Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

SOUTHEAST CENTERS
www.southeastcenters.com

Lat/Lon: 35.4758/-80.8898

Point	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	7,546		45,105		91,088	
Projected Population (2028)	8,209		48,853		97,968	
Census Population (2020)	7,412		43,295		88,580	
Census Population (2010)	6,114		36,013		71,937	
Projected Annual Growth (2023 to 2028)	663	1.8%	3,748	1.7%	6,880	1.5%
Historical Annual Growth (2020 to 2023)	134	0.6%	1,810	1.4%	2,508	0.9%
Historical Annual Growth (2010 to 2020)	1,298	7.1%	7,282	6.7%	16,643	7.7%
Estimated Population Density (2023)	2,403	psm	1,596	psm	1,160	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2023)	3,507		19,830		36,596	
Projected Households (2028)	3,840		21,544		39,653	
Census Households (2020)	3,378		18,826		35,144	
Census Households (2010)	2,801		15,584		28,215	
Estimated Households with Children (2023)	902	25.7%	5,697	28.7%	12,155	33.2%
Estimated Average Household Size (2023)	2.15		2.27		2.43	
Average Household Income						
Estimated Average Household Income (2023)	$178,134		$167,634		$180,544	
Projected Average Household Income (2028)	$174,320		$164,266		$178,317	
Estimated Average Family Income (2023)	$241,117		$216,160		$219,516	
Median Household Income						
Estimated Median Household Income (2023)	$115,839		$113,122		$123,762	
Projected Median Household Income (2028)	$113,751		$111,244		$122,893	
Estimated Median Family Income (2023)	$154,100		$150,012		$157,844	
Per Capita Income						
Estimated Per Capita Income (2023)	$82,796		$73,716		$72,657	
Projected Per Capita Income (2028)	$81,550		$72,457		$72,287	
Estimated Per Capita Income 5 Year Growth	-$1,246	-1.5%	-$1,259	-1.7%	-$370	-0.5%
Estimated Average Household Net Worth (2023)	$913,319		$887,618		$975,110	
Daytime Demos (2023)						
Total Businesses	998		3,694		5,604	
Total Employees	5,518		25,450		35,145	
Company Headquarter Businesses	23	2.3%	97	2.6%	135	2.4%
Company Headquarter Employees	272	4.9%	4,881	19.2%	6,185	17.6%
Employee Population per Business	5.5		6.9		6.3	
Residential Population per Business	7.6		12.2		16.3	

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Race & Ethnicity						
White (2023)	5,941	78.7%	34,934	77.5%	69,594	76.4%
Black or African American (2023)	754	10.0%	5,095	11.3%	9,749	10.7%
American Indian or Alaska Native (2023)	15	0.2%	91	0.2%	175	0.2%
Asian (2023)	243	3.2%	1,553	3.4%	4,895	5.4%
Hawaiian or Pacific Islander (2023)	-	-	10	-	24	-
Other Race (2023)	169	2.2%	1,046	2.3%	1,880	2.1%
Two or More Races (2023)	424	5.6%	2,376	5.3%	4,771	5.2%
Not Hispanic or Latino Population (2023)	7,022	93.1%	41,816	92.7%	84,749	93.0%
Hispanic or Latino Population (2023)	524	6.9%	3,289	7.3%	6,339	7.0%
Not Hispanic or Latino Population (2028)	7,631	93.0%	45,314	92.8%	91,159	93.0%
Hispanic or Latino Population (2028)	577	7.0%	3,538	7.2%	6,809	7.0%
Not Hispanic or Latino Population (2020)	6,929	93.5%	40,111	92.6%	82,306	92.9%
Hispanic or Latino Population (2020)	482	6.5%	3,184	7.4%	6,274	7.1%
Not Hispanic or Latino Population (2010)	5,859	95.8%	34,106	94.7%	68,137	94.7%
