



Lat: 36.10873 Lon: -80.09598
 Icons are for identification purposes only and may be trademarks of their respective companies.

Demographic Source: Applied Geographic Solutions / TIGER Geography

©2010 Sites USA Inc., Chandler, AZ (480) 491-1112. All Rights Reserved.

New Market Plaza **Kernersville, North Carolina**

August, 2010



This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Demographic Profile Expanded

Census, Estimates & Projections



Lon: -80.095975 / Lat: 36.108733

August 2010

New Market Plaza Kernersville, North Carolina	3 Miles		5 Miles		7 Miles	
Population						
Estimated Population (2010)	30,987		60,917		107,795	
Census Population (1990)	19,221		38,708		71,532	
Census Population (2000)	23,825		47,500		86,664	
Projected Population (2015)	35,556		69,567		122,713	
Forecasted Population (2020)	42,068		81,817		142,718	
Historical Annual Growth 1990 to 2000	4,604	2.4 %	8,792	2.3 %	15,131	2.1 %
Historical Annual Growth 2000 to 2010	7,162	2.4 %	13,417	2.3 %	21,132	2.1 %
Projected Annual Growth 2010 to 2015	4,570	2.9 %	8,650	2.8 %	14,917	2.8 %
Est. Population Density (2010)	1,106.66	psm	783.69	psm	706.99	psm
Trade Area Size	28.00	sq mi	77.73	sq mi	152.47	sq mi
Households						
Estimated Households (2010)	12,454		23,951		41,432	
Census Households (1990)	7,584		15,001		27,323	
Census Households (2000)	9,783		19,011		33,791	
Projected Households (2015)	14,113		27,101		46,879	
Forecasted Households (2020)	16,512		31,582		54,127	
Households with Children (2010)	4,261	34.2 %	8,483	35.4 %	15,176	36.6 %
Average Household Size	2.49		2.54		2.60	
Average Household Income						
Est. Average Household Income (2010)	67,786		66,670		63,527	
Proj. Average Household Income (2015)	\$71,729		\$70,415		\$67,382	
Average Family Income (2010)	\$79,941		\$77,510		\$73,257	
Median Household Income						
Est. Median Household Income (2010)	\$56,809		\$56,300		\$52,974	
Proj. Median Household Income (2015)	\$59,828		\$58,799		\$55,563	
Median Family Income (2010)	\$68,745		\$66,744		\$62,423	
Per Capita Income						
Est. Per Capita Income (2010)	\$27,599		\$26,611		\$24,800	
Proj. Per Capita Income (2015)	\$28,805		\$27,810		\$26,107	
Per Capita Income Est. 5 year change	\$1,205.83	-4.2 %	\$1,199.35	-4.3 %	\$1,306.80	-5.0 %
Other Income						
Est. Disposable Income (2010)	\$47,538		\$47,107		\$44,516	
Proj. Disposable Income (2015)	\$49,644		\$48,895		\$46,419	
Disposable Income Est. 5 year change	\$2,106.04	4.4 %	\$1,787.98	3.8 %	\$1,903.08	4.3 %
Est. Average Household Net Worth (2010)	\$487,872		\$474,974		\$453,952	
Daytime Demos						
Total Number of Businesses (2010)	1,302		2,138		3,266	
Total Number of Employees (2010)	14,469		27,398		46,151	
Company Headqtrs: Businesses (2010)	0	0.0 %	1	0.1 %	4	0.1 %
Company Headqtrs: Employees (2010)	0	0.0 %	59	0.2 %	239	0.5 %
Unemployment Rate (2010)	6.04 %		6.27 %		6.65 %	
Employee Population Per Business	11.1 to 1		12.8 to 1		14.1 to 1	
Residential Population per Business	23.8 to 1		28.5 to 1		33.0 to 1	
Est. Adj. Daytime Demographics (Age16+)	23,417		45,090		78,407	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Demographic Source: Applied Geographic Solutions / TIGER Geography

