

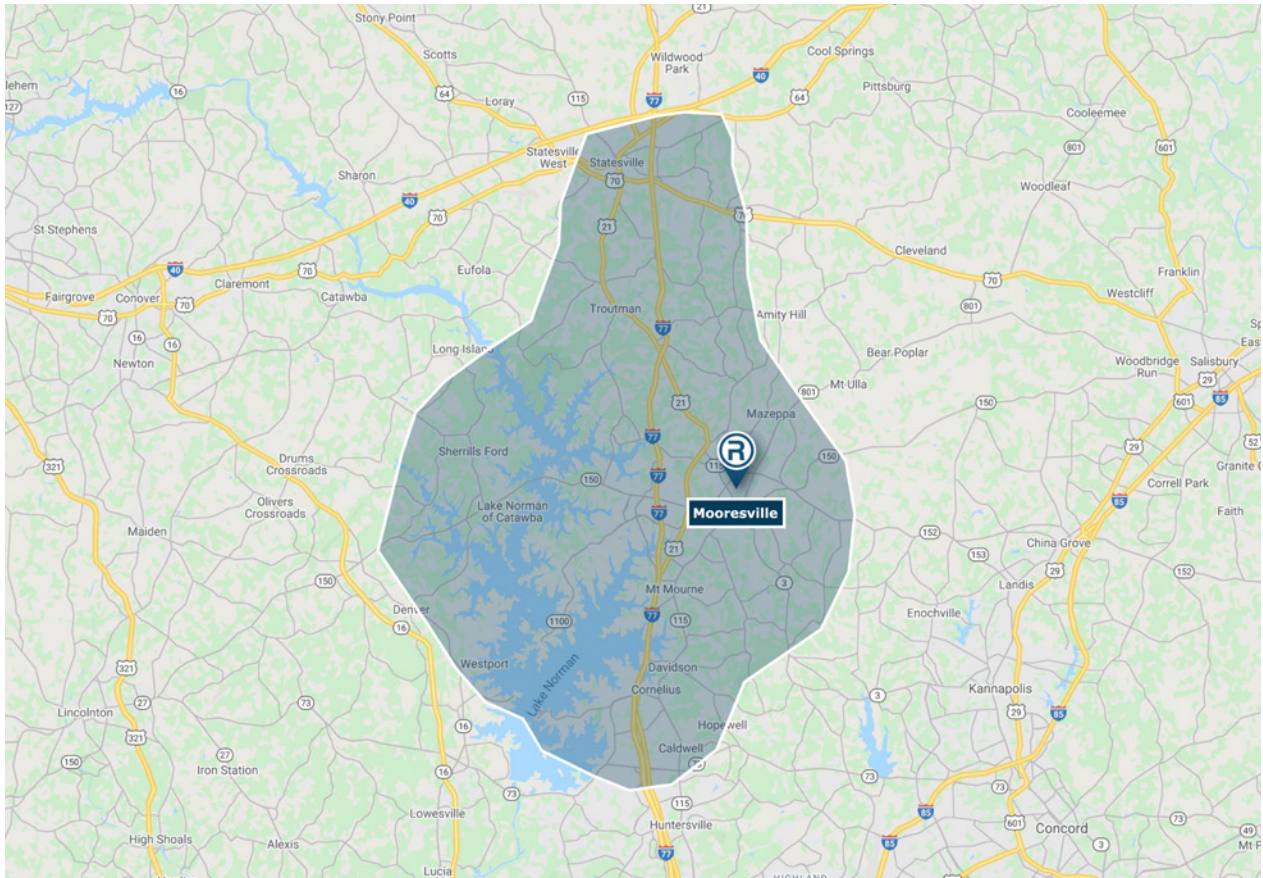


MOORESVILLE, NORTH CAROLINA

Primary Retail Trade Area 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.



Primary Retail Trade Area • Demographic Profile

Mooresville, North Carolina

DESCRIPTION	DATA	%
Population		
2025 Projection	221,232	
2020 Estimate	205,129	
2010 Census	167,725	
2000 Census	113,106	
Growth 2020 - 2025		7.85%
Growth 2010 - 2020		22.30%
Growth 2000 - 2010		48.29%
2020 Est. Population by Single-Classification Race	205,129	
White Alone	165,980	80.92%
Black or African American Alone	21,184	10.33%
Amer. Indian and Alaska Native Alone	683	0.33%
Asian Alone	6,632	3.23%
Native Hawaiian and Other Pacific Island Alone	71	0.04%
Some Other Race Alone	5,769	2.81%
Two or More Races	4,808	2.34%
2020 Est. Population by Hispanic or Latino Origin	205,129	
Not Hispanic or Latino	191,126	93.17%
Hispanic or Latino	14,002	6.83%
Mexican	6,909	49.34%
Puerto Rican	1,488	10.63%
Cuban	635	4.54%
All Other Hispanic or Latino	4,970	35.50%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	14,002	
White Alone	7,003	50.01%
Black or African American Alone	371	2.65%
American Indian and Alaska Native Alone	151	1.08%
Asian Alone	43	0.31%
Native Hawaiian and Other Pacific Islander Alone	12	0.09%
Some Other Race Alone	5,533	39.52%
Two or More Races	889	6.35%
2020 Est. Pop by Race, Asian Alone, by Category	6,632	
Chinese, except Taiwanese	742	11.19%
Filipino	498	7.51%
Japanese	295	4.45%
Asian Indian	2,988	45.05%
Korean	269	4.06%
Vietnamese	462	6.97%
Cambodian	0	0.00%
Hmong	787	11.87%
Laotian	101	1.52%
Thai	33	0.50%
All Other Asian Races Including 2+ Category	458	6.91%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	205,129	
Arab	445	0.22%
Czech	306	0.15%
Danish	269	0.13%
Dutch	1,921	0.94%
English	18,328	8.94%
French (except Basque)	2,902	1.42%
French Canadian	874	0.43%
German	23,208	11.31%
Greek	530	0.26%
Hungarian	596	0.29%
Irish	15,090	7.36%
Italian	7,785	3.80%
Lithuanian	178	0.09%
United States or American	22,097	10.77%
Norwegian	882	0.43%
Polish	3,438	1.68%
Portuguese	177	0.09%
Russian	573	0.28%
Scottish	4,295	2.09%
Scotch-Irish	8,705	4.24%
Slovak	117	0.06%
Subsaharan African	634	0.31%
Swedish	980	0.48%
Swiss	253	0.12%
Ukrainian	150	0.07%
Welsh	805	0.39%
West Indian (except Hisp. groups)	496	0.24%
Other ancestries	38,247	18.65%
Ancestry Unclassified	50,847	24.79%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	174,525	90.05%
Speak Asian/Pacific Island Language at Home	3,334	1.72%
Speak IndoEuropean Language at Home	3,878	2.00%
Speak Spanish at Home	11,659	6.02%
Speak Other Language at Home	405	0.21%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	205,129	
Age 0 - 4	11,327	5.52%
Age 5 - 9	12,054	5.88%
Age 10 - 14	13,128	6.40%
Age 15 - 17	8,600	4.19%
Age 18 - 20	8,638	4.21%
Age 21 - 24	10,394	5.07%
Age 25 - 34	24,158	11.78%
Age 35 - 44	25,447	12.41%
Age 45 - 54	30,518	14.88%
Age 55 - 64	28,564	13.93%
Age 65 - 74	20,096	9.80%
Age 75 - 84	9,206	4.49%
Age 85 and over	2,999	1.46%
Age 16 and over	165,801	80.83%
Age 18 and over	160,020	78.01%
Age 21 and over	151,382	73.80%
Age 65 and over	32,300	15.75%
2020 Est. Median Age		40.77
2020 Est. Average Age		40.03
2020 Est. Population by Sex	205,129	
Male	100,357	48.92%
Female	104,772	51.08%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	100,357	
Age 0 - 4	5,796	5.78%
Age 5 - 9	6,148	6.13%
Age 10 - 14	6,654	6.63%
Age 15 - 17	4,368	4.35%
Age 18 - 20	4,380	4.36%
Age 21 - 24	5,304	5.29%
Age 25 - 34	12,205	12.16%
Age 35 - 44	12,447	12.40%
Age 45 - 54	14,738	14.69%
Age 55 - 64	13,826	13.78%
Age 65 - 74	9,480	9.45%
Age 75 - 84	3,993	3.98%
Age 85 and over	1,019	1.02%
2020 Est. Median Age, Male		39.39
2020 Est. Average Age, Male		39.05
2020 Est. Female Population by Age	104,772	
Age 0 - 4	5,532	5.28%
Age 5 - 9	5,906	5.64%
Age 10 - 14	6,474	6.18%
Age 15 - 17	4,232	4.04%
Age 18 - 20	4,258	4.06%
Age 21 - 24	5,090	4.86%
Age 25 - 34	11,952	11.41%
Age 35 - 44	13,000	12.41%
Age 45 - 54	15,781	15.06%
Age 55 - 64	14,739	14.07%
Age 65 - 74	10,616	10.13%
Age 75 - 84	5,213	4.98%
Age 85 and over	1,980	1.89%
2020 Est. Median Age, Female		42.05
2020 Est. Average Age, Female		40.96

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	46,671	27.68%
Males, Never Married	25,492	15.12%
Females, Never Married	21,179	12.56%
Married, Spouse present	87,875	52.11%
Married, Spouse absent	6,555	3.89%
Widowed	8,203	4.87%
Males Widowed	1,807	1.07%
Females Widowed	6,396	3.79%
Divorced	19,316	11.46%
Males Divorced	7,518	4.46%
Females Divorced	11,798	7.00%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,975	2.8%
Some High School, no diploma	5,966	4.2%
High School Graduate (or GED)	31,381	22.3%
Some College, no degree	29,100	20.6%
Associate Degree	14,678	10.4%
Bachelor's Degree	38,441	27.3%
Master's Degree	13,374	9.5%
Professional School Degree	2,680	1.9%
Doctorate Degree	1,392	1.0%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,096	27.90%
High School Graduate	1,995	26.55%
Some College or Associate's Degree	1,847	24.58%
Bachelor's Degree or Higher	1,574	20.95%
Households		
2025 Projection	85,377	
2020 Estimate	79,302	
2010 Census	65,314	
2000 Census	43,853	
Growth 2020 - 2025		7.66%
Growth 2010 - 2020		21.42%
Growth 2000 - 2010		48.94%
2020 Est. Households by Household Type	79,302	
Family Households	54,858	69.18%
Nonfamily Households	24,445	30.83%
2020 Est. Group Quarters Population	3,160	
2020 Households by Ethnicity, Hispanic/Latino	3,736	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	79,302	
Income < \$15,000	5,657	7.13%
Income \$15,000 - \$24,999	5,853	7.38%
Income \$25,000 - \$34,999	5,927	7.47%
Income \$35,000 - \$49,999	9,390	11.84%
Income \$50,000 - \$74,999	12,206	15.39%
Income \$75,000 - \$99,999	9,632	12.15%
Income \$100,000 - \$124,999	8,086	10.20%
Income \$125,000 - \$149,999	5,800	7.31%
Income \$150,000 - \$199,999	6,614	8.34%
Income \$200,000 - \$249,999	3,544	4.47%
Income \$250,000 - \$499,999	4,242	5.35%
Income \$500,000+	2,350	2.96%
2020 Est. Average Household Income		\$110,804
2020 Est. Median Household Income		\$76,442
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$82,902
Black or African American Alone		\$39,016
American Indian and Alaska Native Alone		\$55,844
Asian Alone		\$105,353
Native Hawaiian and Other Pacific Islander Alone		\$115,754
Some Other Race Alone		\$50,303
Two or More Races		\$62,878
Hispanic or Latino		\$49,716
Not Hispanic or Latino		\$77,855
2020 Est. Family HH Type by Presence of Own Child.	54,858	
Married-Couple Family, own children	19,426	35.41%
Married-Couple Family, no own children	23,895	43.56%
Male Householder, own children	1,715	3.13%
Male Householder, no own children	1,491	2.72%
Female Householder, own children	4,913	8.96%
Female Householder, no own children	3,417	6.23%
2020 Est. Households by Household Size	79,302	
1-person	19,463	24.54%
2-person	27,162	34.25%
3-person	13,661	17.23%
4-person	11,551	14.57%
5-person	5,095	6.43%
6-person	1,663	2.10%
7-or-more-person	709	0.89%
2020 Est. Average Household Size		2.55

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	79,302	
Households with 1 or More People under Age 18:	28,150	35.50%
Married-Couple Family	20,316	72.17%
Other Family, Male Householder	1,959	6.96%
Other Family, Female Householder	5,655	20.09%
Nonfamily, Male Householder	181	0.64%
Nonfamily, Female Householder	40	0.14%
Households with No People under Age 18:	51,152	64.50%
Married-Couple Family	23,013	44.99%
Other Family, Male Householder	1,241	2.43%
Other Family, Female Householder	2,677	5.23%
Nonfamily, Male Householder	11,586	22.65%
Nonfamily, Female Householder	12,636	24.70%
2020 Est. Households by Number of Vehicles	79,302	
No Vehicles	2,273	2.87%
1 Vehicle	23,802	30.01%
2 Vehicles	33,417	42.14%
3 Vehicles	13,569	17.11%
4 Vehicles	4,488	5.66%
5 or more Vehicles	1,754	2.21%
2020 Est. Average Number of Vehicles		2.01
Family Households		
2025 Projection	59,088	
2020 Estimate	54,858	
2010 Census	45,157	
2000 Census	31,316	
Growth 2020 - 2025		7.71%
Growth 2010 - 2020		21.48%
Growth 2000 - 2010		44.20%

