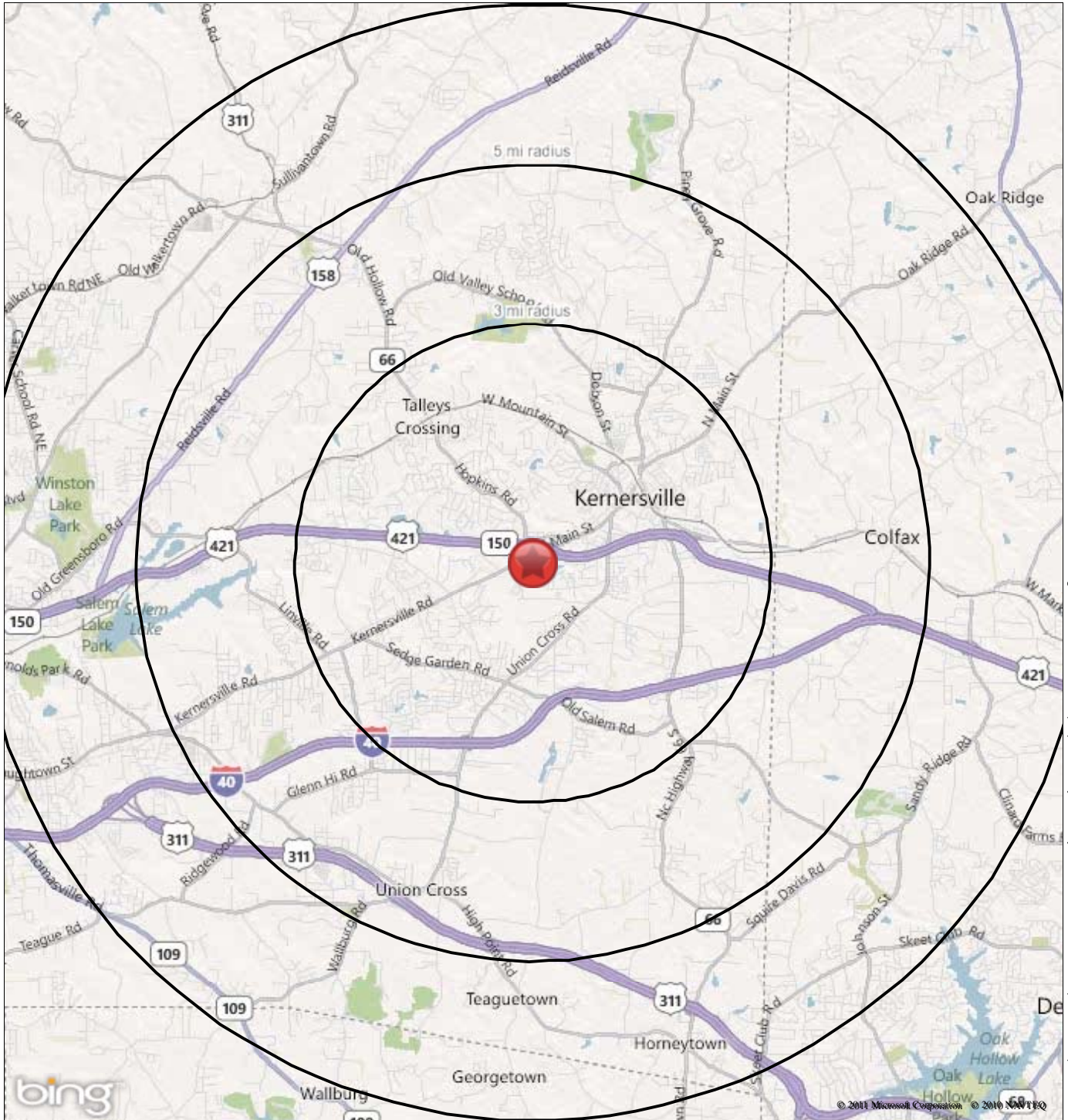


Lat: 36.1077 Lon: -80.0945 Zoom: 13.3172 mi

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Kernersville Marketplace Kernersville, North Carolina

