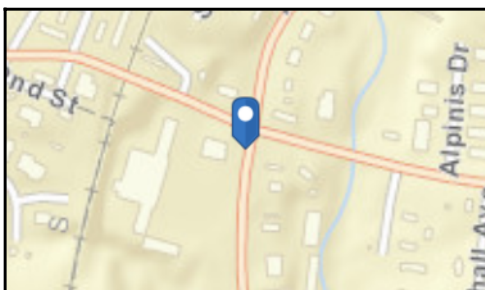
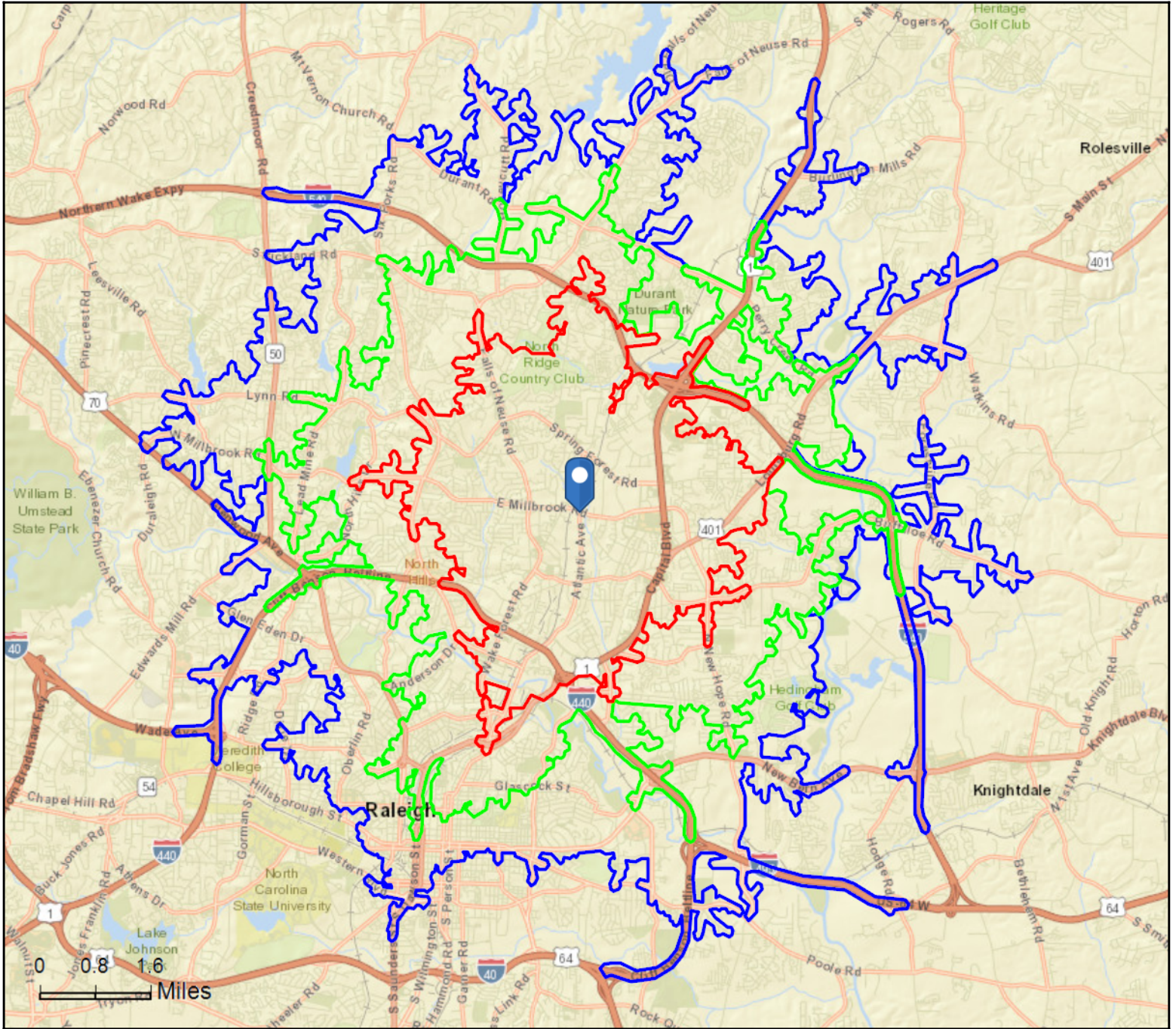


