



Area ID: 0

Market Profile

Huntersville - ZIP 28078

Demographic

Huntersville - ZIP 28078



2000 Total Population	27,701
2000 Group Quarters	493
2007 Total Population	42,013
2012 Total Population	51,988
2007-2012 Annual Rate	4.35%



2000 Households	10,219
2000 Average Household Size	2.66
2007 Households	15,961
2007 Average Household Size	2.60
2012 Households	19,923
2012 Average Household Size	2.58
2007-2012 Annual Rate	4.53%
2000 Families	7,667
2000 Average Family Size	3.09
2007 Families	11,518
2007 Average Family Size	3.06
2012 Families	14,010
2012 Average Family Size	3.07
2007-2012 Annual Rate	3.99%



2000 Housing Units	10,994
Owner Occupied Housing Units	71.2%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	7.3%

2007 Housing Units	17,465
Owner Occupied Housing Units	70.7%
Renter Occupied Housing Units	20.7%
Vacant Housing Units	8.6%

2012 Housing Units	21,915
Owner Occupied Housing Units	69.8%
Renter Occupied Housing Units	21.1%
Vacant Housing Units	9.1%

Median Household Income

2000	\$69,802
2007	\$89,385
2012	\$109,658

Median Home Value

2000	\$174,296
2007	\$240,884
2012	\$276,964

Per Capita Income

2000	\$29,331
2007	\$41,226
2012	\$52,937

Median Age

2000	33.6
2007	35.1
2012	35.6

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	10,280
<15,000	6.6%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	8.5%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	20.2%
\$100,000 - \$149,999	18.8%
\$150,000 - \$199,999	4.3%
\$200,000+	3.1%
Average Household Income	\$78,465

2007 Household by Income

Household Income Base	15,960
<15,000	4.3%
\$15,000 - \$24,999	3.6%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	10.4%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	24.8%
\$150,000 - \$199,999	11.6%
\$200,000+	7.8%
Average Household Income	\$108,728

2012 Household by Income

Household Income Base	19,922
<15,000	3.4%
\$15,000 - \$24,999	2.5%
\$25,000 - \$34,999	3.2%
\$35,000 - \$49,999	7.5%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	28.1%
\$150,000 - \$199,999	13.1%
\$200,000+	15.0%
Average Household Income	\$138,659

2000 Owner Occupied HUs by Value

Total	7,831
<50,000	3.9%
\$50,000 - \$99,999	7.6%
\$100,000 - \$149,999	25.1%
\$150,000 - \$199,999	28.8%
\$200,000 - \$299,999	26.3%
\$300,000 - \$499,999	7.4%
\$500,000 - \$999,999	0.6%
\$1,000,000 +	0.3%
Average Home Value	\$187,705

2000 Specified Renter Occupied HUs by Contract Rent

Total	2,321
With Cash Rent	96.0%
No Cash Rent	4.0%
Median Rent	\$668
Average Rent	\$667

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	27,701
0 - 4	9.4%
5 - 9	8.2%
10 - 14	7.0%
15 - 24	9.7%
25 - 34	18.8%
35 - 44	20.6%
45 - 54	13.3%
55 - 64	6.3%
65 - 74	3.5%
75 - 84	2.1%
85 +	1.1%
18 +	71.9%

2007 Population by Age

Total	42,013
0 - 4	8.9%
5 - 9	9.4%
10 - 14	7.5%
15 - 24	10.7%
25 - 34	13.2%
35 - 44	20.8%
45 - 54	14.9%
55 - 64	8.3%
65 - 74	3.5%
75 - 84	1.8%
85 +	1.0%
18 +	70.4%

2012 Population by Age

Total	51,989
0 - 4	8.8%
5 - 9	8.0%
10 - 14	8.9%
15 - 24	11.1%
25 - 34	12.3%
35 - 44	18.3%
45 - 54	16.3%
55 - 64	9.8%
65 - 74	3.8%
75 - 84	1.9%
85 +	0.9%
18 +	70.4%

