



PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

US-321 Corridor

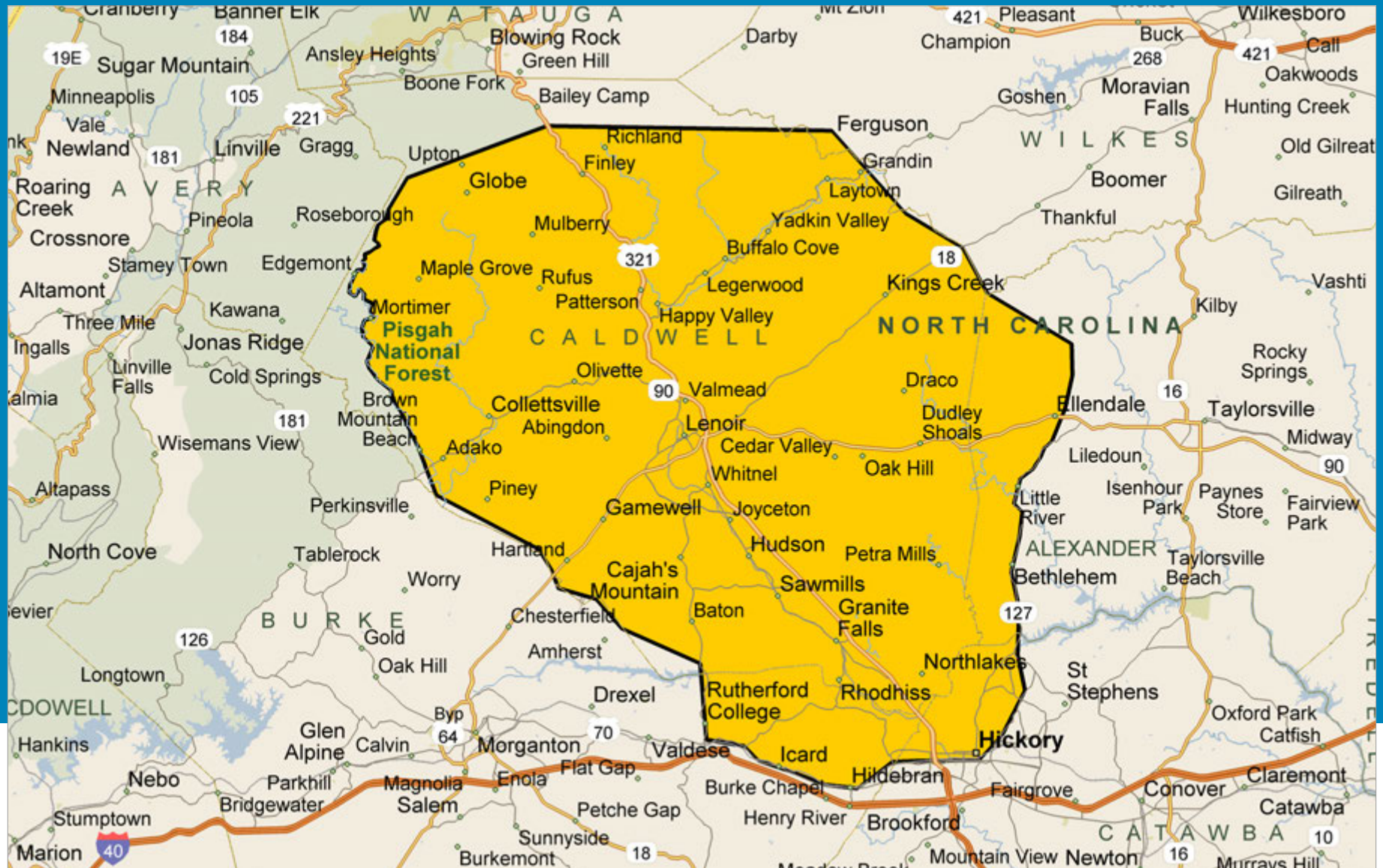
Caldwell County, North Carolina



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Caldwell County Economic Development Commission
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Primary Retail Trade Area Caldwell County, North Carolina



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Primary Retail Trade Area | Gap/Opportunity Analysis Summary

Caldwell County, North Carolina

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	Total Retail Sales Incl Eating and Drinking Places	1,788,577,333	683,482,969	(1,105,094,364)	-62%
441	Motor Vehicle and Parts Dealers	334,062,410	58,956,733	(275,105,677)	-82%
4411	Automotive Dealers	266,633,714	35,765,684	(230,868,030)	-87%
4412	Other Motor Vehicle Dealers	41,576,983	10,333,539	(31,243,444)	-75%
4413	Automotive Parts/Accsrs, Tire Stores	25,851,712	12,857,510	(12,994,202)	-50%
442	Furniture and Home Furnishings Stores	31,013,662	5,949,573	(25,064,089)	-81%
4421	Furniture Stores	15,955,205	5,611,466	(10,343,739)	-65%
4422	Home Furnishing Stores	15,058,457	338,107	(14,720,350)	-98%
443	Electronics and Appliance Stores	29,733,003	1,474,576	(28,258,427)	-95%
44311	Appliances, TVs, Electronics Stores	21,867,166	1,398,947	(20,468,219)	-94%
443111	Household Appliances Stores	4,158,518	0	(4,158,518)	-100%
443112	Radio, Television, Electronics Stores	17,708,648	1,398,947	(16,309,701)	-92%
44312	Computer and Software Stores	7,295,675	75,629	(7,220,046)	-99%
44313	Camera and Photographic Equipment Stores	570,162	0	(570,162)	-100%
444	Building Material, Garden Equip Stores	179,163,527	84,853,709	(94,309,818)	-53%
4441	Building Material and Supply Dealers	151,011,321	80,403,976	(70,607,345)	-47%
44411	Home Centers	60,724,641	50,965,437	(9,759,204)	-16%
44412	Paint and Wallpaper Stores	2,464,083	610,652	(1,853,431)	-75%
44413	Hardware Stores	15,660,844	2,851,752	(12,809,092)	-82%
44419	Other Building Materials Dealers	72,161,753	25,976,135	(46,185,618)	-64%
4442	Lawn, Garden Equipment, Supplies Stores	28,152,205	4,449,733	(23,702,472)	-84%
44421	Outdoor Power Equipment Stores	9,596,305	191,084	(9,405,221)	-98%
44422	Nursery and Garden Centers	18,555,901	4,258,649	(14,297,252)	-77%

