average Home Value	\$440,477	\$378,840	\$381,091

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

44677-Bent Tree Plaza  
 7901 Falls of Neuse Rd  
 Rings: 1, 3, 5 mile radii

Property Capsule 1  
 Latitude: 35.89249  
 Longitude: -78.62646

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	5,202	65,768	167,855
0 - 4	5.7%	6.2%	7.0%
5 - 9	6.6%	6.2%	6.8%
10 - 14	6.9%	6.1%	6.6%
15 - 24	10.2%	10.8%	11.4%
25 - 34	11.6%	14.9%	15.7%
35 - 44	13.8%	14.4%	15.2%
45 - 54	17.5%	15.3%	14.8%
55 - 64	15.7%	13.0%	11.6%
65 - 74	8.2%	7.1%	6.0%
75 - 84	3.0%	4.1%	3.4%
85 +	0.7%	2.0%	1.5%
18 +	76.5%	77.7%	75.7%
<b>2019 Population by Age</b>			
Total	5,512	70,479	190,502
0 - 4	5.0%	5.5%	6.2%
5 - 9	5.8%	5.7%	6.4%
10 - 14	6.9%	6.2%	6.6%
15 - 24	11.2%	11.4%	11.9%
25 - 34	9.6%	12.6%	13.9%
35 - 44	13.1%	13.8%	14.3%
45 - 54	14.2%	13.5%	13.3%
55 - 64	15.7%	13.9%	12.8%
65 - 74	12.0%	10.2%	8.9%
75 - 84	5.2%	4.9%	4.1%
85 +	1.3%	2.3%	1.8%
18 +	78.2%	79.0%	77.2%
<b>2024 Population by Age</b>			
Total	5,862	74,419	206,238
0 - 4	4.9%	5.5%	6.2%
5 - 9	5.6%	5.5%	6.1%
10 - 14	6.2%	5.8%	6.2%
15 - 24	11.1%	11.6%	11.8%
25 - 34	10.2%	13.1%	14.6%
35 - 44	12.3%	12.7%	13.6%
45 - 54	13.7%	13.1%	12.7%
55 - 64	14.2%	13.1%	12.1%
65 - 74	12.9%	11.2%	9.7%
75 - 84	7.1%	6.2%	5.1%
85 +	1.7%	2.5%	1.9%
18 +	79.4%	79.7%	77.8%
<b>2010 Population by Sex</b>			
Males	2,486	31,140	80,255
Females	2,714	34,629	87,598
<b>2019 Population by Sex</b>			
Males	2,662	33,551	91,394
Females	2,851	36,927	99,109
<b>2024 Population by Sex</b>			
Males	2,839	35,325	98,789
Females	3,021	39,093	107,449

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

44677-Bent Tree Plaza  
 7901 Falls of Neuse Rd  
 Rings: 1, 3, 5 mile radii

Property Capsule 1  
 Latitude: 35.89249  
 Longitude: -78.62646

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	5,199	65,770	167,854
White Alone	82.2%	74.0%	68.7%
Black Alone	11.4%	16.4%	19.6%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	2.3%	3.0%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	3.9%	5.3%
Two or More Races	1.5%	2.4%	2.6%
Hispanic Origin	5.4%	8.5%	11.1%
Diversity Index	38.2	51.5	58.9
<b>2019 Population by Race/Ethnicity</b>			
Total	5,513	70,479	190,503
White Alone	80.2%	71.3%	66.1%
Black Alone	11.7%	16.8%	19.7%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	3.3%	4.3%	4.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.5%	4.4%	5.8%
Two or More Races	1.9%	2.8%	3.0%
Hispanic Origin	6.0%	9.6%	12.2%
Diversity Index	41.6	55.5	62.4
<b>2024 Population by Race/Ethnicity</b>			
Total	5,860	74,418	206,238
White Alone	78.4%	69.1%	64.0%
Black Alone	12.1%	17.1%	19.7%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	4.2%	5.3%	6.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.8%	4.9%	6.4%
Two or More Races	2.2%	3.2%	3.4%
Hispanic Origin	6.7%	10.6%	13.2%
Diversity Index	44.8	58.7	65.1
<b>2010 Population by Relationship and Household Type</b>			
Total	5,200	65,769	167,853
In Households	100.0%	99.3%	99.5%
In Family Households	85.5%	78.6%	80.2%
Householder	28.5%	26.6%	26.2%
Spouse	23.7%	20.5%	19.7%
Child	29.1%	26.8%	28.7%
Other relative	2.9%	3.1%	3.6%
Nonrelative	1.3%	1.6%	2.0%
In Nonfamily Households	14.5%	20.7%	19.3%
In Group Quarters	0.0%	0.7%	0.5%
Institutionalized Population	0.0%	0.4%	0.3%
Noninstitutionalized Population	0.0%	0.3%	0.2%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

