

# EXPANDED PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.1338/-79.8564

RF5

<b>Battleground Plaza Greensboro, NC 27410</b>	<b>1 mi radius</b>	<b>3 mi radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>
<b>Population</b>				
Estimated Population (2018)	8,842	55,935	136,974	375,156
Projected Population (2023)	9,216	58,091	142,319	390,394
Census Population (2010)	8,289	53,604	130,123	342,044
Census Population (2000)	7,475	47,729	113,286	291,966
Projected Annual Growth (2018 to 2023)	374 0.8%	2,156 0.8%	5,345 0.8%	15,237 0.8%
Historical Annual Growth (2010 to 2018)	553 0.8%	2,331 0.5%	6,851 0.7%	33,112 1.2%
Historical Annual Growth (2000 to 2010)	814 1.1%	5,875 1.2%	16,837 1.5%	50,079 1.7%
Estimated Population Density (2018)	2,816 <i>psm</i>	1,979 <i>psm</i>	1,745 <i>psm</i>	1,195 <i>psm</i>
Trade Area Size	3.14 <i>sq mi</i>	28.26 <i>sq mi</i>	78.51 <i>sq mi</i>	314.03 <i>sq mi</i>
<b>Households</b>				
Estimated Households (2018)	4,677	25,749	62,307	158,080
Projected Households (2023)	4,854	26,672	64,598	164,346
Census Households (2010)	4,278	23,779	57,158	139,196
Census Households (2000)	3,495	20,488	49,307	118,153
Estimated Households with Children (2018)	923 19.7%	6,171 24.0%	15,635 25.1%	45,802 29.0%
Estimated Average Household Size (2018)	1.88	2.13	2.15	2.29
<b>Average Household Income</b>				
Estimated Average Household Income (2018)	\$87,496	\$108,236	\$102,651	\$82,070
Projected Average Household Income (2023)	\$101,951	\$127,482	\$120,570	\$94,578
Estimated Average Family Income (2018)	\$143,042	\$151,117	\$143,138	\$108,235
<b>Median Household Income</b>				
Estimated Median Household Income (2018)	\$57,853	\$74,974	\$72,232	\$62,277
Projected Median Household Income (2023)	\$65,242	\$86,150	\$82,697	\$71,011
Estimated Median Family Income (2018)	\$89,173	\$103,062	\$101,265	\$83,075
<b>Per Capita Income</b>				
Estimated Per Capita Income (2018)	\$46,316	\$49,913	\$46,794	\$34,751
Projected Per Capita Income (2023)	\$53,734	\$58,618	\$54,822	\$39,977
Estimated Per Capita Income 5 Year Growth	\$7,418 16.0%	\$8,705 17.4%	\$8,028 17.2%	\$5,227 15.0%
Estimated Average Household Net Worth (2018)	\$549,515	\$703,831	\$682,036	\$536,430
<b>Daytime Demos (2018)</b>				
Total Businesses	311	1,779	6,627	16,910
Total Employees	2,742	16,326	71,952	227,949
Company Headquarter Businesses	1 0.3%	2 0.1%	28 0.4%	121 0.7%
Company Headquarter Employees	62 2.2%	107 0.7%	9,809 13.6%	26,503 11.6%
Employee Population per Business	8.8	9.2	10.9	13.5
Residential Population per Business	28.4	31.4	20.7	22.2

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Battleground Plaza Greensboro, NC 27410		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
<b>Race &amp; Ethnicity</b>									
White (2018)	6,271	70.9%	41,451	74.1%	92,100	67.2%	194,502	51.8%	
Black or African American (2018)	1,703	19.3%	9,738	17.4%	31,345	22.9%	134,892	36.0%	
American Indian or Alaska Native (2018)	24	0.3%	138	0.2%	439	0.3%	1,815	0.5%	
Asian (2018)	490	5.5%	2,676	4.8%	6,545	4.8%	20,457	5.5%	
Hawaiian or Pacific Islander (2018)	5	0.1%	19	-	58	-	157	-	
Other Race (2018)	124	1.4%	636	1.1%	3,022	2.2%	13,680	3.6%	
Two or More Races (2018)	225	2.5%	1,276	2.3%	3,465	2.5%	9,653	2.6%	
Not Hispanic or Latino Population (2018)	8,424	95.3%	53,620	95.9%	129,153	94.3%	346,343	92.3%	
Hispanic or Latino Population (2018)	417	4.7%	2,315	4.1%	7,821	5.7%	28,814	7.7%	
Not Hispanic or Latino Population (2023)	8,762	95.1%	55,557	95.6%	133,884	94.1%	359,791	92.2%	
Hispanic or Latino Population (2023)	454	4.9%	2,534	4.4%	8,435	5.9%	30,603	7.8%	
Not Hispanic or Latino Population (2010)	7,963	96.1%	51,820	96.7%	123,618	95.0%	317,591	92.9%	
Hispanic or Latino Population (2010)	326	3.9%	1,784	3.3%	6,504	5.0%	24,453	7.1%	
Not Hispanic or Latino Population (2000)	7,284	97.5%	46,785	98.0%	109,854	97.0%	280,949	96.2%	
Hispanic or Latino Population (2000)	190	2.5%	944	2.0%	3,433	3.0%	11,016	3.8%	
Projected Hispanic Annual Growth (2018 to 2023)	36	1.7%	219	1.9%	615	1.6%	1,789	1.2%	
Historic Hispanic Annual Growth (2000 to 2018)	227	6.6%	1,371	8.1%	4,388	7.1%	17,798	9.0%	
<b>Age Distribution (2018)</b>									
Age Under 5	426	4.8%	2,787	5.0%	7,410	5.4%	21,965	5.9%	
Age 5 to 9 Years	430	4.9%	2,906	5.2%	7,503	5.5%	22,728	6.1%	
Age 10 to 14 Years	456	5.2%	3,242	5.8%	8,188	6.0%	23,771	6.3%	
Age 15 to 19 Years	379	4.3%	3,239	5.8%	8,374	6.1%	27,495	7.3%	
Age 20 to 24 Years	696	7.9%	3,109	5.6%	9,225	6.7%	28,567	7.6%	
Age 25 to 29 Years	992	11.2%	4,130	7.4%	10,814	7.9%	29,603	7.9%	
Age 30 to 34 Years	723	8.2%	3,625	6.5%	9,114	6.7%	24,991	6.7%	
Age 35 to 39 Years	561	6.3%	3,383	6.0%	8,381	6.1%	24,088	6.4%	
Age 40 to 44 Years	510	5.8%	3,212	5.7%	7,954	5.8%	22,530	6.0%	
Age 45 to 49 Years	577	6.5%	3,698	6.6%	8,922	6.5%	25,014	6.7%	
Age 50 to 54 Years	588	6.6%	3,698	6.6%	8,859	6.5%	24,194	6.4%	
Age 55 to 59 Years	585	6.6%	4,101	7.3%	9,518	6.9%	24,290	6.5%	
Age 60 to 64 Years	571	6.5%	3,897	7.0%	8,723	6.4%	21,519	5.7%	
Age 65 to 74 Years	806	9.1%	6,090	10.9%	13,241	9.7%	31,660	8.4%	
Age 75 to 84 Years	364	4.1%	3,297	5.9%	7,121	5.2%	15,814	4.2%	
Age 85 Years or Over	179	2.0%	1,523	2.7%	3,628	2.6%	6,927	1.8%	
Median Age	36.8		41.1		39.3		36.7		
<b>Gender Age Distribution (2018)</b>									
Female Population	4,766	53.9%	30,000	53.6%	72,671	53.1%	197,449	52.6%	
Age 0 to 19 Years	807	16.9%	6,018	20.1%	15,600	21.5%	47,714	24.2%	
Age 20 to 64 Years	3,148	66.1%	17,594	58.6%	43,030	59.2%	118,009	59.8%	
Age 65 Years or Over	811	17.0%	6,388	21.3%	14,041	19.3%	31,725	16.1%	
Female Median Age	37.9		42.5		40.7		37.8		
Male Population	4,076	46.1%	25,935	46.4%	64,303	46.9%	177,708	47.4%	
Age 0 to 19 Years	883	21.7%	6,155	23.7%	15,875	24.7%	48,246	27.1%	
Age 20 to 64 Years	2,654	65.1%	15,259	58.8%	38,480	59.8%	106,786	60.1%	
Age 65 Years or Over	539	13.2%	4,522	17.4%	9,949	15.5%	22,676	12.8%	
Male Median Age	36.0		39.6		38.0		35.6		