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Caldwell County, North Carolina

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	229,077,941	72,663,383	(156,414,558)	-68%
4451	Grocery Stores	154,158,520	56,680,954	(97,477,566)	-63%
44511	Supermarkets, Grocery (Ex Conv) Stores	143,508,621	51,512,737	(91,995,884)	-64%
44512	Convenience Stores	10,649,899	5,168,217	(5,481,682)	-51%
4452	Specialty Food Stores	18,455,625	213,160	(18,242,465)	-99%
4453	Beer, Wine and Liquor Stores	56,463,796	15,769,269	(40,694,527)	-72%
446	Health and Personal Care Stores	113,835,453	83,238,727	(30,596,726)	-27%
44611	Pharmacies and Drug Stores	91,627,488	79,978,989	(11,648,499)	-13%
44612	Cosmetics, Beauty Supplies, Perfume Stores	8,213,283	463,352	(7,749,931)	-94%
44613	Optical Goods Stores	3,704,148	1,510,811	(2,193,337)	-59%
44619	Other Health and Personal Care Stores	10,290,533	1,285,575	(9,004,958)	-88%
447	Gasoline Stations	194,282,880	74,069,061	(120,213,819)	-62%
44711	Gasoline Stations With Conv Stores	142,992,533	44,798,339	(98,194,194)	-69%
44719	Other Gasoline Stations	51,290,347	29,270,722	(22,019,625)	-43%
448	Clothing and Clothing Accessories Stores	70,424,882	18,403,674	(52,021,208)	-74%
4481	Clothing Stores	40,099,459	14,392,332	(25,707,127)	-64%
44811	Men's Clothing Stores	2,036,097	211,792	(1,824,305)	-90%
44812	Women's Clothing Stores	9,457,568	1,242,954	(8,214,614)	-87%
44813	Childrens, Infants Clothing Stores	2,486,539	0	(2,486,539)	-100%
44814	Family Clothing Stores	20,948,385	12,197,716	(8,750,669)	-42%
44815	Clothing Accessories Stores	1,696,208	265,001	(1,431,207)	-84%
44819	Other Clothing Stores	3,474,661	474,869	(2,999,792)	-86%
4482	Shoe Stores	6,691,916	1,907,816	(4,784,100)	-71%
4483	Jewelry, Luggage, Leather Goods Stores	23,633,507	2,103,526	(21,529,981)	-91%
44831	Jewelry Stores	20,493,641	2,103,526	(18,390,115)	-90%
44832	Luggage and Leather Goods Stores	3,139,866	0	(3,139,866)	-100%

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Caldwell County, North Carolina

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	32,933,193	3,775,310	(29,157,883)	-89%
4511	Sporting Goods, Hobby, Musical Inst Stores	28,526,129	3,485,657	(25,040,472)	-88%
45111	Sporting Goods Stores	14,677,323	1,158,566	(13,518,757)	-92%
45112	Hobby, Toys and Games Stores	8,230,970	901,987	(7,328,983)	-89%
45113	Sew/Needlework/Piece Goods Stores	3,220,847	573,564	(2,647,283)	-82%
45114	Musical Instrument and Supplies Stores	2,396,989	851,540	(1,545,449)	-64%
4512	Book, Periodical and Music Stores	4,407,064	289,653	(4,117,411)	-93%
45121	Book Stores and News Dealers	3,842,731	289,653	(3,553,078)	-92%
451211	Book Stores	3,359,144	289,653	(3,069,491)	-91%
451212	News Dealers and Newsstands	483,587	0	(483,587)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	564,332	0	(564,332)	-100%
452	General Merchandise Stores	212,630,883	220,498,260	7,867,377	4%
4521	Department Stores Excl Leased Depts	87,328,942	197,601,978	110,273,036	126%
4529	Other General Merchandise Stores	125,301,942	22,896,282	(102,405,660)	-82%
453	Miscellaneous Store Retailers	51,159,869	10,241,378	(40,918,491)	-80%
4531	Florists	1,771,678	1,633,051	(138,627)	-8%
4532	Office Supplies, Stationery, Gift Stores	21,702,540	5,465,256	(16,237,284)	-75%
45321	Office Supplies and Stationery Stores	10,140,781	2,566,314	(7,574,467)	-75%
45322	Gift, Novelty and Souvenir Stores	11,561,760	2,898,942	(8,662,818)	-75%
4533	Used Merchandise Stores	3,229,958	774,602	(2,455,356)	-76%
4539	Other Miscellaneous Store Retailers	24,455,692	2,368,469	(22,087,223)	-90%
454	Non-Store Retailers	149,380,095	5,361,466	(144,018,629)	-96%
722	Foodservice and Drinking Places	160,879,536	43,997,119	(116,882,417)	-73%
7221	Full-Service Restaurants	71,658,202	10,208,060	(61,450,142)	-86%
7222	Limited-Service Eating Places	65,260,516	29,104,123	(36,156,393)	-55%
7223	Special Foodservices	17,507,805	1,821,452	(15,686,353)	-90%
7224	Drinking Places -Alcoholic Beverages	6,453,013	2,863,484	(3,589,529)	-56%

