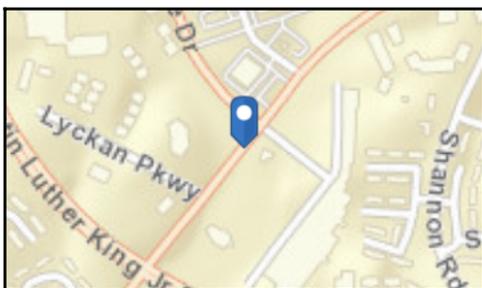
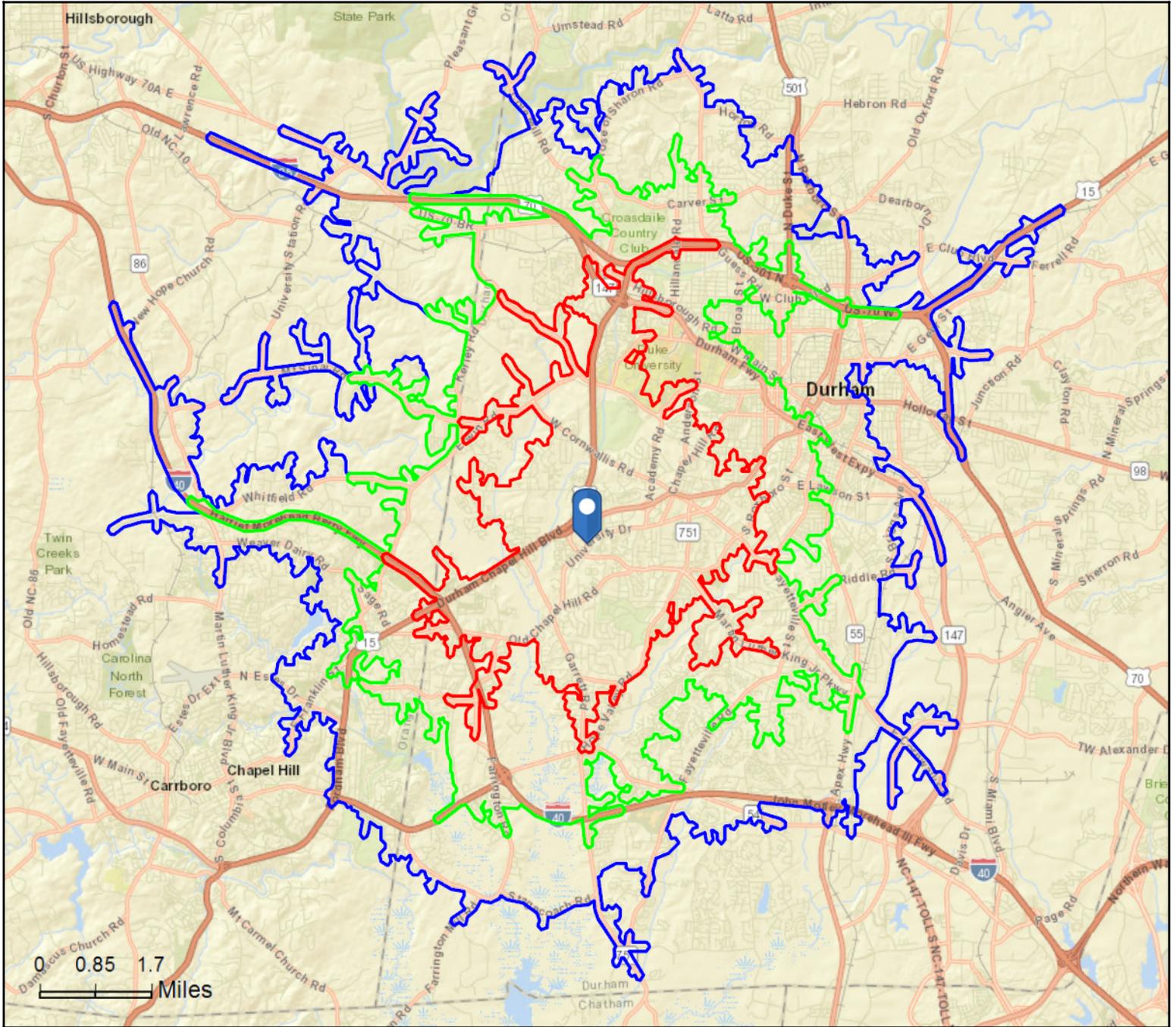


Parkway Plaza_Durham
4215 University Dr, Durham, North Carolina, 27707
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 35.96344
Longitude: -78.95968