2000 Population by Sex

Males	49.5%
Females	50.5%

2007 Population by Sex

Males	49.4%
Females	50.6%

2012 Population by Sex

Males	49.3%
Females	50.7%

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	27,701
White Alone	88.2%
Black Alone	7.9%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	1.1%
Two or More Races	1.1%
Hispanic Origin	3.8%
Diversity Index	27.4

2007 Population by Race/Ethnicity

Total	42,013
White Alone	85.3%
Black Alone	9.2%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.9%
Some Other Race Alone	1.8%
Two or More Races	1.4%
Hispanic Origin	5.4%
Diversity Index	33.8

2012 Population by Race/Ethnicity

Total	51,988
White Alone	83.5%
Black Alone	9.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	2.3%
Some Other Race Alone	2.2%
Two or More Races	1.7%
Hispanic Origin	6.4%
Diversity Index	37.8

2000 Population 3+ by School Enrollment

Total	26,067
Enrolled in Nursery/Preschool	3.1%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.9%
Enrolled in Grade 9-12	5.8%
Enrolled in College	3.0%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	72.8%

2000 Population 25+ by Educational Attainment

Total	18,230
Less Than 9th Grade	3.1%
9th to 12th Grade, No Diploma	6.1%
High School Graduate	17.0%
Some College, No Degree	22.6%
Associate Degree	6.7%
Bachelor's Degree	33.2%
Master's/Prof/Doctorate Degree	11.2%

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	20,929
Females	50.8%
Never Married	8.7%
Married, Not Separated	33.3%
Married, Separated	1.3%
Widowed	3.2%
Divorced	4.3%
Males	49.2%
Never Married	11.1%
Married, Not Separated	34.1%
Married, Separated	0.7%
Widowed	0.3%
Divorced	2.9%



2000 Population 16+ by Employment Status

Total	20,526
In Labor Force	74.8%
Civilian Employed	73.1%
Civilian Unemployed	1.7%
In Armed Forces	0.0%
Not In Labor Force	25.2%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	96.4%
Civilian Unemployed	3.6%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	96.2%
Civilian Unemployed	3.8%

2000 Females 16+ by Employment Status and Age of Children

Total	10,449
Own Children < 6 Only	13.3%
Employed/in Armed Forces	6.9%
Unemployed	0.3%
Not in Labor Force	6.1%
Own Children <6 and 6-17 Only	7.4%
Employed/in Armed Forces	4.2%
Unemployed	0.1%
Not in Labor Force	3.1%
Own Children 6-17 Only	19.4%
Employed/in Armed Forces	15.6%
Unemployed	0.2%
Not in Labor Force	3.7%
No Own Children < 18	60.0%
Employed/in Armed Forces	37.2%
Unemployed	1.2%
Not in Labor Force	21.6%

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	20,788
Agriculture/Mining	0.4%
Construction	8.0%
Manufacturing	7.9%
Wholesale Trade	6.5%
Retail Trade	9.1%
Transportation/Utilities	6.9%
Information	2.9%
Finance/Insurance/Real Estate	13.6%
Services	42.2%
Public Administration	2.6%

2007 Employed Population 16+ by Occupation

Total	20,788
White Collar	74.2%
Management/Business/Financial	23.7%
Professional	23.1%
Sales	14.9%
Administrative Support	12.5%
Services	11.1%
Blue Collar	14.7%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	3.2%
Production	2.8%
Transportation/Material Moving	4.0%



2000 Workers 16+ by Means of Transportation to Work

Total	14,757
Drove Alone - Car, Truck, or Van	83.5%
Carpooled - Car, Truck, or Van	10.3%
Public Transportation	0.4%
Walked	0.6%
Other Means	0.5%
Worked at Home	4.7%

2000 Workers 16+ by Travel Time to Work

Total	14,755
Did not Work at Home	95.3%
Less than 5 minutes	1.5%
5 to 9 minutes	6.1%
10 to 19 minutes	20.5%
20 to 24 minutes	12.3%
25 to 34 minutes	24.4%
35 to 44 minutes	10.7%
45 to 59 minutes	12.5%
60 to 89 minutes	5.9%
90 or more minutes	1.5%
Worked at Home	4.7%
Average Travel Time to Work (in min)	29.4