Hispanic or Latino Population (2010)	255	4.2%	1,907	5.3%	3,799	5.3%
Projected Hispanic Annual Growth (2023 to 2028)	54	2.1%	249	1.5%	470	1.5%
Historic Hispanic Annual Growth (2010 to 2023)	269	8.1%	1,382	5.6%	2,540	5.1%
Age Distribution (2023)						
Age Under 5	409	5.4%	2,477	5.5%	4,976	5.5%
Age 5 to 9 Years	406	5.4%	2,640	5.9%	5,699	6.3%
Age 10 to 14 Years	394	5.2%	2,683	5.9%	5,965	6.5%
Age 15 to 19 Years	390	5.2%	2,277	5.0%	5,628	6.2%
Age 20 to 24 Years	413	5.5%	2,108	4.7%	4,629	5.1%
Age 25 to 29 Years	653	8.7%	3,480	7.7%	5,821	6.4%
Age 30 to 34 Years	646	8.6%	3,884	8.6%	6,887	7.6%
Age 35 to 39 Years	628	8.3%	3,804	8.4%	7,304	8.0%
Age 40 to 44 Years	548	7.3%	3,343	7.4%	7,024	7.7%
Age 45 to 49 Years	536	7.1%	3,150	7.0%	6,671	7.3%
Age 50 to 54 Years	571	7.6%	3,218	7.1%	6,691	7.3%
Age 55 to 59 Years	483	6.4%	2,856	6.3%	5,882	6.5%
Age 60 to 64 Years	489	6.5%	2,842	6.3%	5,677	6.2%
Age 65 to 74 Years	693	9.2%	4,257	9.4%	8,229	9.0%
Age 75 to 84 Years	230	3.1%	1,686	3.7%	3,182	3.5%
Age 85 Years or Over	56	0.7%	400	0.9%	822	0.9%
Median Age	38.5		38.9		38.9	
Gender Age Distribution (2023)						
Female Population	3,785	50.2%	23,139	51.3%	46,414	51.0%
Age 0 to 19 Years	789	20.8%	4,947	21.4%	10,903	23.5%
Age 20 to 64 Years	2,496	65.9%	14,814	64.0%	29,091	62.7%
Age 65 Years or Over	500	13.2%	3,378	14.6%	6,420	13.8%
Female Median Age	38.5		39.3		39.2	
Male Population	3,761	49.8%	21,966	48.7%	44,674	49.0%
Age 0 to 19 Years	810	21.5%	5,131	23.4%	11,366	25.4%
Age 20 to 64 Years	2,471	65.7%	13,871	63.1%	27,495	61.5%
Age 65 Years or Over	480	12.8%	2,965	13.5%	5,813	13.0%
Male Median Age	38.5		38.5		38.7	

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Household Income Distribution (2023)						
HH Income $200,000 or More	856	24.4%	4,705	23.7%	9,761	26.7%
HH Income $150,000 to $199,999	439	12.5%	2,221	11.2%	4,457	12.2%
HH Income $100,000 to $149,999	576	16.4%	3,443	17.4%	6,026	16.5%
HH Income $75,000 to $99,999	509	14.5%	2,334	11.8%	4,380	12.0%
HH Income $50,000 to $74,999	356	10.1%	2,231	11.3%	4,141	11.3%
HH Income $35,000 to $49,999	218	6.2%	1,826	9.2%	2,838	7.8%
HH Income $25,000 to $34,999	196	5.6%	961	4.8%	1,608	4.4%
HH Income $15,000 to $24,999	151	4.3%	919	4.6%	1,525	4.2%
HH Income Under $15,000	206	5.9%	1,190	6.0%	1,859	5.1%
HH Income $35,000 or More	2,954	84.2%	16,760	84.5%	31,603	86.4%
HH Income $75,000 or More	2,380	67.9%	12,702	64.1%	24,624	67.3%
Housing (2023)						
Total Housing Units	3,744		21,624		39,685	
Housing Units Occupied	3,507	93.7%	19,830	91.7%	36,596	92.2%
Housing Units Owner-Occupied	2,071	59.1%	13,085	66.0%	26,686	72.9%
Housing Units, Renter-Occupied	1,436	40.9%	6,746	34.0%	9,910	27.1%
Housing Units, Vacant	237	6.8%	1,793	9.0%	3,089	8.4%
Marital Status (2023)						
Never Married	2,057	32.5%	10,500	28.1%	20,448	27.5%
Currently Married	3,334	52.6%	19,517	52.3%	40,482	54.4%
Separated	107	1.7%	1,050	2.8%	1,993	2.7%
Widowed	156	2.5%	1,375	3.7%	2,795	3.8%
Divorced	683	10.8%	4,862	13.0%	8,728	11.7%
Household Type (2023)						
Population Family	5,687	75.4%	35,206	78.1%	74,065	81.3%