Millbrook Collection
4701 Atlantic Ave, Raleigh, North Carolina, 27604
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 35.84876
Longitude: -78.60169





Community Profile

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	7 minutes	10 minutes	13 minutes
Population Summary			
2000 Total Population	45,324	99,274	166,447
2010 Total Population	51,577	115,970	200,448
2019 Total Population	59,846	134,619	233,440
2019 Group Quarters	269	1,302	4,421
2024 Total Population	65,275	146,699	255,147
2019-2024 Annual Rate	1.75%	1.73%	1.79%
2019 Total Daytime Population	92,650	182,704	344,976
Workers	65,821	122,418	238,422
Residents	26,829	60,286	106,554
Household Summary			
2000 Households	19,398	42,148	70,428
2000 Average Household Size	2.33	2.34	2.31
2010 Households	21,815	48,661	84,433
2010 Average Household Size	2.35	2.36	2.32
2019 Households	25,009	56,054	98,859
2019 Average Household Size	2.38	2.38	2.32
2024 Households	27,190	60,935	108,210
2024 Average Household Size	2.39	2.39	2.32
2019-2024 Annual Rate	1.69%	1.68%	1.82%
2010 Families	12,798	28,827	49,606
2010 Average Family Size	2.98	3.02	2.99
2019 Families	14,393	32,474	56,070
2019 Average Family Size	3.05	3.07	3.03
2024 Families	15,566	35,114	60,719
2024 Average Family Size	3.06	3.09	3.04
2019-2024 Annual Rate	1.58%	1.58%	1.61%
Housing Unit Summary			
2000 Housing Units	20,792	44,906	74,975
Owner Occupied Housing Units	48.5%	55.8%	55.9%
Renter Occupied Housing Units	44.8%	38.0%	38.0%
Vacant Housing Units	6.7%	6.1%	6.1%
2010 Housing Units	23,788	52,515	91,337
Owner Occupied Housing Units	44.0%	52.4%	53.7%
Renter Occupied Housing Units	47.7%	40.3%	38.7%
Vacant Housing Units	8.3%	7.3%	7.6%
2019 Housing Units	27,360	60,555	107,399
Owner Occupied Housing Units	40.0%	48.6%	49.7%
Renter Occupied Housing Units	51.4%	44.0%	42.3%
Vacant Housing Units	8.6%	7.4%	8.0%
2024 Housing Units	29,769	65,753	117,223
Owner Occupied Housing Units	40.9%	49.5%	50.2%
Renter Occupied Housing Units	50.4%	43.2%	42.2%
Vacant Housing Units	8.7%	7.3%	7.7%
Median Household Income			
2019	\$54,940	\$62,717	\$67,726
2024	\$61,728	\$71,692	\$77,122
Median Home Value			
2019	\$210,167	\$234,969	\$268,500
2024	\$218,424	\$246,273	\$284,424
Per Capita Income			
2019	\$31,919	\$36,859	\$41,282
2024	\$35,837	\$41,392	\$46,108
Median Age			
2010	33.7	34.6	35.1
2019	35.8	36.5	37.0
2024	36.0	36.6	37.2

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.



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2019 Households by Income			
Household Income Base	25,009	56,054	98,859
<\$15,000	6.3%	5.7%	6.2%
\$15,000 - \$24,999	9.9%	7.8%	7.1%
\$25,000 - \$34,999	10.5%	9.3%	8.3%
\$35,000 - \$49,999	18.0%	14.9%	13.3%
\$50,000 - \$74,999	19.7%	20.3%	19.3%
\$75,000 - \$99,999	13.4%	13.3%	13.0%
\$100,000 - \$149,999	13.1%	15.8%	16.5%
\$150,000 - \$199,999	4.7%	6.1%	7.2%
\$200,000+	4.5%	6.8%	9.0%
Average Household Income	\$76,579	\$88,739	\$98,328
2024 Households by Income			
Household Income Base	27,190	60,935	108,210
<\$15,000	4.7%	4.2%	4.8%
\$15,000 - \$24,999	8.2%	6.4%	5.9%
\$25,000 - \$34,999	8.9%	7.8%	6.9%
\$35,000 - \$49,999	16.8%	13.5%	11.9%
\$50,000 - \$74,999	20.0%	20.1%	18.9%
\$75,000 - \$99,999	14.5%	13.9%	13.5%
\$100,000 - \$149,999	15.6%	18.6%	18.9%
\$150,000 - \$199,999	6.4%	8.2%	9.4%
\$200,000+	4.8%	7.5%	9.7%
Average Household Income	\$86,338	\$99,940	\$109,637
2019 Owner Occupied Housing Units by Value			
Total	10,947	29,435	53,376
<\$50,000	2.0%	1.9%	1.8%
\$50,000 - \$99,999	5.5%	3.1%	2.3%
\$100,000 - \$149,999	15.8%	13.2%	10.6%
\$150,000 - \$199,999	23.1%	20.5%	17.1%
\$200,000 - \$249,999	17.5%	16.1%	13.8%
\$250,000 - \$299,999	13.0%	12.5%	11.8%
\$300,000 - \$399,999	10.2%	13.7%	15.8%
\$400,000 - \$499,999	5.7%	6.9%	9.5%
\$500,000 - \$749,999	5.2%	7.9%	10.7%
\$750,000 - \$999,999	1.1%	2.8%	4.2%
\$1,000,000 - \$1,499,999	0.3%	0.6%	1.2%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.3%
\$2,000,000 +	0.4%	0.6%	0.8%
Average Home Value	\$259,225	\$302,230	\$349,057
2024 Owner Occupied Housing Units by Value			
Total	12,177	32,536	58,794
<\$50,000	1.7%	1.6%	1.4%
\$50,000 - \$99,999	4.8%	2.6%	1.9%
\$100,000 - \$149,999	14.7%	11.9%	9.3%
\$150,000 - \$199,999	22.5%	19.3%	15.7%
\$200,000 - \$249,999	17.0%	15.8%	13.3%
\$250,000 - \$299,999	13.7%	13.1%	12.2%
\$300,000 - \$399,999	11.4%	15.0%	17.2%
\$400,000 - \$499,999	6.6%	7.7%	10.5%
\$500,000 - \$749,999	5.5%	8.6%	11.5%
\$750,000 - \$999,999	1.1%	3.0%	4.5%
\$1,000,000 - \$1,499,999	0.3%	0.6%	1.2%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.3%
\$2,000,000 +	0.5%	0.6%	0.8%
Average Home Value	\$269,279	\$314,641	\$362,967

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

Millbrook Collection
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	7 minutes	10 minutes	13 minutes
2010 Population by Age			
Total	51,579	115,969	200,446
0 - 4	8.1%	7.7%	7.3%
5 - 9	6.8%	6.9%	6.7%
10 - 14	5.9%	6.1%	6.1%
15 - 24	13.0%	12.3%	12.7%
25 - 34	18.6%	17.8%	17.0%
35 - 44	14.9%	15.4%	15.1%
45 - 54	12.6%	13.4%	13.8%
55 - 64	9.6%	10.2%	10.7%
65 - 74	5.8%	5.6%	5.7%
75 - 84	3.4%	3.3%	3.4%
85 +	1.3%	1.4%	1.5%
18 +	75.7%	75.6%	76.3%
2019 Population by Age			
Total	59,848	134,618	233,441
0 - 4	7.0%	6.7%	6.3%
5 - 9	6.6%	6.5%	6.2%
10 - 14	6.3%	6.4%	6.3%
15 - 24	12.9%	12.5%	12.8%
25 - 34	16.0%	15.5%	15.4%
35 - 44	14.7%	14.8%	14.4%
45 - 54	12.2%	12.8%	12.8%
55 - 64	10.7%	11.4%	11.9%
65 - 74	7.8%	7.9%	8.2%
75 - 84	4.2%	3.9%	3.9%
85 +	1.7%	1.7%	1.8%
18 +	76.6%	76.8%	77.8%
2024 Population by Age			
Total	65,275	146,698	255,148
0 - 4	7.0%	6.7%	6.3%
5 - 9	6.3%	6.2%	6.0%
10 - 14	6.0%	6.2%	6.0%
15 - 24	13.3%	12.7%	12.9%
25 - 34	16.0%	16.0%	16.0%
35 - 44	13.7%	13.9%	13.8%
45 - 54	12.0%	12.4%	12.3%
55 - 64	10.5%	11.0%	11.3%
65 - 74	8.5%	8.5%	8.9%
75 - 84	4.9%	4.6%	4.8%
85 +	1.9%	1.9%	1.9%
18 +	77.1%	77.3%	78.3%
2010 Population by Sex			
Males	24,734	55,178	96,092
Females	26,843	60,792	104,356
2019 Population by Sex			
Males	28,733	64,388	112,485
Females	31,113	70,231	120,954
2024 Population by Sex			
Males	31,235	70,135	122,936
Females	34,040	76,564	132,211