Primary Retail Trade Area | Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
Population		
2020 Projection	120,362	
2015 Estimate	119,447	
Growth 2015-2020	0.77%	
2015 Est. Population by Single-Classification Race	119,447	
White Alone	105,383	88.23
Black or African American Alone	6,246	5.23
Amer. Indian and Alaska Native Alone	403	0.34
Asian Alone	1,838	1.54
Native Hawaiian and Other Pac. Isl. Alone	43	0.04
Some Other Race Alone	3,442	2.88
Two or More Races	2,091	1.75
2015 Est. Population by Hispanic or Latino Origin	119,447	
Not Hispanic or Latino	112,633	94.30
Hispanic or Latino:	6,814	5.70
Mexican	3,579	52.52
Puerto Rican	453	6.65
Cuban	194	2.85
All Other Hispanic or Latino	2,588	37.98

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	6,814	
White Alone	2,760	40.50
Black or African American Alone	105	1.54
American Indian and Alaska Native Alone	132	1.94
Asian Alone	13	0.19
Native Hawaiian and Other Pacific Islander Alone	12	0.18
Some Other Race Alone	3,347	49.12
Two or More Races	446	6.55
2015 Est. Pop by Race, Asian Alone, by Category	1,838	
Chinese, except Taiwanese	21	1.14
Filipino	56	3.05
Japanese	0	0.00
Asian Indian	174	9.47
Korean	196	10.66
Vietnamese	483	26.28
Cambodian	0	0.00
Hmong	689	37.49
Laotian	2	0.11
Thai	75	4.08
All Other Asian Races Including 2+ Category	143	7.78
2015 Est. Population by Ancestry	119,447	
Arab	169	0.14
Czech	65	0.05
Danish	75	0.06
Dutch	1,787	1.50
English	8,578	7.18
French (except Basque)	748	0.63
French Canadian	174	0.15
German	12,781	10.70
Greek	151	0.13

Primary Retail Trade Area | Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
Hungarian	58	0.05
Irish	8,486	7.10
Italian	1,109	0.93
Lithuanian	62	0.05
United States or American	21,704	18.17
Norwegian	296	0.25
Polish	553	0.46
Portuguese	12	0.01
Russian	252	0.21
Scottish	2,095	1.75
Scotch-Irish	2,997	2.51
Slovak	15	0.01
Subsaharan African	29	0.02
Swedish	232	0.19
Swiss	164	0.14
Ukrainian	30	0.03
Welsh	158	0.13
West Indian (except Hisp. groups)	32	0.03
Other ancestries	26,780	22.42
Ancestry Unclassified	29,858	25.00
2015 Est. Pop Age 5+ by Language Spoken at Home	113,172	
Speak Only English at Home	106,759	94.33
Speak Asian/Pac. Isl. Lang. at Home	1,104	0.98
Speak IndoEuropean Language at Home	709	0.63
Speak Spanish at Home	4,377	3.87
Speak Other Language at Home	223	0.20
2015 Est. Population by Sex	119,447	
Male	58,579	49.04
Female	60,868	50.96

DESCRIPTION	DATA	%
2015 Est. Population by Age	119,447	
Age 0 - 4	6,275	5.25
Age 5 - 9	6,693	5.60
Age 10 - 14	7,457	6.24
Age 15 - 17	4,756	3.98
Age 18 - 20	4,555	3.81
Age 21 - 24	5,786	4.84
Age 25 - 34	12,852	10.76
Age 35 - 44	14,818	12.41
Age 45 - 54	17,735	14.85
Age 55 - 64	16,682	13.97
Age 65 - 74	13,011	10.89
Age 75 - 84	6,440	5.39
Age 85 and over	2,386	2.00
Age 16 and over	97,456	81.59
Age 18 and over	94,266	78.92
Age 21 and over	89,711	75.11
Age 65 and over	21,838	18.28
2015 Est. Median Age	42.7	
2015 Est. Average Age	41.5	

Primary Retail Trade Area | Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	58,579	
Age 0 - 4	3,219	5.50
Age 5 - 9	3,380	5.77
Age 10 - 14	3,775	6.44
Age 15 - 17	2,401	4.10
Age 18 - 20	2,319	3.96
Age 21 - 24	2,937	5.01
Age 25 - 34	6,492	11.08
Age 35 - 44	7,520	12.84
Age 45 - 54	8,882	15.16
Age 55 - 64	8,152	13.92
Age 65 - 74	6,078	10.38
Age 75 - 84	2,681	4.58
Age 85 and over	740	1.26
2015 Est. Median Age, Male	41.3	
2015 Est. Average Age, Male	40.3	
2015 Est. Female Population by Age	60,868	
Age 0 - 4	3,056	5.02
Age 5 - 9	3,313	5.44
Age 10 - 14	3,682	6.05
Age 15 - 17	2,354	3.87
Age 18 - 20	2,235	3.67
Age 21 - 24	2,849	4.68
Age 25 - 34	6,361	10.45
Age 35 - 44	7,298	11.99
Age 45 - 54	8,853	14.54
Age 55 - 64	8,529	14.01
Age 65 - 74	6,933	11.39
Age 75 - 84	3,759	6.18
Age 85 and over	1,646	2.70

