



Executive Summary

1102 New Pointe Blvd
1102 New Pointe Blvd, Leland, North Carolina, 28451
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 34.20990
Longitude: -78.02670

Population	1 mile	3 miles	5 miles
2000 Population	429	7,206	16,460
2010 Population	2,312	15,971	27,470
2019 Population	3,216	23,247	37,182
2024 Population	3,718	27,245	42,864
2000-2010 Annual Rate	18.35%	8.28%	5.26%
2010-2019 Annual Rate	3.63%	4.14%	3.33%
2019-2024 Annual Rate	2.94%	3.22%	2.88%
2019 Male Population	47.8%	48.9%	49.2%
2019 Female Population	52.2%	51.1%	50.8%
2019 Median Age	41.8	41.4	40.2

In the identified area, the current year population is 37,182. In 2010, the Census count in the area was 27,470. The rate of change since 2010 was 3.33% annually. The five-year projection for the population in the area is 42,864 representing a change of 2.88% annually from 2019 to 2024. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 41.8, compared to U.S. median age of 38.5.

Race and Ethnicity

2019 White Alone	79.7%	75.8%	72.3%
2019 Black Alone	12.6%	15.4%	18.1%
2019 American Indian/Alaska Native Alone	0.7%	0.8%	0.9%
2019 Asian Alone	3.0%	2.2%	1.8%
2019 Pacific Islander Alone	0.0%	0.0%	0.0%
2019 Other Race	1.5%	2.6%	3.4%
2019 Two or More Races	2.5%	3.1%	3.4%
2019 Hispanic Origin (Any Race)	4.8%	5.9%	7.5%

Persons of Hispanic origin represent 7.5% of the population in the identified area compared to 18.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 52.1 in the identified area, compared to 64.8 for the U.S. as a whole.

Households

2019 Wealth Index	117	103	83
2000 Households	172	2,759	6,864
2010 Households	1,044	6,756	11,770
2019 Total Households	1,462	9,887	16,052
2024 Total Households	1,694	11,629	18,549
2000-2010 Annual Rate	19.76%	9.37%	5.54%
2010-2019 Annual Rate	3.71%	4.20%	3.41%
2019-2024 Annual Rate	2.99%	3.30%	2.93%
2019 Average Household Size	2.20	2.33	2.30

The household count in this area has changed from 11,770 in 2010 to 16,052 in the current year, a change of 3.41% annually. The five-year projection of households is 18,549, a change of 2.93% annually from the current year total. Average household size is currently 2.30, compared to 2.31 in the year 2010. The number of families in the current year is 10,237 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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



Executive Summary

1102 New Pointe Blvd
 1102 New Pointe Blvd, Leland, North Carolina, 28451
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 34.20991
 Longitude: -78.13671

	1 mile	3 miles	5 miles
Mortgage Income			
2019 Percent of Income for Mortgage	20.2%	17.9%	18.1%
Median Household Income			
2019 Median Household Income	\$69,680	\$69,812	\$59,858
2024 Median Household Income	\$75,345	\$77,356	\$66,814
2019-2024 Annual Rate	1.58%	2.07%	2.22%
Average Household Income			
2019 Average Household Income	\$90,833	\$85,492	\$76,246
2024 Average Household Income	\$99,750	\$96,141	\$86,066
2019-2024 Annual Rate	1.89%	2.38%	2.45%
Per Capita Income			
2019 Per Capita Income	\$40,162	\$35,878	\$32,667
2024 Per Capita Income	\$44,210	\$40,483	\$36,960
2019-2024 Annual Rate	1.94%	2.44%	2.50%

Households by Income
 Current median household income is \$59,858 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$66,814 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$76,246 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$86,066 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$32,667 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$36,960 in five years, compared to \$36,530 for all U.S. households

Housing

2019 Housing Affordability Index	123	138	136
2000 Total Housing Units	199	3,147	7,792
2000 Owner Occupied Housing Units	154	2,174	4,318
2000 Renter Occupied Housing Units	19	585	2,546
2000 Vacant Housing Units	26	388	928
2010 Total Housing Units	1,140	7,617	13,476
2010 Owner Occupied Housing Units	790	5,184	7,988
2010 Renter Occupied Housing Units	254	1,572	3,782
2010 Vacant Housing Units	96	861	1,706
2019 Total Housing Units	1,609	11,146	18,182
2019 Owner Occupied Housing Units	1,055	7,693	11,102
2019 Renter Occupied Housing Units	407	2,194	4,950
2019 Vacant Housing Units	147	1,259	2,130
2024 Total Housing Units	1,855	13,013	20,879
2024 Owner Occupied Housing Units	1,232	8,908	12,802
2024 Renter Occupied Housing Units	462	2,721	5,747
2024 Vacant Housing Units	161	1,384	2,330

Currently, 61.1% of the 18,182 housing units in the area are owner occupied; 27.2%, renter occupied; and 11.7% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 13,476 housing units in the area - 59.3% owner occupied, 28.1% renter occupied, and 12.7% vacant. The annual rate of change in housing units since 2010 is 14.24%. Median home value in the area is \$221,275, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 3.04% annually to \$256,972.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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



Executive Summary

1102 New Pointe Blvd 2
1102 New Pointe Blvd, Leland, North Carolina, 28451
Drive Time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 34.20996
Longitude: -78.02663

Population	5 minutes	10 minutes	15 minutes
2000 Population	781	14,949	49,030
2010 Population	2,516	24,635	62,347
2019 Population	3,809	33,524	76,665
2024 Population	4,416	38,514	84,911
2000-2010 Annual Rate	12.41%	5.12%	2.43%
2010-2019 Annual Rate	4.59%	3.39%	2.26%
2019-2024 Annual Rate	3.00%	2.81%	2.06%
2019 Male Population	48.2%	48.7%	48.4%
2019 Female Population	51.8%	51.3%	51.6%
2019 Median Age	40.8	40.3	38.5

In the identified area, the current year population is 76,665. In 2010, the Census count in the area was 62,347. The rate of change since 2010 was 2.26% annually. The five-year projection for the population in the area is 84,911 representing a change of 2.06% annually from 2019 to 2024. Currently, the population is 48.4% male and 51.6% female.

Median Age

The median age in this area is 40.8, compared to U.S. median age of 38.5.

Race and Ethnicity

2019 White Alone	77.6%	67.2%	64.4%
2019 Black Alone	14.4%	24.1%	27.0%
2019 American Indian/Alaska Native Alone	0.7%	0.8%	0.8%
2019 Asian Alone	2.6%	1.7%	1.3%
2019 Pacific Islander Alone	0.0%	0.0%	0.1%
2019 Other Race	2.0%	2.8%	3.2%
2019 Two or More Races	2.7%	3.3%	3.1%
2019 Hispanic Origin (Any Race)	5.1%	6.4%	7.0%

Persons of Hispanic origin represent 7.0% of the population in the identified area compared to 18.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 57.5 in the identified area, compared to 64.8 for the U.S. as a whole.

Households

2019 Wealth Index	107	82	70
2000 Households	299	6,206	20,913
2010 Households	1,077	10,593	26,903
2019 Total Households	1,618	14,547	33,111
2024 Total Households	1,878	16,755	36,709
2000-2010 Annual Rate	13.67%	5.49%	2.55%
2010-2019 Annual Rate	4.50%	3.49%	2.27%
2019-2024 Annual Rate	3.03%	2.87%	2.08%
2019 Average Household Size	2.35	2.29	2.27

The household count in this area has changed from 26,903 in 2010 to 33,111 in the current year, a change of 2.27% annually. The five-year projection of households is 36,709, a change of 2.08% annually from the current year total. Average household size is currently 2.27, compared to 2.27 in the year 2010. The number of families in the current year is 18,642 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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



Executive Summary

1102 New Pointe Blvd 2
 1102 New Pointe Blvd, Leland, North Carolina, 28451
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 34.20996
 Longitude: -78.23161

	5 minutes	10 minutes	15 minutes
Mortgage Income			
2019 Percent of Income for Mortgage	18.8%	19.9%	22.2%
Median Household Income			
2019 Median Household Income	\$68,125	\$57,413	\$47,276
2024 Median Household Income	\$74,407	\$64,557	\$53,842
2019-2024 Annual Rate	1.78%	2.37%	2.64%
Average Household Income			
2019 Average Household Income	\$86,755	\$74,822	\$67,048
2024 Average Household Income	\$95,822	\$84,903	\$76,800
2019-2024 Annual Rate	2.01%	2.56%	2.75%
Per Capita Income			
2019 Per Capita Income	\$36,874	\$32,236	\$29,072
2024 Per Capita Income	\$40,801	\$36,646	\$33,311
2019-2024 Annual Rate	2.04%	2.60%	2.76%

Households by Income

Current median household income is \$47,276 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$53,842 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$67,048 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$76,800 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$29,072 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$33,311 in five years, compared to \$36,530 for all U.S. households

Housing

2019 Housing Affordability Index	132	123	108
2000 Total Housing Units	329	6,995	23,612
2000 Owner Occupied Housing Units	265	3,618	10,859
2000 Renter Occupied Housing Units	34	2,587	10,055
2000 Vacant Housing Units	30	790	2,698
2010 Total Housing Units	1,151	12,085	30,822
2010 Owner Occupied Housing Units	864	6,841	14,339
2010 Renter Occupied Housing Units	213	3,752	12,564
2010 Vacant Housing Units	74	1,492	3,919
2019 Total Housing Units	1,741	16,562	37,868
2019 Owner Occupied Housing Units	1,243	9,527	18,103
2019 Renter Occupied Housing Units	375	5,020	15,007
2019 Vacant Housing Units	123	2,015	4,757
2024 Total Housing Units	2,011	18,951	41,787
2024 Owner Occupied Housing Units	1,454	10,961	20,381
2024 Renter Occupied Housing Units	424	5,794	16,328
2024 Vacant Housing Units	133	2,196	5,078

Currently, 47.8% of the 37,868 housing units in the area are owner occupied; 39.6%, renter occupied; and 12.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 30,822 housing units in the area - 46.5% owner occupied, 40.8% renter occupied, and 12.7% vacant. The annual rate of change in housing units since 2010 is 9.58%. Median home value in the area is \$214,452, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 2.76% annually to \$245,720.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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