

FULL PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.2097/-78.0229

RF1

1112 New Pointe Blvd

Leland, NC 28451

1 mi radius 3 mi radius 5 mi radius

| POPULATION | 2019 Estimated Population | 3,722 | 24,377 | 42,067 |
|-------------------------|--|----------|----------|----------|
| | 2024 Projected Population | 4,326 | 28,093 | 48,230 |
| | 2010 Census Population | 2,433 | 15,980 | 31,040 |
| | 2000 Census Population | 464 | 7,104 | 19,951 |
| | Projected Annual Growth 2019 to 2024 | 3.2% | 3.0% | 2.9% |
| | Historical Annual Growth 2000 to 2019 | 36.9% | 12.8% | 5.8% |
| HOUSEHOLDS | 2019 Estimated Households | 1,791 | 11,317 | 19,755 |
| | 2024 Projected Households | 1,932 | 12,158 | 21,375 |
| | 2010 Census Households | 1,067 | 6,651 | 13,294 |
| | 2000 Census Households | 177 | 2,707 | 8,365 |
| | Projected Annual Growth 2019 to 2024 | 1.6% | 1.5% | 1.6% |
| | Historical Annual Growth 2000 to 2019 | 47.9% | 16.7% | 7.2% |
| AGE | 2019 Est. Population Under 10 Years | 9.4% | 9.7% | 10.2% |
| | 2019 Est. Population 10 to 19 Years | 8.1% | 8.3% | 9.1% |
| | 2019 Est. Population 20 to 29 Years | 13.2% | 10.7% | 12.8% |
| | 2019 Est. Population 30 to 44 Years | 17.2% | 16.4% | 17.9% |
| | 2019 Est. Population 45 to 59 Years | 17.4% | 18.3% | 18.6% |
| | 2019 Est. Population 60 to 74 Years | 26.4% | 27.0% | 22.9% |
| | 2019 Est. Population 75 Years or Over | 8.3% | 9.6% | 8.5% |
| | 2019 Est. Median Age | 46.0 | 48.6 | 44.4 |
| MARITAL STATUS & GENDER | 2019 Est. Male Population | 47.2% | 47.8% | 48.0% |
| | 2019 Est. Female Population | 52.8% | 52.2% | 52.0% |
| | 2019 Est. Never Married | 25.9% | 19.2% | 25.1% |
| | 2019 Est. Now Married | 54.6% | 62.7% | 53.0% |
| | 2019 Est. Separated or Divorced | 17.1% | 13.7% | 16.4% |
| | 2019 Est. Widowed | 2.4% | 4.4% | 5.5% |
| INCOME | 2019 Est. HH Income \$200,000 or More | 4.7% | 4.4% | 3.3% |
| | 2019 Est. HH Income \$150,000 to \$199,999 | 5.7% | 7.2% | 5.2% |
| | 2019 Est. HH Income \$100,000 to \$149,999 | 18.9% | 18.6% | 14.6% |
| | 2019 Est. HH Income \$75,000 to \$99,999 | 15.7% | 15.9% | 14.5% |
| | 2019 Est. HH Income \$50,000 to \$74,999 | 21.8% | 20.7% | 19.5% |
| | 2019 Est. HH Income \$35,000 to \$49,999 | 11.0% | 10.6% | 12.6% |
| | 2019 Est. HH Income \$25,000 to \$34,999 | 6.4% | 7.0% | 8.6% |
| | 2019 Est. HH Income \$15,000 to \$24,999 | 10.6% | 7.8% | 9.5% |
| | 2019 Est. HH Income Under \$15,000 | 5.2% | 7.9% | 12.3% |
| | 2019 Est. Average Household Income | \$63,521 | \$65,495 | \$59,846 |
| | 2019 Est. Median Household Income | \$69,713 | \$71,323 | \$60,154 |
| | 2019 Est. Per Capita Income | \$30,562 | \$30,446 | \$28,190 |
| | 2019 Est. Total Businesses | 278 | 710 | 2,128 |
| | 2019 Est. Total Employees | 2,400 | 5,559 | 18,483 |

