




**Research Triangle Region, NC**  
**Geography: 13 Counties**

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	2000 Total Population	1,549,822
	2000 Group Quarters	55,528
	2010 Total Population	2,053,317
	2015 Total Population	2,350,226
	2010 - 2015 Annual Rate	2.74%
	2000 Households	598,722
	2000 Average Household Size	2.5
	2010 Households	794,919
	2010 Average Household Size	2.5
	2015 Households	911,570
	2015 Average Household Size	2.51
	2010 - 2015 Annual Rate	2.78%
	2000 Families	398,030
	2000 Average Family Size	3.02
	2010 Families	516,458
	2010 Average Family Size	3.06
	2015 Families	587,572
	2015 Average Family Size	3.07
	2010 - 2015 Annual Rate	2.61%
	<b>2000 Housing Units</b>	651,421
	Owner Occupied Housing Units	61.1%
	Renter Occupied Housing Units	30.8%
	Vacant Housing Units	8.1%
	<b>2010 Housing Units</b>	878,845
	Owner Occupied Housing Units	60.4%
	Renter Occupied Housing Units	30.0%
	Vacant Housing Units	9.5%
	<b>2015 Housing Units</b>	1,017,904
	Owner Occupied Housing Units	60.0%
	Renter Occupied Housing Units	29.5%
	Vacant Housing Units	10.4%
	<b>Median Household Income</b>	
	2000	\$45,524
	2010	\$60,341
	2015	\$68,055
	<b>Median Home Value</b>	
	2000	\$124,825
	2010	\$171,822
	2015	\$206,304
	<b>Per Capita Income</b>	
	2000	\$23,246
	2010	\$29,540
	2015	\$33,029
	<b>Median Age</b>	
	2000	33.8
	2010	35.9
	2015	36.0

**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 2010 and 2015.

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**2000 Households by Income**

Household Income Base	599,127
< \$15,000	14.1%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	2.6%
\$200,000+	2.3%

Average Household Income \$59,128

**2010 Households by Income**

Household Income Base	794,916
< \$15,000	10.2%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	4.0%
\$200,000+	3.8%

Average Household Income \$75,219

**2015 Households by Income**

Household Income Base	911,567
< \$15,000	8.6%
\$15,000 - \$24,999	6.1%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	22.6%
\$75,000 - \$99,999	15.3%
\$100,000 - \$149,999	20.8%
\$150,000 - \$199,999	5.0%
\$200,000+	4.4%

Average Household Income \$84,080

**2000 Owner Occupied HUs by Value**

Total	398,293
<\$50,000	12.1%
\$50,000 - 99,999	24.5%
\$100,000 - 149,999	25.8%
\$150,000 - 199,999	16.3%
\$200,000 - \$299,999	13.3%
\$300,000 - 499,999	6.0%
\$500,000 - 999,999	1.7%
\$1,000,000+	0.4%

Average Home Value \$153,275

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	197,433
With Cash Rent	94.7%
No Cash Rent	5.3%
Median Rent	\$546
Average Rent	\$554

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**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 Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2000 Population by Age**

Total	1,549,822
Age 0 - 4	6.9%
Age 5 - 9	7.1%
Age 10 - 14	6.8%
Age 15 - 19	6.8%
Age 20 - 24	7.8%
Age 25 - 34	16.8%
Age 35 - 44	16.9%
Age 45 - 54	13.3%
Age 55 - 64	7.8%
Age 65 - 74	5.4%
Age 75 - 84	3.4%
Age 85+	1.1%
Age 18+	75.6%

**2010 Population by Age**

Total	2,053,317
Age 0 - 4	6.9%
Age 5 - 9	6.6%
Age 10 - 14	6.6%
Age 15 - 19	6.9%
Age 20 - 24	7.4%
Age 25 - 34	14.2%
Age 35 - 44	15.3%
Age 45 - 54	14.9%
Age 55 - 64	10.8%
Age 65 - 74	5.7%
Age 75 - 84	3.3%
Age 85+	1.4%
Age 18+	76.0%

