



Area ID: 0

Demographic

Davidson - ZIP 28036

Market Profile

Davidson - ZIP 28036



2000 Total Population	9,705
2000 Group Quarters	1,769
2007 Total Population	10,896
2012 Total Population	11,939
2007-2012 Annual Rate	1.85%



2000 Households	3,059
2000 Average Household Size	2.59
2007 Households	3,507
2007 Average Household Size	2.59
2012 Households	3,899
2012 Average Household Size	2.60
2007-2012 Annual Rate	2.14%
2000 Families	2,307
2000 Average Family Size	3.08
2007 Families	2,555
2007 Average Family Size	3.05
2012 Families	2,775
2012 Average Family Size	3.09
2007-2012 Annual Rate	1.67%



2000 Housing Units	3,429
Owner Occupied Housing Units	75.8%
Renter Occupied Housing Units	15.2%
Vacant Housing Units	9.0%

2007 Housing Units	3,972
Owner Occupied Housing Units	73.7%
Renter Occupied Housing Units	14.6%
Vacant Housing Units	11.7%

2012 Housing Units	4,452
Owner Occupied Housing Units	73.0%
Renter Occupied Housing Units	14.5%
Vacant Housing Units	12.4%

Median Household Income

2000	\$72,771
2007	\$84,957
2012	\$98,643

Median Home Value

2000	\$236,290
2007	\$316,111
2012	\$366,438

Per Capita Income

2000	\$30,109
2007	\$40,924
2012	\$50,963

Median Age

2000	33.2
2007	33.7
2012	33.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Household by Income

Household Income Base	3,072
<15,000	8.3%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	16.7%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	7.9%
\$200,000+	8.4%
Average Household Income	\$95,834

2007 Household by Income

Household Income Base	3,506
<15,000	7.1%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	12.4%
\$200,000+	13.9%
Average Household Income	\$124,551

2012 Household by Income

Household Income Base	3,898
<15,000	6.6%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	15.0%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	19.3%
\$150,000 - \$199,999	10.2%
\$200,000+	20.0%
Average Household Income	\$154,029

2000 Owner Occupied HUs by Value

Total	2,540
<50,000	3.9%
\$50,000 - \$99,999	12.1%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	13.0%
\$200,000 - \$299,999	24.7%
\$300,000 - \$499,999	25.8%
\$500,000 - \$999,999	7.7%
\$1,000,000 +	0.6%
Average Home Value	\$266,442

2000 Specified Renter Occupied HUs by Contract Rent

Total	508
With Cash Rent	91.3%
No Cash Rent	8.7%
Median Rent	\$545
Average Rent	\$595

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Population by Age

Total	9,703
0 - 4	6.1%
5 - 9	7.5%
10 - 14	6.7%
15 - 24	22.4%
25 - 34	9.4%
35 - 44	17.4%
45 - 54	12.7%
55 - 64	7.5%
65 - 74	4.8%
75 - 84	3.7%
85 +	1.9%
18 +	76.7%

2007 Population by Age

Total	10,897
0 - 4	5.9%
5 - 9	6.1%
10 - 14	7.5%
15 - 24	24.0%
25 - 34	7.3%
35 - 44	13.8%
45 - 54	15.2%
55 - 64	9.4%
65 - 74	5.2%
75 - 84	3.8%
85 +	1.9%
18 +	76.6%

2012 Population by Age

Total	11,940
0 - 4	5.7%
5 - 9	5.8%
10 - 14	6.3%
15 - 24	24.6%
25 - 34	9.3%
35 - 44	9.2%
45 - 54	16.6%
55 - 64	11.2%
65 - 74	5.6%
75 - 84	3.8%
85 +	2.0%
18 +	78.2%

2000 Population by Sex

Males	49.1%
Females	50.9%

2007 Population by Sex

Males	49.6%
Females	50.4%

2012 Population by Sex

Males	49.7%
Females	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Population by Race/Ethnicity

Total	9,706
White Alone	89.2%
Black Alone	7.6%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	0.8%
Two or More Races	0.8%
Hispanic Origin	2.0%
Diversity Index	23.0

2007 Population by Race/Ethnicity

Total	10,897
White Alone	87.5%
Black Alone	8.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.8%
Some Other Race Alone	1.3%
Two or More Races	1.1%
Hispanic Origin	2.9%
Diversity Index	27.1

2012 Population by Race/Ethnicity

Total	11,939
White Alone	86.5%
Black Alone	8.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.2%
Some Other Race Alone	1.6%
Two or More Races	1.2%
Hispanic Origin	3.5%
Diversity Index	29.6

2000 Population 3+ by School Enrollment

Total	9,344
Enrolled in Nursery/Preschool	2.1%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	12.6%
Enrolled in Grade 9-12	4.6%
Enrolled in College	18.2%
Enrolled in Grad/Prof School	0.9%
Not Enrolled in School	60.4%

2000 Population 25+ by Educational Attainment

Total	5,578
Less Than 9th Grade	3.9%
9th to 12th Grade, No Diploma	8.6%
High School Graduate	14.7%
Some College, No Degree	16.4%
Associate Degree	5.2%
Bachelor's Degree	30.5%
Master's/Prof/Doctorate Degree	20.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Population 15+ by Sex and Marital Status

Total	7,733
Females	51.8%
Never Married	13.2%
Married, Not Separated	31.4%
Married, Separated	0.8%
Widowed	3.2%
Divorced	3.1%
Males	48.2%
Never Married	13.7%
Married, Not Separated	29.8%
Married, Separated	1.3%
Widowed	0.6%
Divorced	2.8%



2000 Population 16+ by Employment Status

Total	7,633
In Labor Force	64.5%
Civilian Employed	55.7%
Civilian Unemployed	8.8%
In Armed Forces	0.1%
Not In Labor Force	35.5%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	95.8%
Civilian Unemployed	4.2%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	95.6%
Civilian Unemployed	4.4%

2000 Females 16+ by Employment Status and Age of Children

Total	3,959
Own Children < 6 Only	7.3%
Employed/in Armed Forces	3.7%
Unemployed	0.2%
Not in Labor Force	3.4%
Own Children <6 and 6-17 Only	6.2%
Employed/in Armed Forces	3.0%
Unemployed	0.4%
Not in Labor Force	2.8%
Own Children 6-17 Only	15.7%
Employed/in Armed Forces	10.4%
Unemployed	0.2%
Not in Labor Force	5.1%
No Own Children < 18	70.8%
Employed/in Armed Forces	29.8%
Unemployed	8.0%
Not in Labor Force	33.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2007 Employed Population 16+ by Industry

Total	4,717
Agriculture/Mining	0.3%
Construction	6.6%
Manufacturing	8.7%
Wholesale Trade	5.2%
Retail Trade	6.3%
Transportation/Utilities	6.6%
Information	2.0%
Finance/Insurance/Real Estate	9.8%
Services	52.6%
Public Administration	2.0%

2007 Employed Population 16+ by Occupation

Total	4,717
White Collar	75.0%
Management/Business/Financial	21.4%
Professional	31.2%
Sales	11.2%
Administrative Support	11.2%
Services	11.2%
Blue Collar	13.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	2.4%
Production	3.1%
Transportation/Material Moving	3.7%



2000 Workers 16+ by Means of Transportation to Work

Total	4,183
Drove Alone - Car, Truck, or Van	76.8%
Carpooled - Car, Truck, or Van	7.6%
Public Transportation	0.5%
Walked	8.3%
Other Means	2.1%
Worked at Home	4.7%

2000 Workers 16+ by Travel Time to Work

Total	4,184
Did not Work at Home	95.3%
Less than 5 minutes	6.5%
5 to 9 minutes	13.7%
10 to 19 minutes	21.0%
20 to 24 minutes	8.8%
25 to 34 minutes	16.5%
35 to 44 minutes	7.6%
45 to 59 minutes	11.6%
60 to 89 minutes	6.3%
90 or more minutes	3.3%
Worked at Home	4.7%
Average Travel Time to Work (in min)	28.1