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| | | 1 mi radius | 3 mi radius | 5 mi radius |
|-----------------------------------|--|-------------|-------------|-------------|
| RACE | 2019 Est. White | 84.2% | 82.1% | 75.4% |
| | 2019 Est. Black | 9.4% | 11.2% | 16.8% |
| | 2019 Est. Asian or Pacific Islander | 2.2% | 1.6% | 1.4% |
| | 2019 Est. American Indian or Alaska Native | 0.6% | 0.5% | 0.6% |
| | 2019 Est. Other Races | 3.7% | 4.6% | 5.8% |
| HISPANIC | 2019 Est. Hispanic Population | 243 | 1,539 | 3,222 |
| | 2019 Est. Hispanic Population | 6.5% | 6.3% | 7.7% |
| | 2024 Proj. Hispanic Population | 7.6% | 7.4% | 8.6% |
| | 2010 Hispanic Population | 4.2% | 5.3% | 7.2% |
| EDUCATION (Adults 25 or Older) | 2019 Est. Adult Population (25 Years or Over) | 2,841 | 18,854 | 31,567 |
| | 2019 Est. Elementary (Grade Level 0 to 8) | 1.0% | 3.4% | 3.6% |
| | 2019 Est. Some High School (Grade Level 9 to 11) | 5.3% | 4.7% | 6.2% |
| | 2019 Est. High School Graduate | 23.5% | 22.3% | 24.4% |
| | 2019 Est. Some College | 21.7% | 21.9% | 21.8% |
| | 2019 Est. Associate Degree Only | 13.1% | 11.6% | 11.5% |
| | 2019 Est. Bachelor Degree Only | 23.0% | 24.9% | 21.8% |
| | 2019 Est. Graduate Degree | 12.3% | 11.1% | 10.7% |
| HOUSING | 2019 Est. Total Housing Units | 1,876 | 12,049 | 21,176 |
| | 2019 Est. Owner-Occupied | 62.4% | 75.0% | 63.7% |
| | 2019 Est. Renter-Occupied | 33.1% | 18.9% | 29.6% |
| | 2019 Est. Vacant Housing | 4.6% | 6.1% | 6.7% |
| HOMES BUILT BY YEAR | 2019 Homes Built 2010 or later | 12.3% | 21.1% | 17.2% |
| | 2019 Homes Built 2000 to 2009 | 61.0% | 44.6% | 33.6% |
| | 2019 Homes Built 1990 to 1999 | 15.0% | 11.9% | 11.2% |
| | 2019 Homes Built 1980 to 1989 | 2.7% | 7.3% | 8.1% |
| | 2019 Homes Built 1970 to 1979 | 1.8% | 3.7% | 5.7% |
| | 2019 Homes Built 1960 to 1969 | 1.9% | 3.1% | 3.6% |
| | 2019 Homes Built 1950 to 1959 | 0.2% | 0.9% | 2.5% |
| | 2019 Homes Built Before 1949 | 0.6% | 1.4% | 11.3% |
| HOME VALUES | 2019 Home Value \$1,000,000 or More | 0.7% | 1.9% | 2.0% |
| | 2019 Home Value \$500,000 to \$999,999 | 9.2% | 10.5% | 9.8% |
| | 2019 Home Value \$400,000 to \$499,999 | 12.6% | 13.8% | 11.0% |
| | 2019 Home Value \$300,000 to \$399,999 | 29.8% | 29.6% | 23.7% |
| | 2019 Home Value \$200,000 to \$299,999 | 42.8% | 47.2% | 36.5% |
| | 2019 Home Value \$150,000 to \$199,999 | 17.0% | 27.6% | 26.9% |
| | 2019 Home Value \$100,000 to \$149,999 | 20.0% | 25.4% | 29.3% |
| | 2019 Home Value \$50,000 to \$99,999 | 6.0% | 11.9% | 12.3% |
| | 2019 Home Value \$25,000 to \$49,999 | 1.1% | 2.0% | 2.6% |
| | 2019 Home Value Under \$25,000 | 3.3% | 4.2% | 4.8% |
| | 2019 Median Home Value | \$244,927 | \$227,125 | \$209,884 |
| | 2019 Median Rent | \$896 | \$884 | \$828 |