**2015 Population by Age**

Total	2,350,226
Age 0 - 4	6.8%
Age 5 - 9	6.7%
Age 10 - 14	6.6%
Age 15 - 19	6.5%
Age 20 - 24	7.3%
Age 25 - 34	14.5%
Age 35 - 44	14.2%
Age 45 - 54	14.1%
Age 55 - 64	11.6%
Age 65 - 74	7.1%
Age 75 - 84	3.2%
Age 85+	1.3%
Age 18+	76.1%

**2000 Population by Sex**

Males	49.1%
Females	50.9%

**2010 Population by Sex**

Males	49.4%
Females	50.6%

**2015 Population by Sex**

Males	49.4%
Females	50.6%

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Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2000 Population by Race/Ethnicity**

Total	1,549,822
White Alone	68.7%
Black Alone	23.9%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	2.4%
Some Other Race Alone	3.1%
Two or More Races	1.5%
Hispanic Origin	5.9%
Diversity Index	52.9

**2010 Population by Race/Ethnicity**

Total	2,053,317
White Alone	66.0%
Black Alone	22.8%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	3.5%
Some Other Race Alone	5.2%
Two or More Races	2.1%
Hispanic Origin	10.2%
Diversity Index	60.2

**2015 Population by Race/Ethnicity**

Total	2,350,226
White Alone	65.7%
Black Alone	22.4%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	3.7%
Some Other Race Alone	5.5%
Two or More Races	2.2%
Hispanic Origin	11.3%
Diversity Index	61.3



**2000 Population 3+ by School Enrollment**

Total	1,485,602
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	11.8%
Enrolled in Grade 9-12	5.1%
Enrolled in College	6.4%
Enrolled in Grad/Prof School	1.9%
Not Enrolled in School	71.4%

**2010 Population 25+ by Educational Attainment**

Total	1,347,237
Less than 9th Grade	5.0%
9th - 12th Grade, No Diploma	7.5%
High School Graduate	23.1%
Some College, No Degree	18.4%
Associate Degree	8.4%
Bachelor's Degree	23.3%
Graduate/Professional Degree	14.2%

**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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2010 Population 15+ by Marital Status**

Total	1,640,414
Never Married	30.2%
Married	54.5%
Widowed	5.1%
Divorced	10.2%



**2000 Population 16+ by Employment Status**

Total	1,209,262
In Labor Force	68.4%
Civilian Employed	64.9%
Civilian Unemployed	3.1%
In Armed Forces	0.4%
Not in Labor Force	31.6%

**2010 Civilian Population 16+ in Labor Force**

Civilian Employed	90.2%
Civilian Unemployed	9.8%

**2015 Civilian Population 16+ in Labor Force**

Civilian Employed	92.2%
Civilian Unemployed	7.8%

**2000 Females 16+ by Employment Status and Age of Children**

Total	624,148
Own Children < 6 Only	8.4%
Employed/in Armed Forces	5.1%
Unemployed	0.3%
Not in Labor Force	3.0%
Own Children < 6 and 6-17 Only	6.0%
Employed/in Armed Forces	3.5%
Unemployed	0.2%
Not in Labor Force	2.2%
Own Children 6-17 Only	17.0%
Employed/in Armed Forces	12.8%
Unemployed	0.5%
Not in Labor Force	3.7%
No Own Children < 18	68.6%
Employed/in Armed Forces	37.6%
Unemployed	2.0%
Not in Labor Force	28.9%



**2010 Employed Population 16+ by Industry**

Total	913,978
Agriculture/Mining	0.9%
Construction	8.1%
Manufacturing	9.1%
Wholesale Trade	2.8%
Retail Trade	9.8%
Transportation/Utilities	3.4%
Information	3.4%
Finance/Insurance/Real Estate	5.7%
Services	50.7%
Public Administration	6.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2010 Employed Population 16+ by Occupation**

Total	913,978
White Collar	66.5%
Management/Business/Financial	15.4%
Professional	28.6%
Sales	10.1%
Administrative Support	12.4%
Services	14.4%
Blue Collar	19.2%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	3.5%
Production	4.6%
Transportation/Material Moving	4.2%



**2000 Workers 16+ by Means of Transportation to Work**

Total	775,070
Drove Alone - Car, Truck, or Van	78.6%
Carpooled - Car, Truck, or Van	13.5%
Public Transportation	1.4%
Walked	2.1%
Other Means	1.1%
Worked at Home	3.2%

