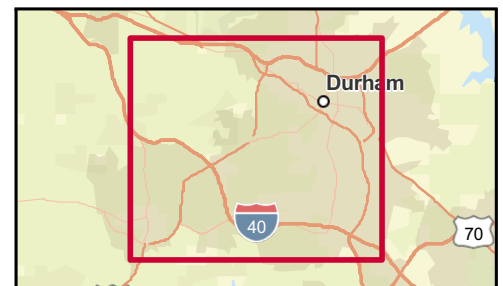
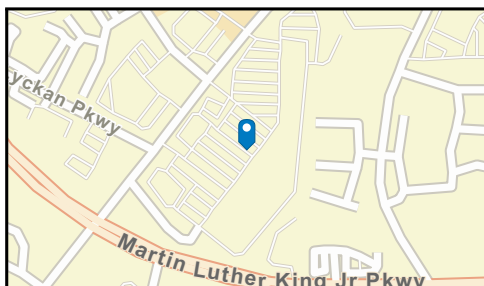
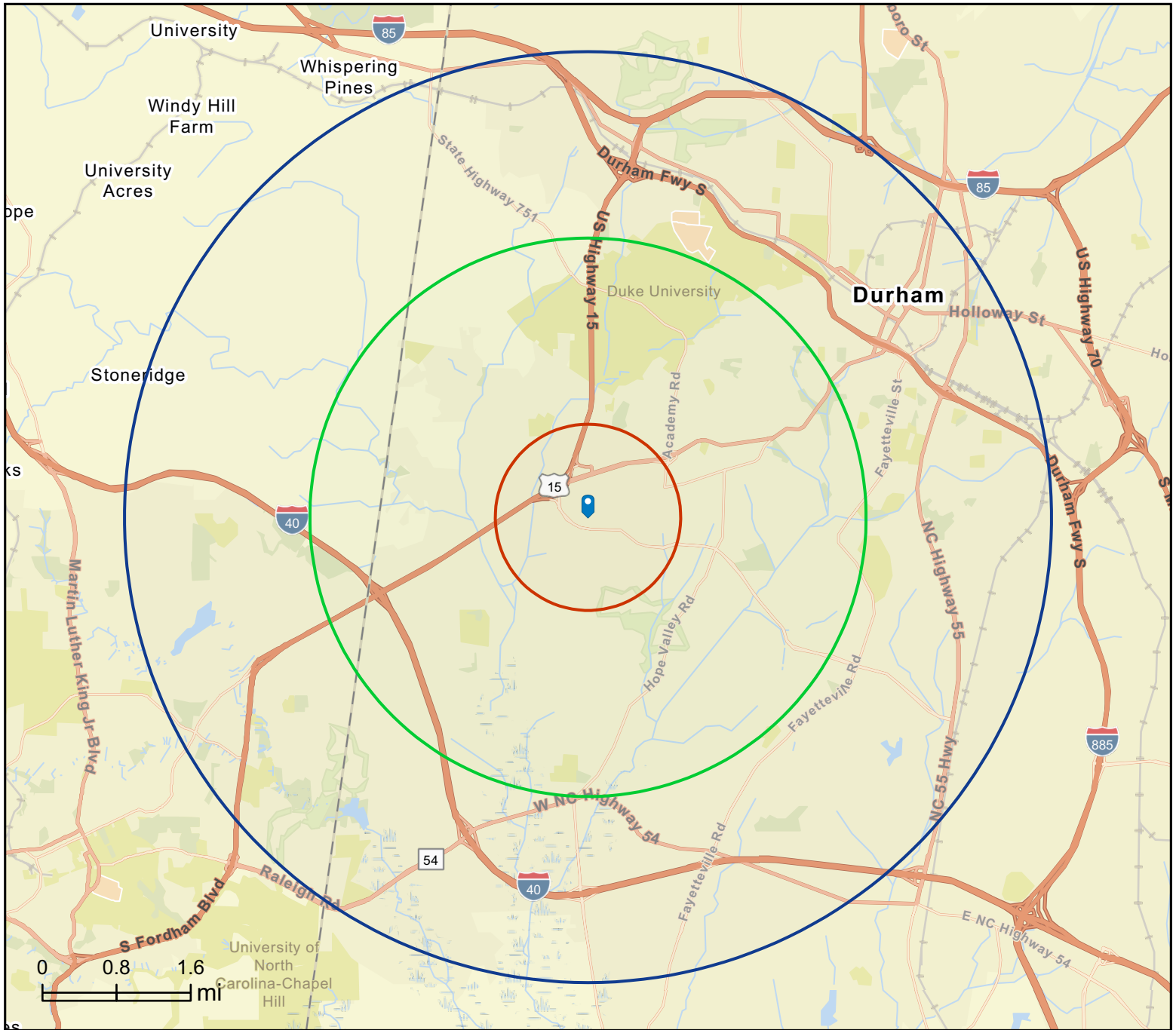