2000 Households by Vehicles Available

Total	3,057
None	2.5%
1	23.7%
2	51.2%
3	16.3%
4	4.9%
5+	1.5%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Households by Type

Total	3,059
Family Households	75.4%
Married-couple Family	65.1%
With Related Children	33.2%
Other Family (No Spouse)	10.3%
With Related Children	6.7%
Nonfamily Households	24.6%
Householder Living Alone	20.0%
Householder Not Living Alone	4.6%
Households with Related Children	39.9%
Households with Persons 65+	17.1%

2000 Households by Size

Total	3,059
1 Person Household	20.0%
2 Person Household	35.1%
3 Person Household	17.4%
4 Person Household	18.2%
5 Person Household	6.8%
6 Person Household	1.9%
7 + Person Household	0.6%

2000 Households by Year Householder Moved In

Total	3,057
Moved in 1999 to March 2000	19.6%
Moved in 1995 to 1998	39.4%
Moved in 1990 to 1994	14.6%
Moved in 1980 to 1989	12.0%
Moved in 1970 to 1979	7.8%
Moved in 1969 or Earlier	6.6%
Median Year Householder Moved In	1996



2000 Housing Units by Units in Structure

Total	3,428
1, Detached	75.6%
1, Attached	2.5%
2	2.4%
3 or 4	0.4%
5 to 9	4.1%
10 to 19	4.6%
20 +	3.6%
Mobile Home	6.8%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	3,429
1999 to March 2000	6.5%
1995 to 1998	28.5%
1990 to 1994	12.7%
1980 to 1989	16.6%
1970 to 1979	14.4%
1969 or Earlier	21.3%
Median Year Structure Built	1989

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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2007 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$14,645,781
Average Spent	\$4,176.16
Spending Potential Index	152
Computers & Accessories: Total \$	\$1,522,028
Average Spent	\$434.00
Spending Potential Index	174
Education: Total \$	\$7,641,102
Average Spent	\$2,178.81
Spending Potential Index	170
Entertainment/Recreation: Total \$	\$20,705,307
Average Spent	\$5,903.99
Spending Potential Index	172
Food at Home: Total \$	\$28,125,212
Average Spent	\$8,019.74
Spending Potential Index	159
Food Away from Home: Total \$	\$19,693,004
Average Spent	\$5,615.34
Spending Potential Index	166
Health Care: Total \$	\$21,714,196
Average Spent	\$6,191.67
Spending Potential Index	158
HH Furnishings & Equip: Total \$	\$13,629,268
Average Spent	\$3,886.30
Spending Potential Index	172
Investments: Total \$	\$9,892,980
Average Spent	\$2,820.92
Spending Potential Index	189
Retail Goods: Total \$	\$152,549,743
Average Spent	\$43,498.64
Spending Potential Index	164
Shelter: Total \$	\$91,499,240
Average Spent	\$26,090.46
Spending Potential Index	174
TV/Video/Sound Equipment: Total \$	\$6,677,309
Average Spent	\$1,903.99
Spending Potential Index	164
Travel: Total \$	\$11,408,191
Average Spent	\$3,252.98
Spending Potential Index	176
Vehicle Maintenance & Repairs: Total \$	\$6,296,230
Average Spent	\$1,795.33
Spending Potential Index	168

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2002, 2003, and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics, ESRI forecasts for 2007 and 2012



Demographic and Income Profile

Davidson - ZIP 28036

Area ID: 0

Description: Davidson - ZIP 28036

Summary	2000	2007	2012	Annual Rate
Population	9,705	10,896	11,939	1.85%
Households	3,059	3,507	3,899	2.14%
Families	2,307	2,555	2,775	1.67%
Average Household Size	2.59	2.59	2.60	
Owner-occupied HUs	2,548	2,928	3,252	
Renter-occupied HUs	511	579	647	
Median Age	33.2	33.7	33.1	

