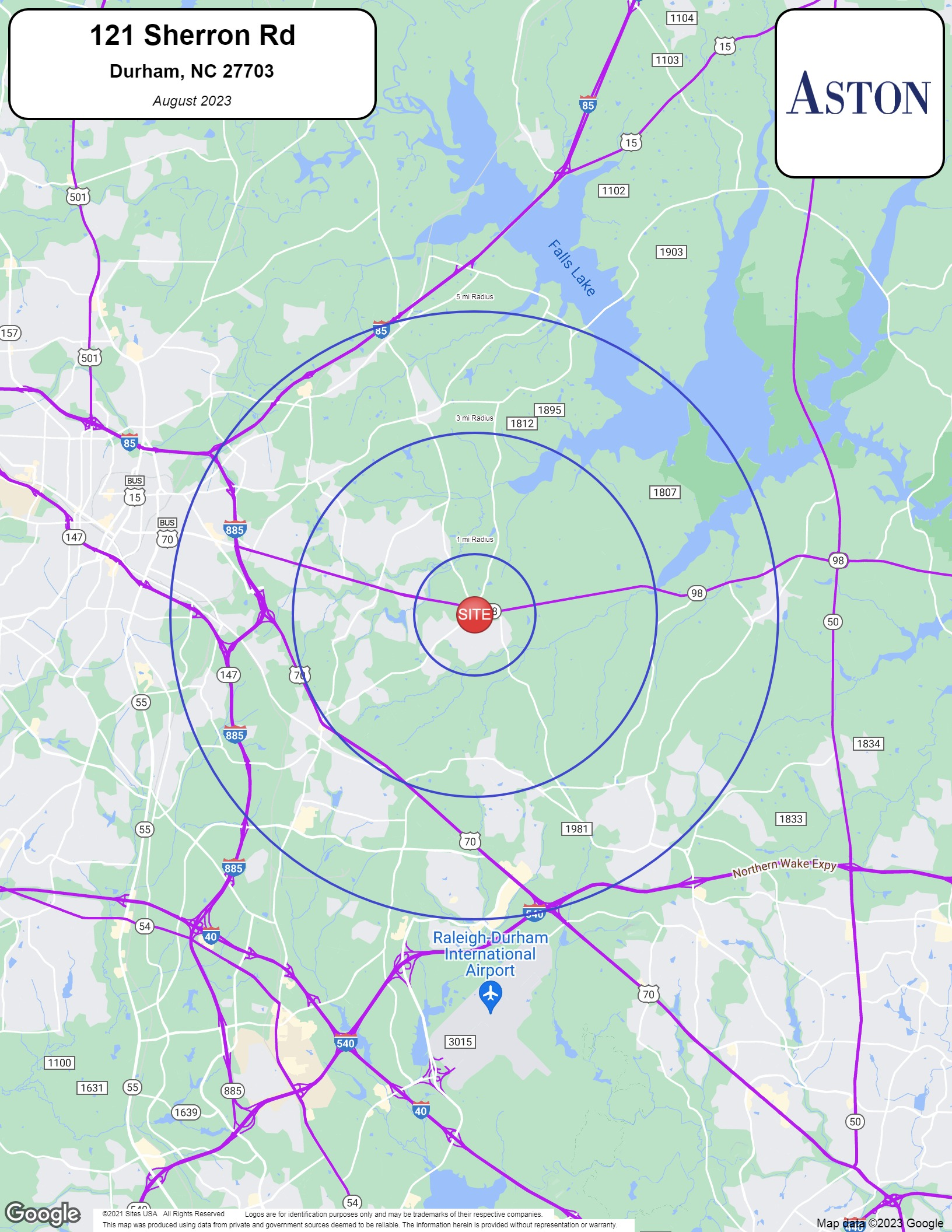


121 Sherron Rd

Durham, NC 27703

August 2023

ASTON



Expanded Profile

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

ASTON

Lat/Lon: 35.9746/-78.7923

121 Sherron Rd		1 mi radius		3 mi radius		5 mi radius	
Durham, NC 27703							
Population							
Estimated Population (2023)	4,294		29,225		91,772		
Projected Population (2028)	4,553		31,446		103,269		
Census Population (2020)	4,039		28,542		87,995		
Census Population (2010)	2,344		18,623		66,976		
Projected Annual Growth (2023 to 2028)	259	1.2%	2,221	1.5%	11,497	2.5%	
Historical Annual Growth (2020 to 2023)	255	2.1%	683	0.8%	3,777	1.4%	
Historical Annual Growth (2010 to 2020)	1,696	24.1%	9,919	17.8%	21,019	10.5%	
Estimated Population Density (2023)	1,367	psm	1,034	psm	1,169	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2023)	1,593		11,084		36,955		
Projected Households (2028)	1,694		11,927		42,375		
Census Households (2020)	1,480		10,702		34,944		
Census Households (2010)	879		6,839		25,762		
Estimated Households with Children (2023)	583	36.6%	4,087	36.9%	11,864	32.1%	
Estimated Average Household Size (2023)	2.70		2.63		2.48		
Average Household Income							
Estimated Average Household Income (2023)	\$142,111		\$127,392		\$116,893		
Projected Average Household Income (2028)	\$140,504		\$125,308		\$108,065		
Estimated Average Family Income (2023)	\$151,469		\$145,177		\$138,083		
Median Household Income							
Estimated Median Household Income (2023)	\$116,559		\$102,715		\$93,003		
Projected Median Household Income (2028)	\$117,352		\$103,559		\$94,697		
Estimated Median Family Income (2023)	\$131,472		\$121,508		\$118,087		
Per Capita Income							
Estimated Per Capita Income (2023)	\$52,720		\$48,328		\$47,085		
