

CARY, DURHAM, CHAPEL HILL, NC

Durham is the seat of Durham County, is located 11 miles northeast of Chapel Hill and 24 miles northwest of Raleigh. Durham is known for excellence in medicine, education, research, and technology in addition to being a major recreational and cultural center.

Cary is located in Wake County 19 miles south of Durham and 7 miles west of Raleigh. Cary is the 8th largest city in North Carolina boasting a mild climate with defined seasons of brilliant, fresh spring blossoms and glorious shades of fall.

Chapel Hill is located in Orange County 11 miles southwest of Durham and 27 miles northwest of Raleigh. Chapel Hill offers the sophistication of a university community without losing the charm of small town life. The unique combination of climate, economic opportunity and excellent schools make these cities a key part of a metropolitan area that is home to 1,187,971 people and is one of the fastest growing areas in the country.

DURHAM KEY STATS

City Population: 187,035

County Population: 223,314

Metro Population: 1,187,941

Median Household Income: \$41,160

CARY KEY STATS

City Population: 94,536

County Population: 627,846

Metro Population: 1,187,941

Median Household Income: \$75,122

CHAPEL HILL STATS

City Population: 48,715

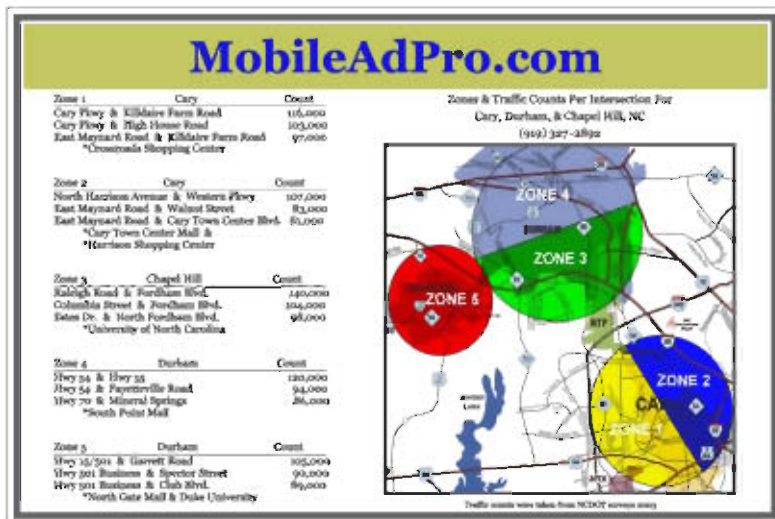
County Population: 118,227

Metro Population: 1,187,941

Median Household Income: \$39,140

Cary/Durham/Chapel Hill CPM Averages:

Average Intersection Traffic Count: **100,867** (Average Daily Exposures)
 Multiplied by 20 out of 28 days on the road: **2,017,333** (Average Monthly Exposures)
 Divided by average card rate of \$2,500: **\$1.24** (Average CPM)



Cary, Durham & Chapel Hill