






Place: 3736080 Knightdale Town, NC

	2000 Total Population	5,958
	2000 Group Quarters	96
	2006 Total Population	6,575
	2011 Total Population	7,464
	2006 - 2011 Annual Rate	2.57%
	2000 Households	2,172
	2000 Average Household Size	2.7
	2006 Households	2,444
	2006 Average Household Size	2.66
	2011 Households	2,785
	2011 Average Household Size	2.66
	2006 - 2011 Annual Rate	2.65%
	2000 Families	1,627
	2000 Average Family Size	3.13
	2006 Families	1,746
	2006 Average Family Size	3.11
	2011 Families	1,941
	2011 Average Family Size	3.13
	2006 - 2011 Annual Rate	2.14%
	2000 Housing Units	2,352
	Owner Occupied Housing Units	68.6%
	Renter Occupied Housing Units	23.8%
	Vacant Housing Units	7.7%
	2006 Housing Units	2,662
	Owner Occupied Housing Units	69.6%
	Renter Occupied Housing Units	22.2%
	Vacant Housing Units	8.2%
	2011 Housing Units	3,068
	Owner Occupied Housing Units	68.9%
	Renter Occupied Housing Units	21.9%
	Vacant Housing Units	9.2%
	Median Household Income	
	2000	\$56,437
	2006	\$66,649
	2011	\$81,051
	Median Home Value	
	2000	\$132,588
	2006	\$154,701
	2011	\$183,990
	Per Capita Income	
	2000	\$23,340
	2006	\$29,038
	2011	\$35,891
	Median Age	
	2000	31.1
	2006	33.7
	2011	34.5

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 2006 and 2011.



2000 Households by Income

Household Income Base	2,195
< \$15,000	5.6%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	30.1%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	1.5%
\$200,000+	1.1%
Average Household Income	\$62,778

2006 Households by Income

Household Income Base	2,444
< \$15,000	5.4%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	20.7%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	4.1%
\$200,000+	2.2%
Average Household Income	\$77,615

2011 Households by Income

Household Income Base	2,785
< \$15,000	4.1%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	27.8%
\$150,000 - \$199,999	6.0%
\$200,000+	5.0%
Average Household Income	\$95,689

2000 Owner Occupied HUs by Value

Total	1,636
<\$50,000	1.7%
\$50,000 - 99,999	11.2%
\$100,000 - 149,999	57.6%
\$150,000 - 199,999	24.1%
\$200,000 - \$299,999	4.7%
\$300,000 - 499,999	0.5%
\$500,000 - 999,999	0.2%
\$1,000,000+	0.0%
Average Home Value	\$136,890

2000 Specified Renter Occupied HUs by Contract Rent

Total	558
With Cash Rent	99.3%
No Cash Rent	0.7%
Median Rent	\$589
Average Rent	\$603

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 2006 and 2011.



2000 Population by Age

Total	5,958
0 - 4	9.4%
5 - 9	9.5%
10 - 14	8.7%
15 - 19	5.7%
20 - 24	5.0%
25 - 34	19.7%
35 - 44	21.0%
45 - 54	10.8%
55 - 64	5.2%
65 - 74	2.3%
75 - 84	1.7%
85+	1.1%
18+	68.3%

2006 Population by Age

Total	6,575
0 - 4	8.3%
5 - 9	7.6%
10 - 14	7.9%
15 - 19	6.3%
20 - 24	5.3%
25 - 34	17.1%
35 - 44	18.1%
45 - 54	14.1%
55 - 64	8.0%
65 - 74	4.3%
75 - 84	2.0%
85+	0.9%
18+	72.0%

2011 Population by Age

Total	7,467
0 - 4	8.4%
5 - 9	7.4%
10 - 14	7.4%
15 - 19	6.4%
20 - 24	5.3%
25 - 34	16.0%
35 - 44	17.0%
45 - 54	15.4%
55 - 64	9.1%
65 - 74	4.5%
75 - 84	2.2%
85+	0.9%
18+	72.5%

2000 Population by Sex

Males	46.7%
Females	53.3%

2006 Population by Sex

Males	49.2%
Females	50.8%

2011 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 2006 and 2011.



