

# EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 36.1334/-79.8576

RF5

## Battleground Plaza

### Greensboro, NC

	1 mi radius	3 mi radius	5 mi radius
<b>Population</b>			
Estimated Population (2011)	7,513	52,264	128,100
Projected Population (2016)	7,835	56,067	138,863
Forecasted Population (2021)	8,608	61,820	154,357
Census Population (2010)	6,760	51,130	125,365
Census Population (2000)	6,444	45,691	110,922
Projected Annual Growth (2011 to 2016)	322 0.9%	3,803 1.5%	10,763 1.7%
Historical Annual Growth (2010 to 2011)	754 11.1%	1,134 2.2%	2,734 2.2%
Historical Annual Growth (2000 to 2010)	316 0.4%	5,439 1.1%	14,444 1.2%
Estimated Population Density (2011)	2,393 <i>psm</i>	1,849 <i>psm</i>	1,632 <i>psm</i>
Trade Area Size	3.14 <i>sq mi</i>	28.26 <i>sq mi</i>	78.51 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2011)	3,599	23,092	56,137
Projected Households (2016)	3,691	24,289	59,789
Forecasted Households (2021)	4,085	26,868	66,165
Census Households (2010)	3,480	22,716	55,113
Census Households (2000)	2,977	19,622	48,265
Estimated Households with Children (2011)	981 27.3%	6,482 28.1%	16,094 28.7%
Estimated Average Household Size (2011)	2.08	2.22	2.23
<b>Average Household Income</b>			
Estimated Average Household Income (2011)	\$86,485	\$87,477	\$82,585
Projected Average Household Income (2016)	\$92,710	\$93,447	\$87,595
Estimated Average Family Income (2011)	\$115,753	\$110,800	\$108,531
<b>Median Household Income</b>			
Estimated Median Household Income (2011)	\$66,935	\$68,579	\$62,321
Projected Median Household Income (2016)	\$71,267	\$72,773	\$65,506
Estimated Median Family Income (2011)	\$95,101	\$90,143	\$84,049
<b>Per Capita Income</b>			
Estimated Per Capita Income (2011)	\$41,847	\$39,566	\$37,026
Projected Per Capita Income (2016)	\$44,146	\$41,480	\$38,625
Estimated Per Capita income 5 Year Growth	\$2,299 5.5%	\$1,914 4.8%	\$1,599 4.3%
<b>Other Income</b>			
Estimated Median Disposable Income (2011)	\$54,949	\$55,745	\$50,900
Projected Median Disposable Income (2016)	\$57,861	\$58,733	\$53,276
Disposable Income Estimated 5 Year Growth	\$2,912 5.3%	\$2,988 5.4%	\$2,376 4.7%
Estimated Average Household Net Worth (2011)	\$564,699	\$563,383	\$516,652
<b>Daytime Demos (2011)</b>			
Total Businesses	271	1,817	6,179
Total Employees	2,851	22,418	76,659
Company Headquarter Businesses	-	2 0.1%	8 0.1%
Company Headquarter Employees	-	173 0.8%	2,028 2.6%
Employee Population per Business	10.5	12.3	12.4
Residential Population per Business	27.7	28.8	20.7