Community Profile

Parkway Plaza_Durham
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	7 minutes	10 minutes	13 minutes
Population Summary			
2000 Total Population	32,272	80,761	154,670
2010 Total Population	35,716	90,812	174,299
2019 Total Population	41,237	104,109	198,513
2019 Group Quarters	358	5,387	9,786
2024 Total Population	44,612	113,195	216,295
2019-2024 Annual Rate	1.59%	1.69%	1.73%
2019 Total Daytime Population	44,446	131,998	254,930
Workers	25,308	81,599	158,899
Residents	19,138	50,399	96,031
Household Summary			
2000 Households	14,438	33,703	63,805
2000 Average Household Size	2.22	2.24	2.28
2010 Households	16,186	38,714	73,703
2010 Average Household Size	2.19	2.21	2.23
2019 Households	18,692	44,576	84,362
2019 Average Household Size	2.19	2.21	2.24
2024 Households	20,231	48,757	92,228
2024 Average Household Size	2.19	2.21	2.24
2019-2024 Annual Rate	1.59%	1.81%	1.80%
2010 Families	8,235	19,978	38,729
2010 Average Family Size	2.91	2.94	2.96
2019 Families	9,319	22,528	43,252
2019 Average Family Size	2.94	2.98	3.01
2024 Families	10,023	24,456	46,891
2024 Average Family Size	2.94	2.99	3.02
2019-2024 Annual Rate	1.47%	1.66%	1.63%
Housing Unit Summary			
2000 Housing Units	15,621	36,495	68,983
Owner Occupied Housing Units	40.5%	43.0%	43.6%
Renter Occupied Housing Units	51.9%	49.4%	48.9%
Vacant Housing Units	7.6%	7.7%	7.5%
2010 Housing Units	18,061	43,146	81,590
Owner Occupied Housing Units	37.6%	41.3%	42.1%
Renter Occupied Housing Units	52.0%	48.4%	48.3%
Vacant Housing Units	10.4%	10.3%	9.7%
2019 Housing Units	20,370	48,819	92,274
Owner Occupied Housing Units	35.8%	39.3%	39.8%
Renter Occupied Housing Units	56.0%	52.0%	51.6%
Vacant Housing Units	8.2%	8.7%	8.6%
2024 Housing Units	21,992	53,214	100,524
Owner Occupied Housing Units	35.9%	39.2%	39.6%
Renter Occupied Housing Units	56.1%	52.5%	52.1%
Vacant Housing Units	8.0%	8.4%	8.3%
Median Household Income			
2019	\$55,270	\$56,368	\$58,068
2024	\$64,675	\$66,144	\$68,614
Median Home Value			
2019	\$297,305	\$271,305	\$260,282
2024	\$324,483	\$291,794	\$280,510
Per Capita Income			
2019	\$40,199	\$38,180	\$38,075
2024	\$45,387	\$43,285	\$43,275
Median Age			
2010	32.2	31.9	32.5
2019	34.2	33.9	34.4
2024	33.9	34.0	34.5

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 the total population.