Site Map

Parkway Plaza
4215 University Dr, Durham, North Carolina, 27707
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.96278
Longitude: -78.95871



Community Profile

Parkway Plaza
 4215 University Dr, Durham, North Carolina, 27707
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 35.96278
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	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	8,551	54,320	156,549
2020 Total Population	9,267	61,290	180,254
2020 Group Quarters	90	3,879	11,213
2024 Total Population	10,091	64,093	190,205
2024 Group Quarters	104	4,433	12,772
2029 Total Population	10,421	65,382	200,027
2024-2029 Annual Rate	0.65%	0.40%	1.01%
2024 Total Daytime Population	14,999	63,797	233,450
Workers	10,317	32,637	144,198
Residents	4,682	31,160	89,252
Household Summary			
2010 Households	4,216	22,272	65,857
2010 Average Household Size	2.01	2.30	2.24
2020 Total Households	4,615	25,113	77,384
2020 Average Household Size	1.99	2.29	2.18
2024 Households	4,920	26,229	82,113
2024 Average Household Size	2.03	2.27	2.16
2029 Households	5,169	27,357	88,067
2029 Average Household Size	2.00	2.23	2.13
2024-2029 Annual Rate	0.99%	0.85%	1.41%
2010 Families	1,846	12,522	34,536
2010 Average Family Size	2.84	2.98	2.97
2024 Families	2,204	14,494	41,238
2024 Average Family Size	2.90	3.03	2.98
2029 Families	2,314	15,064	44,066
2029 Average Family Size	2.85	2.97	2.93
2024-2029 Annual Rate	0.98%	0.77%	1.34%
Housing Unit Summary			
2000 Housing Units	4,119	20,661	61,669
Owner Occupied Housing Units	24.7%	50.3%	42.8%
Renter Occupied Housing Units	63.1%	42.6%	49.7%
Vacant Housing Units	12.2%	7.1%	7.5%
2010 Housing Units	4,871	24,748	73,211
Owner Occupied Housing Units	20.5%	47.7%	41.9%
Renter Occupied Housing Units	66.0%	42.3%	48.0%
Vacant Housing Units	13.4%	10.0%	10.0%
2020 Housing Units	5,103	27,116	84,035
Owner Occupied Housing Units	21.2%	46.4%	39.8%
Renter Occupied Housing Units	69.2%	46.2%	52.2%
Vacant Housing Units	7.3%	7.2%	7.8%
2024 Housing Units	5,363	28,538	89,862
Owner Occupied Housing Units	21.6%	46.7%	40.4%
Renter Occupied Housing Units	70.1%	45.3%	50.9%
Vacant Housing Units	8.3%	8.1%	8.6%
2029 Housing Units	5,625	29,752	96,072
Owner Occupied Housing Units	22.0%	46.4%	39.9%
Renter Occupied Housing Units	69.9%	45.6%	51.8%
Vacant Housing Units	8.1%	8.0%	8.3%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2024

Community Profile

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	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	4,920	26,229	82,113
<\$15,000	4.1%	5.5%	6.9%
\$15,000 - \$24,999	5.5%	6.5%	6.5%
\$25,000 - \$34,999	4.3%	4.5%	5.5%
\$35,000 - \$49,999	17.1%	10.5%	9.8%
\$50,000 - \$74,999	20.5%	18.6%	18.4%
\$75,000 - \$99,999	10.8%	11.9%	11.6%
\$100,000 - \$149,999	24.1%	20.0%	19.0%
\$150,000 - \$199,999	4.7%	8.0%	8.4%
\$200,000+	8.9%	14.4%	13.7%
Average Household Income	\$102,526	\$121,521	\$117,949
2029 Households by Income			
Household Income Base	5,169	27,357	88,067
<\$15,000	2.8%	4.1%	5.4%
\$15,000 - \$24,999	3.6%	4.5%	4.6%
\$25,000 - \$34,999	3.2%	4.0%	4.4%
\$35,000 - \$49,999	14.2%	9.1%	8.5%
\$50,000 - \$74,999	20.0%	16.7%	17.1%
\$75,000 - \$99,999	11.4%	11.8%	11.9%
\$100,000 - \$149,999	28.2%	22.8%	21.5%
\$150,000 - \$199,999	6.0%	10.2%	10.6%
\$200,000+	10.5%	16.9%	16.1%
Average Household Income	\$118,058	\$139,702	\$136,173
2024 Owner Occupied Housing Units by Value			
Total	1,158	13,302	36,321
<\$50,000	0.1%	1.1%	1.0%
\$50,000 - \$99,999	0.1%	1.1%	1.1%
\$100,000 - \$149,999	0.9%	2.2%	2.4%
\$150,000 - \$199,999	1.5%	3.1%	3.2%
\$200,000 - \$249,999	6.5%	5.1%	4.8%
\$250,000 - \$299,999	6.8%	6.6%	7.1%
\$300,000 - \$399,999	14.7%	18.5%	22.2%
\$400,000 - \$499,999	19.4%	22.9%	19.6%
\$500,000 - \$749,999	34.2%	27.1%	25.5%
\$750,000 - \$999,999	12.9%	9.5%	8.9%
\$1,000,000 - \$1,499,999	2.5%	2.3%	3.4%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.5%
\$2,000,000 +	0.4%	0.2%	0.3%
Average Home Value	\$544,732	\$498,733	\$500,425
2029 Owner Occupied Housing Units by Value			
Total	1,236	13,792	38,310
<\$50,000	0.0%	0.5%	0.4%
\$50,000 - \$99,999	0.0%	0.5%	0.3%
\$100,000 - \$149,999	0.1%	1.0%	0.7%
\$150,000 - \$199,999	0.2%	1.3%	1.1%
\$200,000 - \$249,999	2.0%	2.7%	2.4%
\$250,000 - \$299,999	3.6%	4.1%	4.8%
\$300,000 - \$399,999	11.9%	14.4%	19.2%
\$400,000 - \$499,999	20.2%	25.3%	22.2%
\$500,000 - \$749,999	45.1%	35.3%	33.1%
\$750,000 - \$999,999	14.2%	11.7%	11.0%
\$1,000,000 - \$1,499,999	2.3%	2.7%	4.0%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.6%
\$2,000,000 +	0.3%	0.2%	0.3%
Average Home Value	\$591,310	\$555,206	\$558,722

