

EXPANDED PROFILE

2000-2010 Census, 2015 Estimates with 2020 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.1334/-79.8576

RF5

Battleground Plaza	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2015)	8,912	54,577	136,232
Projected Population (2020)	9,350	57,154	142,847
Census Population (2010)	8,384	52,758	131,101
Census Population (2000)	7,591	47,179	114,393
Projected Annual Growth (2015 to 2020)	438 1.0%	2,577 0.9%	6,615 1.0%
Historical Annual Growth (2010 to 2015)	528 1.3%	1,819 0.7%	5,131 0.8%
Historical Annual Growth (2000 to 2010)	793 1.0%	5,579 1.2%	16,708 1.5%
Estimated Population Density (2015)	2,838 <i>psm</i>	1,931 <i>psm</i>	1,735 <i>psm</i>
Trade Area Size	3.14 <i>sq mi</i>	28.26 <i>sq mi</i>	78.51 <i>sq mi</i>
Households			
Estimated Households (2015)	4,690	24,827	61,207
Projected Households (2020)	4,896	25,927	64,009
Census Households (2010)	4,299	23,445	57,640
Census Households (2000)	3,540	20,260	49,773
Estimated Households with Children (2015)	950 20.3%	6,178 24.9%	15,867 25.9%
Estimated Average Household Size (2015)	1.89	2.15	2.18
Average Household Income			
Estimated Average Household Income (2015)	\$77,998	\$86,726	\$82,237
Projected Average Household Income (2020)	\$82,396	\$91,618	\$86,920
Estimated Average Family Income (2015)	\$125,042	\$122,366	\$116,572
Median Household Income			
Estimated Median Household Income (2015)	\$52,499	\$65,155	\$60,630
Projected Median Household Income (2020)	\$54,644	\$68,090	\$62,931
Estimated Median Family Income (2015)	\$76,670	\$87,241	\$81,417
Per Capita Income			
Estimated Per Capita Income (2015)	\$41,091	\$39,537	\$37,043
Projected Per Capita Income (2020)	\$43,189	\$41,644	\$39,039
Estimated Per Capita income 5 Year Growth	\$2,098 5.1%	\$2,107 5.3%	\$1,996 5.4%
Estimated Average Household Net Worth (2015)	\$484,702	\$552,338	\$501,486
Daytime Demos (2015)			
Total Businesses	355	2,215	7,119
Total Employees	3,498	25,560	80,288
Company Headquarter Businesses	2 0.6%	13 0.6%	52 0.7%
Company Headquarter Employees	91 2.6%	1,270 5.0%	8,441 10.5%
Employee Population per Business	9.9	11.5	11.3
Residential Population per Business	25.1	24.6	19.1

