4900 NC-55

Durham, NC 27713

November 2023

ASTON

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Lat/Lon: 35.8982/-78.8979

4900 NC-55 Durham, NC 27713	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	6,517		43,403		127,117	
Projected Population (2028)	6,696		46,017		142,022	
Census Population (2020)	6,295		43,215		122,249	
Census Population (2010)	4,388		35,107		87,485	
Projected Annual Growth (2023 to 2028)	179	0.6%	2,614	1.2%	14,906	2.3%
Historical Annual Growth (2020 to 2023)	222	1.2%	188	0.1%	4,868	1.3%
Historical Annual Growth (2010 to 2020)	1,907	14.5%	8,107	7.7%	34,764	13.2%
Estimated Population Density (2023)	2,075	psm	1,536	psm	1,619	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2023)	3,359		20,214		56,375	
Projected Households (2028)	3,459		21,514		63,579	
Census Households (2020)	3,214		19,900		53,629	
Census Households (2010)	2,129		15,740		38,066	
Estimated Households with Children (2023)	793	23.6%	4,780	23.6%	14,238	25.3%
Estimated Average Household Size (2023)	1.94		2.14		2.24	
Average Household Income						
Estimated Average Household Income (2023)	$66,668		$117,821		$130,035	
Projected Average Household Income (2028)	$68,897		$118,135		$122,481	
Estimated Average Family Income (2023)	$93,327		$151,002		$166,649	
Median Household Income						
Estimated Median Household Income (2023)	$67,007		$92,378		$100,192	
Projected Median Household Income (2028)	$70,476		$93,697		$101,935	
Estimated Median Family Income (2023)	$102,461		$122,425		$133,241	
Per Capita Income						
Estimated Per Capita Income (2023)	$34,362		$54,898		$57,705	
Projected Per Capita Income (2028)	$35,591		$55,253		$54,864	
Estimated Per Capita Income 5 Year Growth	$1,229	3.6%	$355	0.6%	-$2,841	-4.9%
Estimated Average Household Net Worth (2023)	$374,394		$563,849		$691,504	
Daytime Demos (2023)						
Total Businesses	615		2,777		6,153	
Total Employees	6,318		33,350		76,805	
Company Headquarter Businesses	22	3.5%	108	3.9%	232	3.8%
Company Headquarter Employees	567	9.0%	7,344	22.0%	19,021	24.8%
Employee Population per Business	10.3		12.0		12.5	
Residential Population per Business	10.6		15.6		20.7	