Population Non-Family	1,859	24.6%	9,791	21.7%	14,968	16.4%
Population Group Quarters	-	-	108	0.2%	2,055	2.3%
Family Households	2,030	57.9%	11,971	60.4%	24,582	67.2%
Non-Family Households	1,477	42.1%	7,860	39.6%	12,014	32.8%
Married Couple with Children	651	19.5%	4,185	21.4%	9,503	23.5%
Average Family Household Size	2.8		2.9		3.0	
Household Size (2023)						
1 Person Households	1,077	30.7%	6,169	31.1%	9,556	26.1%
2 Person Households	1,436	41.0%	7,334	37.0%	13,631	37.2%
3 Person Households	479	13.7%	2,826	14.3%	5,618	15.4%
4 Person Households	360	10.3%	2,389	12.0%	5,276	14.4%
5 Person Households	118	3.4%	826	4.2%	1,899	5.2%
6 or More Person Households	37	1.1%	285	1.4%	615	1.7%
Household Vehicles (2023)						
Households with 0 Vehicles Available	73	2.1%	647	3.3%	972	2.7%
Households with 1 Vehicles Available	1,309	37.3%	7,497	37.8%	11,830	32.3%
Households with 2 or More Vehicles Available	2,125	60.6%	11,686	58.9%	23,794	65.0%
Total Vehicles Available	6,351		35,415		70,369	
Average Vehicles Per Household	1.8		1.8		1.9	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	6,230		36,715		73,236	
Estimated Civilian Employed	4,309	69.2%	24,933	67.9%	49,402	67.5%
Estimated Civilian Unemployed	83	1.3%	755	2.1%	1,420	1.9%
Estimated in Armed Forces	-	-	-	-	2	-
Estimated Not in Labor Force	1,838	29.5%	11,027	30.0%	22,412	30.6%
Unemployment Rate	1.3%		2.1%		1.9%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	4,309		24,933		49,402	
Management, Business, Financial Operations	1,166	27.1%	7,352	29.5%	14,328	29.0%
Professional, Related	1,124	26.1%	6,522	26.2%	13,366	27.1%
Service	369	8.6%	2,614	10.5%	5,098	10.3%
Sales, Office	952	22.1%	5,190	20.8%	10,304	20.9%
Farming, Fishing, Forestry	5	0.1%	47	0.2%	78	0.2%
Construct, Extraction, Maintenance	300	7.0%	1,284	5.1%	2,392	4.8%
Production, Transport Material Moving	394	9.1%	1,924	7.7%	3,835	7.8%
White Collar Workers	3,242	75.2%	19,064	76.5%	37,998	76.9%
Blue Collar Workers	1,067	24.8%	5,868	23.5%	11,403	23.1%
Consumer Expenditure (2023)						
Total Household Expenditure	$387.26 M		$2.07 B		$4.05 B	
Total Non-Retail Expenditure	$206.56 M	53.3%	$1.11 B	53.3%	$2.16 B	53.3%
Total Retail Expenditure	$180.7 M	46.7%	$968.31 M	46.7%	$1.89 B	46.7%
Apparel	$14.05 M	3.6%	$75.07 M	3.6%	$147.08 M	3.6%
Contributions	$14.08 M	3.6%	$74.95 M	3.6%	$148.06 M	3.7%
Education	$14.04 M	3.6%	$74.26 M	3.6%	$147.83 M	3.7%
Entertainment	$22.71 M	5.9%	$121.22 M	5.8%	$237.99 M	5.9%
Food and Beverages	$55.51 M	14.3%	$297.75 M	14.4%	$579.38 M	14.3%
Furnishings and Equipment	$14 M	3.6%	$74.8 M	3.6%	$146.6 M	3.6%
Gifts	$10.96 M	2.8%	$58.34 M	2.8%	$115.3 M	2.8%
Health Care	$30.96 M	8.0%	$166.62 M	8.0%	$323.47 M	8.0%
Household Operations	$15.74 M	4.1%	$84.21 M	4.1%	$165.09 M	4.1%
Miscellaneous Expenses	$7.39 M	1.9%	$39.68 M	1.9%	$77.47 M	1.9%
Personal Care	$5.18 M	1.3%	$27.77 M	1.3%	$54.12 M	1.3%
Personal Insurance	$2.99 M	0.8%	$15.93 M	0.8%	$31.56 M	0.8%
Reading	$861.19 K	0.2%	$4.61 M	0.2%	$9 M	0.2%
Shelter	$81.55 M	21.1%	$436.17 M	21.0%	$849.37 M	21.0%
Tobacco	$1.9 M	0.5%	$10.35 M	0.5%	$19.56 M	0.5%
Transportation	$69.16 M	17.9%	$370.74 M	17.9%	$723.27 M	17.9%