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Race & Ethnicity							
White (2015)	6,675	74.9%	43,074	78.9%	97,014	71.2%	
Black or African American (2015)	1,502	16.8%	7,681	14.1%	27,633	20.3%	
American Indian or Alaska Native (2015)	25	0.3%	124	0.2%	404	0.3%	
Asian (2015)	397	4.5%	2,060	3.8%	5,245	3.8%	
Hawaiian or Pacific Islander (2015)	5	0.1%	18	-	54	-	
Other Race (2015)	107	1.2%	543	1.0%	2,804	2.1%	
Two or More Races (2015)	201	2.3%	1,077	2.0%	3,079	2.3%	
Not Hispanic or Latino Population (2015)	8,559	96.0%	52,691	96.5%	129,196	94.8%	
Hispanic or Latino Population (2015)	353	4.0%	1,886	3.5%	7,036	5.2%	
Not Hispanic or Latino Population (2020)	8,913	95.3%	54,797	95.9%	134,285	94.0%	
Hispanic or Latino Population (2020)	437	4.7%	2,357	4.1%	8,562	6.0%	
Not Hispanic or Latino Population (2010)	8,060	96.1%	51,013	96.7%	124,510	95.0%	
Hispanic or Latino Population (2010)	324	3.9%	1,745	3.3%	6,591	5.0%	
Not Hispanic or Latino Population (2000)	7,400	97.5%	46,248	98.0%	110,852	96.9%	
Hispanic or Latino Population (2000)	191	2.5%	930	2.0%	3,541	3.1%	
Projected Hispanic Annual Growth (2015 to 2020)	84	4.7%	470	5.0%	1,526	4.3%	
Historic Hispanic Annual Growth (2000 to 2015)	162	5.7%	956	6.9%	3,495	6.6%	
Age Distribution (2015)							
Age Under 5	427	4.8%	2,766	5.1%	7,543	5.5%	
Age 5 to 9 Years	429	4.8%	2,901	5.3%	7,644	5.6%	
Age 10 to 14 Years	446	5.0%	3,176	5.8%	8,188	6.0%	
Age 15 to 19 Years	383	4.3%	3,227	5.9%	8,427	6.2%	
Age 20 to 24 Years	789	8.9%	3,390	6.2%	10,115	7.4%	
Age 25 to 29 Years	993	11.1%	3,894	7.1%	10,290	7.6%	
Age 30 to 34 Years	737	8.3%	3,503	6.4%	9,088	6.7%	
Age 35 to 39 Years	551	6.2%	3,182	5.8%	8,114	6.0%	
Age 40 to 44 Years	560	6.3%	3,499	6.4%	8,823	6.5%	
Age 45 to 49 Years	576	6.5%	3,696	6.8%	8,983	6.6%	
Age 50 to 54 Years	596	6.7%	3,787	6.9%	9,177	6.7%	
Age 55 to 59 Years	591	6.6%	4,001	7.3%	9,306	6.8%	
Age 60 to 64 Years	529	5.9%	3,621	6.6%	8,243	6.1%	
Age 65 to 74 Years	715	8.0%	5,404	9.9%	11,818	8.7%	
Age 75 to 84 Years	367	4.1%	3,045	5.6%	6,665	4.9%	
Age 85 Years or Over	223	2.5%	1,484	2.7%	3,809	2.8%	
Median Age	36.4		40.6		38.8		
Gender Age Distribution (2015)							
Female Population	4,820	54.1%	29,155	53.4%	72,065	52.9%	
Age 0 to 19 Years	810	16.8%	5,919	20.3%	15,701	21.8%	
Age 20 to 64 Years	3,215	66.7%	17,413	59.7%	43,248	60.0%	
Age 65 Years or Over	795	16.5%	5,823	20.0%	13,117	18.2%	
Female Median Age	37.3		42.0		40.2		
Male Population	4,092	45.9%	25,422	46.6%	64,167	47.1%	
Age 0 to 19 Years	875	21.4%	6,152	24.2%	16,101	25.1%	
Age 20 to 64 Years	2,708	66.2%	15,160	59.6%	38,891	60.6%	
Age 65 Years or Over	509	12.4%	4,110	16.2%	9,175	14.3%	
Male Median Age	35.8		39.1		37.4		

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Household Income Distribution (2015)						
HH Income \$200,000 or More	244	5.2%	1,627	6.6%	3,714	6.1%
HH Income \$150,000 to \$199,999	151	3.2%	1,309	5.3%	3,091	5.1%
HH Income \$100,000 to \$149,999	634	13.5%	3,632	14.6%	7,936	13.0%
HH Income \$75,000 to \$99,999	412	8.8%	3,467	14.0%	6,751	11.0%
HH Income \$50,000 to \$74,999	797	17.0%	4,261	17.2%	10,687	17.5%
HH Income \$35,000 to \$49,999	928	19.8%	3,830	15.4%	9,283	15.2%
HH Income \$25,000 to \$34,999	687	14.7%	2,751	11.1%	7,073	11.6%
HH Income \$15,000 to \$24,999	525	11.2%	2,170	8.7%	6,779	11.1%
HH Income Under \$15,000	312	6.6%	1,781	7.2%	5,892	9.6%
HH Income \$35,000 or More	3,166	67.5%	18,125	73.0%	41,463	67.7%
HH Income \$75,000 or More	1,441	30.7%	10,034	40.4%	21,493	35.1%
Housing (2015)						
Total Housing Units	4,904		25,939		64,024	
Housing Units Occupied	4,690	95.6%	24,827	95.7%	61,207	95.6%
Housing Units Owner-Occupied	2,169	46.2%	16,397	66.0%	36,593	59.8%
Housing Units, Renter-Occupied	2,522	53.8%	8,430	34.0%	24,615	40.2%
Housing Units, Vacant	214	4.4%	1,112	4.3%	2,817	4.4%
Marital Status (2015)						
Never Married	2,862	37.6%	14,050	30.7%	37,120	32.9%
Currently Married	3,182	41.8%	22,559	49.3%	51,480	45.6%
Separated	322	4.2%	1,633	3.6%	5,268	4.7%
Widowed	456	6.0%	2,896	6.3%	7,053	6.2%
Divorced	789	10.4%	4,596	10.0%	11,938	10.6%
Household Type (2015)						
Population Family	5,123	57.5%	37,437	68.6%	91,970	67.5%
Population Non-Family	3,736	41.9%	16,013	29.3%	41,721	30.6%
Population Group Quarters	53	0.6%	1,126	2.1%	2,542	1.9%
Family Households	2,066	44.0%	14,314	57.7%	34,365	56.1%
Non-Family Households	2,624	56.0%	10,512	42.3%	26,843	43.9%
Married Couple with Children	595	18.7%	4,295	19.0%	10,314	20.0%
Average Family Household Size	2.5		2.6		2.7	
Household Size (2015)						
1 Person Households	2,179	46.5%	8,771	35.3%	21,799	35.6%
2 Person Households	1,547	33.0%	8,910	35.9%	21,038	34.4%
3 Person Households	473	10.1%	3,303	13.3%	8,461	13.8%
4 Person Households	336	7.2%	2,618	10.5%	6,385	10.4%
5 Person Households	109	2.3%	863	3.5%	2,419	4.0%
6 or More Person Households	45	1.0%	362	1.5%	1,106	1.8%
Household Vehicles (2015)						
Households with 0 Vehicles Available	105	2.2%	773	3.1%	2,803	4.6%
Households with 1 Vehicles Available	2,368	50.5%	9,696	39.1%	24,620	40.2%
Households with 2 or More Vehicles Available	2,217	47.3%	14,358	57.8%	33,785	55.2%
Total Vehicles Available	7,451		43,607		105,295	
Average Vehicles Per Household	1.6		1.8		1.7	