Demographic Profile Expanded

Census, Estimates & Projections



Lon: -80.095975 / Lat: 36.108733

August 2010

New Market Plaza			3 Miles		5 Miles		7 Miles	
Kernersville, North Carolina								
Race & Ethnicity								
White (2010)	27,171	87.7 %	52,100	85.5 %	79,092	73.4 %		
Black or African American (2010)	2,762	8.9 %	6,897	11.3 %	25,289	23.5 %		
American Indian & Alaska Native (2010)	110	0.4 %	232	0.4 %	444	0.4 %		
Asian (2010)	591	1.9 %	1,008	1.7 %	1,476	1.4 %		
Hawaiin & Pacific Islander (2010)	31	0.1 %	61	0.1 %	102	0.1 %		
Other Race (2010)	226	0.7 %	433	0.7 %	990	0.9 %		
Multi Race (2010)	94	0.3 %	186	0.3 %	403	0.4 %		
Not Hispanic or Latino Population (2010)	28,052	90.5 %	55,328	90.8 %	96,704	89.7 %		
Hispanic or Latino Population (2010)	2,934	9.5 %	5,589	9.2 %	11,091	10.3 %		
Not of Hispanic Origin Population (1990)	19,053	99.1 %	38,400	99.2 %	71,055	99.3 %		
Hispanic Origin Population (1990)	167	0.9 %	308	0.8 %	478	0.7 %		
Not Hispanic or Latino Population (2000)	22,723	95.4 %	45,384	95.5 %	81,460	94.0 %		
Hispanic or Latino Population (2000)	1,102	4.6 %	2,116	4.5 %	5,204	6.0 %		
Not Hispanic or Latino Population (2015)	31,187	87.7 %	61,400	88.3 %	107,663	87.7 %		
Hispanic or Latino Population (2015)	4,369	12.3 %	8,167	11.7 %	15,050	12.3 %		
Hist. Hispanic Ann Growth (1990 to 2010)	2,767	110.4 %	5,281	114.4 %	10,614	148.1 %		
Proj. Hispanic Ann Growth (2010 to 2015)	1,435	9.8 %	2,578	9.2 %	3,958	7.1 %		
Age								
Age 0 to 4 yrs (2010)	2,109	6.8 %	4,253	7.0 %	7,686	7.1 %		
Age 5 to 9 yrs (2010)	2,117	6.8 %	4,226	6.9 %	7,781	7.2 %		
Age 10 to 14 yrs (2010)	2,012	6.5 %	4,075	6.7 %	7,455	6.9 %		
Age 15 to 19 yrs (2010)	1,835	5.9 %	3,710	6.1 %	6,748	6.3 %		
Age 20 to 24 yrs (2010)	1,625	5.2 %	3,045	5.0 %	5,647	5.2 %		
Age 25 to 29 yrs (2010)	2,103	6.8 %	3,825	6.3 %	6,532	6.1 %		
Age 30 to 34 yrs (2010)	2,089	6.7 %	4,074	6.7 %	6,973	6.5 %		
Age 35 to 39 yrs (2010)	2,237	7.2 %	4,552	7.5 %	7,944	7.4 %		
Age 40 to 44 yrs (2010)	2,272	7.3 %	4,656	7.6 %	8,176	7.6 %		
Age 45 to 49 yrs (2010)	2,407	7.8 %	4,812	7.9 %	8,269	7.7 %		
Age 50 to 54 yrs (2010)	2,506	8.1 %	4,882	8.0 %	8,239	7.6 %		
Age 55 to 59 yrs (2010)	2,273	7.3 %	4,389	7.2 %	7,501	7.0 %		
Age 60 to 64 yrs (2010)	1,861	6.0 %	3,615	5.9 %	6,386	5.9 %		
Population age 65-74 (2010)	2,191	7.1 %	4,228	6.9 %	7,602	7.1 %		
Population age 75-84 (2010)	993	3.2 %	1,912	3.1 %	3,533	3.3 %		
Population age 85+ (2010)	359	1.2 %	662	1.1 %	1,322	1.2 %		
Median Age (2010)	37.7	yrs	37.7	yrs	37.4	yrs		
Gender Age Distribution								
Population Female (2010)	15,706	50.7 %	30,746	50.5 %	54,924	51.0 %		
Age 0 to 19 yrs (2010)	3,869	24.6 %	7,873	25.6 %	14,472	26.3 %		
Age 20 to 64 yrs (2010)	9,794	62.4 %	19,010	61.8 %	33,388	60.8 %		
Age 65 yrs plus (2010)	2,043	13.0 %	3,864	12.6 %	7,064	12.9 %		
Median Age Females (2010)	38.9	Yrs	38.6	Yrs	38.4	Yrs		
Population Male (2010)	15,280	49.3 %	30,171	49.5 %	52,871	49.0 %		
Age 0 to 19 yrs (2010)	4,204	27.5 %	8,392	27.8 %	15,198	28.7 %		
Age 20 to 64 yrs (2010)	9,577	62.7 %	18,840	62.4 %	32,280	61.1 %		
Age 65 yrs plus (2010)	1,499	9.8 %	2,938	9.7 %	5,394	10.2 %		
Median Age Males (2010)	36.6	yrs	36.9	yrs	36.4	yrs		

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Demographic Source: Applied Geographic Solutions / TIGER Geography

