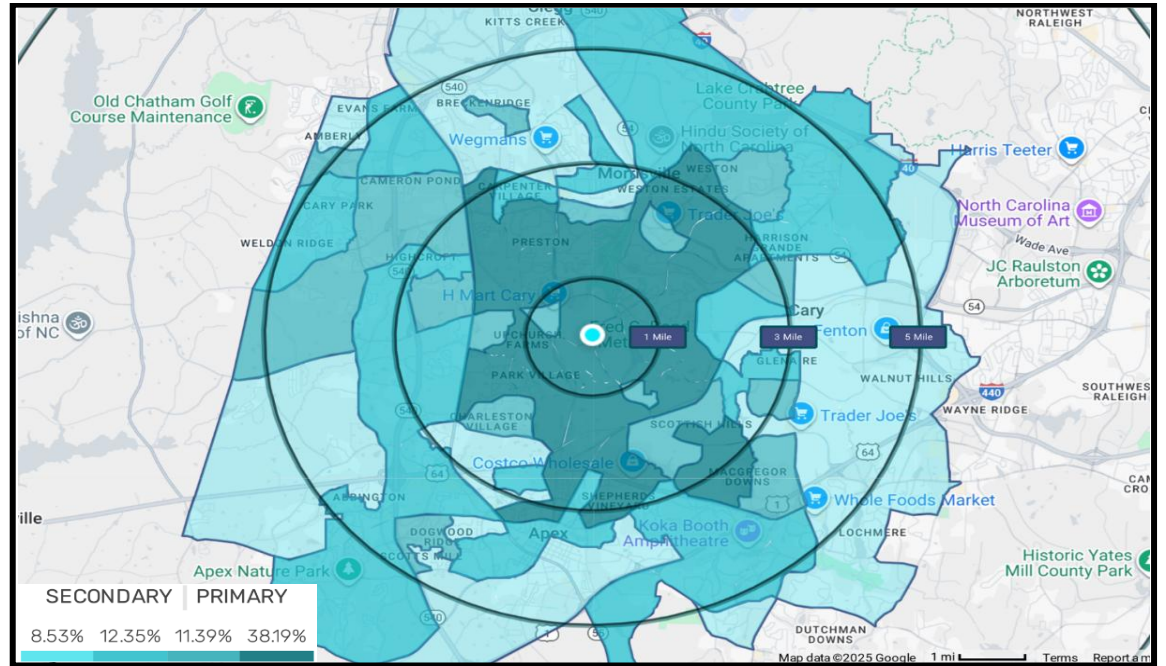




PRIMARY
Shoppes On The Parkway
3655 Sw Cary Parkway,
Cary, NC 27513 • 53,729 SF

Location Overview

Total Visits	610.34K
Unique Visitors	45.41K
Average Freq.	13.44
Average Dwell Time	25 Minutes



Category	Sub-Category	Variable	1-Mile Visitors	3-Mile Visitors	5-Mile Visitors
Population	Visitors	Total Visitors	3,808	18,560	26,772
Population	Visitors	Total Households	1,746	7,426	10,510
Income	Household Income	Average Household Income	\$ 181,624	\$ 173,384	\$ 170,717
Income	Household Income	Median Household Income	\$ 157,822	\$ 146,050	\$ 141,261
Income	Household Income	<\$75K	12.4%	20.5%	22.5%
Income	Household Income	\$75K-\$100K	8.3%	12.3%	12.3%
Income	Household Income	\$100K-\$125K	9.2%	6.8%	6.5%
Income	Household Income	\$125K-\$150K	5.0%	4.2%	5.5%
Income	Household Income	\$150K+	65.1%	56.2%	53.2%
Education	Educational Attainment	Bachelor's Degree & Higher	75.0%	71.0%	69.0%
Employment	Occupation	Blue Collar	47.8%	61.7%	59.1%
Employment	Occupation	White Collar	52.2%	38.3%	40.9%