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	44.0	
2015 Est. Average Age, Female	42.6	
2015 Est. Pop Age 15+ by Marital Status	99,021	
Total, Never Married	24,586	24.83
Males, Never Married	13,764	13.90
Females, Never Married	10,822	10.93
Married, Spouse present	45,102	45.55
Married, Spouse absent	6,022	6.08
Widowed	8,431	8.51
Males Widowed	2,154	2.18
Females Widowed	6,276	6.34
Divorced	14,881	15.03
Males Divorced	6,445	6.51
Females Divorced	8,436	8.52
2015 Est. Pop Age 25+ by Edu. Attainment	83,925	
Less than 9th grade	6,732	8.02
Some High School, no diploma	12,863	15.33
High School Graduate (or GED)	26,526	31.61
Some College, no degree	17,561	20.92
Associate Degree	7,061	8.41
Bachelor's Degree	8,848	10.54
Master's Degree	3,031	3.61
Professional School Degree	1,035	1.23
Doctorate Degree	267	0.32
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	3,387	
No High School Diploma	1,277	37.70
High School Graduate	1,128	33.30
Some College or Associate's Degree	726	21.43
Bachelor's Degree or Higher	255	7.53

Primary Retail Trade Area | Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
Households		
2020 Projection	49,154	
2015 Estimate	48,615	
Growth 2015-2020	1.11%	
2015 Est. Households by Household Type	48,615	
Family Households	33,265	68.43
Nonfamily Households	15,350	31.57
2015 Est. Group Quarters Population	1,879	
2015 HHs by Ethnicity, Hispanic/Latino	1,839	3.78
2015 Est. Households by HH Income	48,615	
Income < \$15,000	11,206	23.05
Income \$15,000 - \$24,999	7,285	14.99
Income \$25,000 - \$34,999	6,560	13.49
Income \$35,000 - \$49,999	6,627	13.63
Income \$50,000 - \$74,999	8,617	17.72
Income \$75,000 - \$99,999	3,938	8.10
Income \$100,000 - \$124,999	1,732	3.56
Income \$125,000 - \$149,999	968	1.99
Income \$150,000 - \$199,999	754	1.55
Income \$200,000 - \$249,999	304	0.63
Income \$250,000 - \$499,999	438	0.90
Income \$500,000+	187	0.38

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$48,656	
2015 Est. Median Household Income	\$33,866	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	35,552	
Black or African American Alone	16,979	
American Indian and Alaska Native Alone	28,615	
Asian Alone	39,526	
Native Hawaiian and Other Pacific Islander Alone	62,500	
Some Other Race Alone	27,731	
Two or More Races	18,832	
Hispanic or Latino	28,510	
Not Hispanic or Latino	34,114	
2015 Est. Family HH Type by Presence of Own Child.	33,265	
Married-Couple Family, own children	8,890	26.72
Married-Couple Family, no own children	15,882	47.74
Male Householder, own children	1,336	4.02
Male Householder, no own children	1,242	3.73
Female Householder, own children	3,198	9.61
Female Householder, no own children	2,717	8.17
2015 Est. Households by Household Size	48,615	
1-person	13,304	27.37
2-person	17,334	35.66
3-person	8,300	17.07
4-person	5,841	12.01
5-person	2,505	5.15
6-person	878	1.81
7-or-more-person	453	0.93

Primary Retail Trade Area | Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.42	
2015 Est. Households by Presence of People Under 18	48,615	
Households with 1 or More People under Age 18:	15,362	31.60
Married-Couple Family	9,802	63.81
Other Family, Male Householder	1,560	10.15
Other Family, Female Householder	3,823	24.89
Nonfamily, Male Householder	143	0.93
Nonfamily, Female Householder	33	0.21
Households with No People under Age 18:	33,253	68.40
Married-Couple Family	14,964	45.00
Other Family, Male Householder	1,015	3.05
Other Family, Female Householder	2,096	6.30
Nonfamily, Male Householder	7,028	21.13
Nonfamily, Female Householder	8,151	24.51
2015 Est. Households by Number of Vehicles	48,615	
No Vehicles	2,792	5.74
1 Vehicle	16,627	34.20
2 Vehicles	17,416	35.82
3 Vehicles	8,265	17.00
4 Vehicles	2,328	4.79
5 or more Vehicles	1,188	2.44
2015 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	33,634	
2015 Estimate	33,265	
Growth 2015-2020	1.11%	
2015 Est. Families by Poverty Status	33,265	
2015 Families at or Above Poverty	28,073	84.39
2015 Families at or Above Poverty with Children	10,477	31.50
2015 Families Below Poverty	5,192	15.61
2015 Families Below Poverty with Children	3,823	11.49
2015 Est. Pop Age 16+ by Employment Status	97,456	
In Armed Forces	23	0.02
Civilian - Employed	48,839	50.11
Civilian - Unemployed	7,595	7.79
Not in Labor Force	41,000	42.07
2015 Est. Civ. Employed Pop 16+ by Class of Worker	52,196	
For-Profit Private Workers	37,838	72.49
Non-Profit Private Workers	3,284	6.29
Local Government Workers	3,113	5.96
State Government Workers	2,955	5.66
Federal Government Workers	385	0.74
Self-Employed Workers	4,561	8.74
Unpaid Family Workers	59	0.11