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Race & Ethnicity						
White (2023)	2,700	41.4%	20,255	46.7%	57,187	45.0%
Black or African American (2023)	2,681	41.1%	14,989	34.5%	39,858	31.4%
American Indian or Alaska Native (2023)	34	0.5%	138	0.3%	425	0.3%
Asian (2023)	434	6.7%	3,895	9.0%	17,529	13.8%
Hawaiian or Pacific Islander (2023)	2	-	11	-	35	-
Other Race (2023)	296	4.5%	1,645	3.8%	5,107	4.0%
Two or More Races (2023)	371	5.7%	2,470	5.7%	6,976	5.5%
Not Hispanic or Latino Population (2023)	5,837	89.6%	39,600	91.2%	115,802	91.1%
Hispanic or Latino Population (2023)	680	10.4%	3,803	8.8%	11,315	8.9%
Not Hispanic or Latino Population (2028)	6,000	89.6%	41,894	91.0%	129,225	91.0%
Hispanic or Latino Population (2028)	696	10.4%	4,123	9.0%	12,797	9.0%
Not Hispanic or Latino Population (2020)	5,550	88.2%	39,019	90.3%	110,285	90.2%
Hispanic or Latino Population (2020)	745	11.8%	4,196	9.7%	11,965	9.8%
Not Hispanic or Latino Population (2010)	4,008	91.4%	32,234	91.8%	80,416	91.9%
Hispanic or Latino Population (2010)	379	8.6%	2,873	8.2%	7,069	8.1%
Projected Hispanic Annual Growth (2023 to 2028)	17	0.5%	320	1.7%	1,482	2.6%
Historic Hispanic Annual Growth (2010 to 2023)	300	6.1%	930	2.5%	4,247	4.6%
Age Distribution (2023)						
Age Under 5	379	5.8%	2,906	6.7%	8,515	6.7%
Age 5 to 9 Years	407	6.2%	2,453	5.7%	7,602	6.0%
Age 10 to 14 Years	349	5.4%	2,112	4.9%	6,621	5.2%
Age 15 to 19 Years	244	3.7%	1,629	3.8%	5,427	4.3%
Age 20 to 24 Years	584	9.0%	2,596	6.0%	7,141	5.6%
Age 25 to 29 Years	941	14.4%	5,046	11.6%	13,507	10.6%
Age 30 to 34 Years	725	11.1%	5,245	12.1%	14,275	11.2%
Age 35 to 39 Years	470	7.2%	3,944	9.1%	11,457	9.0%
Age 40 to 44 Years	418	6.4%	3,077	7.1%	9,026	7.1%
Age 45 to 49 Years	328	5.0%	2,488	5.7%	7,267	5.7%
Age 50 to 54 Years	357	5.5%	2,494	5.7%	7,098	5.6%
Age 55 to 59 Years	352	5.4%	2,311	5.3%	6,843	5.4%
Age 60 to 64 Years	297	4.5%	2,222	5.1%	6,642	5.2%
Age 65 to 74 Years	446	6.8%	3,406	7.8%	10,633	8.4%
Age 75 to 84 Years	185	2.8%	1,133	2.6%	3,964	3.1%
Age 85 Years or Over	36	0.6%	341	0.8%	1,098	0.9%
Median Age	32.3		34.3		35.4	
Gender Age Distribution (2023)						
Female Population	3,431	52.7%	22,909	52.8%	66,765	52.5%
Age 0 to 19 Years	658	19.2%	4,343	19.0%	13,716	20.5%
Age 20 to 64 Years	2,404	70.1%	15,753	68.8%	44,022	65.9%
Age 65 Years or Over	369	10.8%	2,813	12.3%	9,027	13.5%
Female Median Age	32.9		35.2		36.2	
Male Population	3,086	47.3%	20,494	47.2%	60,351	47.5%
Age 0 to 19 Years	721	23.4%	4,757	23.2%	14,449	23.9%
Age 20 to 64 Years	2,067	67.0%	13,670	66.7%	39,235	65.0%
Age 65 Years or Over	298	9.6%	2,067	10.1%	6,668	11.0%
Male Median Age	31.8		33.5		34.7	