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2024

Community Profile

Parkway Plaza
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Prepared by Esri
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	1 mile	3 miles	5 miles
Median Household Income			
2024	\$72,408	\$82,737	\$79,738
2029	\$86,997	\$99,668	\$95,274
Median Home Value			
2024	\$500,631	\$453,924	\$441,482
2029	\$566,652	\$502,848	\$495,376
Per Capita Income			
2024	\$48,676	\$50,324	\$51,023
2029	\$57,010	\$59,034	\$60,059
Median Age			
2010	30.2	32.6	32.2
2020	32.1	34.0	33.3
2024	33.3	34.7	34.0
2029	36.1	36.6	35.9
2020 Population by Age			
Total	9,267	61,290	180,254
0 - 4	6.7%	6.0%	5.6%
5 - 9	5.3%	5.6%	5.3%
10 - 14	4.4%	5.4%	5.2%
15 - 24	13.4%	16.1%	16.3%
25 - 34	26.8%	18.7%	20.8%
35 - 44	11.9%	13.0%	13.1%
45 - 54	8.8%	10.5%	10.4%
55 - 64	8.1%	10.6%	10.0%
65 - 74	6.9%	8.6%	8.1%
75 - 84	4.4%	3.9%	3.7%
85 +	3.3%	1.6%	1.5%
18 +	81.3%	79.8%	81.0%
2024 Population by Age			
Total	10,089	64,093	190,207
0 - 4	6.5%	5.8%	5.5%
5 - 9	5.6%	5.7%	5.3%
10 - 14	4.4%	5.0%	4.8%
15 - 24	11.7%	16.0%	16.0%
25 - 34	26.0%	18.0%	20.6%
35 - 44	14.1%	14.6%	14.5%
45 - 54	8.6%	10.5%	10.4%
55 - 64	7.9%	9.5%	9.2%
65 - 74	6.6%	8.4%	7.9%
75 - 84	5.1%	4.6%	4.3%
85 +	3.7%	1.7%	1.6%
18 +	81.1%	80.4%	81.8%
2029 Population by Age			
Total	10,420	65,382	200,027
0 - 4	6.1%	5.5%	5.2%
5 - 9	5.4%	5.4%	5.1%
10 - 14	4.9%	5.4%	5.0%
15 - 24	12.3%	16.0%	15.7%
25 - 34	19.1%	14.9%	17.5%
35 - 44	17.3%	15.9%	16.0%
45 - 54	9.2%	11.3%	11.2%
55 - 64	7.2%	9.0%	8.9%
65 - 74	6.9%	8.6%	8.1%
75 - 84	6.9%	5.9%	5.5%
85 +	4.8%	2.1%	1.9%
18 +	81.0%	80.7%	81.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2024

Community Profile

Parkway Plaza
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	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	4,208	28,691	84,889
Females	5,059	32,599	95,365
2024 Population by Sex			
Males	4,672	30,488	91,095
Females	5,419	33,605	99,110
2029 Population by Sex			
Males	4,783	30,953	95,465
Females	5,639	34,429	104,562
2010 Population by Race/Ethnicity			
Total	8,551	54,319	156,550
White Alone	49.2%	53.4%	49.5%
Black Alone	27.2%	28.7%	33.1%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	8.6%	7.2%	6.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.0%	7.6%	7.3%
Two or More Races	3.3%	2.7%	2.7%
Hispanic Origin	19.6%	14.3%	13.0%
Diversity Index	77.0	71.4	71.7
2020 Population by Race/Ethnicity			
Total	9,267	61,290	180,254
White Alone	45.1%	47.6%	46.3%
Black Alone	28.4%	29.9%	30.6%
American Indian Alone	0.8%	0.6%	0.6%
Asian Alone	8.5%	5.8%	7.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.2%	8.4%	7.7%
Two or More Races	8.1%	7.6%	7.6%
Hispanic Origin	15.8%	13.8%	12.9%
Diversity Index	77.5	74.7	74.8
2024 Population by Race/Ethnicity			
Total	10,090	64,093	190,205
White Alone	43.7%	46.6%	45.5%
Black Alone	27.4%	29.5%	30.1%
American Indian Alone	0.9%	0.7%	0.6%
Asian Alone	8.9%	6.3%	7.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.6%	9.0%	8.1%
Two or More Races	8.4%	7.9%	7.9%
Hispanic Origin	17.6%	14.6%	13.5%
Diversity Index	79.3	75.8	75.7
2029 Population by Race/Ethnicity			
Total	10,422	65,381	200,027
White Alone	42.7%	45.3%	44.6%
Black Alone	26.7%	29.3%	29.8%
American Indian Alone	0.9%	0.7%	0.7%
Asian Alone	9.7%	6.8%	8.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.1%	9.5%	8.5%
Two or More Races	8.8%	8.3%	8.3%
Hispanic Origin	18.4%	15.3%	14.1%
Diversity Index	80.2	76.9	76.7