2000 Households by Vehicles Available

Total	10,196
None	2.7%
1	25.7%
2	53.2%
3	15.0%
4	2.7%
5+	0.7%
Average Number of Vehicles Available	1.9

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	10,219
Family Households	75.0%
Married-couple Family	64.4%
With Related Children	35.5%
Other Family (No Spouse)	10.6%
With Related Children	7.2%
Nonfamily Households	25.0%
Householder Living Alone	19.2%
Householder Not Living Alone	5.7%
Households with Related Children	42.8%
Households with Persons 65+	11.2%

2000 Households by Size

Total	10,219
1 Person Household	19.2%
2 Person Household	34.2%
3 Person Household	19.0%
4 Person Household	18.7%
5 Person Household	6.6%
6 Person Household	1.6%
7 + Person Household	0.7%

2000 Households by Year Householder Moved In

Total	10,196
Moved in 1999 to March 2000	31.2%
Moved in 1995 to 1998	34.5%
Moved in 1990 to 1994	16.6%
Moved in 1980 to 1989	8.0%
Moved in 1970 to 1979	4.4%
Moved in 1969 or Earlier	5.3%
Median Year Householder Moved In	1996



2000 Housing Units by Units in Structure

Total	10,977
1, Detached	74.7%
1, Attached	2.7%
2	0.2%
3 or 4	1.3%
5 to 9	5.7%
10 to 19	6.5%
20 +	3.1%
Mobile Home	5.7%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	10,975
1999 to March 2000	12.9%
1995 to 1998	32.7%
1990 to 1994	19.3%
1980 to 1989	14.5%
1970 to 1979	7.5%
1969 or Earlier	13.1%
Median Year Structure Built	1994

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 \$	\$58,437,025
Average Spent	\$3,661.24
Spending Potential Index	133
Computers & Accessories: Total \$	\$6,165,742
Average Spent	\$386.30
Spending Potential Index	155
Education: Total \$	\$30,208,499
Average Spent	\$1,892.64
Spending Potential Index	147
Entertainment/Recreation: Total \$	\$82,022,228
Average Spent	\$5,138.92
Spending Potential Index	150
Food at Home: Total \$	\$110,613,270
Average Spent	\$6,930.22
Spending Potential Index	138
Food Away from Home: Total \$	\$78,478,799
Average Spent	\$4,916.91
Spending Potential Index	145
Health Care: Total \$	\$82,260,416
Average Spent	\$5,153.84
Spending Potential Index	132
HH Furnishings & Equip: Total \$	\$54,700,691
Average Spent	\$3,427.15
Spending Potential Index	152
Investments: Total \$	\$38,014,774
Average Spent	\$2,381.73
Spending Potential Index	160
Retail Goods: Total \$	\$601,502,778
Average Spent	\$37,685.78
Spending Potential Index	142
Shelter: Total \$	\$368,971,125
Average Spent	\$23,117.04
Spending Potential Index	154
TV/Video/Sound Equipment: Total \$	\$26,549,876
Average Spent	\$1,663.42
Spending Potential Index	143
Travel: Total \$	\$45,052,708
Average Spent	\$2,822.67
Spending Potential Index	153
Vehicle Maintenance & Repairs: Total \$	\$25,039,317
Average Spent	\$1,568.78
Spending Potential Index	147

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

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Description: Huntersville - ZIP 28078

Summary	2000	2007	2012	Annual Rate
Population	27,701	42,013	51,988	4.35%
Households	10,219	15,961	19,923	4.53%
Families	7,667	11,518	14,010	3.99%
Average Household Size	2.66	2.60	2.58	
Owner-occupied HUs	7,853	12,339	15,307	
Renter-occupied HUs	2,366	3,621	4,617	
Median Age	33.6	35.1	35.6	