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| LABOR FORCE | 2019 Est. Labor Population Age 16 Years or Over | 3,174 | 20,721 | 35,346 |
|------------------------|--|-----------|------------|------------|
| | 2019 Est. Civilian Employed | 66.2% | 56.0% | 57.6% |
| | 2019 Est. Civilian Unemployed | 2.7% | 2.1% | 2.6% |
| | 2019 Est. in Armed Forces | 0.6% | 0.2% | 0.1% |
| | 2019 Est. not in Labor Force | 30.6% | 41.7% | 39.7% |
| | 2019 Labor Force Males | 47.1% | 47.2% | 47.4% |
| | 2019 Labor Force Females | 52.9% | 52.8% | 52.6% |
| OCCUPATION | 2019 Occupation: Population Age 16 Years or Over | 2,100 | 11,606 | 20,350 |
| | 2019 Mgmt, Business, & Financial Operations | 20.7% | 17.3% | 15.0% |
| | 2019 Professional, Related | 11.8% | 17.4% | 18.5% |
| | 2019 Service | 21.6% | 20.5% | 21.1% |
| | 2019 Sales, Office | 19.3% | 22.3% | 21.7% |
| | 2019 Farming, Fishing, Forestry | - | - | 0.1% |
| | 2019 Construction, Extraction, Maintenance | 9.3% | 9.1% | 10.8% |
| | 2019 Production, Transport, Material Moving | 17.2% | 13.3% | 12.9% |
| | 2019 White Collar Workers | 51.8% | 57.0% | 55.1% |
| | 2019 Blue Collar Workers | 48.2% | 43.0% | 44.9% |
| TRANSPORTATION TO WORK | 2019 Drive to Work Alone | 84.4% | 81.5% | 78.4% |
| | 2019 Drive to Work in Carpool | 9.3% | 10.0% | 9.4% |
| | 2019 Travel to Work by Public Transportation | - | 0.3% | 1.1% |
| | 2019 Drive to Work on Motorcycle | - | - | - |
| | 2019 Walk or Bicycle to Work | 1.2% | 0.4% | 2.0% |
| | 2019 Other Means | 1.4% | 1.6% | 1.3% |
| | 2019 Work at Home | 3.7% | 6.1% | 7.7% |
| TRAVEL TIME | 2019 Travel to Work in 14 Minutes or Less | 36.9% | 24.1% | 26.9% |
| | 2019 Travel to Work in 15 to 29 Minutes | 73.5% | 62.7% | 57.2% |
| | 2019 Travel to Work in 30 to 59 Minutes | 23.4% | 24.4% | 22.3% |
| | 2019 Travel to Work in 60 Minutes or More | 3.0% | 3.1% | 3.2% |
| | 2019 Average Travel Time to Work | 20.6 | 21.7 | 20.8 |
| CONSUMER EXPENDITURE | 2019 Est. Total Household Expenditure | \$92.12 M | \$594.63 M | \$974 M |
| | 2019 Est. Apparel | \$3.19 M | \$20.56 M | \$33.63 M |
| | 2019 Est. Contributions, Gifts | \$5.23 M | \$33.82 M | \$54.28 M |
| | 2019 Est. Education, Reading | \$2.77 M | \$18.04 M | \$29.16 M |
| | 2019 Est. Entertainment | \$5.19 M | \$33.71 M | \$54.44 M |
| | 2019 Est. Food, Beverages, Tobacco | \$14.15 M | \$91.16 M | \$150.51 M |
| | 2019 Est. Furnishings, Equipment | \$3.24 M | \$21.01 M | \$33.94 M |
| | 2019 Est. Health Care, Insurance | \$8.64 M | \$56 M | \$91.41 M |
| | 2019 Est. Household Operations, Shelter, Utilities | \$29.83 M | \$191.98 M | \$317.56 M |
| | 2019 Est. Miscellaneous Expenses | \$1.75 M | \$11.29 M | \$18.43 M |
| | 2019 Est. Personal Care | \$1.24 M | \$8 M | \$13.08 M |
| | 2019 Est. Transportation | \$16.89 M | \$109.06 M | \$177.55 M |

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