2000 Population by Race/Ethnicity

Total	5,958
White Alone	67.9%
Black Alone	26.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.5%
Some Other Race Alone	2.0%
Two or More Races	1.4%
Hispanic Origin	3.7%
Diversity Index	50.5

2006 Population by Race/Ethnicity

Total	6,576
White Alone	66.0%
Black Alone	23.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.5%
Some Other Race Alone	6.2%
Two or More Races	2.1%
Hispanic Origin	10.1%
Diversity Index	59.6

2011 Population by Race/Ethnicity

Total	7,462
White Alone	63.6%
Black Alone	24.6%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.8%
Some Other Race Alone	7.1%
Two or More Races	2.5%
Hispanic Origin	11.5%
Diversity Index	63.0



2000 Population 3+ by School Enrollment

Total	5,707
Enrolled in Nursery/Preschool	2.9%
Enrolled in Kindergarten	1.9%
Enrolled in Grade 1-8	15.7%
Enrolled in Grade 9-12	5.6%
Enrolled in College	4.1%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	69.2%

2000 Population 25+ by Educational Attainment

Total	3,699
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	4.9%
High School Graduate	22.0%
Some College, No Degree	27.2%
Associate Degree	8.9%
Bachelor's Degree	25.7%
Master's/Prof/Doctorate Degree	7.9%

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 2006 and 2011.



2000 Population 15+ by Sex and Marital Status

Total	4,415
Females	54.0%
Never Married	11.4%
Married, not Separated	31.5%
Married, Separated	2.3%
Widowed	3.3%
Divorced	5.5%
Males	46.0%
Never Married	10.6%
Married, not Separated	30.9%
Married, Separated	0.8%
Widowed	0.1%
Divorced	3.6%



2000 Population 16+ by Employment Status

Total	4,346
In Labor Force	78.0%
Civilian Employed	76.0%
Civilian Unemployed	1.7%
In Armed Forces	0.3%
Not in Labor Force	22.0%

2006 Civilian Population 16+ in Labor Force

Civilian Employed	95.4%
Civilian Unemployed	4.6%

2011 Civilian Population 16+ in Labor Force

Civilian Employed	95.1%
Civilian Unemployed	4.9%

2000 Females 16+ by Employment Status and Age of Children

Total	2,353
Own Children < 6 Only	13.2%
Employed/in Armed Forces	9.2%
Unemployed	0.3%
Not in Labor Force	3.7%
Own Children < 6 and 6-17 Only	7.8%
Employed/in Armed Forces	6.5%
Unemployed	0.2%
Not in Labor Force	1.2%
Own Children 6-17 Only	22.5%
Employed/in Armed Forces	18.1%
Unemployed	0.1%
Not in Labor Force	4.3%
No Own Children < 18	56.5%
Employed/in Armed Forces	36.9%
Unemployed	0.7%
Not in Labor Force	19.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.



2006 Employed Population 16+ by Industry

Total	3,154
Agriculture/Mining	0.7%
Construction	12.8%
Manufacturing	7.3%
Wholesale Trade	4.1%
Retail Trade	12.6%
Transportation/Utilities	4.3%
Information	2.7%
Finance/Insurance/Real Estate	6.5%
Services	40.9%
Public Administration	8.1%

2006 Employed Population 16+ by Occupation

Total	3,153
White Collar	66.4%
Management/Business/Financial	16.8%
Professional	23.0%
Sales	10.6%
Administrative Support	16.0%
Services	11.3%
Blue Collar	22.3%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	9.1%
Installation/Maintenance/Repair	4.0%
Production	4.2%
Transportation/Material Moving	4.8%



2000 Workers 16+ by Means of Transportation to Work

Total	3,279
Drove Alone - Car, Truck, or Van	82.0%
Carpooled - Car, Truck, or Van	13.1%
Public Transportation	0.2%
Walked	0.7%
Other Means	0.7%
Worked at Home	3.4%