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



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2019 Households by Income			
Household Income Base	18,692	44,576	84,362
<\$15,000	11.3%	12.4%	11.8%
\$15,000 - \$24,999	9.2%	9.3%	9.2%
\$25,000 - \$34,999	10.1%	10.0%	9.7%
\$35,000 - \$49,999	15.4%	13.8%	13.3%
\$50,000 - \$74,999	14.2%	14.0%	14.6%
\$75,000 - \$99,999	9.3%	10.3%	11.1%
\$100,000 - \$149,999	13.9%	14.0%	14.1%
\$150,000 - \$199,999	7.3%	7.3%	7.4%
\$200,000+	9.2%	9.0%	8.7%
Average Household Income	\$89,890	\$88,978	\$89,775
2024 Households by Income			
Household Income Base	20,231	48,757	92,228
<\$15,000	9.0%	10.1%	9.6%
\$15,000 - \$24,999	7.8%	8.1%	8.0%
\$25,000 - \$34,999	8.7%	8.7%	8.4%
\$35,000 - \$49,999	14.8%	13.0%	12.4%
\$50,000 - \$74,999	14.6%	14.0%	14.4%
\$75,000 - \$99,999	10.0%	11.0%	11.6%
\$100,000 - \$149,999	15.7%	15.8%	16.2%
\$150,000 - \$199,999	9.4%	9.4%	9.7%
\$200,000+	10.1%	9.9%	9.7%
Average Household Income	\$101,577	\$100,551	\$101,807
2019 Owner Occupied Housing Units by Value			
Total	7,279	19,204	36,753
<\$50,000	1.1%	1.3%	1.6%
\$50,000 - \$99,999	2.7%	4.0%	4.5%
\$100,000 - \$149,999	6.6%	9.7%	11.9%
\$150,000 - \$199,999	12.8%	13.4%	14.4%
\$200,000 - \$249,999	13.4%	15.6%	14.9%
\$250,000 - \$299,999	14.3%	14.0%	13.2%
\$300,000 - \$399,999	19.9%	18.0%	15.8%
\$400,000 - \$499,999	12.2%	10.3%	8.6%
\$500,000 - \$749,999	10.7%	8.7%	9.6%
\$750,000 - \$999,999	3.9%	3.0%	3.3%
\$1,000,000 - \$1,499,999	1.1%	0.9%	1.3%
\$1,500,000 - \$1,999,999	0.8%	0.7%	0.6%
\$2,000,000 +	0.6%	0.3%	0.4%
Average Home Value	\$369,215	\$333,199	\$331,368
2024 Owner Occupied Housing Units by Value			
Total	7,887	20,829	39,806
<\$50,000	0.7%	1.0%	1.3%
\$50,000 - \$99,999	2.1%	3.5%	4.0%
\$100,000 - \$149,999	5.1%	8.2%	10.2%
\$150,000 - \$199,999	10.5%	11.3%	12.5%
\$200,000 - \$249,999	11.9%	14.2%	13.8%
\$250,000 - \$299,999	14.3%	14.1%	13.5%
\$300,000 - \$399,999	22.1%	20.1%	17.8%
\$400,000 - \$499,999	14.3%	12.1%	10.0%
\$500,000 - \$749,999	12.1%	10.0%	10.7%
\$750,000 - \$999,999	4.2%	3.3%	3.7%
\$1,000,000 - \$1,499,999	1.2%	1.0%	1.5%
\$1,500,000 - \$1,999,999	0.9%	0.9%	0.7%
\$2,000,000 +	0.6%	0.3%	0.4%
Average Home Value	\$390,523	\$354,481	\$352,118

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.

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



Community Profile

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	7 minutes	10 minutes	13 minutes
2010 Population by Age			
Total	35,715	90,813	174,302
0 - 4	7.6%	6.9%	6.9%
5 - 9	5.4%	5.4%	5.7%
10 - 14	4.6%	4.7%	5.0%
15 - 24	15.5%	18.9%	17.5%
25 - 34	22.4%	19.6%	19.3%
35 - 44	12.8%	12.7%	13.1%
45 - 54	11.6%	11.9%	12.0%
55 - 64	10.1%	9.9%	10.1%
65 - 74	5.2%	5.0%	5.2%
75 - 84	3.1%	3.2%	3.4%
85 +	1.8%	1.8%	1.8%
18 +	79.5%	80.1%	79.4%
2019 Population by Age			
Total	41,235	104,109	198,513
0 - 4	6.6%	6.0%	6.0%
5 - 9	5.9%	5.7%	5.8%
10 - 14	5.6%	5.5%	5.5%
15 - 24	15.3%	18.1%	16.6%
25 - 34	18.1%	16.4%	17.0%
35 - 44	14.6%	14.0%	14.0%
45 - 54	10.8%	10.9%	11.1%
55 - 64	9.9%	10.2%	10.5%
65 - 74	7.5%	7.7%	7.7%
75 - 84	3.8%	3.7%	3.8%
85 +	1.9%	1.9%	2.0%
18 +	79.0%	79.8%	79.7%
2024 Population by Age			
Total	44,612	113,194	216,295
0 - 4	6.6%	6.0%	6.1%
5 - 9	5.6%	5.4%	5.6%
10 - 14	5.3%	5.2%	5.2%
15 - 24	16.4%	18.5%	16.8%
25 - 34	17.7%	16.4%	17.1%
35 - 44	13.2%	13.0%	13.5%
45 - 54	11.3%	11.2%	11.1%
55 - 64	9.5%	9.6%	9.8%
65 - 74	7.8%	8.2%	8.2%
75 - 84	4.6%	4.6%	4.6%
85 +	1.9%	1.9%	2.0%
18 +	79.2%	80.2%	80.0%
2010 Population by Sex			
Males	17,026	43,379	82,949
Females	18,690	47,433	91,350
2019 Population by Sex			
Males	19,804	50,122	95,389
Females	21,433	53,986	103,124
2024 Population by Sex			
Males	21,330	54,374	103,842
Females	23,281	58,820	112,453