44677-Bent Tree Plaza  
 7901 Falls of Neuse Rd  
 Rings: 1, 3, 5 mile radii

Property Capsule 1  
 Latitude: 35.89249  
 Longitude: -78.62646

	1 mile	3 miles	5 miles
<b>2019 Population 25+ by Educational Attainment</b>			
Total	3,920	50,142	131,498
Less than 9th Grade	1.8%	2.1%	2.9%
9th - 12th Grade, No Diploma	1.5%	2.3%	2.8%
High School Graduate	8.2%	10.8%	10.9%
GED/Alternative Credential	0.2%	1.8%	1.7%
Some College, No Degree	15.8%	17.2%	16.4%
Associate Degree	5.9%	7.2%	7.7%
Bachelor's Degree	45.1%	38.5%	37.9%
Graduate/Professional Degree	21.4%	20.2%	19.6%
<b>2019 Population 15+ by Marital Status</b>			
Total	4,536	58,198	154,124
Never Married	27.6%	30.1%	34.0%
Married	58.4%	52.7%	51.2%
Widowed	3.1%	5.2%	4.3%
Divorced	10.9%	12.0%	10.5%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.2%	97.4%	97.1%
Civilian Unemployed (Unemployment Rate)	3.8%	2.6%	2.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	2,952	38,611	105,824
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	3.0%	5.3%	6.3%
Manufacturing	6.6%	8.2%	8.5%
Wholesale Trade	3.3%	2.7%	2.7%
Retail Trade	9.2%	9.6%	9.7%
Transportation/Utilities	3.2%	3.1%	3.6%
Information	2.3%	2.4%	2.3%
Finance/Insurance/Real Estate	11.7%	9.0%	9.2%
Services	56.3%	55.1%	53.1%
Public Administration	4.3%	4.5%	4.5%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	2,953	38,611	105,824
White Collar	82.5%	76.0%	73.4%
Management/Business/Financial	24.4%	20.2%	20.7%
Professional	31.9%	30.0%	27.2%
Sales	15.2%	12.5%	12.7%
Administrative Support	11.0%	13.3%	12.7%
Services	12.9%	13.9%	14.4%
Blue Collar	4.6%	10.1%	12.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.4%	3.0%	4.5%
Installation/Maintenance/Repair	0.5%	1.3%	1.7%
Production	1.0%	3.4%	2.8%
Transportation/Material Moving	1.7%	2.4%	3.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,200	65,769	167,853
Population Inside Urbanized Area	100.0%	100.0%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