Primary Retail Trade Area | Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	52,196	
Architect/Engineer	485	0.93
Arts/Entertainment/Sports	548	1.05
Building Grounds Maintenance	1,773	3.40
Business/Financial Operations	1,400	2.68
Community/Social Services	990	1.90
Computer/Mathematical	576	1.10
Construction/Extraction	2,101	4.03
Education/Training/Library	2,747	5.26
Farming/Fishing/Forestry	74	0.14
Food Prep/Serving	3,310	6.34
Health Practitioner/Technician	3,240	6.21
Healthcare Support	1,490	2.85
Maintenance Repair	2,488	4.77
Legal	113	0.22
Life/Physical/Social Science	253	0.48
Management	3,421	6.55
Office/Admin. Support	6,728	12.89
Production	7,721	14.79
Protective Services	1,667	3.19
Sales/Related	5,338	10.23
Personal Care/Service	1,370	2.62
Transportation/Moving	4,362	8.36
2015 Est. Pop 16+ by Occupation Classification	52,196	
Blue Collar	16,672	31.94
White Collar	25,839	49.50
Service and Farm	9,685	18.56

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	51,206	
Drove Alone	44,029	85.98
Car Pooled	4,490	8.77
Public Transportation	24	0.05
Walked	620	1.21
Bicycle	54	0.11
Other Means	525	1.03
Worked at Home	1,465	2.86
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	15,563	
15 - 29 Minutes	21,230	
30 - 44 Minutes	7,667	
45 - 59 Minutes	2,866	
60 or more Minutes	2,451	
2015 Est. Avg. Travel Time to Work in Minutes	24.20	
2015 Est. Occupied Housing Units by Tenure	48,615	
Owner Occupied	34,163	70.27
Renter Occupied	14,452	29.73
2015 Owner Occ. HUs: Avg. Length of Residence	20.1	
2015 Renter Occ. HUs: Avg. Length of Residence	9.0	

Primary Retail Trade Area | Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	34,163	
Value Less than \$20,000	2,153	6.30
Value \$20,000 - \$39,999	1,388	4.06
Value \$40,000 - \$59,999	2,543	7.44
Value \$60,000 - \$79,999	3,830	11.21
Value \$80,000 - \$99,999	4,348	12.73
Value \$100,000 - \$149,999	8,659	25.35
Value \$150,000 - \$199,999	4,980	14.58
Value \$200,000 - \$299,999	3,552	10.40
Value \$300,000 - \$399,999	1,143	3.35
Value \$400,000 - \$499,999	642	1.88
Value \$500,000 - \$749,999	588	1.72
Value \$750,000 - \$999,999	214	0.63
Value \$1,000,000 or more	122	0.36
2015 Est. Median All Owner-Occupied Housing Value	\$116,280	
2015 Est. Housing Units by Units in Structure	55,084	
1 Unit Attached	945	1.72
1 Unit Detached	36,668	66.57
2 Units	1,119	2.03
3 or 4 Units	1,596	2.90
5 to 19 Units	3,791	6.88
20 to 49 Units	538	0.98
50 or More Units	413	0.75
Mobile Home or Trailer	9,997	18.15
Boat, RV, Van, etc.	17	0.03

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	55,084	
Housing Units Built 2010 or later	726	1.32
Housing Units Built 2000 to 2009	5,801	10.53
Housing Units Built 1990 to 1999	9,032	16.40
Housing Units Built 1980 to 1989	9,867	17.91
Housing Units Built 1970 to 1979	10,221	18.56
Housing Units Built 1960 to 1969	6,632	12.04
Housing Units Built 1950 to 1959	6,161	11.18
Housing Units Built 1940 to 1949	3,353	6.09
Housing Unit Built 1939 or Earlier	3,290	5.97
2015 Est. Median Year Structure Built**	1978	

Community Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
Population		
2020 Projection	82,354	
2015 Estimate	81,943	
Growth 2015-2020	0.50%	
2015 Est. Population by Single-Classification Race	81,943	
White Alone	73,362	89.53
Black or African American Alone	4,126	5.04
Amer. Indian and Alaska Native Alone	292	0.36
Asian Alone	550	0.67
Native Hawaiian and Other Pac. Isl. Alone	28	0.03
Some Other Race Alone	2,222	2.71
Two or More Races	1,363	1.66
2015 Est. Population by Hispanic or Latino Origin	81,943	
Not Hispanic or Latino	77,810	94.96
Hispanic or Latino:	4,133	5.04
Mexican	1,731	41.88
Puerto Rican	262	6.34
Cuban	152	3.68
All Other Hispanic or Latino	1,988	48.10

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	4,133	
White Alone	1,481	35.83
Black or African American Alone	67	1.62
American Indian and Alaska Native Alone	107	2.59
Asian Alone	7	0.17
Native Hawaiian and Other Pacific Islander Alone	12	0.29
Some Other Race Alone	2,153	52.09
Two or More Races	306	7.40
2015 Est. Pop by Race, Asian Alone, by Category	550	
Chinese, except Taiwanese	20	3.64
Filipino	53	9.64
Japanese	0	0.00
Asian Indian	134	24.36
Korean	197	35.82
Vietnamese	106	19.27
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	40	7.27
All Other Asian Races Including 2+ Category	0	0.00
2015 Est. Population by Ancestry	81,943	
Arab	142	0.17
Czech	47	0.06
Danish	30	0.04
Dutch	1,392	1.70
English	5,678	6.93
French (except Basque)	470	0.57
French Canadian	117	0.14
German	7,890	9.63
Greek	66	0.08

Community Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
Hungarian	6	0.01
Irish	5,305	6.47
Italian	656	0.80
Lithuanian	28	0.03
United States or American	16,493	20.13
Norwegian	205	0.25
Polish	321	0.39
Portuguese	0	0.00
Russian	94	0.11
Scottish	1,162	1.42
Scotch-Irish	1,991	2.43
Slovak	6	0.01
Subsaharan African	0	0.00
Swedish	127	0.15
Swiss	144	0.18
Ukrainian	21	0.03
Welsh	109	0.13
West Indian (except Hisp. groups)	0	0.00
Other ancestries	17,171	20.95
Ancestry Unclassified	22,272	27.18
2015 Est. Pop Age 5+ by Language Spoken at Home	77,699	
Speak Only English at Home	74,204	95.50
Speak Asian/Pac. Isl. Lang. at Home	226	0.29
Speak IndoEuropean Language at Home	406	0.52
Speak Spanish at Home	2,643	3.40
Speak Other Language at Home	220	0.28
2015 Est. Population by Sex	81,943	
Male	40,490	49.41
Female	41,453	50.59

DESCRIPTION	DATA	%
2015 Est. Population by Age	81,943	
Age 0 - 4	4,244	5.18
Age 5 - 9	4,537	5.54
Age 10 - 14	5,135	6.27
Age 15 - 17	3,286	4.01
Age 18 - 20	2,965	3.62
Age 21 - 24	3,963	4.84
Age 25 - 34	8,629	10.53
Age 35 - 44	10,344	12.62
Age 45 - 54	12,386	15.12
Age 55 - 64	11,736	14.32
Age 65 - 74	9,039	11.03
Age 75 - 84	4,230	5.16
Age 85 and over	1,449	1.77
Age 16 and over	66,941	81.69
Age 18 and over	64,741	79.01
Age 21 and over	61,776	75.39
Age 65 and over	14,718	17.96
2015 Est. Median Age	42.9	
2015 Est. Average Age	41.5	

Community Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	40,490	
Age 0 - 4	2,182	5.39
Age 5 - 9	2,284	5.64
Age 10 - 14	2,584	6.38
Age 15 - 17	1,680	4.15
Age 18 - 20	1,547	3.82
Age 21 - 24	2,030	5.01
Age 25 - 34	4,380	10.82
Age 35 - 44	5,288	13.06
Age 45 - 54	6,236	15.40
Age 55 - 64	5,777	14.27
Age 65 - 74	4,262	10.53
Age 75 - 84	1,776	4.39
Age 85 and over	464	1.15
2015 Est. Median Age, Male	41.7	
2015 Est. Average Age, Male	40.5	
2015 Est. Female Population by Age	41,453	
Age 0 - 4	2,062	4.97
Age 5 - 9	2,253	5.44
Age 10 - 14	2,551	6.15
Age 15 - 17	1,606	3.87
Age 18 - 20	1,418	3.42
Age 21 - 24	1,933	4.66
Age 25 - 34	4,249	10.25
Age 35 - 44	5,056	12.20
Age 45 - 54	6,150	14.84
Age 55 - 64	5,959	14.38
Age 65 - 74	4,777	11.52
Age 75 - 84	2,454	5.92
Age 85 and over	985	2.38

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	44.2	
2015 Est. Average Age, Female	42.5	
2015 Est. Pop Age 15+ by Marital Status	68,027	
Total, Never Married	15,587	22.91
Males, Never Married	9,031	13.28
Females, Never Married	6,556	9.64
Married, Spouse present	30,757	45.21
Married, Spouse absent	4,594	6.75
Widowed	5,987	8.80
Males Widowed	1,560	2.29
Females Widowed	4,427	6.51
Divorced	11,102	16.32
Males Divorced	4,736	6.96
Females Divorced	6,366	9.36
2015 Est. Pop Age 25+ by Edu. Attainment	57,813	
Less than 9th grade	4,803	8.31
Some High School, no diploma	10,419	18.02
High School Graduate (or GED)	19,323	33.42
Some College, no degree	11,988	20.74
Associate Degree	4,772	8.25
Bachelor's Degree	4,564	7.89
Master's Degree	1,458	2.52
Professional School Degree	380	0.66
Doctorate Degree	106	0.18
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	2,032	
No High School Diploma	640	31.50
High School Graduate	672	33.07
Some College or Associate's Degree	536	26.38
Bachelor's Degree or Higher	184	9.06