Projected Per Capita Income (2028)	\$52,269		\$47,539		\$44,355		
Estimated Per Capita Income 5 Year Growth	-\$451	-0.9%	-\$790	-1.6%	-\$2,730	-5.8%	
Estimated Average Household Net Worth (2023)	\$772,546		\$612,891		\$592,583		
Daytime Demos (2023)							
Total Businesses	133		743		3,339		
Total Employees	702		3,555		25,090		
Company Headquarter Businesses	1	0.9%	15	2.0%	77	2.3%	
Company Headquarter Employees	8	1.2%	226	6.4%	4,402	17.5%	
Employee Population per Business	5.3		4.8		7.5		
Residential Population per Business	32.3		39.3		27.5		

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Race & Ethnicity

White (2023)	1,885	43.9%	11,413	39.1%	40,072	43.7%
Black or African American (2023)	1,771	41.3%	12,582	43.1%	33,684	36.7%
American Indian or Alaska Native (2023)	12	0.3%	162	0.6%	546	0.6%
Asian (2023)	236	5.5%	1,109	3.8%	4,303	4.7%
Hawaiian or Pacific Islander (2023)	-	-	2	-	30	-
Other Race (2023)	167	3.9%	2,437	8.3%	8,108	8.8%
Two or More Races (2023)	222	5.2%	1,520	5.2%	5,029	5.5%
Not Hispanic or Latino Population (2023)	3,922	91.3%	25,066	85.8%	77,916	84.9%
Hispanic or Latino Population (2023)	372	8.7%	4,159	14.2%	13,856	15.1%
Not Hispanic or Latino Population (2028)	4,137	90.9%	26,963	85.7%	87,965	85.2%
Hispanic or Latino Population (2028)	416	9.1%	4,483	14.3%	15,304	14.8%
Not Hispanic or Latino Population (2020)	3,651	90.4%	23,786	83.3%	72,191	82.0%
Hispanic or Latino Population (2020)	388	9.6%	4,756	16.7%	15,804	18.0%
Not Hispanic or Latino Population (2010)	2,067	88.2%	16,135	86.6%	57,649	86.1%
Hispanic or Latino Population (2010)	276	11.8%	2,488	13.4%	9,327	13.9%
Projected Hispanic Annual Growth (2023 to 2028)	44	2.4%	323	1.6%	1,448	2.1%
Historic Hispanic Annual Growth (2010 to 2023)	96	2.7%	1,672	5.2%	4,529	3.7%

Age Distribution (2023)