2000 Workers 16+ by Travel Time to Work

Total	3,279
Did Not Work at Home	96.6%
Less than 5 minutes	1.9%
5 to 9 minutes	5.9%
10 to 19 minutes	16.1%
20 to 24 minutes	14.1%
25 to 34 minutes	29.9%
35 to 44 minutes	9.8%
45 to 59 minutes	11.5%
60 to 89 minutes	5.5%
90 or more minutes	1.8%
Worked at Home	3.4%
Average Travel Time to Work (in min)	30.0

2000 Households by Vehicles Available

Total	2,194
None	2.4%
1	29.0%
2	51.9%
3	12.8%
4	3.2%
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 2006 and 2011.



2000 Households by Type

Total	2,172
Family Households	74.9%
Married-couple Family	59.6%
With Related Children	37.0%
Other Family (No Spouse)	15.3%
With Related Children	12.1%
Nonfamily Households	25.1%
Householder Living Alone	20.4%
Householder Not Living Alone	4.7%
Households with Related Children	49.1%
Households with Persons 65+	7.6%

2000 Households by Size

Total	2,172
1 Person Household	20.4%
2 Person Household	30.3%
3 Person Household	20.9%
4 Person Household	19.8%
5 Person Household	5.9%
6 Person Household	1.6%
7+ Person Household	1.0%

2000 Households by Year Householder Moved In

Total	2,194
Moved in 1999 to March 2000	30.7%
Moved in 1995 to 1998	38.9%
Moved in 1990 to 1994	16.6%
Moved in 1980 to 1989	9.0%
Moved in 1970 to 1979	2.7%
Moved in 1969 or Earlier	2.1%
Median Year Householder Moved In	1997



2000 Housing Units by Units in Structure

Total	2,379
1, Detached	77.0%
1, Attached	5.2%
2	1.0%
3 or 4	3.8%
5 to 9	9.5%
10 to 19	1.4%
20+	1.8%
Mobile Home	0.3%
Other	0.0%

2000 Housing Units by Year Structure Built


Total	2,379
1999 to March 2000	12.3%
1995 to 1998	30.5%
1990 to 1994	23.5%
1980 to 1989	20.1%
1970 to 1979	4.6%
1969 or Earlier	9.0%
Median Year Structure Built	1993

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



Top 3 Tapestry Segments

- 1. Up and Coming Families
- 2. Midland Crowd
- 3. Rustbelt Traditions

 **2006 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 \$	\$5,305,405
Average Spent	\$2,170.79
Spending Potential Index	80
Computers & Accessories: Total \$	\$712,352
Average Spent	\$291.47
Spending Potential Index	113
Education: Total \$	\$2,856,300
Average Spent	\$1,168.70
Spending Potential Index	103
Entertainment/Recreation: Total \$	\$8,923,493
Average Spent	\$3,651.18
Spending Potential Index	110
Food at Home: Total \$	\$12,605,614
Average Spent	\$5,157.78
Spending Potential Index	105
Food Away from Home: Total \$	\$8,899,739
Average Spent	\$3,641.46
Spending Potential Index	109
Health Care: Total \$	\$9,281,651
Average Spent	\$3,797.73
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$5,431,472
Average Spent	\$2,222.37
Spending Potential Index	101
Investments: Total \$	\$12,094,098
Average Spent	\$4,948.49
Spending Potential Index	106
Retail Goods: Total \$	\$66,790,389
Average Spent	\$27,328.31
Spending Potential Index	105
Shelter: Total \$	\$38,615,265
Average Spent	\$15,800.03
Spending Potential Index	111
TV/Video/Sound Equipment: Total \$	\$2,870,571
Average Spent	\$1,174.54
Spending Potential Index	108
Travel: Total \$	\$4,762,057
Average Spent	\$1,948.47
Spending Potential Index	109
Vehicle Maintenance & Repairs: Total \$	\$2,870,089
Average Spent	\$1,174.34
Spending Potential Index	110

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 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.