Demographic Profile Expanded

Census, Estimates & Projections



Lon: -80.095975 / Lat: 36.108733

August 2010

New Market Plaza			3 Miles		5 Miles		7 Miles	
Kernersville, North Carolina								
Household Income Distribution								
HH Income \$200,000 or More (2010)	284	2.3 %	460	1.9 %	757	1.8 %		
HH Income \$150,000 to 199,999 (2010)	521	4.2 %	842	3.5 %	1,259	3.0 %		
HH Income \$100,000 to 149,999 (2010)	1,457	11.7 %	3,013	12.6 %	4,776	11.5 %		
HH Income \$75,000 to 99,999(2010)	1,957	15.7 %	3,519	14.7 %	5,484	13.2 %		
HH Income \$50,000 to 74,999(2010)	2,524	20.3 %	5,261	22.0 %	8,936	21.6 %		
HH Income \$35,000 to 49,999(2010)	1,948	15.6 %	3,665	15.3 %	6,436	15.5 %		
HH Income \$25,000 to 34,999(2010)	1,385	11.1 %	2,629	11.0 %	4,801	11.6 %		
HH Income \$15,000 to 24,999(2010)	1,201	9.6 %	2,418	10.1 %	4,463	10.8 %		
HH Income \$0 to 14,999 (2010)	1,177	9.5 %	2,144	9.0 %	4,520	10.9 %		
HH Income \$35000+ (2010)	8,691	69.8 %	16,760	70.0 %	27,648	66.7 %		
HH Income \$75000+ (2010)	4,220	33.9 %	7,834	32.7 %	12,277	29.6 %		
Housing								
Total Housing Units (2010)	14,054		26,808		46,300			
Housing Units Occupied (2010)	12,454	88.6 %	23,951	89.3 %	41,432	89.5 %		
<i>Housing Units, Owner Occupied (2010)</i>	8,641	61.5 %	17,839	66.5 %	30,610	66.1 %		
<i>Housing Units, Renter Occupied (2010)</i>	3,814	27.1 %	6,112	22.8 %	10,823	23.4 %		
Housing Units, Vacant (2010)	1,599	11.4 %	2,858	10.7 %	4,868	10.5 %		
Median Years in Residence (2010)	4 yrs		4 yrs		4 yrs			
Marital Status								
Never Married (2010)	4,505	18.2 %	9,032	18.7 %	17,826	21.0 %		
Now Married (2010)	15,376	62.1 %	30,330	62.7 %	50,232	59.1 %		
Separated (2010)	1,204	4.9 %	2,256	4.7 %	4,495	5.3 %		
Widowed (2010)	1,367	5.5 %	2,573	5.3 %	4,952	5.8 %		
Divorced (2010)	2,315	9.3 %	4,216	8.7 %	7,440	8.8 %		
Household Type								
Population Family (2010)	26,436	85.3 %	52,686	86.5 %	93,060	86.3 %		
Population Non-Family (2010)	4,338	14.0 %	7,858	12.9 %	13,902	12.9 %		
Population Group Qtrs (2010)	212	0.7 %	373	0.6 %	833	0.8 %		
Family Household (2010)	8,631	69.3 %	16,972	70.9 %	29,436	71.0 %		
Married Couple Family With Kids (2010)	3,034	35.1 %	6,137	34.4 %	10,221	33.4 %		
Average Family Household Size (2010)	3.06		3.10		3.16			
Non-Family Household (2010)	3,824	30.7 %	6,979	29.1 %	11,997	29.0 %		
Household Size								
1 Person Household (2010)	3,302	26.5 %	6,038	25.2 %	10,414	25.1 %		
2 Person Households (2010)	4,209	33.8 %	7,955	33.2 %	13,191	31.8 %		
3 Person Households (2010)	2,019	16.2 %	3,977	16.6 %	6,989	16.9 %		
4 Person Households (2010)	2,032	16.3 %	4,122	17.2 %	7,115	17.2 %		
5 Person Households (2010)	675	5.4 %	1,362	5.7 %	2,523	6.1 %		
6+ Person Households (2010)	217	1.7 %	496	2.1 %	1,202	2.9 %		
Household Vehicles								
Total Vehicles Available (2010)	24,982		49,278		83,727			
Household: 0 Vehicles Available (2010)	673	2.7 %	1,111	2.3 %	2,357	2.8 %		
Household: 1 Vehicles Available (2010)	3,604	14.4 %	6,485	13.2 %	11,608	13.9 %		
Household: 2+ Vehicles Available (2010)	8,177	32.7 %	16,355	33.2 %	27,468	32.8 %		
Average Vehicles Per Household (2010)	2		2		2			