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#### Race & Ethnicity

	1 mi radius		3 mi radius		5 mi radius	
White (2011)	5,841	77.7%	41,727	79.8%	94,295	73.6%
Black or African American (2011)	1,113	14.8%	7,045	13.5%	23,496	18.3%
American Indian or Alaska Native (2011)	23	0.3%	134	0.3%	430	0.3%
Asian (2011)	276	3.7%	1,715	3.3%	4,302	3.4%
Hawaiian or Pacific Islander (2011)	4	0.1%	18	-	55	-
Other Race (2011)	102	1.4%	629	1.2%	2,530	2.0%
Two or More Races (2011)	155	2.1%	996	1.9%	2,992	2.3%
Not Hispanic or Latino Population (2011)	7,219	96.1%	50,327	96.3%	121,304	94.7%
Hispanic or Latino Population (2011)	294	3.9%	1,937	3.7%	6,796	5.3%
Not Hispanic or Latino Population (2016)	7,447	95.0%	53,427	95.3%	129,586	93.3%
Hispanic or Latino Population (2016)	388	5.0%	2,640	4.7%	9,276	6.7%
Not Hispanic or Latino Population (2010)	6,492	96.0%	49,439	96.7%	119,231	95.1%
Hispanic or Latino Population (2010)	268	4.0%	1,691	3.3%	6,134	4.9%
Not Hispanic or Latino Population (2000)	6,288	97.6%	44,804	98.1%	107,557	97.0%
Hispanic or Latino Population (2000)	156	2.4%	887	1.9%	3,365	3.0%
Projected Hispanic Annual Growth (2011 to 2016)	94	6.4%	703	7.3%	2,480	7.3%
Historic Hispanic Annual Growth (2000 to 2011)	138	8.1%	1,050	10.8%	3,431	9.3%

#### Age Distribution (2011)

Age Under 5	484	6.4%	3,547	6.8%	8,593	6.7%
Age 5 to 9 Years	464	6.2%	3,427	6.6%	8,216	6.4%
Age 10 to 14 Years	507	6.7%	3,498	6.7%	8,381	6.5%
Age 15 to 19 Years	505	6.7%	3,777	7.2%	8,911	7.0%
Age 20 to 24 Years	524	7.0%	3,730	7.1%	8,957	7.0%
Age 25 to 29 Years	487	6.5%	3,691	7.1%	8,874	6.9%
Age 30 to 34 Years	470	6.3%	3,559	6.8%	8,559	6.7%
Age 35 to 39 Years	466	6.2%	3,517	6.7%	8,449	6.6%
Age 40 to 44 Years	498	6.6%	3,413	6.5%	8,870	6.9%
Age 45 to 49 Years	548	7.3%	3,439	6.6%	9,413	7.3%
Age 50 to 54 Years	588	7.8%	3,783	7.2%	9,415	7.3%
Age 55 to 59 Years	528	7.0%	3,298	6.3%	8,319	6.5%
Age 60 to 64 Years	453	6.0%	2,888	5.5%	6,822	5.3%
Age 65 to 74 Years	517	6.9%	3,457	6.6%	8,502	6.6%
Age 75 to 84 Years	322	4.3%	2,236	4.3%	5,432	4.2%
Age 85 Years or Over	148	2.0%	996	1.9%	2,374	1.9%
Median Age	37.3		35.5		36.1	

#### Gender Age Distribution (2011)

Female Population	3,916	52.1%	27,408	52.4%	67,479	52.7%
Age 0 to 19 Years	960	24.5%	7,018	25.6%	16,998	25.2%
Age 20 to 64 Years	2,375	60.6%	16,392	59.8%	40,738	60.4%
Age 65 Years or Over	578	14.8%	3,994	14.6%	9,737	14.4%
Female Median Age	39.0		37.4		37.6	
Male Population	3,597	47.9%	24,854	47.6%	60,621	47.3%
Age 0 to 19 Years	1,000	27.8%	7,232	29.1%	17,102	28.2%
Age 20 to 64 Years	2,187	60.8%	14,926	60.1%	36,942	60.9%
Age 65 Years or Over	409	11.4%	2,695	10.8%	6,572	10.8%
Male Median Age	35.4		33.6		34.4	