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Labor Force (2015)				
Estimated Labor Population Age 16 Years or Over		7,536	45,194	111,463
Estimated Civilian Employed		5,102 67.7%	28,642 63.4%	70,421 63.2%
Estimated Civilian Unemployed		214 2.8%	1,242 2.7%	3,358 3.0%
Estimated in Armed Forces		73 1.0%	90 0.2%	181 0.2%
Estimated Not in Labor Force		2,147 28.5%	15,221 33.7%	37,503 33.6%
Unemployment Rate		2.8%	2.7%	3.0%
Occupation (2010)				
Occupation: Population Age 16 Years or Over		4,585	26,035	64,473
Management, Business, Financial Operations		926 20.2%	5,087 19.5%	11,492 17.8%
Professional, Related		1,311 28.6%	7,160 27.5%	16,338 25.3%
Service		532 11.6%	3,272 12.6%	9,207 14.3%
Sales, Office		1,192 26.0%	7,228 27.8%	17,744 27.5%
Farming, Fishing, Forestry		5 0.1%	54 0.2%	121 0.2%
Construct, Extraction, Maintenance		249 5.4%	1,325 5.1%	3,812 5.9%
Production, Transport Material Moving		369 8.1%	1,910 7.3%	5,760 8.9%
White Collar Workers		74.8%	74.8%	70.7%
Blue Collar Workers		25.2%	25.2%	29.3%
Consumer Expenditure (2015)				
Total Household Expenditure		\$276 M	\$1.58 B	\$3.72 B
Total Non-Retail Expenditure		\$149 M 54.0%	\$855 M 54.3%	\$2.02 B 54.2%
Total Retail Expenditure		\$127 M 46.0%	\$720 M 45.7%	\$1.70 B 45.8%
Apparel		\$9.54 M 3.5%	\$54.7 M 3.5%	\$129 M 3.5%
Contributions		\$11.8 M 4.3%	\$70.5 M 4.5%	\$165 M 4.4%
Education		\$9.91 M 3.6%	\$58.6 M 3.7%	\$138 M 3.7%
Entertainment		\$15.4 M 5.6%	\$88.5 M 5.6%	\$208 M 5.6%
Food and Beverages		\$40.7 M 14.7%	\$229 M 14.6%	\$543 M 14.6%
Furnishings and Equipment		\$9.34 M 3.4%	\$54.6 M 3.5%	\$128 M 3.4%
Gifts		\$6.81 M 2.5%	\$39.8 M 2.5%	\$93.6 M 2.5%
Health Care		\$22.7 M 8.2%	\$126 M 8.0%	\$299 M 8.0%
Household Operations		\$7.65 M 2.8%	\$45.3 M 2.9%	\$106 M 2.9%
Miscellaneous Expenses		\$4.17 M 1.5%	\$23.2 M 1.5%	\$55.0 M 1.5%
Personal Care		\$3.58 M 1.3%	\$20.4 M 1.3%	\$48.1 M 1.3%
Personal Insurance		\$1.99 M 0.7%	\$11.8 M 0.8%	\$27.8 M 0.7%
Reading		\$619 K 0.2%	\$3.52 M 0.2%	\$8.29 M 0.2%
Shelter		\$56.9 M 20.6%	\$325 M 20.6%	\$767 M 20.6%
Tobacco		\$1.76 M 0.6%	\$9.47 M 0.6%	\$22.7 M 0.6%
Transportation		\$52.4 M 18.9%	\$297 M 18.9%	\$699 M 18.8%
Utilities		\$21.2 M 7.7%	\$117 M 7.4%	\$279 M 7.5%
Educational Attainment (2015)				
Adult Population Age 25 Years or Over		8,086	48,713	117,415
Elementary (Grade Level 0 to 8)		204 2.5%	1,038 2.1%	4,589 3.9%
Some High School (Grade Level 9 to 11)		279 3.5%	2,009 4.1%	7,273 6.2%
High School Graduate		1,096 13.6%	6,316 13.0%	16,676 14.2%
Some College		1,371 17.0%	8,141 16.7%	19,243 16.4%
Associate Degree Only		393 4.9%	2,656 5.5%	6,531 5.6%
Bachelor Degree Only		1,919 23.7%	12,354 25.4%	28,550 24.3%
Graduate Degree		2,824 34.9%	16,199 33.3%	34,552 29.4%