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<b>Greensboro, NC 27410</b>								
<b>Household Income Distribution (2018)</b>								
HH Income \$200,000 or More	338	7.2%	2,467	9.6%	5,861	9.4%	10,370	6.6%
HH Income \$150,000 to \$199,999	229	4.9%	1,844	7.2%	4,316	6.9%	8,674	5.5%
HH Income \$100,000 to \$149,999	592	12.7%	4,151	16.1%	8,747	14.0%	19,255	12.2%
HH Income \$75,000 to \$99,999	391	8.4%	3,185	12.4%	7,272	11.7%	17,531	11.1%
HH Income \$50,000 to \$74,999	799	17.1%	4,594	17.8%	10,816	17.4%	27,229	17.2%
HH Income \$35,000 to \$49,999	997	21.3%	3,819	14.8%	9,121	14.6%	23,949	15.1%
HH Income \$25,000 to \$34,999	452	9.7%	1,922	7.5%	5,261	8.4%	16,154	10.2%
HH Income \$15,000 to \$24,999	506	10.8%	1,876	7.3%	5,804	9.3%	16,571	10.5%
HH Income Under \$15,000	373	8.0%	1,890	7.3%	5,110	8.2%	18,347	11.6%
HH Income \$35,000 or More	3,346	71.5%	20,061	77.9%	46,133	74.0%	107,009	67.7%
HH Income \$75,000 or More	1,550	33.1%	11,648	45.2%	26,195	42.0%	55,831	35.3%
<b>Housing (2018)</b>								
Total Housing Units	4,781		26,350		63,985		163,310	
Housing Units Occupied	4,677	97.8%	25,749	97.7%	62,307	97.4%	158,080	96.8%
Housing Units Owner-Occupied	2,131	45.6%	16,794	65.2%	37,306	59.9%	89,566	56.7%
Housing Units, Renter-Occupied	2,546	54.4%	8,955	34.8%	25,002	40.1%	68,514	43.3%
Housing Units, Vacant	104	2.2%	601	2.3%	1,678	2.6%	5,230	3.2%
<b>Marital Status (2018)</b>								
Never Married	2,652	35.2%	14,236	30.3%	38,045	33.4%	118,275	38.6%
Currently Married	3,017	40.1%	21,915	46.6%	49,317	43.3%	118,599	38.7%
Separated	349	4.6%	1,921	4.1%	5,131	4.5%	17,175	5.6%
Widowed	391	5.2%	3,103	6.6%	7,476	6.6%	17,612	5.7%
Divorced	1,121	14.9%	5,825	12.4%	13,905	12.2%	35,031	11.4%
<b>Household Type (2018)</b>								
Population Family	5,705	64.5%	41,382	74.0%	100,222	73.2%	279,876	74.6%
Population Non-Family	3,102	35.1%	13,335	23.8%	34,026	24.8%	82,527	22.0%
Population Group Quarters	35	0.4%	1,218	2.2%	2,726	2.0%	12,753	3.4%
Family Households	2,039	43.6%	14,523	56.4%	34,473	55.3%	92,126	58.3%
Non-Family Households	2,638	56.4%	11,226	43.6%	27,835	44.7%	65,954	41.7%
Married Couple with Children	576	19.1%	4,257	19.4%	10,116	20.5%	26,418	22.3%
Average Family Household Size	2.8		2.8		2.9		3.0	
<b>Household Size (2018)</b>								
1 Person Households	2,212	47.3%	9,482	36.8%	22,922	36.8%	53,171	33.6%
2 Person Households	1,506	32.2%	9,150	35.5%	21,357	34.3%	52,004	32.9%
3 Person Households	464	9.9%	3,294	12.8%	8,321	13.4%	23,647	15.0%
4 Person Households	337	7.2%	2,593	10.1%	6,244	10.0%	17,629	11.2%
5 Person Households	113	2.4%	872	3.4%	2,384	3.8%	7,431	4.7%
6 or More Person Households	44	0.9%	357	1.4%	1,080	1.7%	4,199	2.7%
<b>Household Vehicles (2018)</b>								
Households with 0 Vehicles Available	101	2.2%	805	3.1%	2,563	4.1%	9,743	6.2%
Households with 1 Vehicles Available	2,388	51.1%	9,346	36.3%	24,050	38.6%	59,352	37.5%
Households with 2 or More Vehicles Available	2,188	46.8%	15,598	60.6%	35,694	57.3%	88,986	56.3%
Total Vehicles Available	7,483		46,677		110,031		279,971	
Average Vehicles Per Household	1.6		1.8		1.8		1.8	