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2024

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	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	9,267	61,290	180,254
In Households	99.0%	93.7%	93.8%
Householder	49.2%	41.2%	42.8%
Opposite-Sex Spouse	13.2%	15.7%	14.4%
Same-Sex Spouse	0.4%	0.4%	0.4%
Opposite-Sex Unmarried Partner	4.1%	2.7%	3.0%
Same-Sex Unmarried Partner	0.2%	0.3%	0.3%
Biological Child	20.7%	23.2%	21.7%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	0.6%	0.6%	0.6%
Grandchild	1.1%	1.3%	1.4%
Brother or Sister	1.2%	1.1%	1.2%
Parent	1.2%	0.9%	0.9%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	1.2%	1.2%	1.1%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	5.2%	4.1%	5.0%
In Group Quarters	1.0%	6.3%	6.2%
Institutionalized	0.9%	0.2%	0.7%
Noninstitutionalized	0.1%	6.1%	5.5%
2024 Population 25+ by Educational Attainment			
Total	7,248	43,214	130,231
Less than 9th Grade	2.2%	3.2%	3.3%
9th - 12th Grade, No Diploma	1.3%	2.6%	3.3%
High School Graduate	13.4%	12.0%	11.8%
GED/Alternative Credential	1.1%	1.5%	2.1%
Some College, No Degree	13.2%	10.4%	9.9%
Associate Degree	8.8%	6.2%	5.7%
Bachelor's Degree	31.7%	29.5%	30.2%
Graduate/Professional Degree	28.3%	34.6%	33.8%
2024 Population 15+ by Marital Status			
Total	8,430	53,481	160,714
Never Married	42.4%	43.3%	46.4%
Married	45.8%	44.9%	41.1%
Widowed	4.3%	3.2%	3.4%
Divorced	7.5%	8.6%	9.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,657	34,728	106,160
Population 16+ Employed	97.3%	96.4%	96.4%
Population 16+ Unemployment rate	2.7%	3.6%	3.6%
Population 16-24 Employed	12.8%	11.7%	12.3%
Population 16-24 Unemployment rate	2.5%	7.1%	5.0%
Population 25-54 Employed	73.6%	68.9%	69.6%
Population 25-54 Unemployment rate	2.9%	2.6%	3.0%
Population 55-64 Employed	8.2%	13.2%	12.1%
Population 55-64 Unemployment rate	1.5%	6.9%	6.3%
Population 65+ Employed	5.5%	6.2%	5.9%
Population 65+ Unemployment rate	0.7%	0.5%	1.1%

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	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	5,507	33,479	102,389
Agriculture/Mining	0.7%	0.3%	0.2%
Construction	11.2%	6.9%	5.2%
Manufacturing	4.5%	5.4%	6.5%
Wholesale Trade	2.5%	1.0%	1.2%
Retail Trade	5.4%	7.3%	7.2%
Transportation/Utilities	3.3%	2.3%	2.3%
Information	0.9%	1.8%	2.0%
Finance/Insurance/Real Estate	5.2%	5.3%	5.2%
Services	64.0%	65.6%	66.5%
Public Administration	2.2%	4.1%	3.9%
2024 Employed Population 16+ by Occupation			
Total	5,508	33,480	102,388
White Collar	60.8%	71.4%	73.9%
Management/Business/Financial	15.4%	21.0%	20.3%
Professional	34.8%	37.1%	39.9%
Sales	4.9%	6.5%	6.2%
Administrative Support	5.7%	6.8%	7.5%
Services	20.0%	14.7%	14.4%
Blue Collar	19.3%	13.9%	11.7%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	8.4%	5.2%	4.0%
Installation/Maintenance/Repair	0.8%	1.4%	1.0%
Production	4.4%	3.3%	2.7%
Transportation/Material Moving	5.2%	3.9%	3.8%
2020 Households by Type			
Total	4,615	25,113	77,384
Married Couple Households	28.4%	39.0%	34.5%
With Own Children <18	10.7%	15.9%	13.8%
Without Own Children <18	17.7%	23.1%	20.7%
Cohabiting Couple Households	8.6%	7.2%	7.8%
With Own Children <18	2.1%	1.7%	1.5%
Without Own Children <18	6.5%	5.5%	6.2%
Male Householder, No Spouse/Partner	24.2%	19.0%	21.8%
Living Alone	17.1%	12.8%	15.1%
65 Years and over	3.2%	2.9%	3.0%
With Own Children <18	1.9%	1.5%	1.4%
Without Own Children <18, With Relatives	1.9%	2.2%	2.2%
No Relatives Present	3.3%	2.4%	3.1%
Female Householder, No Spouse/Partner	38.8%	34.8%	36.0%
Living Alone	24.4%	21.1%	21.9%
65 Years and over	7.5%	7.7%	6.9%
With Own Children <18	5.7%	5.2%	5.5%
Without Own Children <18, With Relatives	4.8%	5.8%	5.6%
No Relatives Present	3.9%	2.6%	3.1%
2020 Households by Size			
Total	4,615	25,113	77,384
1 Person Household	41.5%	33.9%	37.0%
2 Person Household	33.8%	34.2%	33.4%
3 Person Household	12.3%	14.3%	13.6%
4 Person Household	7.1%	10.7%	9.7%
5 Person Household	3.6%	4.5%	3.9%
6 Person Household	1.1%	1.5%	1.5%
7 + Person Household	0.7%	0.9%	0.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	4,615	25,113	77,384
Owner Occupied	23.5%	50.1%	43.3%
Owned with a Mortgage/Loan	16.9%	37.5%	31.9%
Owned Free and Clear	6.6%	12.7%	11.3%
Renter Occupied	76.5%	49.9%	56.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	56	71	70
Percent of Income for Mortgage	43.3%	34.3%	34.7%
Wealth Index	70	104	94
2020 Housing Units By Urban/ Rural Status			
Total	5,103	27,116	84,035
Urban Housing Units	100.0%	98.6%	98.7%
Rural Housing Units	0.0%	1.4%	1.3%
2020 Population By Urban/ Rural Status			
Total	9,267	61,290	180,254
Urban Population	100.0%	98.5%	98.6%
Rural Population	0.0%	1.5%	1.4%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2024