Community Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
Households		
2020 Projection	33,293	
2015 Estimate	33,054	
Growth 2015-2020	0.72%	
2015 Est. Households by Household Type	33,054	
Family Households	23,238	70.30
Nonfamily Households	9,816	29.70
2015 Est. Group Quarters Population	921	
2015 HHs by Ethnicity, Hispanic/Latino	1,071	3.24
2015 Est. Households by HH Income	33,054	
Income < \$15,000	8,903	26.93
Income \$15,000 - \$24,999	5,040	15.25
Income \$25,000 - \$34,999	4,095	12.39
Income \$35,000 - \$49,999	4,543	13.74
Income \$50,000 - \$74,999	5,991	18.12
Income \$75,000 - \$99,999	2,540	7.68
Income \$100,000 - \$124,999	888	2.69
Income \$125,000 - \$149,999	537	1.62
Income \$150,000 - \$199,999	288	0.87
Income \$200,000 - \$249,999	99	0.30
Income \$250,000 - \$499,999	112	0.34
Income \$500,000+	18	0.05

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$41,708	
2015 Est. Median Household Income	\$31,310	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	32,963	
Black or African American Alone	14,999	
American Indian and Alaska Native Alone	28,214	
Asian Alone	40,519	
Native Hawaiian and Other Pacific Islander Alone	46,250	
Some Other Race Alone	26,007	
Two or More Races	14,999	
Hispanic or Latino	25,535	
Not Hispanic or Latino	31,543	
2015 Est. Family HH Type by Presence of Own Child.	23,238	
Married-Couple Family, own children	6,105	26.27
Married-Couple Family, no own children	11,147	47.97
Male Householder, own children	974	4.19
Male Householder, no own children	878	3.78
Female Householder, own children	2,207	9.50
Female Householder, no own children	1,927	8.29
2015 Est. Households by Household Size	33,054	
1-person	8,536	25.82
2-person	11,871	35.91
3-person	5,904	17.86
4-person	4,116	12.45
5-person	1,728	5.23
6-person	606	1.83
7-or-more-person	293	0.89

Community Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.45	
2015 Est. Households by Presence of People Under 18	33,054	
Households with 1 or More People under Age 18:	10,730	32.46
Married-Couple Family	6,807	63.44
Other Family, Male Householder	1,133	10.56
Other Family, Female Householder	2,665	24.84
Nonfamily, Male Householder	103	0.96
Nonfamily, Female Householder	22	0.21
Households with No People under Age 18:	22,324	67.54
Married-Couple Family	10,446	46.79
Other Family, Male Householder	712	3.19
Other Family, Female Householder	1,470	6.58
Nonfamily, Male Householder	4,577	20.50
Nonfamily, Female Householder	5,119	22.93
2015 Est. Households by Number of Vehicles	33,054	
No Vehicles	2,000	6.05
1 Vehicle	11,510	34.82
2 Vehicles	11,218	33.94
3 Vehicles	5,805	17.56
4 Vehicles	1,594	4.82
5 or more Vehicles	927	2.80
2015 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	23,421	
2015 Estimate	23,238	
Growth 2015-2020	0.79%	
2015 Est. Families by Poverty Status	23,238	
2015 Families at or Above Poverty	19,430	83.61
2015 Families at or Above Poverty with Children	7,153	30.78
2015 Families Below Poverty	3,808	16.39
2015 Families Below Poverty with Children	2,703	11.63
2015 Est. Pop Age 16+ by Employment Status	66,941	
In Armed Forces	13	0.02
Civilian - Employed	31,865	47.60
Civilian - Unemployed	5,758	8.60
Not in Labor Force	29,305	43.78
2015 Est. Civ. Employed Pop 16+ by Class of Worker	35,029	
For-Profit Private Workers	24,781	70.74
Non-Profit Private Workers	2,224	6.35
Local Government Workers	2,349	6.71
State Government Workers	2,268	6.47
Federal Government Workers	289	0.83
Self-Employed Workers	3,082	8.80
Unpaid Family Workers	36	0.10

Community Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	35,029	
Architect/Engineer	209	0.60
Arts/Entertainment/Sports	299	0.85
Building Grounds Maintenance	1,216	3.47
Business/Financial Operations	759	2.17
Community/Social Services	603	1.72
Computer/Mathematical	427	1.22
Construction/Extraction	1,560	4.45
Education/Training/Library	1,802	5.14
Farming/Fishing/Forestry	57	0.16
Food Prep/Serving	1,925	5.50
Health Practitioner/Technician	2,138	6.10
Healthcare Support	879	2.51
Maintenance Repair	1,869	5.34
Legal	51	0.15
Life/Physical/Social Science	132	0.38
Management	1,850	5.28
Office/Admin. Support	4,781	13.65
Production	5,760	16.44
Protective Services	1,350	3.85
Sales/Related	3,437	9.81
Personal Care/Service	818	2.34
Transportation/Moving	3,107	8.87
2015 Est. Pop 16+ by Occupation Classification	35,029	
Blue Collar	12,296	35.10
White Collar	16,488	47.07
Service and Farm	6,245	17.83

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	34,342	
Drove Alone	29,380	85.55
Car Pooled	3,232	9.41
Public Transportation	0	0.00
Walked	440	1.28
Bicycle	35	0.10
Other Means	317	0.92
Worked at Home	938	2.73
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	9,835	
15 - 29 Minutes	13,559	
30 - 44 Minutes	5,711	
45 - 59 Minutes	2,506	
60 or more Minutes	1,805	
2015 Est. Avg. Travel Time to Work in Minutes	25.43	
2015 Est. Occupied Housing Units by Tenure	33,054	
Owner Occupied	23,824	72.08
Renter Occupied	9,230	27.92
2015 Owner Occ. HUs: Avg. Length of Residence	20.5	
2015 Renter Occ. HUs: Avg. Length of Residence	9.4	