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Battleground Plaza Greensboro, NC 27410	1 mi radius	3 mi radius	5 mi radius	10 mi radius
<b>Labor Force (2018)</b>				
Estimated Labor Population Age 16 Years or Over	7,458	46,469	112,501	302,722
Estimated Civilian Employed	4,585 61.5%	28,475 61.3%	70,606 62.8%	186,351 61.6%
Estimated Civilian Unemployed	87 1.2%	841 1.8%	2,010 1.8%	7,616 2.5%
Estimated in Armed Forces	95 1.3%	111 0.2%	133 0.1%	293 0.1%
Estimated Not in Labor Force	2,691 36.1%	17,042 36.7%	39,752 35.3%	108,462 35.8%
Unemployment Rate	1.2%	1.8%	1.8%	2.5%
<b>Occupation (2015)</b>				
Occupation: Population Age 16 Years or Over	4,701	28,701	70,963	185,545
Management, Business, Financial Operations	854 18.2%	5,662 19.7%	13,430 18.9%	30,056 16.2%
Professional, Related	1,451 30.9%	8,806 30.7%	20,182 28.4%	44,291 23.9%
Service	653 13.9%	3,392 11.8%	9,694 13.7%	29,628 16.0%
Sales, Office	1,227 26.1%	7,376 25.7%	17,649 24.9%	47,232 25.5%
Farming, Fishing, Forestry	- -	40 0.1%	127 0.2%	286 0.2%
Construct, Extraction, Maintenance	195 4.1%	1,281 4.5%	3,362 4.7%	11,332 6.1%
Production, Transport Material Moving	322 6.8%	2,143 7.5%	6,519 9.2%	22,719 12.2%
White Collar Workers	3,532 75.1%	21,845 76.1%	51,261 72.2%	121,579 65.5%
Blue Collar Workers	1,169 24.9%	6,856 23.9%	19,702 27.8%	63,965 34.5%
<b>Consumer Expenditure (2018)</b>				
Total Household Expenditure	\$293 M	\$1.89 B	\$4.42 B	\$9.53 B
Total Non-Retail Expenditure	\$153 M 52.3%	\$994 M 52.5%	\$2.32 B 52.6%	\$4.98 B 52.3%
Total Retail Expenditure	\$140 M 47.7%	\$899 M 47.5%	\$2.09 B 47.4%	\$4.55 B 47.7%
Apparel	\$10.2 M 3.5%	\$66.1 M 3.5%	\$154 M 3.5%	\$333 M 3.5%