October 2011



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EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 36.1077/-80.0946

RF5

Kernersville Marketplace

Kernersville, North Carolina

Population

	3 mi radius	5 mi radius	7 mi radius
Estimated Population (2011)	30,479	61,381	105,989
Projected Population (2016)	30,590	63,154	109,483
Forecasted Population (2021)	34,192	72,251	123,295
Census Population (2010)	30,422	61,233	105,738
Census Population (2000)	24,089	46,758	84,585
Projected Annual Growth (2011 to 2016)	111 0.1%	1,773 0.6%	3,493 0.7%
Historical Annual Growth (2010 to 2011)	57 0.2%	148 0.2%	252 0.2%
Historical Annual Growth (2000 to 2010)	6,333 2.4%	14,475 2.8%	21,153 2.3%
Estimated Population Density (2011)	1,078 <i>psm</i>	782 <i>psm</i>	689 <i>psm</i>
Trade Area Size	28.26 <i>sq mi</i>	78.51 <i>sq mi</i>	153.88 <i>sq mi</i>

Households

Estimated Households (2011)	12,878	24,682	41,458
Projected Households (2016)	13,339	26,065	43,780
Forecasted Households (2021)	15,235	30,142	49,750
Census Households (2010)	12,716	24,475	41,151
Census Households (2000)	9,917	18,712	33,002
Estimated Households with Children (2011)	4,275 33.2%	8,853 35.9%	15,504 37.4%
Estimated Average Household Size (2011)	2.36	2.48	2.55

Average Household Income

Estimated Average Household Income (2011)	\$67,260	\$70,346	\$66,908
Projected Average Household Income (2016)	\$71,661	\$74,929	\$71,644
Estimated Average Family Income (2011)	\$79,546	\$81,853	\$77,569

Median Household Income

Estimated Median Household Income (2011)	\$55,959	\$58,820	\$56,252
Projected Median Household Income (2016)	\$60,087	\$62,411	\$59,548
Estimated Median Family Income (2011)	\$69,542	\$70,219	\$66,682

Per Capita Income

Estimated Per Capita Income (2011)	\$28,467	\$28,399	\$26,347
Projected Per Capita Income (2016)	\$31,304	\$31,053	\$28,850
Estimated Per Capita income 5 Year Growth	\$2,837 10.0%	\$2,654 9.3%	\$2,502 9.5%

Other Income

Estimated Median Disposable Income (2011)	\$46,752	\$48,842	\$46,791
Projected Median Disposable Income (2016)	\$49,540	\$51,289	\$49,103
Disposable Income Estimated 5 Year Growth	\$2,788 6.0%	\$2,447 5.0%	\$2,312 4.9%
Estimated Average Household Net Worth (2011)	\$463,857	\$478,302	\$456,944

Daytime Demos (2011)

Total Businesses	1,353	2,019	2,978
Total Employees	15,340	24,841	38,291
Company Headquarter Businesses	2 0.1%	3 0.1%	5 0.2%
Company Headquarter Employees	264 1.7%	324 1.3%	406 1.1%
Employee Population per Business	11.3	12.3	12.9
Residential Population per Business	22.5	30.4	35.6

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EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

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Lat/Lon: 36.1077/-80.0946

RF5

Kernersville Marketplace

Kernersville, North Carolina

Race & Ethnicity

	3 mi radius		5 mi radius		7 mi radius	
White (2011)	24,172	79.3%	47,144	76.8%	70,187	66.2%
Black or African American (2011)	3,663	12.0%	8,706	14.2%	24,566	23.2%
American Indian or Alaska Native (2011)	130	0.4%	261	0.4%	495	0.5%
Asian (2011)	539	1.8%	1,123	1.8%	1,885	1.8%
Hawaiian or Pacific Islander (2011)	12	-	21	-	32	-
Other Race (2011)	1,241	4.1%	2,658	4.3%	5,779	5.5%
Two or More Races (2011)	722	2.4%	1,468	2.4%	3,046	2.9%
Not Hispanic or Latino Population (2011)	27,659	90.7%	55,405	90.3%	93,459	88.2%
Hispanic or Latino Population (2011)	2,820	9.3%	5,976	9.7%	12,530	11.8%
Not Hispanic or Latino Population (2016)	26,908	88.0%	55,236	87.5%	93,167	85.1%
Hispanic or Latino Population (2016)	3,682	12.0%	7,918	12.5%	16,315	14.9%
Not Hispanic or Latino Population (2010)	27,741	91.2%	55,736	91.0%	94,275	89.2%
Hispanic or Latino Population (2010)	2,681	8.8%	5,497	9.0%	11,463	10.8%
Not Hispanic or Latino Population (2000)	22,881	95.0%	44,705	95.6%	79,457	93.9%
Hispanic or Latino Population (2000)	1,208	5.0%	2,054	4.4%	5,127	6.1%
Projected Hispanic Annual Growth (2011 to 2016)	862	6.1%	1,942	6.5%	3,785	6.0%
Historic Hispanic Annual Growth (2000 to 2011)	1,612	12.1%	3,922	17.4%	7,403	13.1%

Age Distribution (2011)

Age Under 5	2,098	6.9%	4,226	6.9%	7,356	6.9%
Age 5 to 9 Years	2,148	7.0%	4,328	7.1%	7,398	7.0%
Age 10 to 14 Years	2,106	6.9%	4,275	7.0%	7,282	6.9%
Age 15 to 19 Years	2,101	6.9%	4,256	6.9%	7,393	7.0%
Age 20 to 24 Years	2,021	6.6%	4,109	6.7%	7,286	6.9%
Age 25 to 29 Years	1,865	6.1%	3,811	6.2%	6,664	6.3%
Age 30 to 34 Years	1,879	6.2%	3,830	6.2%	6,682	6.3%
Age 35 to 39 Years	1,986	6.5%	4,031	6.6%	7,006	6.6%
Age 40 to 44 Years	2,049	6.7%	4,039	6.6%	7,080	6.7%
Age 45 to 49 Years	2,190	7.2%	4,343	7.1%	7,103	6.7%
Age 50 to 54 Years	2,158	7.1%	4,255	6.9%	7,331	6.9%
Age 55 to 59 Years	1,993	6.5%	3,922	6.4%	6,858	6.5%
Age 60 to 64 Years	1,627	5.3%	3,275	5.3%	5,716	5.4%
Age 65 to 74 Years	2,216	7.3%	4,573	7.5%	7,798	7.4%
Age 75 to 84 Years	1,421	4.7%	2,851	4.6%	4,902	4.6%
Age 85 Years or Over	615	2.0%	1,252	2.0%	2,130	2.0%
Median Age	36.7		36.4		36.2	

Gender Age Distribution (2011)

Female Population	15,864	52.0%	31,543	51.4%	54,560	51.5%
Age 0 to 19 Years	4,079	25.7%	8,164	25.9%	14,185	26.0%
Age 20 to 64 Years	9,303	58.6%	18,370	58.2%	31,825	58.3%
Age 65 Years or Over	2,478	15.6%	5,010	15.9%	8,553	15.7%
Female Median Age	38.3		38.1		37.6	
Male Population	14,616	48.0%	29,837	48.6%	51,427	48.5%
Age 0 to 19 Years	4,373	29.9%	8,921	29.9%	15,245	29.6%
Age 20 to 64 Years	8,465	57.9%	17,246	57.8%	29,902	58.1%
Age 65 Years or Over	1,775	12.1%	3,666	12.3%	6,277	12.2%
Male Median Age	34.8		34.5		34.6	

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EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

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Lat/Lon: 36.1077/-80.0946

RF5

Kernersville Marketplace

Kernersville, North Carolina

Household Income Distribution (2011)