Utilities	$26.16 M	6.8%	$141.24 M	6.8%	$272.94 M	6.7%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	5,534		32,919		64,189	
Elementary (Grade Level 0 to 8)	155	2.8%	737	2.2%	1,197	1.9%
Some High School (Grade Level 9 to 11)	42	0.8%	660	2.0%	1,239	1.9%
High School Graduate	733	13.2%	4,111	12.5%	8,193	12.8%
Some College	918	16.6%	5,710	17.3%	10,853	16.9%
Associate Degree Only	466	8.4%	3,128	9.5%	5,840	9.1%
Bachelor Degree Only	2,366	42.8%	12,208	37.1%	23,359	36.4%
Graduate Degree	854	15.4%	6,365	19.3%	13,509	21.0%

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Units In Structure (2023)						
1 Detached Unit	1,882	67.2%	12,119	77.8%	25,145	89.1%
1 Attached Unit	296	10.6%	1,904	12.2%	3,190	11.3%
2 to 4 Units	247	8.8%	818	5.3%	1,190	4.2%
5 to 9 Units	293	10.5%	1,149	7.4%	1,426	5.1%
10 to 19 Units	423	15.1%	1,552	10.0%	1,883	6.7%
20 to 49 Units	130	4.6%	1,019	6.5%	1,635	5.8%
50 or More Units	178	6.3%	1,046	6.7%	1,618	5.7%
Mobile Home or Trailer	57	2.0%	219	1.4%	503	1.8%
Other Structure	-	-	4	-	8	-
Homes Built By Year (2023)						
Homes Built 2010 or later	840	30.0%	3,789	24.3%	7,571	26.8%
Homes Built 2000 to 2009	1,006	35.9%	6,920	44.4%	12,424	44.0%
Homes Built 1990 to 1999	847	30.2%	4,962	31.8%	9,245	32.8%
Homes Built 1980 to 1989	545	19.5%	2,150	13.8%	3,787	13.4%
Homes Built 1970 to 1979	159	5.7%	899	5.8%	1,560	5.5%
Homes Built 1960 to 1969	56	2.0%	396	2.5%	812	2.9%
Homes Built 1950 to 1959	21	0.8%	278	1.8%	464	1.6%
Homes Built Before 1949	33	1.2%	436	2.8%	732	2.6%
Home Values (2023)						
Home Values $1,000,000 or More	303	14.7%	1,403	10.7%	2,509	9.4%
Home Values $500,000 to $999,999	431	20.8%	2,840	21.7%	6,444	24.1%
Home Values $400,000 to $499,999	323	15.6%	1,774	13.6%	4,262	16.0%
Home Values $300,000 to $399,999	518	25.0%	3,147	24.1%	6,407	24.0%
Home Values $200,000 to $299,999	357	17.2%	2,663	20.4%	4,808	18.0%
Home Values $150,000 to $199,999	85	4.1%	813	6.2%	1,306	4.9%
Home Values $100,000 to $149,999	19	0.9%	157	1.2%	361	1.4%
Home Values $70,000 to $99,999	6	0.3%	60	0.5%	123	0.5%
Home Values $50,000 to $69,999	-	-	22	0.2%	71	0.3%
Home Values $25,000 to $49,999	11	0.5%	62	0.5%	116	0.4%
Home Values Under $25,000	18	0.9%	143	1.1%	278	1.0%
Owner-Occupied Median Home Value	$510,682		$456,004		$457,528	
Renter-Occupied Median Rent	$1,212		$1,227		$1,238	
Transportation To Work (2023)						
Drive to Work Alone	2,350	54.5%	12,386	49.7%	25,443	51.5%
Drive to Work in Carpool	163	3.8%	935	3.7%	1,886	3.8%
Travel to Work by Public Transportation	26	0.6%	124	0.5%	286	0.6%
Drive to Work on Motorcycle	-	-	15	-	28	-
Walk or Bicycle to Work	35	0.8%	455	1.8%	907	1.8%
Other Means	43	1.0%	201	0.8%	465	0.9%
Work at Home	1,692	39.3%	10,816	43.4%	20,386	41.3%
Travel Time (2023)						
Travel to Work in 14 Minutes or Less	858	19.9%	4,437	17.8%	8,330	16.9%
Travel to Work in 15 to 29 Minutes	905	21.0%	4,657	18.7%	9,608	19.4%
Travel to Work in 30 to 59 Minutes	644	14.9%	4,044	16.2%	9,039	18.3%
Travel to Work in 60 Minutes or More	210	4.9%	978	3.9%	2,039	4.1%
Average Minutes Travel to Work	22.9		21.9		22.8	