Contributions	\$13.3 M 4.5%	\$90.3 M 4.8%	\$211 M 4.8%	\$432 M 4.5%
Education	\$11.0 M 3.8%	\$74.9 M 4.0%	\$175 M 4.0%	\$362 M 3.8%
Entertainment	\$16.4 M 5.6%	\$107 M 5.6%	\$249 M 5.6%	\$535 M 5.6%
Food and Beverages	\$42.6 M 14.6%	\$272 M 14.4%	\$635 M 14.4%	\$1.39 B 14.6%
Furnishings and Equipment	\$10.0 M 3.4%	\$66.5 M 3.5%	\$154 M 3.5%	\$328 M 3.4%
Gifts	\$7.46 M 2.5%	\$50.1 M 2.6%	\$117 M 2.6%	\$242 M 2.5%
Health Care	\$23.5 M 8.0%	\$147 M 7.8%	\$345 M 7.8%	\$759 M 8.0%
Household Operations	\$8.40 M 2.9%	\$56.5 M 3.0%	\$132 M 3.0%	\$276 M 2.9%
Miscellaneous Expenses	\$4.35 M 1.5%	\$27.5 M 1.5%	\$64.3 M 1.5%	\$140 M 1.5%
Personal Care	\$3.79 M 1.3%	\$24.4 M 1.3%	\$56.9 M 1.3%	\$123 M 1.3%
Personal Insurance	\$2.20 M 0.8%	\$14.9 M 0.8%	\$34.7 M 0.8%	\$72.2 M 0.8%
Reading	\$658 K 0.2%	\$4.25 M 0.2%	\$9.89 M 0.2%	\$21.2 M 0.2%
Shelter	\$60.4 M 20.6%	\$392 M 20.7%	\$914 M 20.7%	\$1.97 B 20.7%
Tobacco	\$1.78 M 0.6%	\$10.7 M 0.6%	\$25.1 M 0.6%	\$57.4 M 0.6%
Transportation	\$54.7 M 18.7%	\$352 M 18.6%	\$818 M 18.5%	\$1.78 B 18.7%
Utilities	\$22.0 M 7.5%	\$137 M 7.2%	\$322 M 7.3%	\$711 M 7.5%
<b>Educational Attainment (2018)</b>				
Adult Population Age 25 Years or Over	6,456	40,653	96,274	250,630
Elementary (Grade Level 0 to 8)	77 1.2%	475 1.2%	1,967 2.0%	8,632 3.4%
Some High School (Grade Level 9 to 11)	115 1.8%	964 2.4%	3,461 3.6%	15,028 6.0%
High School Graduate	895 13.9%	6,018 14.8%	16,196 16.8%	54,774 21.9%
Some College	1,510 23.4%	7,856 19.3%	18,546 19.3%	54,339 21.7%
Associate Degree Only	541 8.4%	2,916 7.2%	7,067 7.3%	18,641 7.4%
Bachelor Degree Only	1,681 26.0%	13,440 33.1%	29,546 30.7%	62,856 25.1%
Graduate Degree	1,636 25.3%	8,985 22.1%	19,491 20.2%	36,359 14.5%