Age Under 5	360	8.4%	1,880	6.4%	6,040	6.6%
Age 5 to 9 Years	264	6.2%	1,795	6.1%	5,841	6.4%
Age 10 to 14 Years	268	6.2%	2,044	7.0%	6,173	6.7%
Age 15 to 19 Years	185	4.3%	1,466	5.0%	4,792	5.2%
Age 20 to 24 Years	122	2.8%	1,053	3.6%	4,403	4.8%
Age 25 to 29 Years	279	6.5%	1,995	6.8%	7,542	8.2%
Age 30 to 34 Years	498	11.6%	3,010	10.3%	9,142	10.0%
Age 35 to 39 Years	430	10.0%	2,777	9.5%	8,024	8.7%
Age 40 to 44 Years	352	8.2%	2,327	8.0%	7,102	7.7%
Age 45 to 49 Years	289	6.7%	1,991	6.8%	6,122	6.7%
Age 50 to 54 Years	267	6.2%	1,902	6.5%	5,882	6.4%
Age 55 to 59 Years	233	5.4%	1,724	5.9%	5,226	5.7%
Age 60 to 64 Years	238	5.5%	1,626	5.6%	4,874	5.3%
Age 65 to 74 Years	348	8.1%	2,569	8.8%	7,259	7.9%
Age 75 to 84 Years	124	2.9%	838	2.9%	2,638	2.9%
Age 85 Years or Over	36	0.8%	228	0.8%	712	0.8%
Median Age	36.2		36.8		35.6	

Gender Age Distribution (2023)

Female Population	2,263	52.7%	15,113	51.7%	47,545	51.8%
Age 0 to 19 Years	577	25.5%	3,516	23.3%	11,277	23.7%
Age 20 to 64 Years	1,413	62.4%	9,607	63.6%	30,367	63.9%
Age 65 Years or Over	273	12.1%	1,990	13.2%	5,902	12.4%
Female Median Age	36.1		37.6		36.1	
Male Population	2,031	47.3%	14,112	48.3%	44,227	48.2%
Age 0 to 19 Years	499	24.6%	3,669	26.0%	11,569	26.2%
Age 20 to 64 Years	1,296	63.8%	8,798	62.3%	27,950	63.2%
Age 65 Years or Over	235	11.6%	1,645	11.7%	4,707	10.6%
Male Median Age	36.3		35.9		35.0	

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5 mi radius

Household Income Distribution (2023)

HH Income \$200,000 or More	290	18.2%	1,455	13.1%	4,837	13.1%
HH Income \$150,000 to \$199,999	257	16.1%	1,616	14.6%	4,565	12.4%
HH Income \$100,000 to \$149,999	386	24.2%	2,389	21.6%	6,661	18.0%
HH Income \$75,000 to \$99,999	265	16.6%	1,736	15.7%	5,169	14.0%
HH Income \$50,000 to \$74,999	162	10.2%	1,377	12.4%	5,285	14.3%
HH Income \$35,000 to \$49,999	94	5.9%	846	7.6%	3,739	10.1%
HH Income \$25,000 to \$34,999	53	3.3%	630	5.7%	2,488	6.7%
HH Income \$15,000 to \$24,999	54	3.4%	570	5.1%	2,065	5.6%
HH Income Under \$15,000	32	2.0%	465	4.2%	2,148	5.8%
HH Income \$35,000 or More	1,454	91.3%	9,420	85.0%	30,255	81.9%
HH Income \$75,000 or More	1,198	75.2%	7,197	64.9%	21,231	57.5%

Housing (2023)

Total Housing Units	1,632		11,745		40,033	
Housing Units Occupied	1,593	97.6%	11,084	94.4%	36,955	92.3%
Housing Units Owner-Occupied	1,424	89.4%	9,083	81.9%	24,131	65.3%
Housing Units, Renter-Occupied	169	10.6%	2,001	18.1%	12,824	34.7%
Housing Units, Vacant	39	2.4%	661	6.0%	3,078	8.3%

Marital Status (2023)

Never Married	946	27.8%	6,962	29.6%	24,525	33.3%
Currently Married	2,051	60.3%	13,151	55.9%	36,736	49.8%
Separated	112	3.3%	816	3.5%	2,917	4.0%
Widowed	118	3.5%	969	4.1%	2,902	3.9%
Divorced	176	5.2%	1,608	6.8%	6,638	9.0%

Household Type (2023)

Population Family	3,791	88.3%	25,236	86.4%	75,614	82.4%
Population Non-Family	503	11.7%	3,961	13.6%	16,062	17.5%
Population Group Quarters	-	-	28	-	96	0.1%
Family Households	1,213	76.2%	8,008	72.2%	24,179	65.4%
Non-Family Households	380	23.8%	3,076	27.8%	12,776	34.6%
Married Couple with Children	456	22.2%	2,709	20.6%	7,397	20.1%
Average Family Household Size	3.1		3.2		3.1	

Household Size (2023)

1 Person Households	298	18.7%	2,553	23.0%	10,384	28.1%
2 Person Households	639	40.1%	3,930	35.5%	12,644	34.2%
3 Person Households	319	20.0%	2,179	19.7%	6,308	17.1%
4 Person Households	204	12.8%	1,467	13.2%	4,512	12.2%
5 Person Households	84	5.2%	608	5.5%	1,989	5.4%
6 or More Person Households	49	3.1%	348	3.1%	1,118	3.0%

