

# TOWN of CARY

## 2011/2012 Parks, Recreation & Cultural Resources Master Plan

### Demographic Analysis

#### Overview

To sufficiently represent current and future demographics, data was obtained using the 2010 U.S. Census, Environmental Systems Research Institute, Inc (ESRI) and the Town of Cary's *Planning Department*. The following demographic data is included in this analysis.

- 2011 Estimated Population
- Projected Population
- Age Distribution
- Race/Ethnicity
- Household Income
- Educational Attainment

In some cases demographic data is measured against Wake County and the State of North Carolina to demonstrate the differences that make the Town unique or similarities that might support consistent planning strategies.

#### Population

According to the U.S. Census, 2011 estimated population for the Town of Cary is 139,382. However **Table 1** illustrates the most up to date comparable population data for the Town, County, and State, taken from the 2010 U.S. Census Report. Wake County had the second highest population growth of counties in the State of North Carolina, up 43.5 percent since 2000. Cary saw the third highest population growth out of Towns and Cities in the State, up 43.1 percent since 2000.

**Table 1: 2010 Estimated Population – Town, County, State**

| 2010 Estimated Population |           |
|---------------------------|-----------|
| Town of Cary              | 135,419   |
| Wake County               | 900,993   |
| State of North Carolina   | 9,535,483 |