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Demographic Source: Applied Geographic Solutions / TIGER Geography

Demographic Profile Expanded

Census, Estimates & Projections



Lon: -80.095975 / Lat: 36.108733

August 2010

New Market Plaza Kernersville, North Carolina	3 Miles		5 Miles		7 Miles	
Labor Force						
Est. Labor: Population Age 16+ (2010)	24,364		47,534		83,347	
Est. Civilian Employed (2010)	15,409	63.2 %	29,815	62.7 %	51,035	61.2 %
Est. Civilian Unemployed (2010)	1,471	6.0 %	2,981	6.3 %	5,546	6.7 %
Est. In Armed Forces (2010)	7	0.0 %	27	0.1 %	56	0.1 %
Est. Not in Labor Force (2010)	7,476	30.7 %	14,711	30.9 %	26,709	32.0 %
Occupation (2000)						
Occupation: Population 16+	13,199		25,773		44,597	
Mgmt, Business, & Financial Operations	1,988	15.1 %	3,837	14.9 %	6,044	13.6 %
Professional and Related	2,504	19.0 %	4,728	18.3 %	7,690	17.2 %
Service	1,510	11.4 %	2,903	11.3 %	5,855	13.1 %
Sales and Office	3,645	27.6 %	7,181	27.9 %	11,959	26.8 %
Farming, Fishing, and Forestry	17	0.1 %	30	0.1 %	66	0.1 %
Construction, Extraction, & Maintenance	1,218	9.2 %	2,478	9.6 %	4,438	10.0 %
Production, Transport, & Material Moving	2,317	17.6 %	4,615	17.9 %	8,546	19.2 %
Percent White Collar Workers		61.6 %		61.1 %		57.6 %
Percent Blue Collar Workers		38.4 %		38.9 %		42.4 %
Consumer Expenditure (in Millions)						
Total Household Expenditure (2010)	\$669		\$1,273		\$2,126	
Total Non-Retail Expenditures (2010)	\$386	57.6 %	\$733	57.6 %	\$1,223	57.5 %
Total Retail Expenditures (2010)	\$284	42.4 %	\$540	42.4 %	\$903	42.5 %
Apparel (2010)	\$32	4.8 %	\$61	4.8 %	\$101	4.8 %
Contributions (2010)	\$25	3.7 %	\$46	3.6 %	\$76	3.6 %
Education (2010)	\$16	2.3 %	\$29	2.3 %	\$49	2.3 %
Entertainment (2010)	\$37	5.6 %	\$71	5.6 %	\$119	5.6 %
Food And Beverages (2010)	\$102	15.3 %	\$195	15.3 %	\$328	15.4 %
Furnishings And Equipment (2010)	\$30	4.4 %	\$56	4.4 %	\$93	4.4 %
Gifts (2010)	\$18	2.6 %	\$33	2.6 %	\$55	2.6 %
Health Care (2010)	\$41	6.1 %	\$79	6.2 %	\$132	6.2 %
Household Operations (2010)	\$24	3.6 %	\$45	3.5 %	\$75	3.5 %
Miscellaneous Expenses (2010)	\$11	1.7 %	\$21	1.7 %	\$36	1.7 %
Personal Care (2010)	\$10	1.5 %	\$18	1.5 %	\$31	1.5 %
Personal Insurance (2010)	\$7	1.0 %	\$13	1.0 %	\$21	1.0 %
Reading (2010)	\$2	0.3 %	\$4	0.3 %	\$7	0.3 %
Shelter (2010)	\$129	19.2 %	\$245	19.2 %	\$409	19.2 %
Tobacco (2010)	\$4	0.7 %	\$8	0.7 %	\$14	0.7 %
Transportation (2010)	\$135	20.2 %	\$258	20.3 %	\$431	20.3 %
Utilities (2010)	\$47	7.0 %	\$89	7.0 %	\$150	7.1 %
Educational Attainment						
Adult Population (25 Years+)(2010)	21,289		41,608		72,479	
Elementary (0 to 8)(2010)	837	3.9 %	1,766	4.2 %	3,635	5.0 %
Some High School (9 to 11)(2010)	1,493	7.0 %	3,201	7.7 %	6,433	8.9 %
High School Graduate (12)(2010)	6,593	31.0 %	13,121	31.5 %	22,991	31.7 %
Some College (13 to 16)(2010)	4,436	20.8 %	8,812	21.2 %	15,116	20.9 %
Associate Degree Only(2010)	1,980	9.3 %	3,785	9.1 %	5,973	8.2 %
Bachelor Degree Only(2010)	4,405	20.7 %	8,188	19.7 %	13,664	18.9 %
Graduate Degree(2010)	1,545	7.3 %	2,735	6.6 %	4,667	6.4 %