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	678	6.6%	685	4.3%	685	3.4%
\$15,000 - \$24,999	577	5.6%	569	3.6%	490	2.5%
\$25,000 - \$34,999	878	8.5%	711	4.5%	638	3.2%
\$35,000 - \$49,999	1,242	12.1%	1,666	10.4%	1,489	7.5%
\$50,000 - \$74,999	2,138	20.8%	2,630	16.5%	3,059	15.4%
\$75,000 - \$99,999	2,077	20.2%	2,655	16.6%	2,386	12.0%
\$100,000 - \$149,999	1,933	18.8%	3,961	24.8%	5,590	28.1%
\$150,000 - \$199,999	443	4.3%	1,846	11.6%	2,604	13.1%
\$200,000+	314	3.1%	1,237	7.8%	2,981	15.0%
Median Household Income	\$69,802		\$89,385		\$109,658	
Average Household Income	\$78,465		\$108,728		\$138,659	
Per Capita Income	\$29,331		\$41,226		\$52,937	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,594	9.4%	3,733	8.9%	4,557	8.8%
5 - 14	4,208	15.2%	7,131	17.0%	8,762	16.9%
15 - 19	1,495	5.4%	2,448	5.8%	3,206	6.2%
20 - 24	1,203	4.3%	2,027	4.8%	2,560	4.9%
25 - 34	5,204	18.8%	5,562	13.2%	6,403	12.3%
35 - 44	5,703	20.6%	8,742	20.8%	9,536	18.3%
45 - 54	3,688	13.3%	6,245	14.9%	8,450	16.3%
55 - 64	1,734	6.3%	3,494	8.3%	5,100	9.8%
65 - 74	974	3.5%	1,474	3.5%	1,970	3.8%
75 - 84	595	2.1%	747	1.8%	974	1.9%
85+	303	1.1%	410	1.0%	471	0.9%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	24,421	88.2%	35,843	85.3%	43,407	83.5%
Black Alone	2,189	7.9%	3,852	9.2%	5,114	9.8%
American Indian Alone	105	0.4%	173	0.4%	225	0.4%
Asian Alone	376	1.4%	774	1.8%	1,165	2.2%
Pacific Islander Alone	13	0.0%	24	0.1%	33	0.1%
Some Other Race Alone	302	1.1%	741	1.8%	1,143	2.2%
Two or More Races	295	1.1%	606	1.4%	901	1.7%
Hispanic Origin (Any Race)	1,058	3.8%	2,263	5.4%	3,352	6.4%