	3 mi radius		5 mi radius		7 mi radius	
HH Income \$200,000 or More	399	3.1%	777	3.1%	1,157	2.8%
HH Income \$150,000 to \$199,999	486	3.8%	827	3.3%	1,293	3.1%
HH Income \$100,000 to \$149,999	1,789	13.9%	3,574	14.5%	5,509	13.3%
HH Income \$75,000 to \$99,999	1,696	13.2%	3,655	14.8%	5,907	14.2%
HH Income \$50,000 to \$74,999	2,671	20.7%	5,228	21.2%	8,360	20.2%
HH Income \$35,000 to \$49,999	1,690	13.1%	3,528	14.3%	5,884	14.2%
HH Income \$25,000 to \$34,999	1,652	12.8%	2,781	11.3%	4,585	11.1%
HH Income \$15,000 to \$24,999	1,281	9.9%	2,245	9.1%	4,201	10.1%
HH Income Under \$15,000	1,209	9.4%	2,068	8.4%	4,559	11.0%
HH Income \$35,000 or More	8,731	67.8%	17,589	71.3%	28,110	67.8%
HH Income \$75,000 or More	4,370	33.9%	8,833	35.8%	13,865	33.4%

Housing (2011)

	3 mi radius		5 mi radius		7 mi radius	
Total Housing Units	13,879		26,516		45,173	
Housing Units Occupied	12,879	92.8%	24,682	93.1%	41,460	91.8%
Housing Units Owner-Occupied	9,246	71.8%	18,854	76.4%	30,939	74.6%
Housing Units, Renter-Occupied	3,634	28.2%	5,828	23.6%	10,521	25.4%
Housing Units, Vacant	1,000	7.2%	1,834	6.9%	3,713	8.2%
Median Years in Residence	3.5		3.7		4.0	

Marital Status (2011)

	3 mi radius		5 mi radius		7 mi radius	
Never Married	4,281	17.8%	8,878	18.3%	17,423	20.8%
Currently Married	15,010	62.4%	30,609	63.2%	49,938	59.6%
Separated	1,177	4.9%	2,215	4.6%	4,355	5.2%
Widowed	1,343	5.6%	2,584	5.3%	4,856	5.8%
Divorced	2,243	9.3%	4,143	8.6%	7,254	8.7%

Household Type (2011)

	3 mi radius		5 mi radius		7 mi radius	
Population Family	25,637	84.1%	53,344	86.9%	92,502	87.3%
Population Non-Family	4,812	15.8%	7,881	12.8%	13,060	12.3%
Population Group Quarters	30	0.1%	156	0.3%	428	0.4%
Family Households	8,656	67.2%	17,589	71.3%	29,683	71.6%
Non-Family Households	4,222	32.8%	7,092	28.7%	11,776	28.4%
Married Couple with Children	3,025	20.2%	6,442	21.0%	10,425	20.9%
Average Family Household Size	3.0		3.0		3.1	

Household Size (2011)

	3 mi radius		5 mi radius		7 mi radius	
1 Person Households	3,661	28.4%	6,204	25.1%	10,389	25.1%
2 Person Households	4,452	34.6%	8,362	33.9%	13,471	32.5%
3 Person Households	1,997	15.5%	4,158	16.8%	7,197	17.4%
4 Person Households	2,038	15.8%	4,192	17.0%	6,867	16.6%
5 Person Households	544	4.2%	1,245	5.0%	2,246	5.4%
6 or More Person Households	186	1.4%	520	2.1%	1,289	3.1%

Household Vehicles (2011)

	3 mi radius		5 mi radius		7 mi radius	
Households with 0 Vehicles Available	542	4.2%	811	3.3%	1,961	4.7%
Households with 1 Vehicles Available	4,112	31.9%	7,052	28.6%	12,198	29.4%
Households with 2 or More Vehicles Available	8,230	63.9%	16,823	68.2%	27,308	65.9%
Total Vehicles Available	25,341		50,728		83,566	
Average Vehicles Per Household	2.0		2.1		2.0	

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EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

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Lat/Lon: 36.1077/-80.0946

RF5

Kernersville Marketplace

Kernersville, North Carolina

3 mi radius

5 mi radius

7 mi radius

Labor Force (2011)

Estimated Labor Population Age 16 Years or Over	23,639		47,582		82,347	
Estimated Civilian Employed	14,888	63.0%	29,734	62.5%	50,186	60.9%
Estimated Civilian Unemployed	1,421	6.0%	2,944	6.2%	5,376	6.5%
Estimated in Armed Forces	16	0.1%	46	0.1%	87	0.1%
Estimated Not in Labor Force	7,313	30.9%	14,857	31.2%	26,698	32.4%
Unemployment Rate	6.0%		6.2%		6.5%	

Occupation (2000)

Occupation: Population Age 16 Years or Over	13,323		25,454		43,596	
Management, Business, Financial Operations	1,959	14.7%	3,815	15.0%	5,909	13.6%
Professional, Related	2,491	18.7%	4,681	18.4%	7,531	17.3%
Service	1,543	11.6%	2,843	11.2%	5,666	13.0%
Sales, Office	3,667	27.5%	7,081	27.8%	11,696	26.8%
Farming, Fishing, Forestry	18	0.1%	31	0.1%	68	0.2%
Construct, Extraction, Maintenance	1,242	9.3%	2,447	9.6%	4,341	10.0%
Production, Transport Material Moving	2,402	18.0%	4,557	17.9%	8,385	19.2%
White Collar Workers		60.9%		61.2%		57.7%
Blue Collar Workers		39.1%		38.8%		42.3%

Consumer Expenditure (2011)

Total Household Expenditure	\$688 M		\$1.36 B		\$2.20 B	
Total Non-Retail Expenditure	\$396 M	57.5%	\$784 M	57.6%	\$1.27 B	57.6%
Total Retail Expenditure	\$292 M	42.5%	\$577 M	42.4%	\$935 M	42.4%
Apparel	\$32.7 M	4.8%	\$64.7 M	4.8%	\$105 M	4.8%
Contributions	\$25.5 M	3.7%	\$50.0 M	3.7%	\$80.3 M	3.6%
Education	\$16.3 M	2.4%	\$32.0 M	2.4%	\$51.8 M	2.4%
Entertainment	\$38.5 M	5.6%	\$76.2 M	5.6%	\$123 M	5.6%
Food and Beverages	\$105 M	15.3%	\$208 M	15.3%	\$337 M	15.3%
Furnishings and Equipment	\$30.4 M	4.4%	\$60.4 M	4.4%	\$97.2 M	4.4%
Gifts	\$18.3 M	2.7%	\$35.9 M	2.6%	\$57.7 M	2.6%
Health Care	\$42.3 M	6.1%	\$83.2 M	6.1%	\$135 M	6.1%
Household Operations	\$24.6 M	3.6%	\$48.8 M	3.6%	\$78.5 M	3.6%
Miscellaneous Expenses	\$11.5 M	1.7%	\$22.7 M	1.7%	\$36.8 M	1.7%
Personal Care	\$9.96 M	1.4%	\$19.7 M	1.4%	\$32.0 M	1.5%
Personal Insurance	\$7.03 M	1.0%	\$13.9 M	1.0%	\$22.4 M	1.0%
Reading	\$2.26 M	0.3%	\$4.46 M	0.3%	\$7.22 M	0.3%
Shelter	\$133 M	19.3%	\$262 M	19.3%	\$425 M	19.3%
Tobacco	\$4.47 M	0.6%	\$8.80 M	0.6%	\$14.4 M	0.7%
Transportation	\$138 M	20.1%	\$275 M	20.2%	\$445 M	20.2%
Utilities	\$48.0 M	7.0%	\$94.6 M	7.0%	\$154 M	7.0%

Educational Attainment (2011)

Adult Population Age 25 Years or Over	20,008		40,192		69,280	
Elementary (Grade Level 0 to 8)	958	4.8%	1,572	3.9%	3,396	4.9%
Some High School (Grade Level 9 to 11)	1,303	6.5%	2,480	6.2%	5,011	7.2%
High School Graduate	5,653	28.3%	11,871	29.5%	21,214	30.6%
Some College	4,523	22.6%	8,796	21.9%	14,992	21.6%
Associate Degree Only	1,772	8.9%	3,564	8.9%	5,536	8.0%
Bachelor Degree Only	4,187	20.9%	8,701	21.6%	13,743	19.8%
Graduate Degree	1,612	8.1%	3,208	8.0%	5,388	7.8%