44677-Bent Tree Plaza  
 7901 Falls of Neuse Rd  
 Rings: 1, 3, 5 mile radii

Property Capsule 1  
 Latitude: 35.89249  
 Longitude: -78.62646

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	2,077	28,845	70,268
Households with 1 Person	24.3%	32.3%	30.4%
Households with 2+ People	75.7%	67.7%	69.6%
Family Households	70.6%	60.9%	62.5%
Husband-wife Families	58.7%	47.1%	47.1%
With Related Children	24.2%	19.8%	21.7%
Other Family (No Spouse Present)	11.9%	13.8%	15.4%
Other Family with Male Householder	3.0%	3.4%	3.7%
With Related Children	1.5%	1.9%	2.1%
Other Family with Female Householder	8.9%	10.4%	11.7%
With Related Children	6.0%	7.1%	8.3%
Nonfamily Households	5.1%	6.9%	7.1%
All Households with Children	32.0%	29.1%	32.5%
Multigenerational Households	1.8%	1.8%	2.2%
Unmarried Partner Households	3.9%	5.4%	5.7%
Male-female	3.2%	4.6%	5.0%
Same-sex	0.7%	0.8%	0.7%
<b>2010 Households by Size</b>			
Total	2,076	28,845	70,269
1 Person Household	24.3%	32.3%	30.4%
2 Person Household	37.7%	35.3%	33.8%
3 Person Household	16.2%	14.6%	15.6%
4 Person Household	13.9%	11.5%	12.6%
5 Person Household	5.7%	4.3%	5.1%
6 Person Household	1.3%	1.3%	1.6%
7 + Person Household	0.8%	0.7%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,077	28,845	70,268
Owner Occupied	80.2%	62.7%	60.8%
Owned with a Mortgage/Loan	64.6%	50.0%	49.2%
Owned Free and Clear	15.6%	12.7%	11.6%
Renter Occupied	19.8%	37.3%	39.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,148	30,703	74,925
Housing Units Inside Urbanized Area	100.0%	100.0%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.7%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

44677-Bent Tree Plaza  
 7901 Falls of Neuse Rd  
 Rings: 1, 3, 5 mile radii

Property Capsule 1  
 Latitude: 35.89249  
 Longitude: -78.62646

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Savvy Suburbanites (1D)	Bright Young Professionals	Young and Restless (11B)
2.	Bright Young Professionals (8C)	Golden Years (9B)	In Style (5B)
3.	Top Tier (1A)	In Style (5B)	Bright Young Professionals
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,093,649	\$82,118,123	\$211,975,201
Average Spent	\$3,243.55	\$2,654.71	\$2,680.18
Spending Potential Index	151	124	125
Education: Total \$	\$5,774,749	\$61,208,288	\$155,287,780
Average Spent	\$2,640.49	\$1,978.74	\$1,963.43
Spending Potential Index	166	124	123
Entertainment/Recreation: Total \$	\$10,977,520	\$122,414,531	\$312,294,589
Average Spent	\$5,019.44	\$3,957.41	\$3,948.60
Spending Potential Index	154	121	121
Food at Home: Total \$	\$16,686,646	\$194,639,700	\$499,098,272
Average Spent	\$7,629.93	\$6,292.30	\$6,310.51
Spending Potential Index	147	122	122
Food Away from Home: Total \$	\$12,184,690	\$141,334,815	\$364,239,395
Average Spent	\$5,571.42	\$4,569.06	\$4,605.38
Spending Potential Index	152	124	125
Health Care: Total \$	\$19,587,874	\$218,779,080	\$554,138,061
Average Spent	\$8,956.50	\$7,072.68	\$7,006.42
Spending Potential Index	151	119	118
HH Furnishings & Equipment: Total \$	\$7,264,621	\$81,499,449	\$209,279,588
Average Spent	\$3,321.73	\$2,634.71	\$2,646.09
Spending Potential Index	156	124	124
Personal Care Products & Services: Total \$	\$3,026,505	\$34,454,792	\$88,337,983
Average Spent	\$1,383.86	\$1,113.85	\$1,116.93
Spending Potential Index	156	126	126
Shelter: Total \$	\$62,240,779	\$712,400,754	\$1,820,964,915
Average Spent	\$28,459.43	\$23,030.44	\$23,023.96
Spending Potential Index	154	124	124
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,608,904	\$94,963,583	\$239,248,933
Average Spent	\$3,936.40	\$3,069.98	\$3,025.02
Spending Potential Index	159	124	122
Travel: Total \$	\$7,980,366	\$85,887,044	\$218,628,079
Average Spent	\$3,649.00	\$2,776.55	\$2,764.29
Spending Potential Index	163	124	123
Vehicle Maintenance & Repairs: Total \$	\$3,873,874	\$44,917,922	\$113,784,985
Average Spent	\$1,771.32	\$1,452.10	\$1,438.68
Spending Potential Index	155	127	126

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.