

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2019 Estimates & Q4 2024 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 35.804966, -78.810611

19-Mar-2020

## 109590-Park Place S.C.

### Morrisville, NC

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
<b>POPULATION</b>	2019 Estimated Population	9,597	88,705	174,866	561,122
	2019 Daytime Population	20,647	110,587	229,729	715,960
	2024 Population Forecast	10,564	97,189	194,450	615,737
	2010 Census Population	7,618	71,638	138,046	448,800
	2000 Census Population	4,447	55,011	103,419	318,037
	1990 Census Population	847	27,269	56,260	205,477
	Historical Annual Growth, 1990 to 2000	18.04%	7.27%	6.28%	4.47%
	Historical Annual Growth, 2000 to 2010	5.53%	2.68%	2.93%	3.50%
	Estimated Annual Growth, 2010 to 2019	2.40%	2.22%	2.45%	2.32%
	Projected Annual Growth, 2019 to 2024	1.94%	1.84%	2.15%	1.87%
<b>HOUSEHOLDS</b>	2019 Estimated Households	3,846	35,395	68,539	227,576
	2024 Households Forecast	4,251	38,690	76,016	249,415
	2010 Census Households	3,030	28,684	54,164	181,484
	2000 Census Households	1,807	21,662	39,491	126,318
	1990 Census Households	314	10,800	21,600	83,701
	Historical Annual Growth, 1990 to 2000	19.14%	7.21%	6.22%	4.20%
	Historical Annual Growth, 2000 to 2010	5.31%	2.85%	3.21%	3.69%
	Estimated Annual Growth, 2010 to 2019	2.48%	2.18%	2.44%	2.35%
	Projected Annual Growth, 2019 to 2024	2.03%	1.80%	2.09%	1.85%
	2019 % Households With Children	35%	34%	36%	31%
2019 Persons per Household	2.50	2.50	2.55	2.40	
<b>INCOME 2019</b>	HH Income \$500,000 or more	2.83%	1.93%	1.69%	1.66%
	HH Income \$250,000 to \$499,999	3.39%	2.32%	2.02%	2.00%
	HH Income \$200,000 to \$249,999	7.90%	5.40%	4.73%	4.66%
	HH Income \$175,000 to \$199,999	4.15%	7.62%	9.14%	8.52%
	HH Income \$150,000 to \$174,999	6.65%	7.28%	8.15%	7.22%
	HH Income \$100,000 to \$149,999	24.74%	22.51%	21.97%	19.66%
	HH Income \$75,000 to \$99,999	16.29%	13.58%	13.30%	13.46%
	HH Income \$50,000 to \$74,999	15.67%	16.27%	15.64%	15.95%
	HH Income \$35,000 to \$49,999	6.49%	7.86%	8.70%	9.88%
	HH Income \$25,000 to \$34,999	3.32%	5.84%	5.60%	5.86%
	HH Income \$15,000 to \$24,999	4.33%	4.72%	4.59%	5.47%
	HH Income \$0 to \$14,999	4.23%	4.67%	4.46%	5.67%
	Average Household Income	\$126,452	\$116,137	\$117,121	\$114,183
Median Household Income	\$99,443	\$94,060	\$95,178	\$87,287	
Per Capita Income	\$50,674	\$46,374	\$45,959	\$46,606	
2000 Average Household Income	\$87,006	\$80,208	\$80,840	\$74,585	
2000 Median Household Income	\$70,640	\$67,860	\$68,407	\$61,190	
<b>WRKPLACE 2019</b>	Workplace Establishments	619	2,913	5,955	17,585
	Workplace Employees (Full Time Employees)	15,596	67,593	133,743	376,570

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<b>POPULATION BY AGE 2019</b>	Count of Pop 0 to 4 years	674	5,776	11,290	38,130
	Count of Pop 5 to 14 years	1,188	10,755	21,339	68,514
	Count of Pop 14 to 22 years	1,118	10,159	22,058	78,341
	Count of Pop 22 to 30 years	937	8,500	16,165	46,987
	Count of Pop 30 to 45 years	1,938	16,840	32,755	116,244
	Count of Pop 45 to 60 years	2,312	21,001	40,760	118,136
	Count of Pop 60 to 75 years	1,196	12,398	23,904	73,198
	Count of Pop 75+ years	234	3,275	6,595	21,573
	Population 0 to 4 Years	7.02%	6.51%	6.46%	6.80%
	Population 5 to 13 Years	12.38%	12.12%	12.20%	12.21%
	Population 14 to 21 Years	11.65%	11.45%	12.61%	13.96%
	Population 22 to 29 Years	9.77%	9.58%	9.24%	8.37%
	Population 30 to 44 Years	20.20%	18.98%	18.73%	20.72%
	Population 45 to 59 Years	24.09%	23.68%	23.31%	21.05%
	Population 60 to 74 Years	12.47%	13.98%	13.67%	13.04%
	Population 74 Years Plus	2.43%	3.69%	3.77%	3.84%
Median Age	37.6	39.1	38.5	36.9	
<b>GENDER 2019</b>	Male Population	4,741	43,426	85,704	276,040
	Female Population	4,857	45,279	89,162	285,082
<b>RACE 2019</b>	2019 Estimated Population	9,597	88,705	174,866	561,122
	White	64.05%	67.12%	67.94%	70.34%
	Black or African American	10.69%	9.40%	9.50%	13.51%
	Asian or Pacific Islander	20.31%	17.48%	16.42%	10.33%
	Other Races	4.94%	6.00%	6.14%	5.82%
<b>HISPANIC</b>	2019 Hispanic Population	537	6,704	13,836	39,932
	2019 Hispanic Population %	5.60%	7.56%	7.91%	7.12%
	2024 Hispanic Population Forecast	588	7,170	14,992	43,468
	2024 Hispanic Population % Projected	5.56%	7.38%	7.71%	7.06%
	2000 Hispanic Population %	2.64%	3.85%	4.78%	4.41%
1990 Hispanic Population %	1.95%	1.62%	1.56%	1.31%	
<b>EDUCATION (AGE 25+) 2019</b>	Adult Population (25 Years or Older)	6,232	58,594	113,747	356,902
	Elementary	3.60%	2.66%	2.66%	2.25%
	Some High School	1.88%	2.59%	2.66%	2.59%
	High School Graduate	8.21%	11.41%	10.95%	11.14%
	Some College	13.93%	13.40%	13.61%	14.18%
	Associates Degree	6.13%	7.04%	7.04%	7.27%
	Bachelors Degree	37.21%	37.03%	36.67%	37.07%
	Graduate Degree	29.04%	25.87%	26.41%	25.51%
	% College (4+)	66.25%	62.91%	63.08%	62.59%
<b>HOUSING 2019</b>	Total Housing Units	4,180	37,434	72,529	243,493
	Owner Occupied Percent	48.36%	58.11%	60.00%	55.99%
	Renter Occupied Percent	43.64%	36.44%	34.50%	37.47%
	Vacant Housing Percent	8.00%	5.45%	5.50%	6.54%

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<b>HOMES BUILT BY YEAR 2019</b>				
Homes Built 2010 or later	6.48%	1.77%	1.82%	1.52%
Homes Built 2000 to 2009	27.71%	23.38%	26.56%	30.26%
Homes Built 1990 to 1999	51.64%	37.83%	32.88%	26.38%
Homes Built 1980 to 1989	9.17%	21.52%	20.01%	18.31%
Homes Built 1970 to 1979	2.39%	8.50%	11.66%	9.95%
Homes Built 1960 to 1979	1.41%	3.48%	3.88%	5.69%
Homes Built 1950 to 1959	1.01%	2.43%	1.84%	3.55%
Homes Built 1940 to 1949	0.07%	0.59%	0.58%	1.73%
Homes Built 1939 or earlier	0.11%	0.49%	0.76%	2.62%
<b>HOME VALUE (OWNER OCCUPIED) 2019</b>				
Property Value \$1,000,000 or more	7.45%	2.74%	2.52%	3.89%
Property Value \$750,000 to \$999,999	12.02%	8.13%	7.24%	7.96%
Property Value \$500,000 to \$749,999	25.20%	18.13%	18.95%	19.14%
Property Value \$400,000 to \$499,999	20.90%	18.36%	19.49%	18.27%
Property Value \$300,000 to \$399,999	18.64%	22.24%	22.19%	21.05%
Property Value \$200,000 to \$299,999	12.96%	19.97%	18.95%	19.35%
Property Value \$150,000 to \$199,999	2.36%	6.07%	5.60%	5.70%
Property Value \$100,000 to \$149,999	0.39%	2.23%	2.76%	2.42%
Property Value \$60,000 to \$99,999	0.06%	0.68%	0.70%	0.73%
Property Value \$40,000 to \$59,999	0.02%	0.28%	0.32%	0.25%
Property Value \$0 to \$39,999	0.00%	1.16%	1.28%	1.24%
Median Home Value	\$474,499	\$388,172	\$391,888	\$396,485
Median Rent per Month (Census 2000)	\$876	\$836	\$817	\$765
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2019</b>				
Employed Civilian Population 16+ by Occupation	5,397	49,952	97,834	307,980
Managerial/Executive	22.64%	23.01%	23.06%	23.50%
Professional Specialty	43.13%	38.45%	38.25%	35.34%
Healthcare Support	0.54%	1.08%	1.18%	1.51%
Sales	9.79%	9.77%	9.98%	11.12%
Office & Administrative Support	9.77%	8.35%	8.26%	8.79%
Protective Service	0.73%	0.77%	0.90%	1.21%
Food Preparation	2.59%	4.39%	4.01%	4.25%
Building Maintenance & Cleaning	1.21%	2.04%	1.97%	1.91%
Personal Care	2.71%	3.16%	2.79%	2.34%
Farming, Fishing, & Forestry	0.00%	0.05%	0.12%	0.13%
Construction	1.87%	3.32%	3.59%	3.74%
Production & Transportation	5.02%	5.62%	5.88%	6.18%
Percent White Collar	85.87%	80.66%	80.73%	80.25%
Percent Blue Collar	14.13%	19.34%	19.27%	19.75%
Median Employee Salary	42,800	43,286	44,218	45,127
Average Employee Salary	53,270	53,731	54,699	56,016
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	58	809	1,523	7,326
2019 Estimated Unemployed (Age 16 and Up)	157	1,186	2,322	7,682
2019 Estimated Unemployed Rate (Age 16 and Up)	2.44%	2.37%	2.34%	2.44%