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



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2010 Population by Race/Ethnicity			
Total	51,576	115,970	200,448
White Alone	52.0%	58.1%	60.8%
Black Alone	30.2%	27.3%	26.5%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	3.3%	3.5%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	10.7%	7.8%	6.3%
Two or More Races	3.1%	2.8%	2.6%
Hispanic Origin	20.2%	15.1%	12.5%
Diversity Index	75.4	69.3	65.5
2019 Population by Race/Ethnicity			
Total	59,846	134,620	233,439
White Alone	50.2%	55.5%	58.8%
Black Alone	29.4%	27.1%	26.1%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	4.8%	5.0%	4.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.5%	8.6%	6.8%
Two or More Races	3.5%	3.2%	3.0%
Hispanic Origin	21.4%	16.4%	13.4%
Diversity Index	77.4	72.1	68.0
2024 Population by Race/Ethnicity			
Total	65,275	146,700	255,146
White Alone	48.3%	53.4%	57.0%
Black Alone	28.9%	27.0%	26.0%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	5.9%	6.2%	5.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.5%	9.3%	7.4%
Two or More Races	3.8%	3.5%	3.3%
Hispanic Origin	23.0%	17.7%	14.5%
Diversity Index	79.3	74.3	70.2
2010 Population by Relationship and Household Type			
Total	51,577	115,970	200,448
In Households	99.5%	99.0%	97.8%
In Family Households	77.3%	77.6%	76.1%
Householder	24.7%	24.8%	24.5%
Spouse	15.4%	16.8%	17.4%
Child	28.4%	28.7%	27.9%
Other relative	5.5%	4.7%	4.1%
Nonrelative	3.3%	2.6%	2.2%
In Nonfamily Households	22.2%	21.4%	21.7%
In Group Quarters	0.5%	1.0%	2.2%
Institutionalized Population	0.3%	0.4%	0.8%
Noninstitutionalized Population	0.2%	0.6%	1.4%

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.



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2019 Population 25+ by Educational Attainment			
Total	40,241	91,434	159,855
Less than 9th Grade	5.2%	4.8%	4.2%
9th - 12th Grade, No Diploma	4.7%	4.3%	3.9%
High School Graduate	15.3%	13.1%	12.3%
GED/Alternative Credential	2.1%	1.9%	2.0%
Some College, No Degree	19.6%	17.8%	17.0%
Associate Degree	8.3%	8.7%	7.9%
Bachelor's Degree	30.3%	33.1%	34.0%
Graduate/Professional Degree	14.6%	16.4%	18.8%
2019 Population 15+ by Marital Status			
Total	47,966	108,326	189,803
Never Married	41.0%	37.4%	37.7%
Married	43.9%	46.9%	46.9%
Widowed	3.8%	4.2%	4.3%
Divorced	11.3%	11.4%	11.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.6%	96.8%	96.9%
Civilian Unemployed (Unemployment Rate)	3.4%	3.2%	3.1%
2019 Employed Population 16+ by Industry			
Total	33,625	75,713	128,981
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	9.1%	8.8%	7.9%
Manufacturing	8.0%	7.4%	7.5%
Wholesale Trade	2.8%	2.6%	2.4%
Retail Trade	11.0%	9.7%	9.2%
Transportation/Utilities	4.4%	4.2%	3.8%
Information	2.0%	2.0%	2.0%
Finance/Insurance/Real Estate	8.9%	8.8%	9.0%
Services	48.7%	51.5%	52.9%
Public Administration	4.9%	4.8%	4.9%
2019 Employed Population 16+ by Occupation			
Total	33,624	75,715	128,980
White Collar	63.6%	66.8%	69.9%
Management/Business/Financial	15.3%	17.4%	19.1%
Professional	23.1%	24.9%	26.5%
Sales	11.7%	11.5%	12.0%
Administrative Support	13.5%	13.0%	12.3%
Services	17.4%	16.9%	15.7%
Blue Collar	18.9%	16.3%	14.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	7.4%	6.9%	5.9%
Installation/Maintenance/Repair	2.5%	2.0%	1.8%
Production	4.5%	3.6%	3.1%
Transportation/Material Moving	4.4%	3.8%	3.6%
2010 Population By Urban/ Rural Status			
Total Population	51,577	115,970	200,448
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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