Household Vehicles (2023)

Households with 0 Vehicles Available	8	0.5%	131	1.2%	1,418	3.8%
Households with 1 Vehicles Available	349	21.9%	2,673	24.1%	11,498	31.1%
Households with 2 or More Vehicles Available	1,235	77.5%	8,280	74.7%	24,039	65.0%
Total Vehicles Available	3,332		22,720		69,324	
Average Vehicles Per Household	2.1		2.0		1.9	

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Labor Force (2023)

Estimated Labor Population Age 16 Years or Over	3,358		23,136		72,531	
Estimated Civilian Employed	2,442	72.7%	15,755	68.1%	50,057	69.0%
Estimated Civilian Unemployed	80	2.4%	480	2.1%	1,676	2.3%
Estimated in Armed Forces	-	-	21	-	262	0.4%
Estimated Not in Labor Force	834	24.9%	6,879	29.7%	20,536	28.3%
Unemployment Rate	2.4%		2.1%		2.3%	

Occupation (2023)

Occupation: Population Age 16 Years or Over	2,442		15,755		50,057	
Management, Business, Financial Operations	580	23.7%	3,527	22.4%	11,324	22.6%
Professional, Related	897	36.7%	5,704	36.2%	17,489	34.9%
Service	248	10.2%	1,619	10.3%	5,693	11.4%
Sales, Office	419	17.2%	2,556	16.2%	8,269	16.5%
Farming, Fishing, Forestry	3	0.1%	16	-	71	0.1%
Construct, Extraction, Maintenance	143	5.9%	984	6.2%	3,155	6.3%
Production, Transport Material Moving	152	6.2%	1,349	8.6%	4,057	8.1%
White Collar Workers	1,895	77.6%	11,788	74.8%	37,081	74.1%
Blue Collar Workers	547	22.4%	3,967	25.2%	12,976	25.9%

Consumer Expenditure (2023)

Total Household Expenditure	\$143.33 M		\$917.98 M		\$2.89 B	
Total Non-Retail Expenditure	\$75.77 M	52.9%	\$484.97 M	52.8%	\$1.53 B	53.0%
Total Retail Expenditure	\$67.56 M	47.1%	\$433.01 M	47.2%	\$1.36 B	47.0%
Apparel	\$5.17 M	3.6%	\$32.96 M	3.6%	\$103.75 M	3.6%
Contributions	\$5.01 M	3.5%	\$31.38 M	3.4%	\$98.54 M	3.4%
Education	\$4.86 M	3.4%	\$30.15 M	3.3%	\$95.11 M	3.3%
Entertainment	\$8.42 M	5.9%	\$53.48 M	5.8%	\$166.98 M	5.8%
Food and Beverages	\$20.73 M	14.5%	\$133.54 M	14.5%	\$420.63 M	14.6%
Furnishings and Equipment	\$5.21 M	3.6%	\$33.06 M	3.6%	\$103.34 M	3.6%
Gifts	\$3.76 M	2.6%	\$23.29 M	2.5%	\$74.54 M	2.6%
Health Care	\$11.7 M	8.2%	\$75.55 M	8.2%	\$236.74 M	8.2%
Household Operations	\$5.77 M	4.0%	\$36.68 M	4.0%	\$115.15 M	4.0%
Miscellaneous Expenses	\$2.73 M	1.9%	\$17.48 M	1.9%	\$54.94 M	1.9%
Personal Care	\$1.93 M	1.3%	\$12.34 M	1.3%	\$38.78 M	1.3%
Personal Insurance	\$1.1 M	0.8%	\$6.89 M	0.8%	\$21.34 M	0.7%
Reading	\$315.8 K	0.2%	\$2.01 M	0.2%	\$6.33 M	0.2%
Shelter	\$29.89 M	20.9%	\$192.27 M	20.9%	\$609.46 M	21.1%
Tobacco	\$720.09 K	0.5%	\$4.87 M	0.5%	\$15.71 M	0.5%
Transportation	\$26.13 M	18.2%	\$167.55 M	18.3%	\$524.41 M	18.1%
Utilities	\$9.88 M	6.9%	\$64.48 M	7.0%	\$203.71 M	7.1%

Educational Attainment (2023)