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Young and Restless (11B)	In Style (5B)	Young and Restless (11B)
2.	In Style (5B)	Young and Restless (11B)	Metro Renters (3B)
3.	Bright Young Professionals	College Towns (14B)	In Style (5B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$12,057,852	\$70,729,880	\$218,346,522
Average Spent	\$2,450.78	\$2,696.63	\$2,659.10
Spending Potential Index	103	113	112
Education: Total \$	\$7,710,817	\$50,296,314	\$154,860,197
Average Spent	\$1,567.24	\$1,917.58	\$1,885.94
Spending Potential Index	91	111	109
Entertainment/Recreation: Total \$	\$17,747,856	\$113,706,808	\$344,460,692
Average Spent	\$3,607.29	\$4,335.16	\$4,194.96
Spending Potential Index	88	106	103
Food at Home: Total \$	\$34,870,704	\$209,513,727	\$640,346,761
Average Spent	\$7,087.54	\$7,987.87	\$7,798.36
Spending Potential Index	97	109	107
Food Away from Home: Total \$	\$19,269,225	\$114,653,815	\$353,358,564
Average Spent	\$3,916.51	\$4,371.26	\$4,303.32
Spending Potential Index	101	112	111
Health Care: Total \$	\$32,345,609	\$208,792,401	\$624,776,395
Average Spent	\$6,574.31	\$7,960.36	\$7,608.74
Spending Potential Index	85	104	99
HH Furnishings & Equipment: Total \$	\$14,259,516	\$89,119,061	\$270,938,333
Average Spent	\$2,898.28	\$3,397.73	\$3,299.58
Spending Potential Index	92	107	104
Personal Care Products & Services: Total \$	\$4,848,054	\$28,939,978	\$89,146,325
Average Spent	\$985.38	\$1,103.36	\$1,085.65
Spending Potential Index	99	111	109
Shelter: Total \$	\$124,892,950	\$762,907,768	\$2,341,564,276
Average Spent	\$25,384.75	\$29,086.42	\$28,516.36
Spending Potential Index	95	109	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,676,136	\$93,400,858	\$276,790,742
Average Spent	\$2,779.70	\$3,560.98	\$3,370.85
Spending Potential Index	79	102	96
Travel: Total \$	\$12,845,578	\$84,004,933	\$255,125,369
Average Spent	\$2,610.89	\$3,202.75	\$3,107.00
Spending Potential Index	86	106	102
Vehicle Maintenance & Repairs: Total \$	\$7,045,075	\$42,272,814	\$129,113,371
Average Spent	\$1,431.93	\$1,611.68	\$1,572.39
Spending Potential Index	97	109	106

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 14, 2024