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Units In Structure (2010)							
1 Detached Unit	1,666	38.8%	14,323	61.1%	34,143	59.2%	
1 Attached Unit	558	13.0%	2,299	9.8%	4,680	8.1%	
2 to 4 Units	216	5.0%	801	3.4%	2,996	5.2%	
5 to 9 Units	631	14.7%	2,054	8.8%	5,658	9.8%	
10 to 19 Units	700	16.3%	2,125	9.1%	4,624	8.0%	
20 to 49 Units	175	4.1%	486	2.1%	1,849	3.2%	
50 or More Units	205	4.8%	563	2.4%	1,649	2.9%	
Mobile Home or Trailer	147	3.4%	792	3.4%	2,036	3.5%	
Other Structure	-	-	2	-	5	-	
Homes Built By Year (2010)							
Homes Built 2005 or later	340	7.9%	2,049	8.7%	4,577	7.9%	
Homes Built 2000 to 2004	498	11.6%	2,167	9.2%	5,674	9.8%	
Homes Built 1990 to 1999	1,268	29.5%	5,646	24.1%	12,299	21.3%	
Homes Built 1980 to 1989	970	22.6%	4,768	20.3%	10,872	18.9%	
Homes Built 1970 to 1979	622	14.5%	3,654	15.6%	8,635	15.0%	
Homes Built 1960 to 1969	281	6.5%	2,468	10.5%	5,662	9.8%	
Homes Built 1950 to 1959	173	4.0%	1,701	7.3%	5,325	9.2%	
Homes Built Before 1949	147	3.4%	993	4.2%	4,596	8.0%	
Home Values (2010)							
Home Values \$1,000,000 or More	10	0.5%	82	0.5%	413	1.2%	
Home Values \$500,000 to \$999,999	133	6.8%	700	4.5%	1,953	5.6%	
Home Values \$400,000 to \$499,999	184	9.3%	843	5.4%	1,827	5.2%	
Home Values \$300,000 to \$399,999	258	13.1%	1,790	11.4%	3,785	10.8%	
Home Values \$200,000 to \$299,999	256	13.0%	3,931	25.1%	8,250	23.5%	
Home Values \$150,000 to \$199,999	394	20.0%	3,361	21.5%	7,423	21.1%	
Home Values \$100,000 to \$149,999	429	21.8%	3,420	21.9%	7,463	21.2%	
Home Values \$70,000 to \$99,999	218	11.1%	1,023	6.5%	2,665	7.6%	
Home Values \$50,000 to \$69,999	22	1.1%	152	1.0%	585	1.7%	
Home Values \$25,000 to \$49,999	35	1.8%	121	0.8%	298	0.8%	
Home Values Under \$25,000	28	1.4%	224	1.4%	474	1.3%	
Owner-Occupied Median Home Value	\$216,967		\$207,833		\$213,588		
Renter-Occupied Median Rent	\$673		\$688		\$661		
Transportation To Work (2010)							
Drive to Work Alone	4,067	89.0%	22,341	86.5%	54,333	85.5%	
Drive to Work in Carpool	226	4.9%	1,575	6.1%	4,475	7.0%	
Travel to Work by Public Transportation	19	0.4%	107	0.4%	554	0.9%	
Drive to Work on Motorcycle	3	0.1%	14	0.1%	42	0.1%	
Walk or Bicycle to Work	31	0.7%	350	1.4%	1,022	1.6%	
Other Means	37	0.8%	166	0.6%	428	0.7%	
Work at Home	184	4.0%	1,289	5.0%	2,657	4.2%	
Travel Time (2010)							
Travel to Work in 14 Minutes or Less	1,156	26.4%	7,700	31.4%	20,768	34.1%	
Travel to Work in 15 to 29 Minutes	2,461	56.1%	12,011	48.9%	28,593	47.0%	
Travel to Work in 30 to 59 Minutes	686	15.7%	4,093	16.7%	9,729	16.0%	
Travel to Work in 60 Minutes or More	81	1.8%	749	3.1%	1,764	2.9%	
Average Minutes Travel to Work	18.6		18.0		17.6		

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