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Battleground Plaza Greensboro, NC	1 mi radius		3 mi radius		5 mi radius	
<b>Household Income Distribution (2011)</b>						
HH Income \$200,000 or More	242	6.7%	1,534	6.6%	3,576	6.4%
HH Income \$150,000 to \$199,999	268	7.4%	1,706	7.4%	3,412	6.1%
HH Income \$100,000 to \$149,999	512	14.2%	3,372	14.6%	7,188	12.8%
HH Income \$75,000 to \$99,999	485	13.5%	3,299	14.3%	6,961	12.4%
HH Income \$50,000 to \$74,999	767	21.3%	4,436	19.2%	9,764	17.4%
HH Income \$35,000 to \$49,999	466	13.0%	3,097	13.4%	7,619	13.6%
HH Income \$25,000 to \$34,999	430	11.9%	2,308	10.0%	6,311	11.2%
HH Income \$15,000 to \$24,999	151	4.2%	1,431	6.2%	5,181	9.2%
HH Income Under \$15,000	279	7.7%	1,910	8.3%	6,118	10.9%
HH Income \$35,000 or More	2,741	76.2%	17,444	75.5%	38,520	68.6%
HH Income \$75,000 or More	1,508	41.9%	9,911	42.9%	21,137	37.7%
<b>Housing (2011)</b>						
Total Housing Units	3,888		24,768		60,893	
Housing Units Occupied	3,597	92.5%	23,089	93.2%	56,133	92.2%
Housing Units Owner-Occupied	1,974	54.9%	15,832	68.6%	35,031	62.4%
Housing Units, Renter-Occupied	1,623	45.1%	7,257	31.4%	21,103	37.6%
Housing Units, Vacant	291	7.5%	1,679	6.8%	4,760	7.8%
Median Years in Residence	2.7		3.9		3.7	
<b>Marital Status (2011)</b>						
Never Married	1,847	30.5%	10,642	25.5%	28,441	27.7%
Currently Married	3,079	50.9%	24,090	57.7%	55,089	53.6%
Separated	235	3.9%	1,356	3.2%	4,475	4.4%
Widowed	319	5.3%	2,328	5.6%	6,184	6.0%
Divorced	566	9.4%	3,353	8.0%	8,538	8.3%
<b>Household Type (2011)</b>						
Population Family	5,674	75.5%	40,622	77.7%	96,980	75.7%
Population Non-Family	1,804	24.0%	10,591	20.3%	28,484	22.2%
Population Group Quarters	36	0.5%	1,051	2.0%	2,636	2.1%
Family Households	1,931	53.7%	13,705	59.3%	32,241	57.4%
Non-Family Households	1,666	46.3%	9,385	40.6%	23,890	42.6%
Married Couple with Children	703	22.8%	4,695	19.5%	11,016	20.0%
Average Family Household Size	2.9		3.0		3.0	
<b>Household Size (2011)</b>						
1 Person Households	1,422	39.5%	8,111	35.1%	19,949	35.5%
2 Person Households	1,056	29.4%	7,394	32.0%	17,529	31.2%
3 Person Households	430	12.0%	2,992	13.0%	7,337	13.1%
4 Person Households	464	12.9%	3,222	14.0%	7,561	13.5%
5 Person Households	165	4.6%	882	3.8%	2,549	4.5%
6 or More Person Households	61	1.7%	492	2.1%	1,212	2.2%
<b>Household Vehicles (2011)</b>						
Households with 0 Vehicles Available	178	4.9%	912	3.9%	2,661	4.7%
Households with 1 Vehicles Available	1,407	39.1%	8,365	36.2%	21,294	37.9%
Households with 2 or More Vehicles Available	2,011	55.9%	13,811	59.8%	32,181	57.3%
Total Vehicles Available	6,346		41,888		99,756	
Average Vehicles Per Household	1.8		1.8		1.8	