Adult Population Age 25 Years or Over	3,096		20,987		64,523	
Elementary (Grade Level 0 to 8)	89	2.9%	1,114	5.3%	3,738	5.8%
Some High School (Grade Level 9 to 11)	93	3.0%	782	3.7%	2,880	4.5%
High School Graduate	399	12.9%	3,774	18.0%	11,960	18.5%
Some College	352	11.4%	2,768	13.2%	9,308	14.4%
Associate Degree Only	263	8.5%	1,634	7.8%	4,847	7.5%
Bachelor Degree Only	1,227	39.6%	6,705	31.9%	19,771	30.6%
Graduate Degree	673	21.7%	4,210	20.1%	12,018	18.6%

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Units In Structure (2023)

1 Detached Unit	1,402	159.6%	8,881	129.9%	23,571	91.5%
1 Attached Unit	66	7.5%	885	12.9%	3,705	14.4%
2 to 4 Units	33	3.7%	280	4.1%	1,607	6.2%
5 to 9 Units	18	2.1%	266	3.9%	1,910	7.4%
10 to 19 Units	22	2.6%	275	4.0%	3,063	11.9%
20 to 49 Units	17	2.0%	139	2.0%	1,123	4.4%
50 or More Units	18	2.0%	184	2.7%	1,430	5.6%
Mobile Home or Trailer	16	1.9%	173	2.5%	546	2.1%
Other Structure	-	-	-	-	-	-

Homes Built By Year (2023)

Homes Built 2010 or later	659	75.0%	4,134	60.4%	10,436	40.5%
Homes Built 2000 to 2009	468	53.3%	2,473	36.2%	9,906	38.5%
Homes Built 1990 to 1999	202	23.0%	1,624	23.7%	5,774	22.4%
Homes Built 1980 to 1989	50	5.7%	975	14.3%	3,096	12.0%
Homes Built 1970 to 1979	77	8.7%	707	10.3%	2,532	9.8%
Homes Built 1960 to 1969	90	10.2%	675	9.9%	2,250	8.7%
Homes Built 1950 to 1959	7	0.9%	129	1.9%	1,144	4.4%
Homes Built Before 1949	40	4.5%	366	5.4%	1,818	7.1%

Home Values (2023)

Home Values \$1,000,000 or More	13	0.9%	120	1.3%	352	1.5%
Home Values \$500,000 to \$999,999	178	12.5%	970	10.7%	3,401	14.1%
Home Values \$400,000 to \$499,999	201	14.1%	1,190	13.1%	3,631	15.0%
Home Values \$300,000 to \$399,999	465	32.7%	2,732	30.1%	5,967	24.7%
Home Values \$200,000 to \$299,999	454	31.9%	2,386	26.3%	6,654	27.6%
Home Values \$150,000 to \$199,999	67	4.7%	938	10.3%	2,148	8.9%
Home Values \$100,000 to \$149,999	16	1.1%	407	4.5%	1,246	5.2%
Home Values \$70,000 to \$99,999	3	0.2%	42	0.5%	112	0.5%
Home Values \$50,000 to \$69,999	2	0.1%	14	0.2%	64	0.3%
Home Values \$25,000 to \$49,999	1	-	44	0.5%	134	0.6%
Home Values Under \$25,000	22	1.6%	239	2.6%	423	1.8%
Owner-Occupied Median Home Value	\$332,170		\$309,506		\$329,364	
Renter-Occupied Median Rent	\$1,260		\$1,122		\$1,136	

Transportation To Work (2023)

Drive to Work Alone	1,550	63.5%	8,935	56.7%	28,076	56.1%
Drive to Work in Carpool	64	2.6%	840	5.3%	2,714	5.4%
Travel to Work by Public Transportation	12	0.5%	98	0.6%	382	0.8%
Drive to Work on Motorcycle	-	-	-	-	2	-
Walk or Bicycle to Work	26	1.1%	169	1.1%	591	1.2%
Other Means	21	0.8%	153	1.0%	793	1.6%
Work at Home	770	31.5%	5,559	35.3%	17,499	35.0%

Travel Time (2023)

Travel to Work in 14 Minutes or Less	181	7.4%	1,795	11.4%	6,908	13.8%
Travel to Work in 15 to 29 Minutes	886	36.3%	5,199	33.0%	16,738	33.4%
Travel to Work in 30 to 59 Minutes	514	21.0%	2,750	17.5%	7,689	15.4%
Travel to Work in 60 Minutes or More	92	3.8%	452	2.9%	1,223	2.4%
Average Minutes Travel to Work	24.2		21.7		20.7	