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Kernersville Marketplace

Kernersville, North Carolina

Units In Structure (2000)

	3 mi radius		5 mi radius		7 mi radius	
1 Detached Unit	6,944	65.4%	14,274	71.8%	25,863	73.9%
1 Attached Unit	226	2.1%	321	1.6%	720	2.1%
2 to 4 Units	403	3.8%	533	2.7%	1,166	3.3%
5 to 9 Units	987	9.3%	1,203	6.1%	1,839	5.3%
10 to 19 Units	830	7.8%	1,098	5.5%	1,625	4.6%
20 to 49 Units	354	3.3%	447	2.3%	538	1.5%
50 or More Units	253	2.4%	352	1.8%	423	1.2%
Mobile Home or Trailer	633	6.0%	1,658	8.3%	2,845	8.1%
Other Structure	-	-	-	-	-	-

Homes Built By Year (2000)

Homes Built 1999 to 2000	726	6.8%	1,151	5.8%	1,660	4.7%
Homes Built 1995 to 1998	1,135	10.7%	2,368	11.9%	3,912	11.2%
Homes Built 1990 to 1994	1,075	10.1%	1,947	9.8%	3,110	8.9%
Homes Built 1980 to 1989	2,474	23.3%	4,231	21.3%	6,503	18.6%
Homes Built 1970 to 1979	2,610	24.6%	4,824	24.3%	7,712	22.0%
Homes Built 1960 to 1969	1,140	10.7%	2,195	11.0%	4,903	14.0%
Homes Built 1950 to 1959	639	6.0%	1,535	7.7%	3,813	10.9%
Homes Built Before 1949	826	7.8%	1,630	8.2%	3,399	9.7%

Home Values (2000)

Home Values \$1,000,000 or More	-	-	6	0.1%	10	-
Home Values \$500,000 to \$999,999	7	0.1%	28	0.2%	69	0.3%
Home Values \$400,000 to \$499,999	34	0.6%	50	0.4%	86	0.4%
Home Values \$300,000 to \$399,999	110	1.9%	199	1.7%	352	1.7%
Home Values \$200,000 to \$299,999	683	11.8%	1,056	8.9%	1,650	8.0%
Home Values \$150,000 to \$199,999	1,045	18.1%	2,167	18.3%	3,190	15.4%
Home Values \$100,000 to \$149,999	2,384	41.3%	4,713	39.8%	7,126	34.4%
Home Values \$70,000 to \$99,999	1,204	20.8%	2,852	24.1%	5,301	25.6%
Home Values \$50,000 to \$69,999	223	3.9%	537	4.5%	1,856	8.9%
Home Values \$25,000 to \$49,999	64	1.1%	185	1.6%	966	4.7%
Home Values Under \$25,000	21	0.4%	46	0.4%	136	0.7%
Owner-Occupied Median Home Value	\$131,129		\$127,380		\$118,415	
Renter-Occupied Median Rent	\$407		\$415		\$365	

Transportation To Work (2000)

Drive to Work Alone	11,398	85.4%	21,760	85.4%	36,208	83.0%
Drive to Work in Carpool	1,431	10.7%	2,692	10.6%	5,353	12.3%
Travel to Work by Public Transportation	16	0.1%	36	0.1%	342	0.8%
Drive to Work on Motorcycle	20	0.1%	48	0.2%	71	0.2%
Walk or Bicycle to Work	110	0.8%	186	0.7%	331	0.8%
Other Means	97	0.7%	166	0.6%	325	0.7%
Work at Home	269	2.0%	604	2.4%	1,015	2.3%

Travel Time (2000)

Travel to Work in 14 Minutes or Less	3,838	29.4%	6,658	26.8%	10,567	24.8%
Travel to Work in 15 to 29 Minutes	6,250	47.8%	11,999	48.2%	21,162	49.6%
Travel to Work in 30 to 59 Minutes	2,574	19.7%	5,336	21.4%	9,249	21.7%
Travel to Work in 60 Minutes or More	408	3.1%	893	3.6%	1,648	3.9%
Average Minutes Travel to Work	20.8		21.8		22.2	

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