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2010 Households by Type			
Total	21,815	48,661	84,432
Households with 1 Person	32.9%	32.6%	32.9%
Households with 2+ People	67.1%	67.4%	67.1%
Family Households	58.7%	59.2%	58.8%
Husband-wife Families	36.6%	40.2%	41.7%
With Related Children	16.6%	18.8%	19.3%
Other Family (No Spouse Present)	22.0%	19.1%	17.1%
Other Family with Male Householder	5.4%	4.5%	4.0%
With Related Children	2.9%	2.4%	2.2%
Other Family with Female Householder	16.6%	14.6%	13.1%
With Related Children	12.1%	10.5%	9.4%
Nonfamily Households	8.4%	8.1%	8.3%
All Households with Children	32.1%	32.1%	31.3%
Multigenerational Households	2.9%	2.8%	2.6%
Unmarried Partner Households	7.0%	6.6%	6.3%
Male-female	6.2%	5.7%	5.4%
Same-sex	0.8%	0.9%	0.9%
2010 Households by Size			
Total	21,814	48,660	84,433
1 Person Household	32.9%	32.6%	32.9%
2 Person Household	32.1%	32.2%	32.6%
3 Person Household	15.6%	15.5%	15.0%
4 Person Household	10.7%	11.3%	11.6%
5 Person Household	5.1%	5.1%	5.0%
6 Person Household	2.1%	1.9%	1.7%
7 + Person Household	1.5%	1.4%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	21,815	48,661	84,433
Owner Occupied	48.0%	56.5%	58.1%
Owned with a Mortgage/Loan	37.7%	45.4%	46.8%
Owned Free and Clear	10.3%	11.1%	11.3%
Renter Occupied	52.0%	43.5%	41.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	23,788	52,515	91,337
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Young and Restless (11B)	Bright Young Professionals	Bright Young Professionals
2.	Bright Young Professionals (8C)	In Style (5B)	Up and Coming Families (7A)
3.	In Style (5B)	Young and Restless (11B)	In Style (5B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$49,246,144	\$125,885,445	\$244,674,024
Average Spent	\$1,969.14	\$2,245.79	\$2,474.98
Spending Potential Index	92	105	116
Education: Total \$	\$33,837,570	\$88,280,714	\$175,378,119
Average Spent	\$1,353.02	\$1,574.92	\$1,774.02
Spending Potential Index	85	99	111
Entertainment/Recreation: Total \$	\$70,680,735	\$183,603,703	\$357,916,057
Average Spent	\$2,826.21	\$3,275.48	\$3,620.47
Spending Potential Index	86	100	111
Food at Home: Total \$	\$117,340,986	\$298,720,904	\$577,496,699
Average Spent	\$4,691.95	\$5,329.16	\$5,841.62
Spending Potential Index	91	103	113
Food Away from Home: Total \$	\$84,591,595	\$216,340,303	\$420,130,608
Average Spent	\$3,382.45	\$3,859.50	\$4,249.80
Spending Potential Index	92	105	116
Health Care: Total \$	\$126,169,712	\$327,860,830	\$636,675,537
Average Spent	\$5,044.97	\$5,849.02	\$6,440.24
Spending Potential Index	85	99	109
HH Furnishings & Equipment: Total \$	\$47,643,255	\$123,612,602	\$239,949,227
Average Spent	\$1,905.04	\$2,205.24	\$2,427.19
Spending Potential Index	89	103	114
Personal Care Products & Services: Total \$	\$20,206,752	\$52,153,812	\$101,257,294
Average Spent	\$807.98	\$930.42	\$1,024.26
Spending Potential Index	91	105	116
Shelter: Total \$	\$418,817,866	\$1,075,893,258	\$2,098,979,151
Average Spent	\$16,746.69	\$19,193.87	\$21,232.05
Spending Potential Index	91	104	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$53,616,518	\$140,004,955	\$273,656,352
Average Spent	\$2,143.89	\$2,497.68	\$2,768.15
Spending Potential Index	86	101	112
Travel: Total \$	\$47,689,352	\$126,069,640	\$247,672,897
Average Spent	\$1,906.89	\$2,249.07	\$2,505.31
Spending Potential Index	85	100	112
Vehicle Maintenance & Repairs: Total \$	\$26,765,073	\$68,111,604	\$131,235,983
Average Spent	\$1,070.22	\$1,215.11	\$1,327.51
Spending Potential Index	94	106	116

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.