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	254	8.3%	250	7.1%	256	6.6%
\$15,000 - \$24,999	181	5.9%	141	4.0%	144	3.7%
\$25,000 - \$34,999	283	9.2%	268	7.6%	165	4.2%
\$35,000 - \$49,999	339	11.0%	346	9.9%	377	9.7%
\$50,000 - \$74,999	514	16.7%	546	15.6%	584	15.0%
\$75,000 - \$99,999	425	13.8%	435	12.4%	442	11.3%
\$100,000 - \$149,999	573	18.7%	598	17.1%	753	19.3%
\$150,000 - \$199,999	244	7.9%	435	12.4%	399	10.2%
\$200,000+	259	8.4%	487	13.9%	778	20.0%
Median Household Income	\$72,771		\$84,957		\$98,643	
Average Household Income	\$95,834		\$124,551		\$154,029	
Per Capita Income	\$30,109		\$40,924		\$50,963	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	596	6.1%	647	5.9%	678	5.7%
5 - 14	1,370	14.1%	1,480	13.6%	1,447	12.1%
15 - 19	1,001	10.3%	1,317	12.1%	1,416	11.9%
20 - 24	1,171	12.1%	1,298	11.9%	1,520	12.7%
25 - 34	916	9.4%	799	7.3%	1,112	9.3%
35 - 44	1,684	17.4%	1,500	13.8%	1,094	9.2%
45 - 54	1,235	12.7%	1,655	15.2%	1,988	16.6%
55 - 64	727	7.5%	1,020	9.4%	1,338	11.2%
65 - 74	461	4.8%	565	5.2%	663	5.6%
75 - 84	361	3.7%	411	3.8%	451	3.8%
85+	181	1.9%	205	1.9%	233	2.0%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,657	89.2%	9,537	87.5%	10,328	86.5%
Black Alone	742	7.6%	892	8.2%	1,002	8.4%
American Indian Alone	15	0.2%	18	0.2%	20	0.2%
Asian Alone	126	1.3%	188	1.7%	248	2.1%
Pacific Islander Alone	6	0.1%	7	0.1%	9	0.1%
Some Other Race Alone	79	0.8%	139	1.3%	186	1.6%
Two or More Races	81	0.8%	116	1.1%	146	1.2%
Hispanic Origin (Any Race)	194	2.0%	320	2.9%	423	3.5%