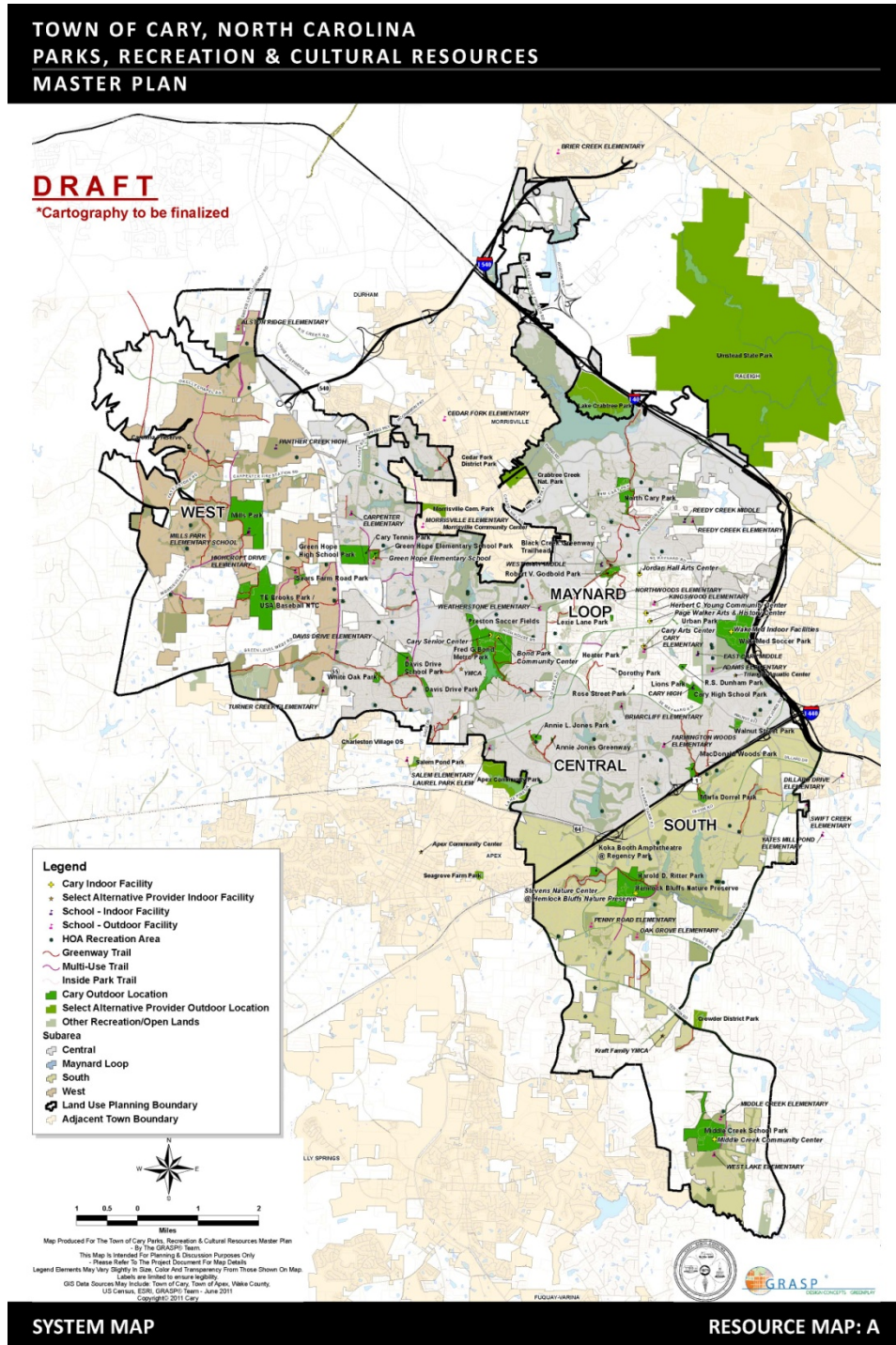
Source: 2010 U.S. Census

ESRI Business Information Solutions, Inc. was used to supplement the population data from the U.S. Census and provided by the Town of Cary. Comparisons in the following areas include: subarea population, age distribution, race/ethnicity, education attainment, household income, and employment.

#### Planning Subareas

For the Town of Cary's future planning efforts, 2010 estimated population was broken into four subareas. The map in **Figure 1** shows each subarea: Central Cary, Maynard Loop, West Cary, and South Cary.

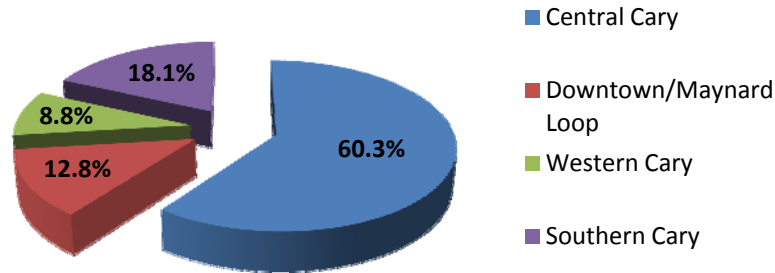
Figure 1: Town of Cary Subareas



The population distribution represented in **Figure 2** shows Central Cary ranks highest in population (60.3%) followed by Southern Cary (18.1%). Downtown/Maynard Loop sub area ranks 3<sup>rd</sup> (12.8%), while Western Cary shows the lowest population (8.8%).