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Demographic Profile Expanded

Census, Estimates & Projections



Lon: -80.095975 / Lat: 36.108733

August 2010

New Market Plaza Kernersville, North Carolina	3 Miles		5 Miles		7 Miles	
Units In Structure						
1 Detached Unit (2000)	6,954	66.3 %	14,514	71.8 %	26,558	74.1 %
1 Attached Unit (2000)	220	2.1 %	331	1.6 %	735	2.0 %
2 to 4 Units (2000)	378	3.6 %	554	2.7 %	1,196	3.3 %
5 to 9 Units (2000)	897	8.6 %	1,228	6.1 %	1,869	5.2 %
10 to 19 Units (2000)	790	7.5 %	1,117	5.5 %	1,662	4.6 %
20 to 49 Units (2000)	386	3.7 %	454	2.2 %	556	1.6 %
50 or more Units (2000)	245	2.3 %	354	1.8 %	431	1.2 %
Mobile Home or Trailer (2000)	618		1,651		2,854	
Other Structure (2000)	0		0		0	
Homes Built By Year						
Homes Built 1999 to 2000	766	7.3 %	1,165	5.8 %	1,707	4.8 %
Homes Built 1995 to 1998	1,121	10.7 %	2,407	11.9 %	4,061	11.3 %
Homes Built 1990 to 1994	1,053	10.0 %	1,946	9.6 %	3,160	8.8 %
Homes Built 1980 to 1989	2,407	22.9 %	4,257	21.1 %	6,594	18.4 %
Homes Built 1970 to 1979	2,572	24.5 %	4,876	24.1 %	7,808	21.8 %
Homes Built 1960 to 1969	1,133	10.8 %	2,301	11.4 %	5,053	14.1 %
Homes Built 1950 to 1959	620	5.9 %	1,577	7.8 %	3,968	11.1 %
Homes Built Before 1949	816	7.8 %	1,674	8.3 %	3,509	9.8 %
Home Values (2000)						
Home Values \$1,000,000+	0	0.0 %	6	0.0 %	9	0.0 %
Home Values \$500,000-\$999,999	7	0.1 %	29	0.2 %	71	0.3 %
Home Values \$400,000-\$499,999	37	0.6 %	52	0.4 %	91	0.4 %
Home Values \$300,000-\$399,999	115	2.0 %	197	1.6 %	347	1.6 %
Home Values \$200,000-\$299,999	706	12.1 %	1,057	8.8 %	1,670	7.9 %
Home Values \$150,000-\$199,999	1,049	18.0 %	2,165	18.0 %	3,237	15.2 %
Home Values \$100,000-\$149,999	2,419	41.6 %	4,788	39.8 %	7,261	34.2 %
Home Values \$70,000-\$99,999	1,185	20.4 %	2,920	24.3 %	5,419	25.5 %
Home Values \$50,000-\$69,999	218	3.7 %	576	4.8 %	1,945	9.2 %
Home Values \$25,000-\$49,999	57	1.0 %	196	1.6 %	1,037	4.9 %
Home Values \$0-\$24,999	23	0.4 %	52	0.4 %	146	0.7 %
Owner Occupied Median Home Value	\$132,019		\$126,678		\$117,824	
Renter Occupied Median Rent	\$413		\$396		\$355	
Transportation to Work (2000)						
Drive to Work Alone	11,325	85.8 %	22,001	85.3 %	37,002	82.9 %
Drive to Work in Carpool	1,384	10.5 %	2,721	10.6 %	5,470	12.3 %
Travel to Work - Public Transportation	16	0.1 %	38	0.1 %	373	0.8 %
Drive to Work Motorcycle	19	0.1 %	52	0.2 %	70	0.2 %
Walk or Bicycle to Work	99	0.7 %	196	0.8 %	347	0.8 %
Other Means	87	0.7 %	169	0.7 %	334	0.7 %
Work at Home	270	2.0 %	612	2.4 %	1,035	2.3 %
Travel Time (2000)						
Travel to Work in 14 Minutes or Less	3,746	29.0 %	6,762	26.9 %	10,851	24.9 %
Travel to Work in 15 to 29 Minutes	6,269	48.5 %	12,162	48.3 %	21,603	49.6 %
Travel to Work in 30 to 59 Minutes	2,525	19.5 %	5,347	21.2 %	9,432	21.6 %
Travel to Work in 60 Minutes or More	390	3.0 %	904	3.6 %	1,710	3.9 %
Average Travel Time to Work	21 mins		22 mins		22 mins	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.