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Household Income Distribution (2023)						
HH Income $200,000 or More	221	6.6%	2,457	12.2%	9,423	16.7%
HH Income $150,000 to $199,999	355	10.6%	2,438	12.1%	6,495	11.5%
HH Income $100,000 to $149,999	231	6.9%	3,623	17.9%	9,985	17.7%
HH Income $75,000 to $99,999	462	13.8%	2,521	12.5%	7,258	12.9%
HH Income $50,000 to $74,999	654	19.5%	3,431	17.0%	8,559	15.2%
HH Income $35,000 to $49,999	499	14.8%	2,023	10.0%	5,360	9.5%
HH Income $25,000 to $34,999	440	13.1%	1,743	8.6%	3,826	6.8%
HH Income $15,000 to $24,999	255	7.6%	1,030	5.1%	2,521	4.5%
HH Income Under $15,000	242	7.2%	947	4.7%	2,949	5.2%
HH Income $35,000 or More	2,422	72.1%	16,493	81.6%	47,079	83.5%
HH Income $75,000 or More	1,270	37.8%	11,039	54.6%	33,161	58.8%
Housing (2023)						
Total Housing Units	3,563		21,723		61,312	
Housing Units Occupied	3,359	94.3%	20,214	93.1%	56,375	91.9%
Housing Units Owner-Occupied	1,052	31.3%	11,752	58.1%	34,068	60.4%
Housing Units, Renter-Occupied	2,307	68.7%	8,462	41.9%	22,307	39.6%
Housing Units, Vacant	204	6.1%	1,509	7.5%	4,937	8.8%
Marital Status (2023)						
Never Married	2,278	42.3%	13,301	37.0%	37,666	36.1%
Currently Married	1,955	36.3%	16,434	45.7%	49,189	47.1%
Separated	207	3.9%	1,031	2.9%	3,258	3.1%
Widowed	248	4.6%	1,485	4.1%	4,194	4.0%
Divorced	694	12.9%	3,681	10.2%	10,073	9.7%
Household Type (2023)						
Population Family	4,275	65.6%	31,836	73.4%	96,746	76.1%
Population Non-Family	2,242	34.4%	11,434	26.3%	29,690	23.4%
Population Group Quarters	-	-	132	0.3%	681	0.5%
Family Households	1,535	45.7%	11,034	54.6%	32,474	57.6%
Non-Family Households	1,824	54.3%	9,180	45.4%	23,901	42.4%
Married Couple with Children	369	18.9%	3,302	20.1%	9,790	19.9%
Average Family Household Size	2.8		2.9		3.0	
Household Size (2023)						
1 Person Households	1,472	43.8%	7,300	36.1%	19,373	34.4%
2 Person Households	1,152	34.3%	7,178	35.5%	19,565	34.7%
3 Person Households	433	12.9%	2,915	14.4%	8,322	14.8%
4 Person Households	169	5.0%	1,844	9.1%	5,977	10.6%
5 Person Households	96	2.8%	673	3.3%	2,140	3.8%
6 or More Person Households	37	1.1%	305	1.5%	997	1.8%
Household Vehicles (2023)						
Households with 0 Vehicles Available	124	3.7%	720	3.6%	2,115	3.8%
Households with 1 Vehicles Available	1,738	51.7%	7,942	39.3%	21,301	37.8%
Households with 2 or More Vehicles Available	1,497	44.6%	11,551	57.1%	32,958	58.5%
Total Vehicles Available	5,035		34,253		97,716	
Average Vehicles Per Household	1.5		1.7		1.7	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	5,321		35,529		103,151	
Estimated Civilian Employed	4,053	76.2%	26,398	74.3%	73,032	70.8%
Estimated Civilian Unemployed	80	1.5%	701	2.0%	2,192	2.1%
Estimated in Armed Forces	9	0.2%	78	0.2%	398	0.4%
Estimated Not in Labor Force	1,178	22.1%	8,352	23.5%	27,530	26.7%
Unemployment Rate	1.5%		2.0%		2.1%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	4,053		26,398		73,031	
Management, Business, Financial Operations	747	18.4%	5,522	20.9%	16,638	22.8%
Professional, Related	1,509	37.2%	11,046	41.8%	29,851	40.9%
Service	338	8.3%	2,766	10.5%	7,515	10.3%
Sales, Office	844	20.8%	4,277	16.2%	10,896	14.9%
Farming, Fishing, Forestry	4	-	32	0.1%	103	0.1%
Construct, Extraction, Maintenance	205	5.1%	969	3.7%	3,344	4.6%
Production, Transport Material Moving	406	10.0%	1,786	6.8%	4,683	6.4%
White Collar Workers	3,101	76.5%	20,845	79.0%	57,385	78.6%
Blue Collar Workers	952	23.5%	5,553	21.0%	15,645	21.4%
Consumer Expenditure (2023)						
Total Household Expenditure	$176.46 M		$1.6 B		$4.79 B	
Total Non-Retail Expenditure	$93.64 M	53.1%	$848.27 M	53.0%	$2.54 B	53.1%
Total Retail Expenditure	$82.82 M	46.9%	$752.21 M	47.0%	$2.25 B	46.9%
Apparel	$6.24 M	3.5%	$57.33 M	3.6%	$172.49 M	3.6%
Contributions	$5.67 M	3.2%	$54.46 M	3.4%	$166.86 M	3.5%
Education	$5.3 M	3.0%	$52.32 M	3.3%	$162.54 M	3.4%
Entertainment	$9.86 M	5.6%	$92.25 M	5.8%	$277.57 M	5.8%
Food and Beverages	$26.03 M	14.8%	$232.99 M	14.6%	$693.73 M	14.5%
Furnishings and Equipment	$6.13 M	3.5%	$57.18 M	3.6%	$171.71 M	3.6%
Gifts	$4.28 M	2.4%	$41.38 M	2.6%	$128.53 M	2.7%
Health Care	$14.73 M	8.3%	$131.29 M	8.2%	$388.97 M	8.1%
Household Operations	$6.89 M	3.9%	$63.75 M	4.0%	$192.15 M	4.0%
Miscellaneous Expenses	$3.33 M	1.9%	$30.47 M	1.9%	$91.32 M	1.9%
Personal Care	$2.37 M	1.3%	$21.5 M	1.3%	$64.25 M	1.3%
Personal Insurance	$1.2 M	0.7%	$11.72 M	0.7%	$35.69 M	0.7%
Reading	$383.79 K	0.2%	$3.51 M	0.2%	$10.55 M	0.2%
Shelter	$37.92 M	21.5%	$338.19 M	21.1%	$1.01 B	21.1%
Tobacco	$1.11 M	0.6%	$8.77 M	0.5%	$25.29 M	0.5%
Transportation	$31.92 M	18.1%	$290.34 M	18.1%	$864.22 M	18.0%
Utilities	$13.07 M	7.4%	$113.02 M	7.1%	$333.15 M	7.0%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	4,554		31,707		91,811	
Elementary (Grade Level 0 to 8)	53	1.2%	572	1.8%	2,427	2.6%
Some High School (Grade Level 9 to 11)	125	2.7%	568	1.8%	2,278	2.5%
High School Graduate	849	18.6%	3,587	11.3%	10,962	11.9%
Some College	797	17.5%	3,859	12.2%	11,420	12.4%
Associate Degree Only	761	16.7%	2,693	8.5%	6,478	7.1%
Bachelor Degree Only	1,047	23.0%	10,204	32.2%	29,298	31.9%
Graduate Degree	922	20.3%	10,225	32.2%	28,949	31.5%

