



Knightdale, NC

Knightdale Crossing Shopping Center

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Site Type: Ring

Radius: 3 Miles

Radius: 5 Miles

Radius: 7 Miles

2009 Population

Total Population	18,012	57,914	139,402
Male Population	49.6%	49.2%	49.3%
Female Population	50.4%	50.8%	50.7%
Median Age	34.6	34.6	34.0

2009 Income

Median HH Income	\$69,412	\$77,128	\$64,715
Per Capita Income	\$29,572	\$31,889	\$28,364
Average HH Income	\$79,591	\$85,430	\$74,691

2009 Households

Total Households	6,864	21,655	52,642
Average Household Size	2.61	2.66	2.63

2009 Housing

Owner Occupied Housing Units	69.0%	75.0%	65.4%
Renter Occupied Housing Units	22.3%	16.7%	27.0%
Vacant Housing Units	8.7%	8.3%	7.6%

Population

1990 Population	8,089	21,758	65,613
2000 Population	12,887	40,665	99,242
2009 Population	18,012	57,914	139,402
2014 Population	21,443	69,781	166,046
1990-2000 Annual Rate	4.77%	6.45%	4.22%
2000-2009 Annual Rate	3.69%	3.9%	3.74%
2009-2014 Annual Rate	3.55%	3.8%	3.56%

In the identified market area, the current year population is 139,402. In 2000, the Census count in the market area was 99,242. The rate of change since 2000 was 3.74 percent annually. The five-year projection for the population in the market area is 166,046, representing a change of 3.56 percent annually from 2009 to 2014. Currently, the population is 49.3 percent male and 50.7 percent female.

Households

1990 Households	3,126	8,297	25,624
2000 Households	4,843	15,094	37,485
2009 Households	6,864	21,655	52,642
2014 Households	8,186	26,108	62,688
1990-2000 Annual Rate	4.48%	6.17%	3.88%
2000-2009 Annual Rate	3.84%	3.98%	3.74%
2009-2014 Annual Rate	3.59%	3.81%	3.55%

The household count in this market area has changed from 37,485 in 2000 to 52,642 in the current year, a change of 3.74 percent annually. The five-year projection of households is 62,688, a change of 3.55 percent annually from the current year total. Average household size is currently 2.63, compared to 2.63 in the year 2000. The number of families in the current year is 34,818 in the market area.

Housing

Currently, 65.4 percent of the 56,946 housing units in the market area are owner occupied; 27.0 percent, renter occupied; and 7.6 percent are vacant. In 2000, there were 40,158 housing units—65.5 percent owner occupied, 27.8 percent renter occupied and 6.7 percent vacant. The rate of change in housing units since 2000 is 3.85 percent. Median home value in the market area is \$158,517, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 2.09 percent annually to \$175,765. From 2000 to the current year, median home value changed by 3.2 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
1990 Median HH Income	\$35,160	\$36,422	\$33,316
2000 Median HH Income	\$51,589	\$55,478	\$48,007
2009 Median HH Income	\$69,412	\$77,128	\$64,715
2014 Median HH Income	\$70,265	\$80,283	\$63,766
1990-2000 Annual Rate	3.91%	4.3%	3.72%
2000-2009 Annual Rate	3.26%	3.63%	3.28%
2009-2014 Annual Rate	0.24%	0.81%	-0.3%

Per Capita Income

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
1990 Per Capita Income	\$13,992	\$14,880	\$14,233
2000 Per Capita Income	\$22,125	\$23,130	\$20,983
2009 Per Capita Income	\$29,572	\$31,889	\$28,364
2014 Per Capita Income	\$30,692	\$32,949	\$29,465
1990-2000 Annual Rate	4.69%	4.51%	3.96%
2000-2009 Annual Rate	3.19%	3.53%	3.31%
2009-2014 Annual Rate	0.75%	0.66%	0.76%

Average Household Income

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
1990 Average Household Income	\$37,297	\$39,463	\$36,550
2000 Average Household Income	\$59,040	\$61,730	\$54,874
2009 Average HH Income	\$79,591	\$85,430	\$74,691
2014 Average HH Income	\$82,478	\$88,231	\$77,581
1990-2000 Annual Rate	4.7%	4.58%	4.15%
2000-2009 Annual Rate	3.28%	3.58%	3.39%
2009-2014 Annual Rate	0.72%	0.65%	0.76%

Households by Income

Current median household income is \$64,715 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$63,766 in five years. In 2000, median household income was \$48,007, compared to \$33,316 in 1990.

Current average household income is \$74,691 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$77,581 in five years. In 2000, average household income was \$54,874, compared to \$36,550 in 1990.

Current per capita income is \$28,364 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$29,465 in five years. In 2000, the per capita income was \$20,983, compared to \$14,233 in 1990.

Population by Employment

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total Businesses	610	1,670	5,026
Total Employees	5,333	13,963	59,733

Currently, 90.0 percent of the civilian labor force in the identified market area is employed and 10.0 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 93.2 percent of the civilian labor force, and unemployment will be 6.8 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 75.5 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.2 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 63.9 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 15.6 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 20.5 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 79.9 percent of the market area population drove alone to work, and 2.6 percent worked at home. The average travel time to work in 2000 was 26.8 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 11.9 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 26.0 percent were high school graduates only (29.8 percent in the U.S.)
- 9.7 percent had completed an Associate degree (7.2 percent in the U.S.)
- 22.3 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 7.2 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)



Executive Summary

Prepared by Mike Peebles

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography. Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved.