

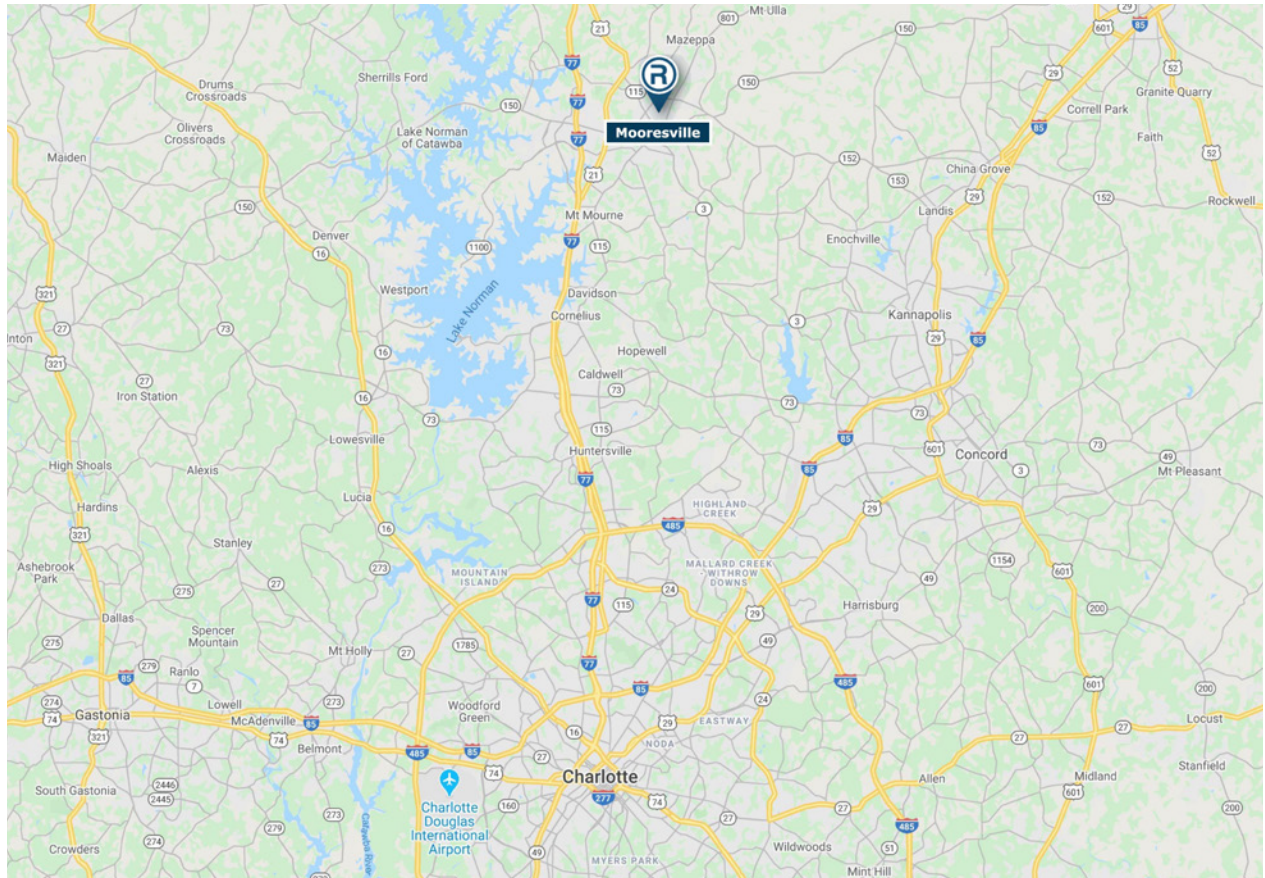


MOORESVILLE, NORTH CAROLINA

Community Demographic Profile



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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