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## Battleground Plaza

### Greensboro, NC 27410

#### Units In Structure (2015)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
1 Detached Unit	1,788	41.8%	15,724	66.1%	36,720	64.2%	96,641	69.4%
1 Attached Unit	466	10.9%	2,634	11.1%	5,255	9.2%	9,510	6.8%
2 to 4 Units	379	8.8%	1,027	4.3%	3,559	6.2%	9,900	7.1%
5 to 9 Units	727	17.0%	2,342	9.8%	6,542	11.4%	16,051	11.5%
10 to 19 Units	904	21.1%	2,453	10.3%	5,406	9.5%	12,230	8.8%
20 to 49 Units	289	6.8%	889	3.7%	2,396	4.2%	5,725	4.1%
50 or More Units	211	4.9%	690	2.9%	2,180	3.8%	3,918	2.8%
Mobile Home or Trailer	31	0.7%	156	0.7%	462	0.8%	3,315	2.4%
Other Structure	3	0.1%	8	-	59	0.1%	205	0.1%

#### Homes Built By Year (2015)

Homes Built 2010 or later	64	1.5%	239	1.0%	805	1.4%	2,590	1.9%
Homes Built 2000 to 2009	665	15.5%	3,669	15.4%	8,089	14.2%	23,745	17.1%
Homes Built 1990 to 1999	1,227	28.7%	6,020	25.3%	13,517	23.6%	33,592	24.1%
Homes Built 1980 to 1989	1,356	31.7%	5,311	22.3%	11,676	20.4%	25,172	18.1%
Homes Built 1970 to 1979	675	15.8%	4,122	17.3%	8,560	15.0%	20,870	15.0%
Homes Built 1960 to 1969	261	6.1%	2,678	11.3%	6,456	11.3%	16,714	12.0%
Homes Built 1950 to 1959	164	3.8%	2,133	9.0%	6,771	11.8%	16,481	11.8%
Homes Built Before 1949	156	3.6%	840	3.5%	4,830	8.5%	12,983	9.3%

#### Home Values (2015)

Home Values \$1,000,000 or More	15	0.8%	69	0.4%	340	1.0%	548	0.7%
Home Values \$500,000 to \$999,999	181	9.3%	911	5.7%	2,291	6.6%	3,940	4.9%
Home Values \$400,000 to \$499,999	189	9.7%	1,121	7.0%	2,493	7.1%	4,336	5.4%
Home Values \$300,000 to \$399,999	218	11.2%	2,348	14.7%	5,088	14.6%	10,049	12.4%
Home Values \$200,000 to \$299,999	408	20.9%	4,542	28.5%	8,646	24.7%	16,383	20.2%
Home Values \$150,000 to \$199,999	360	18.5%	3,507	22.0%	7,354	21.0%	15,782	19.5%
Home Values \$100,000 to \$149,999	399	20.5%	3,035	19.0%	7,540	21.6%	20,641	25.5%
Home Values \$70,000 to \$99,999	305	15.7%	989	6.2%	2,430	7.0%	10,931	13.5%
Home Values \$50,000 to \$69,999	41	2.1%	228	1.4%	833	2.4%	4,068	5.0%
Home Values \$25,000 to \$49,999	3	0.2%	54	0.3%	127	0.4%	1,180	1.5%
Home Values Under \$25,000	13	0.7%	100	0.6%	256	0.7%	1,169	1.4%
Owner-Occupied Median Home Value	\$215,012		\$223,507		\$227,918		\$193,252	
Renter-Occupied Median Rent	\$782		\$763		\$724		\$678	

#### Transportation To Work (2015)

Drive to Work Alone	3,860	87.9%	23,434	85.3%	56,539	84.1%	149,873	82.2%
Drive to Work in Carpool	183	4.2%	1,504	5.5%	4,175	6.2%	14,286	7.8%
Travel to Work by Public Transportation	27	0.6%	154	0.6%	550	0.8%	2,938	1.6%
Drive to Work on Motorcycle	-	-	3	-	48	0.1%	77	-
Walk or Bicycle to Work	20	0.5%	195	0.7%	785	1.2%	3,054	1.7%
Other Means	1	-	74	0.3%	309	0.5%	1,096	0.6%
Work at Home	302	6.9%	2,107	7.7%	4,803	7.1%	11,070	6.1%

#### Travel Time (2015)

Travel to Work in 14 Minutes or Less	986	24.1%	6,380	25.2%	18,392	29.5%	46,590	27.2%
Travel to Work in 15 to 29 Minutes	2,639	64.5%	14,622	57.7%	34,031	54.5%	87,895	51.3%
Travel to Work in 30 to 59 Minutes	719	17.6%	4,847	19.1%	11,733	18.8%	34,800	20.3%
Travel to Work in 60 Minutes or More	30	0.7%	650	2.6%	1,752	2.8%	5,173	3.0%
Average Minutes Travel to Work	17.9		18.7		18.5		19.2	

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