Source: ESRI, 2007 Estimates and Projections

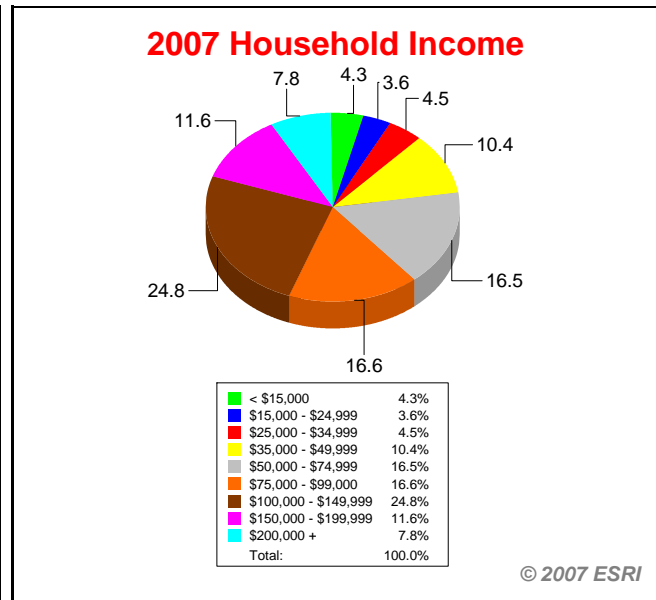
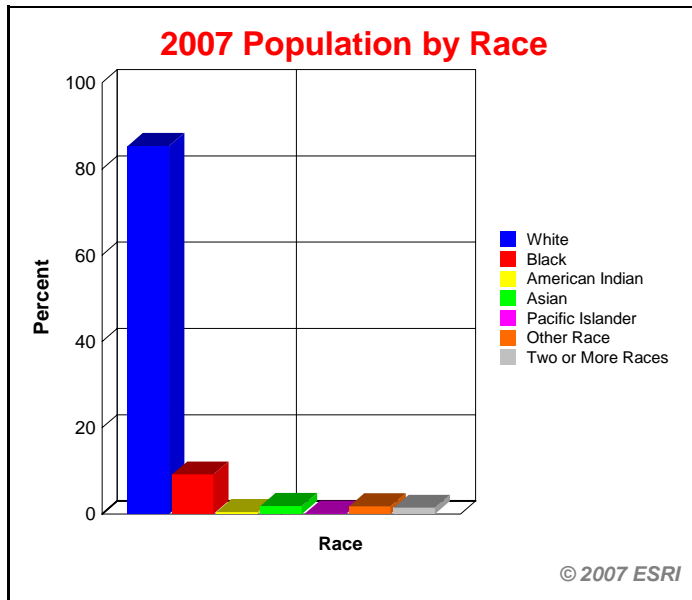
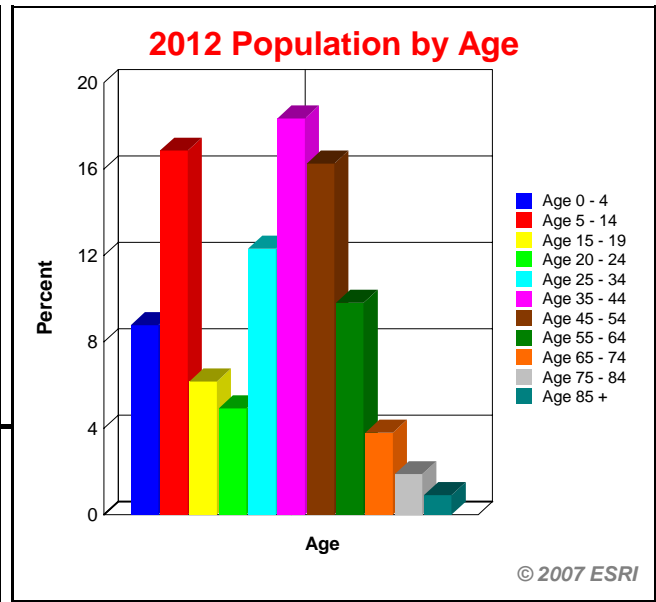
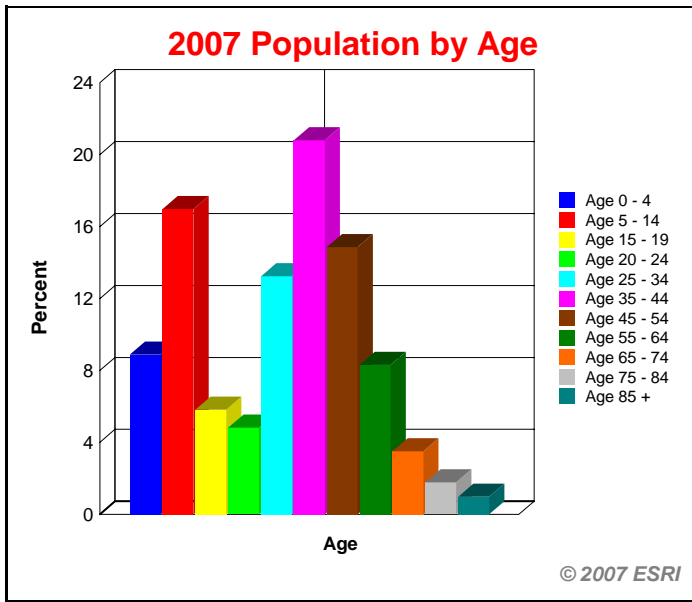


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Source: ESRI, 2007 Estimates and Projections