Figure 2: 2010 Town of Cary Subarea Populations

## 2010 Subarea Estimates

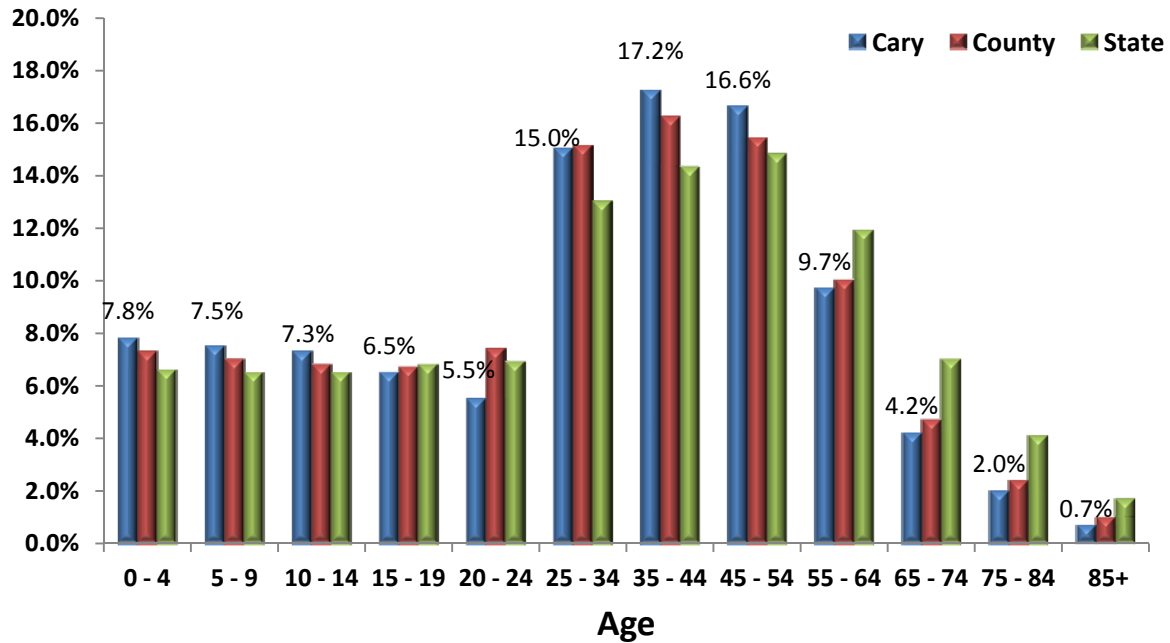


Source: ESRI Business Information Solutions

### Age Distribution

As part of the demographic analysis it is important to understand age distribution in the Town of Cary. A comparison of Cary, Wake County, and the State of North Carolina is illustrated in **Figure 3**. According to ESRI's demographic profile the median age in Cary is 35.3, the County's median age is 34.8, and the State of North Carolina, 37.6. When compared to the State and County, Cary shows higher percentages of population in the 35-44 and 45-54 age categories and the under 15 age categories. **Figure 3** also indicates there are smaller percentages of Baby Boomers and Retirees in the Town compared to the State and County.

**Figure 3: 2010 Populations Breakdowns by Age – Town, County, State**



Source: ESRI Business Information Solutions

The following age breakdown is used to separate the population into age sensitive user groups.

- Under 5 years: This group represents users of preschool programs and facilities. As trails and open space users, this age group is often in strollers. These individuals are the future participants in youth activities.
- 5 to 14 years: This group represents potential youth program participants.
- 15 to 24 years: This group represents teen/young adult program participants moving out of the youth programs and into adult programs. Members of this age group are often seasonal employment seekers.
- 25 to 34 years: This group represents potential adult program participants. Many in this age group are beginning long-term relationships and establishing families.
- 35 to 54 years: This group represents users of a wide range of adult programming and park facilities. Their characteristics extend from having children using preschool and youth programs to becoming empty nesters.
- 55 to 64 years: This group represents users of older adult programming and are approaching retirement or already retired and typically enjoying grandchildren.

- 65 years plus: Nationally, this group will be increasing dramatically. Pew Research reports that by the time all Baby Boomers turn 65 in 2030, 15 percent of the nation’s population will be at least that old. Recreation centers, senior centers, and senior programs can be a significant link in the health care system. This group ranges from very healthy, active seniors to more physically inactive seniors.

**Race/Ethnicity**

According data provided by ESRI Cary is less racially diverse than Wake County and the State of North Carolina. **Table 2** illustrates the race with the largest population is White for three areas. There is a higher percentage of Asian or Pacific Islanders in Cary than the County and State and a lower percentage of African American. However, a national and regional trend is increased racial diversity. By the year 2015, ESRI suggests that the diversity index (the probability that two people from the same area will be from different race/ethnic groups) in Cary will increase from 37.1 to 47.7, while in the County it will increase from 49.5 to 58.6 and in the State the diversity index will increase from 48.4 to 55.2.