**2000 Workers 16+ by Travel Time to Work**

Total	775,070
Did Not Work at Home	96.8%
Less than 5 minutes	2.4%
5 to 9 minutes	8.7%
10 to 19 minutes	29.8%
20 to 24 minutes	15.4%
25 to 34 minutes	20.8%
35 to 44 minutes	6.4%
45 to 59 minutes	7.6%
60 to 89 minutes	3.8%
90 or more minutes	1.9%
Worked at Home	3.2%
Average Travel Time to Work (in min)	25.2

**2000 Households by Vehicles Available**

Total	598,722
None	6.7%
1	32.3%
2	41.2%
3	14.7%
4	3.7%
5+	1.4%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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**2000 Households by Type**

Total	598,722
Family Households	66.5%
Married-couple Family	51.2%
With Related Children	24.6%
Other Family (No Spouse)	15.3%
With Related Children	10.2%
Nonfamily Households	33.5%
Householder Living Alone	25.8%
Householder Not Living Alone	7.7%
Households with Related Children	34.8%
Households with Persons 65+	18.0%

**2000 Households by Size**

Total	598,722
1 Person Household	25.8%
2 Person Household	34.4%
3 Person Household	17.5%
4 Person Household	14.0%
5 Person Household	5.4%
6 Person Household	1.8%
7+ Person Household	1.1%

**2000 Households by Year Householder Moved In**

Total	598,722
Moved in 1999 to March 2000	24.0%
Moved in 1995 to 1998	31.9%
Moved in 1990 to 1994	15.6%
Moved in 1980 to 1989	13.4%
Moved in 1970 to 1979	7.5%
Moved in 1969 or Earlier	7.6%
Median Year Householder Moved In	1996



**2000 Housing Units by Units in Structure**

Total	651,421
1, Detached	61.3%
1, Attached	4.3%
2	2.7%
3 or 4	3.8%
5 to 9	5.6%
10 to 19	5.0%
20+	4.2%
Mobile Home	12.8%
Other	0.1%

**2000 Housing Units by Year Structure Built**

Total	651,421
1999 to March 2000	5.3%
1995 to 1998	14.9%
1990 to 1994	11.9%
1980 to 1989	22.1%
1970 to 1979	17.1%
1969 or Earlier	28.7%
Median Year Structure Built	1982

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Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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**Top 3 Tapestry Segments**

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|----|--|----------------------------|
| 1. |  | Up and Coming Families     |
| 2. |  | Midland Crowd              |
| 3. |  | Enterprising Professionals |
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 **2010 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 \$	\$1,452,160,959
Average Spent	\$1,826.80
Spending Potential Index	76
Computers & Accessories: Total \$	\$192,096,156
Average Spent	\$241.66
Spending Potential Index	110
Education: Total \$	\$1,054,402,764
Average Spent	\$1,326.43
Spending Potential Index	109
Entertainment/Recreation: Total \$	\$2,832,183,863
Average Spent	\$3,562.86
Spending Potential Index	111
Food at Home: Total \$	\$3,836,121,760
Average Spent	\$4,825.80
Spending Potential Index	108
Food Away from Home: Total \$	\$2,809,658,530
Average Spent	\$3,534.52
Spending Potential Index	110
Health Care: Total \$	\$3,161,266,574
Average Spent	\$3,976.84
Spending Potential Index	107
HH Furnishings & Equipment: Total \$	\$1,564,864,002
Average Spent	\$1,968.58
Spending Potential Index	96
Investments: Total \$	\$1,360,026,001
Average Spent	\$1,710.90
Spending Potential Index	98
Retail Goods: Total \$	\$20,723,025,255
Average Spent	\$26,069.35
Spending Potential Index	105
Shelter: Total \$	\$13,460,191,448
Average Spent	\$16,932.78
Spending Potential Index	107
TV/Video/Audio: Total \$	\$1,078,109,504
Average Spent	\$1,356.25
Spending Potential Index	109
Travel: Total \$	\$1,589,659,610
Average Spent	\$1,999.78
Spending Potential Index	106
Vehicle Maintenance & Repairs: Total \$	\$816,985,362
Average Spent	\$1,027.76
Spending Potential Index	109

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**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.