Community • Demographic Profile

Mooresville, North Carolina

DESCRIPTION	DATA	%
Population		
2025 Projection	46,029	
2020 Estimate	42,598	
2010 Census	32,711	
2000 Census	20,344	
Growth 2020 - 2025		8.05%
Growth 2010 - 2020		30.23%
Growth 2000 - 2010		60.79%
2020 Est. Population by Single-Classification Race	42,598	
White Alone	33,357	78.31%
Black or African American Alone	4,252	9.98%
Amer. Indian and Alaska Native Alone	197	0.46%
Asian Alone	2,186	5.13%
Native Hawaiian and Other Pacific Island Alone	16	0.04%
Some Other Race Alone	1,269	2.98%
Two or More Races	1,321	3.10%
2020 Est. Population by Hispanic or Latino Origin	42,598	
Not Hispanic or Latino	39,183	91.98%
Hispanic or Latino	3,415	8.02%
Mexican	1,715	50.22%
Puerto Rican	417	12.21%
Cuban	172	5.04%
All Other Hispanic or Latino	1,111	32.53%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	3,415	
White Alone	1,817	53.21%
Black or African American Alone	82	2.40%
American Indian and Alaska Native Alone	50	1.46%
Asian Alone	10	0.29%
Native Hawaiian and Other Pacific Islander Alone	2	0.06%
Some Other Race Alone	1,207	35.34%
Two or More Races	247	7.23%
2020 Est. Pop by Race, Asian Alone, by Category	2,186	
Chinese, except Taiwanese	69	3.16%
Filipino	201	9.20%
Japanese	80	3.66%
Asian Indian	1,465	67.02%
Korean	45	2.06%
Vietnamese	106	4.85%
Cambodian	0	0.00%
Hmong	116	5.31%
Laotian	33	1.51%
Thai	2	0.09%
All Other Asian Races Including 2+ Category	69	3.16%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	42,598	
Arab	93	0.22%
Czech	36	0.09%
Danish	44	0.10%
Dutch	355	0.83%
English	3,455	8.11%
French (except Basque)	617	1.45%
French Canadian	139	0.33%
German	4,387	10.30%
Greek	65	0.15%
Hungarian	116	0.27%
Irish	3,143	7.38%
Italian	1,709	4.01%
Lithuanian	15	0.04%
United States or American	5,083	11.93%
Norwegian	185	0.43%
Polish	645	1.51%
Portuguese	23	0.05%
Russian	82	0.19%
Scottish	710	1.67%
Scotch-Irish	1,593	3.74%
Slovak	10	0.02%
Subsaharan African	92	0.22%
Swedish	113	0.27%
Swiss	72	0.17%
Ukrainian	8	0.02%
Welsh	135	0.32%
West Indian (except Hisp. groups)	113	0.27%
Other ancestries	7,780	18.26%
Ancestry Unclassified	11,780	27.65%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	35,679	88.91%
Speak Asian/Pacific Island Language at Home	1,075	2.68%
Speak IndoEuropean Language at Home	781	1.95%
Speak Spanish at Home	2,528	6.30%
Speak Other Language at Home	65	0.16%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	42,598	
Age 0 - 4	2,470	5.80%
Age 5 - 9	2,614	6.14%
Age 10 - 14	2,954	6.94%
Age 15 - 17	1,932	4.54%
Age 18 - 20	1,718	4.03%
Age 21 - 24	2,231	5.24%
Age 25 - 34	5,375	12.62%
Age 35 - 44	5,971	14.02%
Age 45 - 54	6,332	14.87%
Age 55 - 64	5,373	12.61%
Age 65 - 74	3,430	8.05%
Age 75 - 84	1,572	3.69%
Age 85 and over	626	1.47%
Age 16 and over	33,926	79.64%
Age 18 and over	32,628	76.60%
Age 21 and over	30,910	72.56%
Age 65 and over	5,628	13.21%
2020 Est. Median Age		38.45
2020 Est. Average Age		38.40
2020 Est. Population by Sex	42,598	
Male	20,905	49.08%
Female	21,693	50.93%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	20,905	
Age 0 - 4	1,266	6.06%
Age 5 - 9	1,337	6.40%
Age 10 - 14	1,497	7.16%
Age 15 - 17	987	4.72%
Age 18 - 20	898	4.30%
Age 21 - 24	1,168	5.59%
Age 25 - 34	2,830	13.54%
Age 35 - 44	2,864	13.70%
Age 45 - 54	3,092	14.79%
Age 55 - 64	2,571	12.30%
Age 65 - 74	1,594	7.63%
Age 75 - 84	617	2.95%
Age 85 and over	184	0.88%
2020 Est. Median Age, Male		36.66
2020 Est. Average Age, Male		37.20
2020 Est. Female Population by Age	21,693	
Age 0 - 4	1,204	5.55%
Age 5 - 9	1,277	5.89%
Age 10 - 14	1,457	6.72%
Age 15 - 17	945	4.36%
Age 18 - 20	820	3.78%
Age 21 - 24	1,063	4.90%
Age 25 - 34	2,545	11.73%
Age 35 - 44	3,107	14.32%
Age 45 - 54	3,240	14.94%
Age 55 - 64	2,802	12.92%
Age 65 - 74	1,836	8.46%
Age 75 - 84	955	4.40%
Age 85 and over	442	2.04%
2020 Est. Median Age, Female		40.08
2020 Est. Average Age, Female		39.70