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<b>TRANSPORTATION TO WORK 2019</b>	Drive to Work Alone	87.12%	80.33%	79.94%	80.22%
	Drive to Work Carpool	4.08%	8.91%	8.79%	8.22%
	Travel to Work by Public Transportation	0.05%	0.38%	0.88%	1.31%
	Drive to Work on Motorcycle	0.00%	0.21%	0.14%	0.19%
	Drive to Work on Bicycle	0.00%	0.29%	0.19%	0.42%
	Walk to Work	1.52%	1.63%	1.40%	1.82%
	Other Means	0.00%	0.93%	0.80%	0.77%
	Work at Home	7.22%	7.28%	7.59%	6.90%
<b>TRAVEL TIME TO WORK 2019</b>	Travel Time in Less than 5 minutes	2.84%	1.91%	1.84%	2.52%
	Travel to Work in 5 to 9 minutes	13.72%	10.35%	10.29%	9.68%
	Travel to Work in 10 to 14 minutes	17.79%	16.52%	16.57%	15.92%
	Travel to Work in 15 to 19 minutes	20.23%	19.92%	18.93%	20.16%
	Travel to Work in 20 to 29 minutes	28.27%	29.19%	29.44%	28.62%
	Travel to Work in 30 to 44 minutes	10.43%	16.21%	16.78%	16.58%
	Travel to Work in 45 to 59 minutes	3.12%	2.96%	2.89%	3.26%
	Travel to Work in 60 minutes or more	3.58%	2.93%	3.25%	3.26%
	Average Travel Time to Work	21.6	21.4	21.6	21.1
<b>SPENDING PATTERNS 2019</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$56.76	\$56.65	\$56.59	\$56.34
	Apparel and Related Services	\$16.07	\$15.58	\$15.57	\$15.31
	Transportation	\$91.04	\$88.81	\$88.75	\$87.02
	Healthcare	\$41.02	\$41.04	\$40.93	\$40.38
	Entertainment	\$23.67	\$23.00	\$22.97	\$22.54
<b>LIFESTYLE SEGMENTATION 2019</b>	Category A - Crème de la Crème	4,930	33,766	65,401	161,441
	Category B - Urban Cliff Climbers	0	2,369	4,727	32,677
	Category C - Urban Cliff Dwellers	0	900	900	3,424
	Category D - Seasoned Urban Dwellers	0	0	0	236
	Category E - Thriving Alone	189	3,129	11,297	80,849
	Category F - Going it Alone	412	7,856	9,004	12,498
	Category G - Struggling Alone	0	0	0	2,014
	Category H - Single in the Suburbs	0	3,650	14,600	63,203
	Category I - Married in the Suburbs	4,049	32,512	54,009	125,343
	Category J - Retired in the Suburbs	8	2,942	9,305	30,912
	Category K - Living with Nature	0	0	0	0
	Category L - Working with Nature	0	0	6	5,714
	Category M - Harlem Gateway	0	0	0	4,063
	Category N - Espaniola	0	747	3,156	3,187
	Category O - Specialties	7	749	2,223	21,138

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