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



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2010 Population by Race/Ethnicity			
Total	35,716	90,811	174,299
White Alone	53.1%	50.6%	50.1%
Black Alone	26.7%	31.0%	32.4%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	7.5%	7.6%	6.5%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	9.2%	7.6%	7.8%
Two or More Races	3.0%	2.7%	2.6%
Hispanic Origin	16.9%	13.9%	13.7%
Diversity Index	74.2	72.8	72.4
2019 Population by Race/Ethnicity			
Total	41,236	104,109	198,513
White Alone	52.7%	50.1%	49.4%
Black Alone	25.3%	29.8%	31.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	8.9%	8.8%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	9.2%	7.8%	8.0%
Two or More Races	3.4%	3.1%	3.1%
Hispanic Origin	17.0%	14.2%	14.1%
Diversity Index	74.9	73.7	73.6
2024 Population by Race/Ethnicity			
Total	44,611	113,194	216,295
White Alone	52.1%	49.3%	48.5%
Black Alone	24.4%	29.1%	30.7%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	9.8%	9.5%	8.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.6%	8.3%	8.6%
Two or More Races	3.7%	3.4%	3.4%
Hispanic Origin	17.6%	15.0%	15.0%
Diversity Index	75.8	74.9	74.9
2010 Population by Relationship and Household Type			
Total	35,716	90,812	174,299
In Households	99.0%	94.1%	94.4%
In Family Households	69.6%	66.9%	68.1%
Householder	22.9%	21.9%	22.2%
Spouse	16.1%	15.1%	14.9%
Child	23.8%	23.7%	24.6%
Other relative	4.3%	4.0%	4.2%
Nonrelative	2.4%	2.2%	2.3%
In Nonfamily Households	29.5%	27.2%	26.2%
In Group Quarters	1.0%	5.9%	5.6%
Institutionalized Population	0.3%	0.9%	1.0%
Noninstitutionalized Population	0.6%	5.0%	4.6%

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



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2019 Population 25+ by Educational Attainment			
Total	27,491	67,379	131,223
Less than 9th Grade	6.4%	4.7%	4.7%
9th - 12th Grade, No Diploma	4.7%	4.7%	5.1%
High School Graduate	9.1%	10.7%	11.1%
GED/Alternative Credential	1.5%	1.7%	1.9%
Some College, No Degree	13.2%	13.5%	13.9%
Associate Degree	6.1%	5.5%	5.5%
Bachelor's Degree	27.1%	27.1%	27.4%
Graduate/Professional Degree	31.9%	32.1%	30.4%
2019 Population 15+ by Marital Status			
Total	33,780	86,246	164,198
Never Married	40.7%	44.1%	43.5%
Married	45.6%	42.0%	41.6%
Widowed	3.9%	4.0%	4.4%
Divorced	9.8%	9.9%	10.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.2%	96.8%	96.7%
Civilian Unemployed (Unemployment Rate)	2.8%	3.2%	3.3%
2019 Employed Population 16+ by Industry			
Total	22,436	54,722	103,982
Agriculture/Mining	0.9%	0.5%	0.4%
Construction	6.9%	5.6%	5.7%
Manufacturing	6.1%	6.2%	6.4%
Wholesale Trade	0.9%	0.9%	1.3%
Retail Trade	6.7%	7.6%	8.3%
Transportation/Utilities	1.0%	1.4%	1.8%
Information	1.5%	1.5%	1.4%
Finance/Insurance/Real Estate	5.0%	5.4%	5.4%
Services	67.1%	67.3%	66.2%
Public Administration	3.9%	3.5%	3.1%
2019 Employed Population 16+ by Occupation			
Total	22,437	54,720	103,983
White Collar	67.3%	69.9%	69.5%
Management/Business/Financial	15.6%	15.7%	15.7%
Professional	36.6%	38.1%	36.7%
Sales	7.9%	7.7%	8.6%
Administrative Support	7.1%	8.4%	8.6%
Services	17.9%	17.3%	17.4%
Blue Collar	14.9%	12.7%	13.1%
Farming/Forestry/Fishing	1.1%	0.5%	0.4%
Construction/Extraction	5.7%	4.6%	4.7%
Installation/Maintenance/Repair	2.2%	1.8%	1.6%
Production	4.5%	3.7%	3.6%
Transportation/Material Moving	1.3%	2.2%	2.9%
2010 Population By Urban/ Rural Status			
Total Population	35,716	90,812	174,299
Population Inside Urbanized Area	99.6%	99.0%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.4%	1.0%	1.4%