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	10,238	29.62%
Males, Never Married	5,697	16.48%
Females, Never Married	4,541	13.14%
Married, Spouse present	17,188	49.73%
Married, Spouse absent	1,612	4.66%
Widowed	1,812	5.24%
Males Widowed	342	0.99%
Females Widowed	1,470	4.25%
Divorced	3,710	10.74%
Males Divorced	1,493	4.32%
Females Divorced	2,217	6.42%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,024	3.6%
Some High School, no diploma	1,189	4.1%
High School Graduate (or GED)	6,878	24.0%
Some College, no degree	6,664	23.2%
Associate Degree	3,279	11.4%
Bachelor's Degree	6,939	24.2%
Master's Degree	2,139	7.5%
Professional School Degree	384	1.3%
Doctorate Degree	183	0.6%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	623	33.57%
High School Graduate	379	20.42%
Some College or Associate's Degree	457	24.62%
Bachelor's Degree or Higher	397	21.39%
Households		
2025 Projection	17,565	
2020 Estimate	16,261	
2010 Census	12,497	
2000 Census	7,805	
Growth 2020 - 2025		8.02%
Growth 2010 - 2020		30.12%
Growth 2000 - 2010		60.12%
2020 Est. Households by Household Type	16,261	
Family Households	11,160	68.63%
Nonfamily Households	5,101	31.37%
2020 Est. Group Quarters Population	326	
2020 Households by Ethnicity, Hispanic/Latino	902	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	16,261	
Income < \$15,000	1,154	7.10%
Income \$15,000 - \$24,999	1,264	7.77%
Income \$25,000 - \$34,999	1,224	7.53%
Income \$35,000 - \$49,999	2,463	15.15%
Income \$50,000 - \$74,999	2,705	16.64%
Income \$75,000 - \$99,999	2,277	14.00%
Income \$100,000 - \$124,999	1,867	11.48%
Income \$125,000 - \$149,999	1,139	7.00%
Income \$150,000 - \$199,999	1,022	6.29%
Income \$200,000 - \$249,999	512	3.15%
Income \$250,000 - \$499,999	463	2.85%
Income \$500,000+	171	1.05%
2020 Est. Average Household Income		\$89,859
2020 Est. Median Household Income		\$67,935
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$70,597
Black or African American Alone		\$42,452
American Indian and Alaska Native Alone		\$65,642
Asian Alone		\$105,376
Native Hawaiian and Other Pacific Islander Alone		\$125,000
Some Other Race Alone		\$43,975
Two or More Races		\$61,205
Hispanic or Latino		\$44,109
Not Hispanic or Latino		\$69,990
2020 Est. Family HH Type by Presence of Own Child.	11,160	
Married-Couple Family, own children	4,231	37.91%
Married-Couple Family, no own children	4,152	37.20%
Male Householder, own children	403	3.61%
Male Householder, no own children	326	2.92%
Female Householder, own children	1,292	11.58%
Female Householder, no own children	756	6.77%
2020 Est. Households by Household Size	16,261	
1-person	4,066	25.01%
2-person	5,031	30.94%
3-person	2,987	18.37%
4-person	2,487	15.29%
5-person	1,157	7.12%
6-person	388	2.39%
7-or-more-person	145	0.89%
2020 Est. Average Household Size		2.6

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	16,261	
Households with 1 or More People under Age 18:	6,385	39.27%
Married-Couple Family	4,421	69.24%
Other Family, Male Householder	459	7.19%
Other Family, Female Householder	1,448	22.68%
Nonfamily, Male Householder	49	0.77%
Nonfamily, Female Householder	8	0.13%
Households with No People under Age 18:	9,876	60.73%
Married-Couple Family	3,966	40.16%
Other Family, Male Householder	270	2.73%
Other Family, Female Householder	600	6.08%
Nonfamily, Male Householder	2,409	24.39%
Nonfamily, Female Householder	2,631	26.64%
2020 Est. Households by Number of Vehicles	16,261	
No Vehicles	613	3.77%
1 Vehicle	4,996	30.72%
2 Vehicles	6,800	41.82%
3 Vehicles	2,464	15.15%
4 Vehicles	933	5.74%
5 or more Vehicles	455	2.80%
2020 Est. Average Number of Vehicles		2
Family Households		
2025 Projection	12,065	
2020 Estimate	11,160	
2010 Census	8,529	
2000 Census	5,552	
Growth 2020 - 2025		8.11%
Growth 2010 - 2020		30.85%
Growth 2000 - 2010		53.62%