2020 Est. Families by Poverty Status	54,858	
2020 Families at or Above Poverty	51,246	93.42%
2020 Families at or Above Poverty with Children	22,935	41.81%
2020 Families Below Poverty	3,612	6.58%
2020 Families Below Poverty with Children	2,784	5.08%
2020 Est. Pop 16+ by Employment Status	165,802	
Civilian Labor Force, Employed	104,319	62.92%
Civilian Labor Force, Unemployed	4,408	2.66%
Armed Forces	81	0.05%
Not in Labor Force	56,994	34.38%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	103,336	
For-Profit Private Workers	76,885	74.40%
Non-Profit Private Workers	6,202	6.00%
Local Government Workers	546	0.53%
State Government Workers	3,848	3.72%
Federal Government Workers	3,894	3.77%
Self-Employed Workers	11,812	11.43%
Unpaid Family Workers	148	0.14%
2020 Est. Civ. Employed Pop 16+ by Occupation	103,336	
Architect/Engineer	1,858	1.80%
Arts/Entertainment/Sports	2,661	2.58%
Building Grounds Maintenance	2,849	2.76%
Business/Financial Operations	6,548	6.34%
Community/Social Services	1,253	1.21%
Computer/Mathematical	3,330	3.22%
Construction/Extraction	3,744	3.62%
Education/Training/Library	6,237	6.04%
Farming/Fishing/Forestry	251	0.24%
Food Prep/Serving	6,653	6.44%
Health Practitioner/Technician	5,478	5.30%
Healthcare Support	1,969	1.91%
Maintenance Repair	2,869	2.78%
Legal	801	0.78%
Life/Physical/Social Science	797	0.77%
Management	14,732	14.26%
Office/Admin. Support	10,384	10.05%
Production	6,731	6.51%
Protective Services	1,334	1.29%
Sales/Related	14,086	13.63%
Personal Care/Service	3,005	2.91%
Transportation/Moving	5,768	5.58%

2020 Est. Pop 16+ by Occupation Classification	103,336	
White Collar	68,164	65.96%
Blue Collar	19,112	18.50%
Service and Farm	16,061	15.54%
2020 Est. Workers Age 16+ by Transp. to Work	101,568	
Drove Alone	82,196	80.93%
Car Pooled	7,280	7.17%
Public Transportation	539	0.53%
Walked	1,390	1.37%
Bicycle	111	0.11%
Other Means	1,274	1.25%
Worked at Home	8,779	8.64%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	26,115	
15 - 29 Minutes	30,984	
30 - 44 Minutes	17,500	
45 - 59 Minutes	9,000	
60 or more Minutes	9,637	
2020 Est. Avg Travel Time to Work in Minutes		30
2020 Est. Occupied Housing Units by Tenure	79,302	
Owner Occupied	56,879	71.73%
Renter Occupied	22,423	28.28%
2020 Owner Occ. HUs: Avg. Length of Residence		13.17
2020 Renter Occ. HUs: Avg. Length of Residence		5.74
2020 Est. Owner-Occupied Housing Units by Value	79,302	
Value Less than \$20,000	670	1.18%
Value \$20,000 - \$39,999	804	1.41%
Value \$40,000 - \$59,999	729	1.28%
Value \$60,000 - \$79,999	812	1.43%
Value \$80,000 - \$99,999	1,509	2.65%
Value \$100,000 - \$149,999	5,194	9.13%
Value \$150,000 - \$199,999	6,735	11.84%
Value \$200,000 - \$299,999	11,639	20.46%
Value \$300,000 - \$399,999	9,164	16.11%
Value \$400,000 - \$499,999	5,867	10.32%
Value \$500,000 - \$749,999	6,501	11.43%
Value \$750,000 - \$999,999	3,375	5.93%
Value \$1,000,000 or \$1,499,999	2,320	4.08%
Value \$1,500,000 or \$1,999,999	884	1.55%
Value \$2,000,000+	676	1.19%
2020 Est. Median All Owner-Occupied Housing Value		\$303,316

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	11,656	13.16%
Housing Units Built 2010 to 2014	3,387	3.83%
Housing Units Built 2000 to 2009	25,703	29.03%
Housing Units Built 1990 to 1999	19,643	22.19%
Housing Units Built 1980 to 1989	8,399	9.49%
Housing Units Built 1970 to 1979	6,600	7.45%
Housing Units Built 1960 to 1969	4,795	5.42%
Housing Units Built 1950 to 1959	3,409	3.85%
Housing Units Built 1940 to 1949	1,818	2.05%
Housing Unit Built 1939 or Earlier	3,133	3.54%
2020 Est. Median Year Structure Built		1998

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	62,423	70.50%
1 Unit Detached	5,307	5.99%
2 Units	1,303	1.47%
3 or 4 Units	2,028	2.29%
5 to 19 Units	8,386	9.47%
20 to 49 Units	2,253	2.54%
50 or More Units	1,116	1.26%
Mobile Home or Trailer	5,685	6.42%
Boat, RV, Van, etc.	41	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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