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Units In Structure (2023)						
1 Detached Unit	1,218	57.2%	11,253	71.5%	31,900	83.8%
1 Attached Unit	237	11.1%	2,087	13.3%	7,723	20.3%
2 to 4 Units	326	15.3%	1,182	7.5%	2,525	6.6%
5 to 9 Units	423	19.9%	1,568	10.0%	3,364	8.8%
10 to 19 Units	666	31.3%	2,065	13.1%	5,389	14.2%
20 to 49 Units	170	8.0%	847	5.4%	2,080	5.5%
50 or More Units	260	12.2%	998	6.3%	2,645	6.9%
Mobile Home or Trailer	59	2.8%	213	1.4%	748	2.0%
Other Structure	-	-	-	-	2	-
Homes Built By Year (2023)						
Homes Built 2010 or later	1,062	49.9%	4,339	27.6%	17,207	45.2%
Homes Built 2000 to 2009	396	18.6%	4,819	30.6%	14,165	37.2%
Homes Built 1990 to 1999	641	30.1%	4,586	29.1%	8,639	22.7%
Homes Built 1980 to 1989	472	22.2%	3,360	21.3%	6,792	17.8%
Homes Built 1970 to 1979	234	11.0%	1,227	7.8%	3,711	9.7%
Homes Built 1960 to 1969	426	20.0%	1,237	7.9%	3,215	8.4%
Homes Built 1950 to 1959	51	2.4%	160	1.0%	950	2.5%
Homes Built Before 1949	76	3.6%	486	3.1%	1,696	4.5%
Home Values (2023)						
Home Values $1,000,000 or More	12	1.1%	122	1.0%	797	2.3%
Home Values $500,000 to $999,999	66	6.3%	1,267	10.8%	5,730	16.8%
Home Values $400,000 to $499,999	46	4.4%	1,709	14.5%	5,534	16.2%
Home Values $300,000 to $399,999	134	12.8%	3,216	27.4%	8,644	25.4%
Home Values $200,000 to $299,999	552	52.5%	3,745	31.9%	9,168	26.9%
Home Values $150,000 to $199,999	106	10.1%	1,049	8.9%	2,346	6.9%
Home Values $100,000 to $149,999	60	5.7%	418	3.6%	1,202	3.5%
Home Values $70,000 to $99,999	8	0.8%	32	0.3%	135	0.4%
Home Values $50,000 to $69,999	4	0.4%	21	0.2%	51	0.1%
Home Values $25,000 to $49,999	1	0.1%	19	0.2%	116	0.3%
Home Values Under $25,000	62	5.9%	153	1.3%	344	1.0%
Owner-Occupied Median Home Value	$261,535		$321,282		$359,502	
Renter-Occupied Median Rent	$1,110		$1,139		$1,166	
Transportation To Work (2023)						
Drive to Work Alone	2,482	61.2%	13,639	51.7%	37,312	51.1%
Drive to Work in Carpool	276	6.8%	1,345	5.1%	3,895	5.3%
Travel to Work by Public Transportation	22	0.5%	171	0.6%	558	0.8%
Drive to Work on Motorcycle	-	-	-	-	4	-
Walk or Bicycle to Work	64	1.6%	304	1.2%	1,049	1.4%
Other Means	29	0.7%	283	1.1%	709	1.0%
Work at Home	1,180	29.1%	10,656	40.4%	29,505	40.4%
Travel Time (2023)						
Travel to Work in 14 Minutes or Less	1,031	25.4%	4,390	16.6%	11,976	16.4%
Travel to Work in 15 to 29 Minutes	1,158	28.6%	7,764	29.4%	21,749	29.8%
Travel to Work in 30 to 59 Minutes	586	14.5%	3,106	11.8%	8,357	11.4%
Travel to Work in 60 Minutes or More	97	2.4%	482	1.8%	1,445	2.0%
Average Minutes Travel to Work	17.6		19.0		19.2	

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