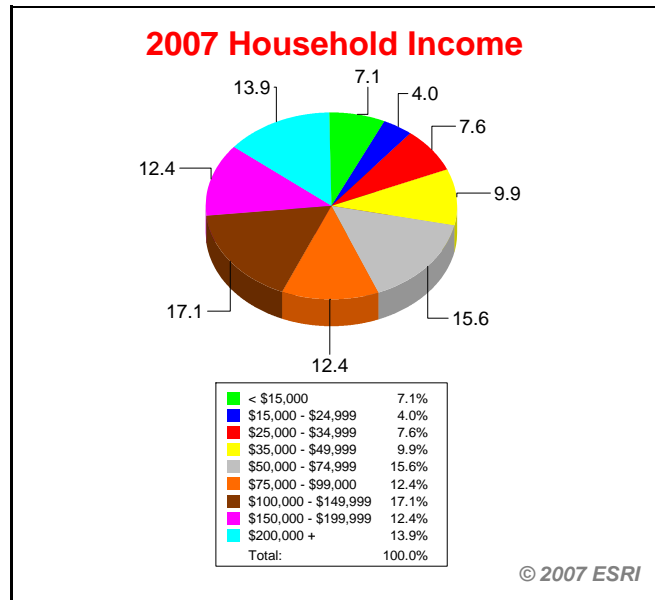
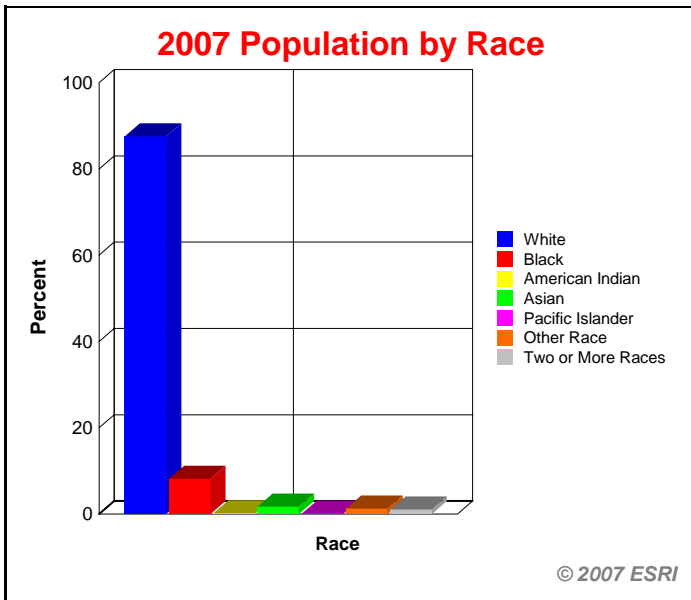
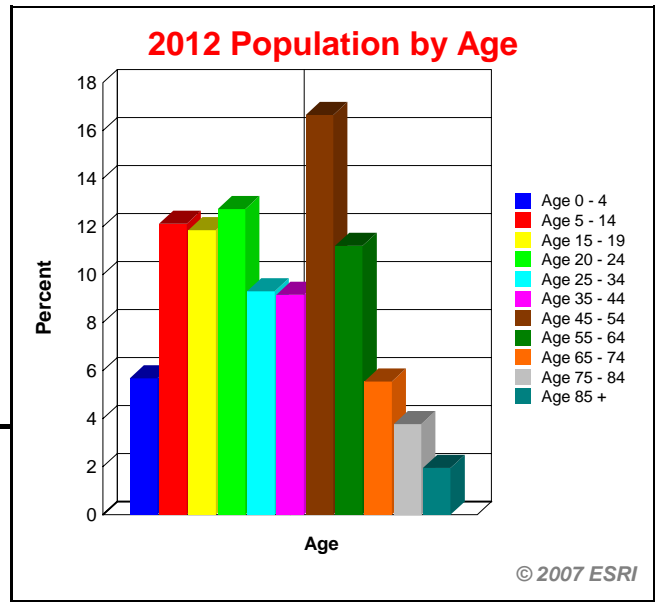
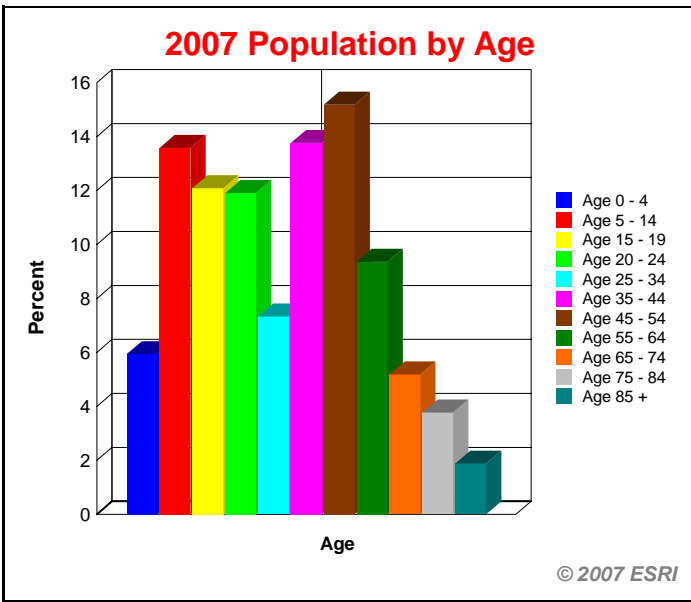


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Source: ESRI, 2007 Estimates and Projections