**Table 2: Race Comparisons for 2010**

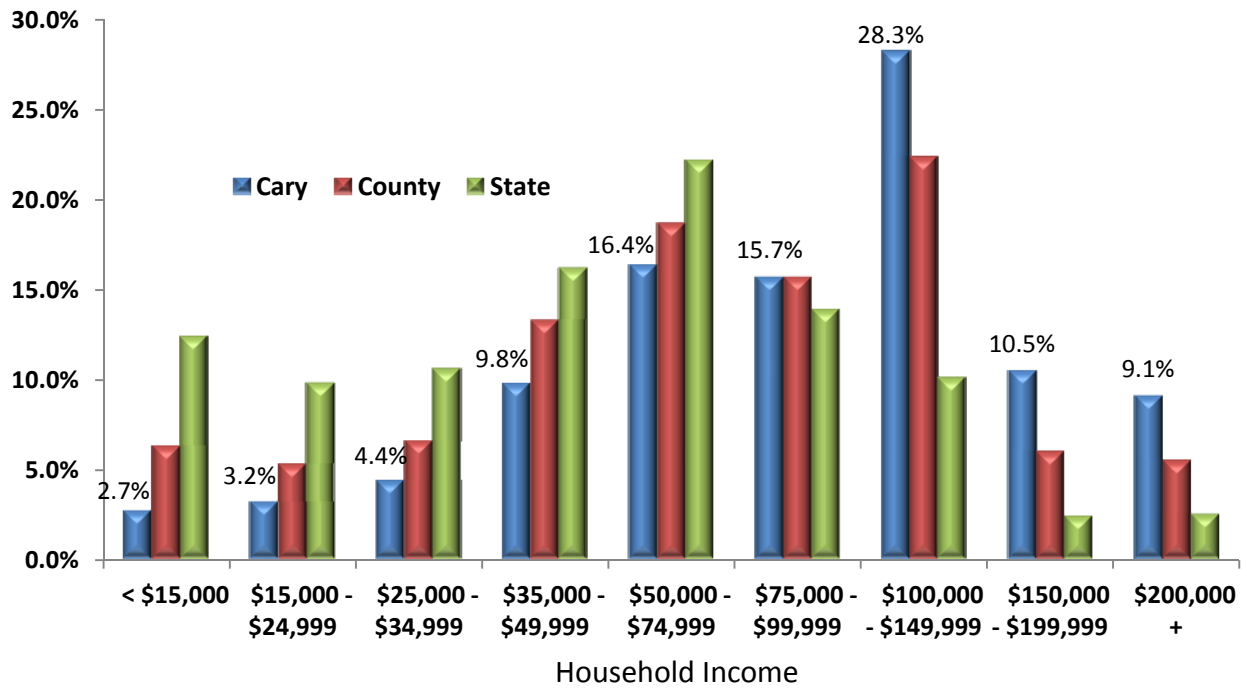
| Race   | Town of Cary | Wake County | State of North Carolina |
|--|--------------|-------------|-------------------------|
| <b>White Alone</b>                           | 82.2%        | 67.7%       | 69%                     |
| <b>African American Alone</b>                | 6.1%         | 20.3%       | 21.4%                   |
| <b>American Indian Alone</b>                 | .3%          | .5%         | 1.2%                    |
| <b>Asian Alone or Pacific Islander Alone</b> | 8.1%         | 4.8%        | 2.0%                    |
| <b>Some Other Race Alone</b>                 | 1.5%         | 4.4%        | 4.0%                    |
| <b>Two or More Races</b>                     | 1.8%         | 2.3%        | 1.8%                    |

Source: ESRI Business Information Solutions

**Household Income**

The median Household Income in the Town of Cary is \$95,642, ranking higher than both Wake County (\$74,440) and the State of North Carolina (\$50,887). **Figure 4** shows a comparison of household income distribution in the Town of Cary, Wake County, and the State of North Carolina. When compared with both the County and State, Cary has higher percentages of households earning in the \$100,000-\$200,000+ income categories and lower percentages of the population in the under \$74,999 income categories. According to ESRI Business Information Solutions, in 2010 the annual average amount spent on entertainment and recreation by households in Cary is \$5,336, over \$1,000 more than in the County, and more than \$2,000 than the State. This amount does not include travel.

**Figure 4: Households Income Distribution – Town, County, State**



Source: ESRI Business Information Solutions

**Education**

According to ESRI Business Information Solutions as shown in **Table 3**, the Town has significantly higher percentages of Bachelor’s Degrees and higher education degrees when compared to the State. The Town of Cary shows a lower percentage than both the County and the State’s population with education less than 9<sup>th</sup> grade or without a high school diploma.

National trends reported by the Federal Interagency Forum on Aging Related Statistics in March of 2008 suggest that older people enjoy higher levels of prosperity than any previous generation; with an increase in higher incomes and a decrease in the proportion of older people with low incomes and in poverty. Major inequalities continue to exist for people without high school diplomas who report smaller economic gains and fewer financial resources. Residents in Cary reflect a highly educated section of North Carolina’s population. Based on these demographics, many residents in the Town of Cary have increased resources to spend on recreation and leisure activities.

**Table 3: Educational Attainment – 25 Years and Older (2010)**

| Level of Education Attained                         | Town of Cary | Wake County | State of North Carolina |
|---|--------------|-------------|-------------------------|
| Less than 9 <sup>th</sup> Grade                     | 2.3%         | 3.6%        | 5.9%                    |
| 9 <sup>th</sup> -12 <sup>th</sup> Grade, No Diploma | 2.4%         | 5.0%        | 9.8%                    |
| High School Graduate                                | 11.9%        | 18.0%       | 28.7%                   |
| Some College, No Diploma                            | 14.3%        | 18.0%       | 20.4%                   |
| Associate Degree                                    | 7.3%         | 7.9%        | 8.6%                    |
| Bachelor's Degree                                   | 37.2%        | 31.1%       | 17.5%                   |
| Master's/Prof/Doctorate                             | 24.7%        | 16.3%       | 9.1%                    |

Source: ESRI Business Information Solutions

### Population Forecasts

Although we can never really know the future with certainty, it is helpful to make assumptions about it for planning purposes. **Table 4** contains population estimates and percentage change for the Town of Cary as projected by Town of Cary planners through 2030. The population of Cary is forecast to consistently increase, but at a declining rate. It is expected to reach 206,813 by 2030. The Town population is projected to grow by 51.4% from 2010-2030.

**Table 4: Town of Cary 2000-2030 Population Trend Forecast**

|      | Town of Cary | % Change |
|------|--------------|----------|
| 2000 | 95,869       |          |
| 2010 | 136,590      | 42.5%    |
| 2015 | 155,963      | 14.2%    |
| 2020 | 175,598      | 12.6%    |
| 2025 | 192,925      | 9.9%     |
| 2030 | 206,813      | 7.2%     |

Source: Town of Cary Planning Department, September 2011 (2000 and 2010 estimates from U.S. Census Revised Population Estimates, July 2011.)

### Demographic Trend Analysis Summary

In summary, key demographic trends to reference for future planning efforts of the Town of Cary's Parks and Recreation Department are the following.

- The Town of Cary estimated 2011 population is 139,382.

- Median age for Cary residents is slightly older (35.3) than the County (34.8), and younger than the State (37.6).
- Age distribution population in Cary shows the highest percent of population in the 35-44 and 45-54 age cohorts when compared to the County and State.
- The median Household Income in the Town of Cary is \$95,642, ranking higher than both the County (\$74,440) and the State (\$50,887).
- Education attainment for Cary residents indicates more people 25 years and older with Bachelor's and Master's Degrees+ than both the County and State.
- The population in Cary is projected to increase, but at a declining rate. Town planners forecast the 2030 population to be 206,813, a 51.4 percent increase from 2010.

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