Community Demographics

Caldwell County, North Carolina

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	23,824	
Value Less than \$20,000	1,549	6.50
Value \$20,000 - \$39,999	1,163	4.88
Value \$40,000 - \$59,999	2,109	8.85
Value \$60,000 - \$79,999	3,105	13.03
Value \$80,000 - \$99,999	3,187	13.38
Value \$100,000 - \$149,999	6,193	25.99
Value \$150,000 - \$199,999	3,286	13.79
Value \$200,000 - \$299,999	2,050	8.60
Value \$300,000 - \$399,999	452	1.90
Value \$400,000 - \$499,999	330	1.39
Value \$500,000 - \$749,999	249	1.05
Value \$750,000 - \$999,999	96	0.40
Value \$1,000,000 or more	55	0.23
2015 Est. Median All Owner-Occupied Housing Value	\$106,451	
2015 Est. Housing Units by Units in Structure	37,743	
1 Unit Attached	231	0.61
1 Unit Detached	26,124	69.22
2 Units	529	1.40
3 or 4 Units	981	2.60
5 to 19 Units	1,552	4.11
20 to 49 Units	153	0.41
50 or More Units	144	0.38
Mobile Home or Trailer	8,012	21.23
Boat, RV, Van, etc.	17	0.05

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	37,743	
Housing Units Built 2010 or later	461	1.22
Housing Units Built 2000 to 2009	4,009	10.62
Housing Units Built 1990 to 1999	6,350	16.82
Housing Units Built 1980 to 1989	6,349	16.82
Housing Units Built 1970 to 1979	7,317	19.39
Housing Units Built 1960 to 1969	4,537	12.02
Housing Units Built 1950 to 1959	3,897	10.33
Housing Units Built 1940 to 1949	2,382	6.31
Housing Unit Built 1939 or Earlier	2,441	6.47
2015 Est. Median Year Structure Built**	1978	



C. Kelly Cofer
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The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

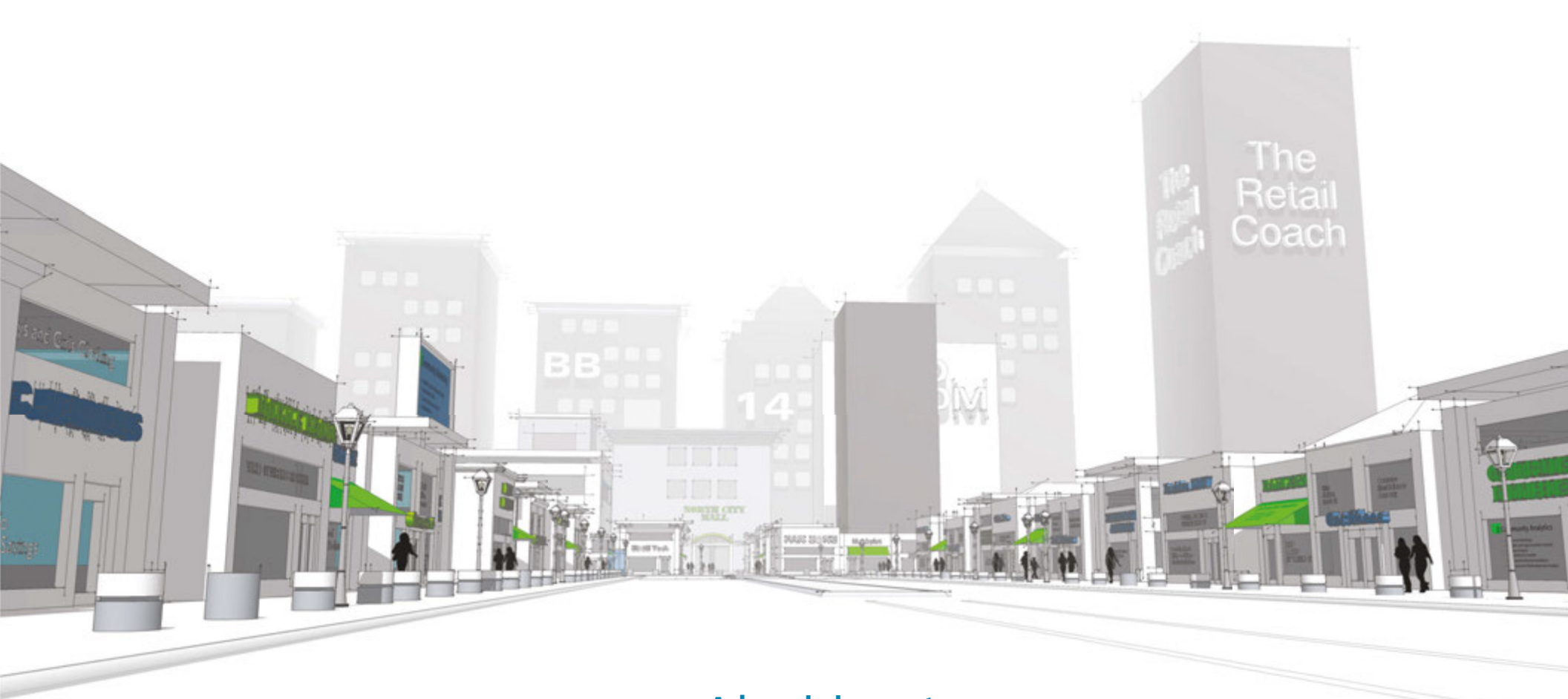
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 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.

The Retail Coach - It’s not about data. It’s about your success.

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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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