2020 Est. Families by Poverty Status	11,160	
2020 Families at or Above Poverty	10,367	92.89%
2020 Families at or Above Poverty with Children	4,977	44.60%
2020 Families Below Poverty	793	7.11%
2020 Families Below Poverty with Children	578	5.18%
2020 Est. Pop 16+ by Employment Status	33,926	
Civilian Labor Force, Employed	21,882	64.50%
Civilian Labor Force, Unemployed	971	2.86%
Armed Forces	23	0.07%
Not in Labor Force	11,050	32.57%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	21,889	
For-Profit Private Workers	17,047	77.88%
Non-Profit Private Workers	1,035	4.73%
Local Government Workers	112	0.51%
State Government Workers	831	3.80%
Federal Government Workers	774	3.54%
Self-Employed Workers	2,082	9.51%
Unpaid Family Workers	8	0.04%
2020 Est. Civ. Employed Pop 16+ by Occupation	21,889	
Architect/Engineer	505	2.31%
Arts/Entertainment/Sports	571	2.61%
Building Grounds Maintenance	742	3.39%
Business/Financial Operations	1,120	5.12%
Community/Social Services	267	1.22%
Computer/Mathematical	1,009	4.61%
Construction/Extraction	949	4.34%
Education/Training/Library	1,385	6.33%
Farming/Fishing/Forestry	3	0.01%
Food Prep/Serving	1,691	7.73%
Health Practitioner/Technician	1,090	4.98%
Healthcare Support	567	2.59%
Maintenance Repair	881	4.03%
Legal	79	0.36%
Life/Physical/Social Science	133	0.61%
Management	2,583	11.80%
Office/Admin. Support	2,392	10.93%
Production	1,526	6.97%
Protective Services	229	1.05%
Sales/Related	2,329	10.64%
Personal Care/Service	645	2.95%
Transportation/Moving	1,193	5.45%

2020 Est. Pop 16+ by Occupation Classification	21,889	
White Collar	13,463	61.51%
Blue Collar	4,549	20.78%
Service and Farm	3,877	17.71%
2020 Est. Workers Age 16+ by Transp. to Work	21,399	
Drove Alone	18,034	84.28%
Car Pooled	1,501	7.01%
Public Transportation	132	0.62%
Walked	137	0.64%
Bicycle	10	0.05%
Other Means	355	1.66%
Worked at Home	1,230	5.75%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,612	
15 - 29 Minutes	6,705	
30 - 44 Minutes	3,191	
45 - 59 Minutes	1,704	
60 or more Minutes	1,941	
2020 Est. Avg Travel Time to Work in Minutes		28
2020 Est. Occupied Housing Units by Tenure	16,261	
Owner Occupied	10,834	66.63%
Renter Occupied	5,427	33.37%
2020 Owner Occ. HUs: Avg. Length of Residence		11.9
2020 Renter Occ. HUs: Avg. Length of Residence		5.3
2020 Est. Owner-Occupied Housing Units by Value	16,261	
Value Less than \$20,000	127	1.17%
Value \$20,000 - \$39,999	175	1.62%
Value \$40,000 - \$59,999	149	1.38%
Value \$60,000 - \$79,999	143	1.32%
Value \$80,000 - \$99,999	197	1.82%
Value \$100,000 - \$149,999	1,177	10.86%
Value \$150,000 - \$199,999	1,933	17.84%
Value \$200,000 - \$299,999	3,296	30.42%
Value \$300,000 - \$399,999	1,870	17.26%
Value \$400,000 - \$499,999	748	6.90%
Value \$500,000 - \$749,999	570	5.26%
Value \$750,000 - \$999,999	241	2.23%
Value \$1,000,000 or \$1,499,999	150	1.39%
Value \$1,500,000 or \$1,999,999	36	0.33%
Value \$2,000,000+	22	0.20%
2020 Est. Median All Owner-Occupied Housing Value		\$242,024

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,072	17.36%
Housing Units Built 2010 to 2014	975	5.51%
Housing Units Built 2000 to 2009	4,946	27.96%
Housing Units Built 1990 to 1999	3,819	21.59%
Housing Units Built 1980 to 1989	1,034	5.84%
Housing Units Built 1970 to 1979	1,065	6.02%
Housing Units Built 1960 to 1969	941	5.32%
Housing Units Built 1950 to 1959	700	3.96%
Housing Units Built 1940 to 1949	367	2.07%
Housing Unit Built 1939 or Earlier	774	4.38%
2020 Est. Median Year Structure Built		2000

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	12,048	68.10%
1 Unit Detached	982	5.55%
2 Units	341	1.93%
3 or 4 Units	456	2.58%
5 to 19 Units	2,066	11.68%
20 to 49 Units	688	3.89%
50 or More Units	315	1.78%
Mobile Home or Trailer	788	4.45%
Boat, RV, Van, etc.	9	0.05%



ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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