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



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2010 Households by Type			
Total	16,187	38,714	73,703
Households with 1 Person	35.9%	35.9%	35.9%
Households with 2+ People	64.1%	64.1%	64.1%
Family Households	50.9%	51.6%	52.5%
Husband-wife Families	36.0%	35.5%	35.4%
With Related Children	15.9%	16.0%	15.8%
Other Family (No Spouse Present)	14.9%	16.1%	17.2%
Other Family with Male Householder	4.2%	4.0%	4.1%
With Related Children	2.3%	2.1%	2.2%
Other Family with Female Householder	10.7%	12.1%	13.1%
With Related Children	7.6%	8.1%	8.9%
Nonfamily Households	13.2%	12.5%	11.5%
All Households with Children	26.1%	26.7%	27.3%
Multigenerational Households	2.0%	2.3%	2.5%
Unmarried Partner Households	7.2%	6.7%	6.8%
Male-female	6.0%	5.5%	5.6%
Same-sex	1.2%	1.2%	1.2%
2010 Households by Size			
Total	16,186	38,714	73,701
1 Person Household	35.9%	35.9%	35.9%
2 Person Household	34.3%	33.5%	32.9%
3 Person Household	14.1%	14.1%	14.3%
4 Person Household	9.2%	9.9%	9.9%
5 Person Household	4.0%	4.0%	4.2%
6 Person Household	1.5%	1.6%	1.7%
7 + Person Household	0.9%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	16,186	38,714	73,703
Owner Occupied	42.0%	46.1%	46.6%
Owned with a Mortgage/Loan	32.7%	36.2%	36.5%
Owned Free and Clear	9.2%	9.9%	10.1%
Renter Occupied	58.0%	53.9%	53.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	18,061	43,146	81,590
Housing Units Inside Urbanized Area	99.6%	99.1%	98.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.4%	0.9%	1.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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



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Top 3 Tapestry Segments			
1.	Young and Restless (11B)	Young and Restless (11B)	Young and Restless (11B)
2.	In Style (5B)	In Style (5B)	Metro Renters (3B)
3.	College Towns (14B)	Enterprising Professionals	In Style (5B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$43,532,468	\$102,657,926	\$195,309,557
Average Spent	\$2,328.94	\$2,302.99	\$2,315.14
Spending Potential Index	109	108	108
Education: Total \$	\$31,475,496	\$73,770,446	\$139,716,319
Average Spent	\$1,683.90	\$1,654.94	\$1,656.15
Spending Potential Index	106	104	104
Entertainment/Recreation: Total \$	\$61,864,679	\$145,585,132	\$277,363,808
Average Spent	\$3,309.69	\$3,266.00	\$3,287.78
Spending Potential Index	101	100	101
Food at Home: Total \$	\$102,595,896	\$242,374,801	\$459,995,324
Average Spent	\$5,488.76	\$5,437.34	\$5,452.64
Spending Potential Index	106	105	105
Food Away from Home: Total \$	\$74,916,088	\$176,150,592	\$334,416,925
Average Spent	\$4,007.92	\$3,951.69	\$3,964.07
Spending Potential Index	109	108	108
Health Care: Total \$	\$109,136,979	\$256,679,603	\$487,032,942
Average Spent	\$5,838.70	\$5,758.25	\$5,773.13
Spending Potential Index	98	97	97
HH Furnishings & Equipment: Total \$	\$41,509,203	\$97,164,655	\$184,414,554
Average Spent	\$2,220.69	\$2,179.75	\$2,185.99
Spending Potential Index	104	102	103
Personal Care Products & Services: Total \$	\$17,666,084	\$41,455,251	\$78,662,054
Average Spent	\$945.11	\$929.99	\$932.43
Spending Potential Index	107	105	105
Shelter: Total \$	\$369,912,612	\$879,038,944	\$1,678,457,347
Average Spent	\$19,789.89	\$19,720.01	\$19,895.89
Spending Potential Index	107	107	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$46,505,079	\$108,627,181	\$206,281,921
Average Spent	\$2,487.97	\$2,436.90	\$2,445.20
Spending Potential Index	100	98	99
Travel: Total \$	\$41,238,140	\$97,496,130	\$187,383,855
Average Spent	\$2,206.19	\$2,187.19	\$2,221.19
Spending Potential Index	98	97	99
Vehicle Maintenance & Repairs: Total \$	\$23,770,720	\$55,028,571	\$102,865,376
Average Spent	\$1,271.71	\$1,234.49	\$1,219.33
Spending Potential Index	111	108	107

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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