

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

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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	

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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

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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

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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

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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

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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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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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