

Housing Units: 14,430

OWNER OCCUPIED 53%

RENTER OCCUPIED 39%

VACANT UNITS 8%

HOME VALUES

Under \$100,000	3%	\$400,000- \$499,999	8%
\$100,000- \$199,999	19%	\$500,000- \$749,999	9%
\$200,000- \$299,999	34%	\$750,000- \$999,999	5%
\$300,000- \$399,999	16%	Over \$1,000,000	6%

WORK

COMMERCIAL/RETAIL LEASING	LEASABLE SQ' TOTAL	VACANCY RATE
Class A	1,890,919	31%
Class B	1,357,473	24%
Class C	54,517	51%
Industrial	177,621	42%
Retail	1,172,798	3%

Workforce Population: 16,260

White Collar 77%

Management, Business, & Financial	21%
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Professional 30%

Sales 13%

Administrative Support 13%

Service 14%

Blue Collar 10%

Construction, Extraction 4%

Transportation, Material Moving 3%

Production	2%
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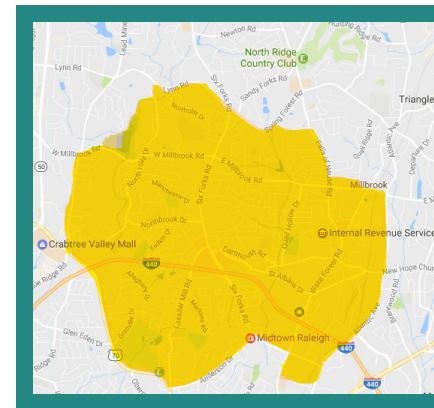
Installation, Maintenance, & Repair	1%
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WHERE IT ALL COMES
TOGETHER

Midtown Raleigh, perhaps the most appealing part of The City of Oaks.

Where rich history meets the most promising of tomorrows.
Midtown's footprint has changed over the years, the growing skyline a visible testament, but the roots grow deep in this unique and desirable 'old/new' destination.

Midtown Raleigh really is where it all comes together. Newcomers find a vibrant and thriving business district of start ups, long established employers, financial and accounting powerhouses, hospitality venues, and an array of retail and dining. But who are Midtowners, what do they earn and how do they spend?



1110 Navaho Drive, Suite 100 | Raleigh, NC 27609

919.438.2210

www.MidtownRaleighAlliance.org



**MIDTOWN
RALEIGH
ALLIANCE**



WHO ARE MIDTOWNERS?

Total Population: 30,414

MALE 48% | FEMALE 52%

AGE

Age <24	29.1%	Age 45-54	13.2%
Age 25-34	13.0%	Age 55-64	12.7%
Age 35-44	14.3%	Age 65+	17.8%

EDUCATION

Graduate Degree: 22%	High School Diploma: 12%
Bachelor's Degree: 39%	<High School: 6%
Some/Associates Degree: 21%	

PLAY

RECREATION IN MIDTOWN

Health Clubs & Fitness Studios: 9	Outdoor Music Venue: 1
Movie Theatres: 1	Miles of Greenway: 12
City/ County Parks: 7	Connected to a total of (miles): 117
Bowling Venue: 1	

SHOPPING & RETAIL

Beauty Salons/ Day Spas	78	Department Stores	5
Furniture Shops	10	Pharmacies	13
Car Dealerships	7	Grocery Stores/ Markets	12
Specialty/ Gift Shops	11	Jewelers	8
Convenience Stores	14	Hardware/ Home Improvements	18
Pet Shops, Pet Supplies, Grooming	9		

OTHER ITEMS OF INTEREST (BUSINESSES)

Coffee Shops	4	Wholesale Stores	28
Shopping Centers	11	Car Repair & Maintenance	24
Retail Stores	112		

HOSPITALITY/CONVENIENCE

Rooms	1714	Post Office/ Shipping Services	8
Car Rental Shops	2	Taxi Cab Companies	12
Animal Hospitals	5	Fast Food/ Carry-out	44
Banks/ Credit Union Branches	25	Restaurants	79
Hotels/ Motels/ Extended Stay Facilities	11	Churches/ Places of Worship	25

INCOME

25.3% of Midtowners earn under \$35k
12.5% earn between \$35k-49,999k
16.3% earn between \$50k-\$74,999k
13.5 % earn between \$75k-\$99,999
15.7% earn between \$100k-\$149,999
8.0% earn between \$150k-\$199,999
8.9% earn over \$200k

CONSUMER SPENDING

Apparel & Services	\$2,641.03
Computers & Accessories	\$261.54
Education	\$1,836.83
Entertainment/ Recreation	\$3,761.70
Food (Groceries)	\$5,997.64
Food (Out)	\$4,064.37
Health Care	\$6,603.35
Household Furnishings/ Equipment	\$2,362.04
Insurance	\$6,815.58
Median Household Income	\$67,106.00
Personal Care Products & Services	\$979.69
Retail Goods	\$31,950.32
Shelter	\$20,072.80
Support Payments/ Cash Contrib./Gifts	\$2,867.90
Travel	\$2,579.50

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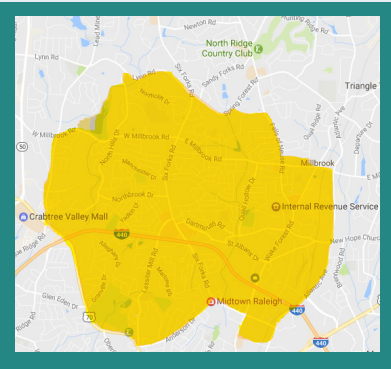
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