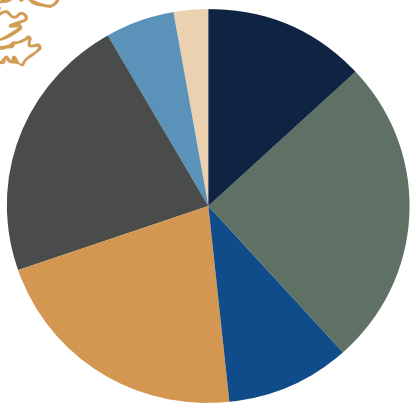
Town of Mooresville

NORTH CAROLINA

POPULATION

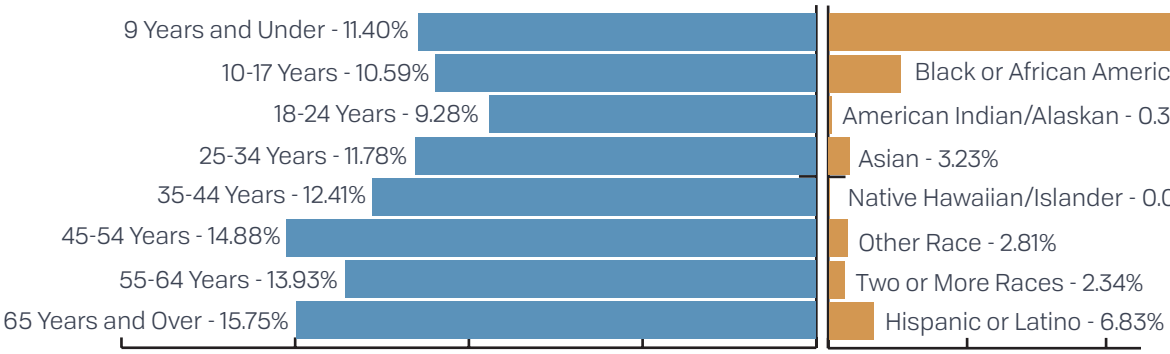
205,129

2020 Estimated Primary Retail Trade Area Population



Graduate or Professional	12.4%
Bachelor's Degree	27.3%
Associate Degree	10.4%
Some College, No Degree	20.6%
High School Graduate	22.3%
Some High School, No Degree	4.2%
Less than 9th Grade	2.8%

AGE DISTRIBUTION AND RACE



Median Age	40.77
Average Age	40.03

HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

$110,804

MEDIAN HOUSEHOLD INCOME

$76,442

PER CAPITA INCOME

$43,507

OPPORTUNITY IN MOORESVILLE

- **Restaurants and Other Eating Places**
  Sales Leakage = $463,609,305
- **Clothing Stores**
  Sales Leakage = $102,047,916
- **Sporting Goods, Hobby, Musical Instrument, and Book Stores**
  Sales Leakage = $33,946,686

Potential Retail Sales	$4,911,891,622
Actual Sales	$1,231,065,152
Sales Leakage	$3,680,826,470

Beau Falgout
Assistant Town Manager
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Mooresville, North Carolina 28115

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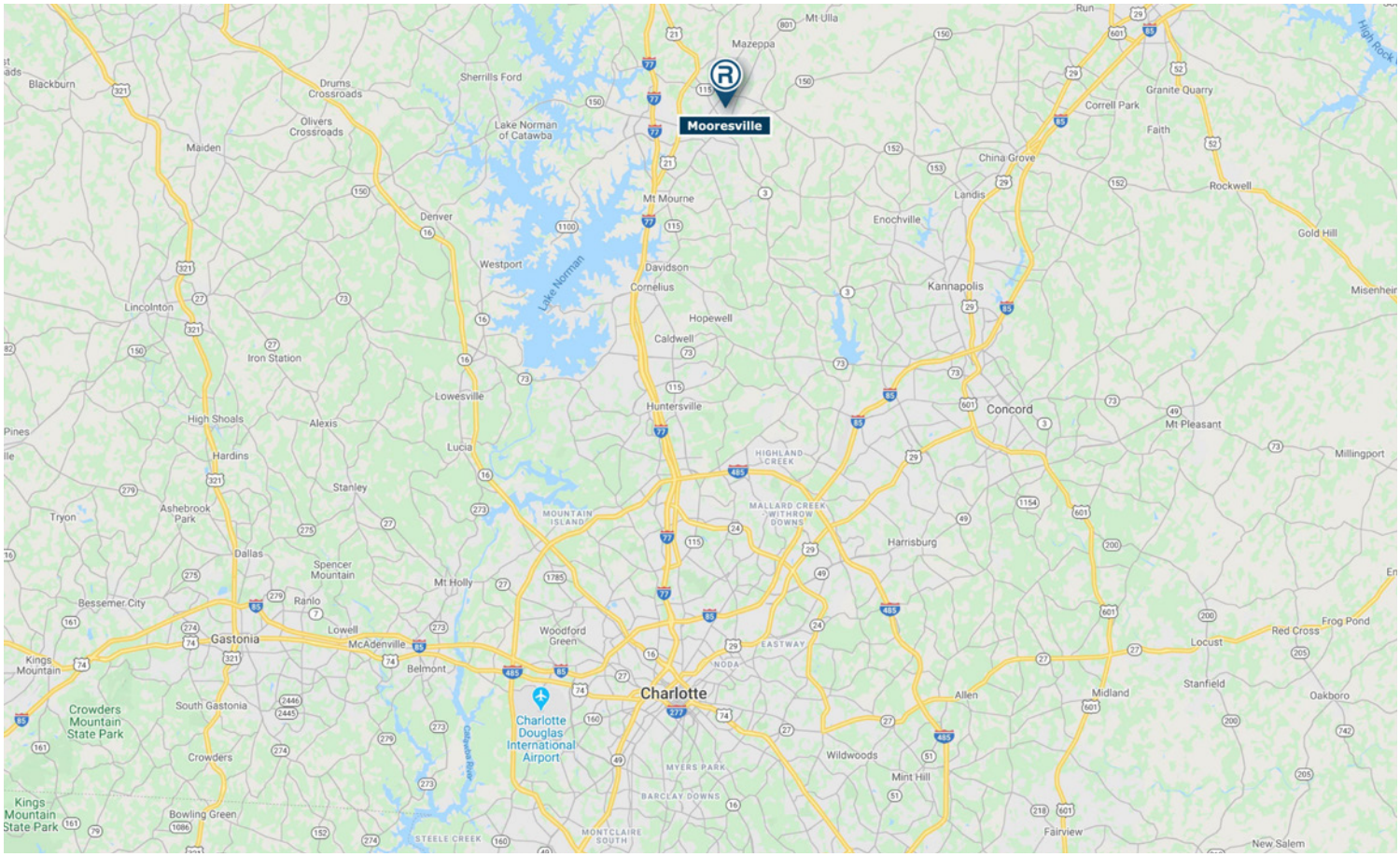
Town of Mooresville 1873 NC Lake Norman

TheRetailCoach

LOCATION MAP



EXISTING RETAIL

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