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<b>Battleground Plaza</b>				
<b>Greensboro, NC</b>		<b>1 mi radius</b>	<b>3 mi radius</b>	<b>5 mi radius</b>
<b>Labor Force (2011)</b>				
Estimated Labor Population Age 16 Years or Over		5,949	41,003	100,993
Estimated Civilian Employed		4,003 67.3%	25,842 63.0%	62,292 61.7%
Estimated Civilian Unemployed		264 4.4%	1,712 4.2%	5,215 5.2%
Estimated in Armed Forces		10 0.2%	45 0.1%	144 0.1%
Estimated Not in Labor Force		1,673 28.1%	13,404 32.7%	33,341 33.0%
Unemployment Rate		4.4%	4.2%	5.2%
<b>Occupation (2000)</b>				
Occupation: Population Age 16 Years or Over		3,848	25,204	60,634
Management, Business, Financial Operations		1,025 26.6%	6,132 24.3%	12,948 21.4%
Professional, Related		1,135 29.5%	7,065 28.0%	16,073 26.5%
Service		316 8.2%	2,043 8.1%	6,008 9.9%
Sales, Office		1,007 26.2%	7,221 28.6%	17,405 28.7%
Farming, Fishing, Forestry		- -	9 -	67 0.1%
Construct, Extraction, Maintenance		160 4.2%	1,077 4.3%	3,255 5.4%
Production, Transport Material Moving		205 5.3%	1,659 6.6%	4,878 8.0%
White Collar Workers		82.3%	81.0%	76.6%
Blue Collar Workers		17.7%	19.0%	23.4%
<b>Consumer Expenditure (2011)</b>				
Total Household Expenditure		\$230 M	\$1.48 B	\$3.43 B
Total Non-Retail Expenditure		\$133 M 57.7%	\$854 M 57.7%	\$1.98 B 57.6%
Total Retail Expenditure		\$97.2 M 42.3%	\$626 M 42.3%	\$1.46 B 42.4%
Apparel		\$11.0 M 4.8%	\$71.0 M 4.8%	\$165 M 4.8%
Contributions		\$9.32 M 4.1%	\$60.2 M 4.1%	\$138 M 4.0%
Education		\$5.99 M 2.6%	\$38.5 M 2.6%	\$88.7 M 2.6%
Entertainment		\$12.9 M 5.6%	\$83.3 M 5.6%	\$193 M 5.6%
Food and Beverages		\$34.5 M 15.0%	\$222 M 15.0%	\$517 M 15.0%
Furnishings and Equipment		\$10.3 M 4.5%	\$66.9 M 4.5%	\$154 M 4.5%
Gifts		\$6.48 M 2.8%	\$41.8 M 2.8%	\$96.0 M 2.8%
Health Care		\$13.6 M 5.9%	\$87.7 M 5.9%	\$205 M 6.0%
Household Operations		\$8.61 M 3.7%	\$55.7 M 3.8%	\$128 M 3.7%
Miscellaneous Expenses		\$3.78 M 1.6%	\$24.3 M 1.6%	\$56.6 M 1.6%
Personal Care		\$3.31 M 1.4%	\$21.3 M 1.4%	\$49.5 M 1.4%
Personal Insurance		\$2.48 M 1.1%	\$16.1 M 1.1%	\$36.9 M 1.1%
Reading		\$762 K 0.3%	\$4.90 M 0.3%	\$11.3 M 0.3%
Shelter		\$44.5 M 19.4%	\$287 M 19.4%	\$666 M 19.4%
Tobacco		\$1.37 M 0.6%	\$8.82 M 0.6%	\$21.0 M 0.6%
Transportation		\$45.2 M 19.7%	\$291 M 19.7%	\$675 M 19.6%
Utilities		\$15.6 M 6.8%	\$99.8 M 6.7%	\$234 M 6.8%
<b>Educational Attainment (2011)</b>				
Adult Population Age 25 Years or Over		5,028	34,282	85,040
Elementary (Grade Level 0 to 8)		44 0.9%	912 2.7%	3,033 3.6%
Some High School (Grade Level 9 to 11)		154 3.1%	1,151 3.4%	3,630 4.3%
High School Graduate		834 16.6%	5,747 16.8%	15,965 18.8%
Some College		931 18.5%	5,862 17.1%	16,002 18.8%
Associate Degree Only		498 9.9%	2,510 7.3%	5,902 6.9%
Bachelor Degree Only		1,659 33.0%	12,213 35.6%	27,241 32.0%
Graduate Degree		910 18.1%	5,887 17.2%	13,268 15.6%

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Battleground Plaza Greensboro, NC	1 mi radius		3 mi radius		5 mi radius	
<b>Units In Structure (2000)</b>						
1 Detached Unit	1,344	42.2%	12,786	61.4%	29,744	58.1%
1 Attached Unit	387	12.1%	2,032	9.8%	4,103	8.0%
2 to 4 Units	205	6.4%	716	3.4%	3,258	6.4%
5 to 9 Units	433	13.6%	1,732	8.3%	4,784	9.3%
10 to 19 Units	529	16.6%	2,116	10.2%	4,994	9.8%
20 to 49 Units	133	4.2%	643	3.1%	1,522	3.0%
50 or More Units	152	4.8%	754	3.6%	2,482	4.8%
Mobile Home or Trailer	2	0.1%	45	0.2%	288	0.6%
Other Structure	-	-	-	-	19	-
<b>Homes Built By Year (2000)</b>						
Homes Built 1999 to 2000	78	2.4%	840	4.0%	1,645	3.2%
Homes Built 1995 to 1998	549	17.2%	2,974	14.3%	5,304	10.4%
Homes Built 1990 to 1994	714	22.4%	2,901	13.9%	5,885	11.5%
Homes Built 1980 to 1989	1,159	36.4%	5,462	26.2%	11,058	21.6%
Homes Built 1970 to 1979	432	13.5%	3,745	18.0%	9,021	17.6%
Homes Built 1960 to 1969	155	4.9%	2,530	12.2%	6,208	12.1%
Homes Built 1950 to 1959	59	1.9%	1,706	8.2%	6,378	12.5%
Homes Built Before 1949	42	1.3%	671	3.2%	5,695	11.1%
<b>Home Values (2000)</b>						
Home Values \$1,000,000 or More	3	0.2%	21	0.2%	158	0.6%
Home Values \$500,000 to \$999,999	48	3.3%	244	1.9%	912	3.3%
Home Values \$400,000 to \$499,999	49	3.4%	265	2.1%	707	2.5%
Home Values \$300,000 to \$399,999	99	6.8%	662	5.3%	1,747	6.3%
Home Values \$200,000 to \$299,999	270	18.6%	2,302	18.4%	4,485	16.2%
Home Values \$150,000 to \$199,999	321	22.1%	2,741	21.9%	5,855	21.1%
Home Values \$100,000 to \$149,999	394	27.1%	4,170	33.3%	8,541	30.8%
Home Values \$70,000 to \$99,999	245	16.8%	1,811	14.5%	4,101	14.8%
Home Values \$50,000 to \$69,999	25	1.7%	257	2.1%	980	3.5%
Home Values \$25,000 to \$49,999	-	-	29	0.2%	189	0.7%
Home Values Under \$25,000	-	-	18	0.1%	52	0.2%
Owner-Occupied Median Home Value	\$165,018		\$161,434		\$169,543	
Renter-Occupied Median Rent	\$652		\$654		\$581	
<b>Transportation To Work (2000)</b>						
Drive to Work Alone	3,398	88.2%	21,882	86.7%	51,367	84.6%
Drive to Work in Carpool	271	7.0%	1,691	6.7%	5,290	8.7%
Travel to Work by Public Transportation	15	0.4%	86	0.3%	374	0.6%
Drive to Work on Motorcycle	12	0.3%	39	0.2%	61	0.1%
Walk or Bicycle to Work	24	0.6%	354	1.4%	1,039	1.7%
Other Means	22	0.6%	146	0.6%	301	0.5%
Work at Home	112	2.9%	1,026	4.1%	2,274	3.7%
<b>Travel Time (2000)</b>						
Travel to Work in 14 Minutes or Less	960	25.6%	7,210	29.8%	20,435	35.0%
Travel to Work in 15 to 29 Minutes	1,990	53.2%	11,988	49.5%	26,810	45.9%
Travel to Work in 30 to 59 Minutes	689	18.4%	4,141	17.1%	9,244	15.8%
Travel to Work in 60 Minutes or More	101	2.7%	859	3.5%	1,948	3.3%
Average Minutes Travel to Work	20.8		20.1		19.1	

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